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# NOTE

PUBLISHER'S

Welcome to the August edition of Seattle Real Producers!

As we step into the heart of summer, it's time to take a moment to reflect on the incredible journey we've embarked upon this year. To all of the Real Producers in this beautiful area, your dedication, perseverance, and unwavering commitment have not gone unnoticed. You are the driving force behind the vibrant real estate market in our region, and it's time to reap the rewards of your hard work.

Summer is more than just a season; it's an opportunity to pause, breathe, and savor the fruits of your labor. It's the perfect time to enjoy the beautiful Pacific Northwest, to explore the stunning landscapes, and to relax with family and friends. Whether it's a hike in the Cascades, a cruise on Lake Washington, or a quiet evening

in your backyard, these moments are well-deserved.

As you unwind, it's also a great time to reconnect with your "why." What motivates you to excel in this competitive industry? Is it the joy of helping families find their dream homes, the thrill of closing a challenging deal, or the personal and professional growth you experience along the way? I have been blessed to discover the core motivations that not only fuel your passion but also propel you toward new heights.

Our entire team at *Seattle Real Producers* is excited to share this journey with you. As we enjoy the last month of summer, we are also gearing up for an invigorating fall season. Let's take this time to recharge, reflect, and refocus. The upcoming months will bring new opportunities and challenges, and we are confident



that you will continue to shine and set new standards of excellence in our local real estate market. Here's to a relaxing and fulfilling end of summer!

Last but not least, we want to thank all of our hardworking, driven, and quality partners. They are the sole reason our publication and platform are able to flawlessly function. They provide a vehicle to highlight the very best in real estate and we can't thank them enough for their collaboration and partnership.

Warm regards,

Shea Robinson

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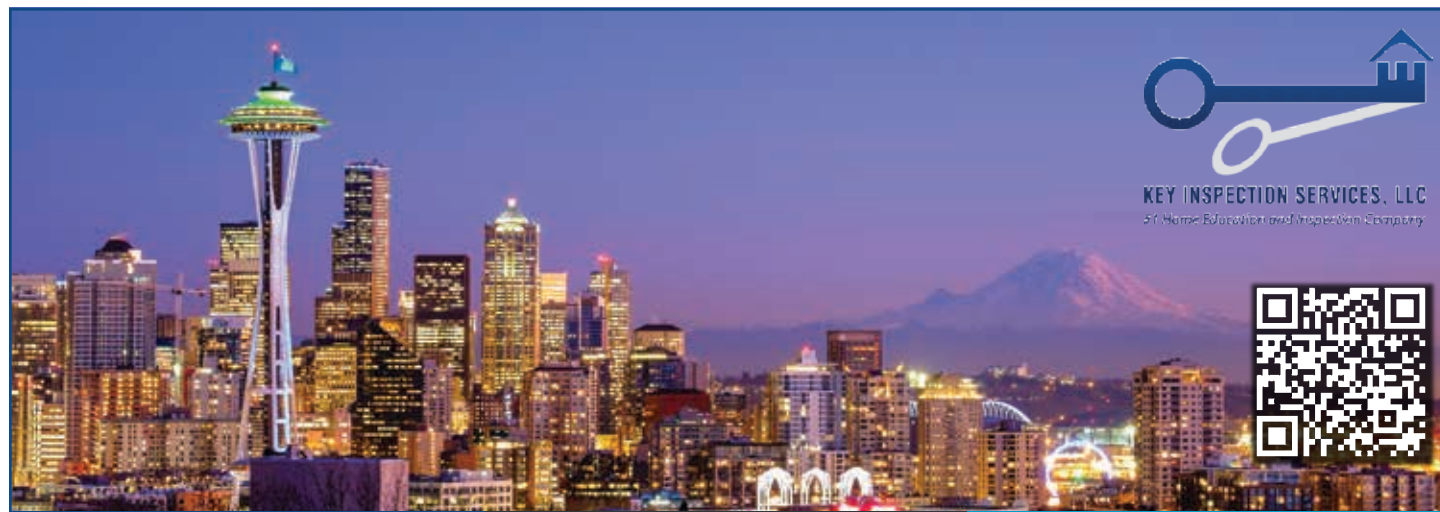




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# Ryan NILES

## Cornerstone Home Lending

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When I last spoke with Ryan Niles at Cornerstone Home Lending it was early 2021 and he and his wife, Kami, had just had their first baby six weeks prior. Kami was at an appointment, yet Ryan powered through our interview while watching his son, Grayson, with a sense of calm admirable for any new parent. This year, he was home once again helping to care for Kami and second son, Lawson, while they battled an illness Grayson had picked up at preschool. Yet once again, Ryan seemed totally at ease.

All I could think was, “Ryan’s ability to stay calm under pressure must serve him well when guiding clients through one of the most difficult markets we’ve experienced.” Yet, crazy as it may sound, Ryan attributes his more relaxed, thoughtful demeanor to becoming a father. “Being a dad and experiencing that love you have for your children has helped me to slow down, appreciate, and be grateful for all the people in my life and for what I get to do in this business,” he says. “My passion going forward is to be a true partner to my agents by pouring into them and helping them grow their businesses. Nothing else matters.”

In today’s tough market, this should be music to an agent’s ears. “I’ve been a lender for 19 years, and the past couple have been among the most challenging I’ve seen. Many agents are having a challenging time right now due to the market conditions, so my team and I are focused on finding ways to get them more buyers and generate more income, and we have many tools for achieving this.” Whether you are new to the business, somewhere in the middle of the pack, or absolutely crushing it but want to help your team members excel, The Niles Team would love to be your financial ally in real estate.

▶ sponsor spotlight

By Jenny Hart Danowski



### Creating a Game Plan

When Ryan first meets with an agent, he learns everything he can about their specific business model, strengths and weaknesses, and where they really want to take their business. Then he creates a game plan. “If they are focused on buyers, we show them ways in which they can attract more in this tight inventory environment by increasing the affordability for them through strategic, creative financing,” he continues. “We do that through temporary buydowns, where we lower the mortgage rate for buyers for the first two years. We also help them get full underwriting approval ahead of time, which allows them to close in 10 days and win in multiple offer situations.” And as we all know, the more an agent’s buyers win, the more business that agent generates.

Yet no matter how good an agent and lender, if a buyer doesn’t have the confidence to move forward, it doesn’t matter. This is where Ryan and his team truly excel. “We take complex topics and subjects—including all these moving parts and numbers—and break them down into layman’s terms,” Ryan explains. “Using our excellent technology deck, we can visually show buyers in an easy, educational format how we can get their payment to a level that is going to work for them,” he continues. “By doing so, we empower them and give them the confidence to move forward because we have a game plan and a strategy for executing it in this market.”

Even on the listings side, Ryan and his team have found ways to help agents move stale inventory. “Sometimes certain listings sit on the market because they were overpriced to start with so aren’t getting that traction they need, or because the agent didn’t have a good game plan going in,” says Ryan. “I have had more listing agents come to me and say, ‘Hey Ryan. This house has been on the market for two weeks. I’ve done multiple open houses, yet we aren’t getting the traction we need to attract a buyer and haven’t gotten any offers.’” Instead of suggesting a price reduction, Ryan gets creative. “I suggest leaving



Kami and Ryan Niles

Being a dad and experiencing that love you have for your children has helped me to slow down, appreciate, and be grateful for all the people in my life and for what I get to do in this business.



Ryan’s boys mug for the camera!



Ryan with his wife, Kami, and sons, Lawson and Grayson.

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Instead, find your tribe, pour into them, and you’ll be amazed how you can help change the trajectory of their lives.

the price as is and, instead, offering a \$25,000 credit to the buyer, who can then implement a rate buydown strategy,” he says. “Then we run the numbers and provide an analysis report the listing agent can use to attract potential buyers.” When buyers see their monthly payments will be hundreds of dollars less this way rather than just barely moving the needle with a reduced home price, they are sold...and so is the stale property! This buyer’s incentive also helps create bidding wars, upping the seller’s profit, and leading to more referrals and listings for the agent.

Outside of that, Ryan and his team add value for their agent partners by keeping them apprised of current and changing market conditions through monthly and quarterly Zoom meetings. “In addition, I send books, weekly videos, e-mails, and texts, letting them know what’s going on. It’s a constant educational journey,” Ryan says. And finally, The Niles Team offers an agent profit plan that is guaranteed to get agents another three to five deals a year. As Ryan explains, “It consists of a book, as well as a curriculum class we teach through our offices, and lays out specific, tangible things an agent can do to achieve results.”

As Ryan has learned, “You don’t need to spread yourself thin by trying to work with everyone. Instead, find your tribe, pour into them, and you’ll be amazed how you can help change the trajectory of their lives.”



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# REAL IMPACT *Event Recap*

Photos by Jackie Phairow Photography



As many of you know, especially those of you who attended, we had an absolutely incredible event in late May. The event was titled “Real Impact” and that is exactly what it was. We got together in the gorgeous Mark Ryan tasting room in Woodinville and highlighted 6 local nonprofits who all tackle a different issue in our community.

There are so many people to thank for making this a successful event. First off, Heritage Restaurant catered the event and did a flawless job. Everything was delicious, fresh, and presented beautifully.

We also had a group of amazing sponsors that made all of this possible. Our Platinum Sponsors were JCC Concierge, Thomas James Homes,

and Adrian Webb. Our Gold Sponsors were Freestyle Production, All Covered Painting, Cindy Fraioli with Cross Country Mortgage, NOVO Painting, Christine Visser with Caring Transitions, and Brandon with Key Home Inspection Services. Our Silver Sponsors included Jordan River Moving and Storage and Jackie Phairow Photography.

The entire reason for this event was to help quality nonprofits gain exposure amongst our amazing agents and give everyone an opportunity to learn about an organization that speaks to them. Our nonprofits included **Atlas Free**, which battles sex trafficking and exploitation; **Mary’s Place**, which strives to make sure no child sleeps outside; and **Forefront Suicide Prevention**, which helps those who

might be in a dark place and those who might have been affected by the sudden loss of a loved one. In addition, we had **Z Girls**, which helps females between the ages of 11 and 14 find their own voice and confidence; **Pushing Boundaries**, which provides equipment and services for those dealing with paralysis or debilitating issues; and **Humble Design**, which turns a house into a home for those less fortunate.

We raffled off a trip to Cabo San Lucas and, combined with the profits generated from the RSVP’s, were able to donate \$1,000 to each nonprofit.

We’d like to thank everyone who participated in this event and hope that this will not be the last time we gather to make an impact in our community.









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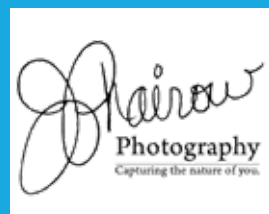
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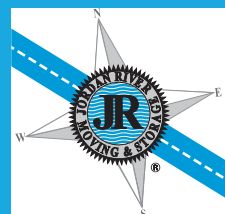
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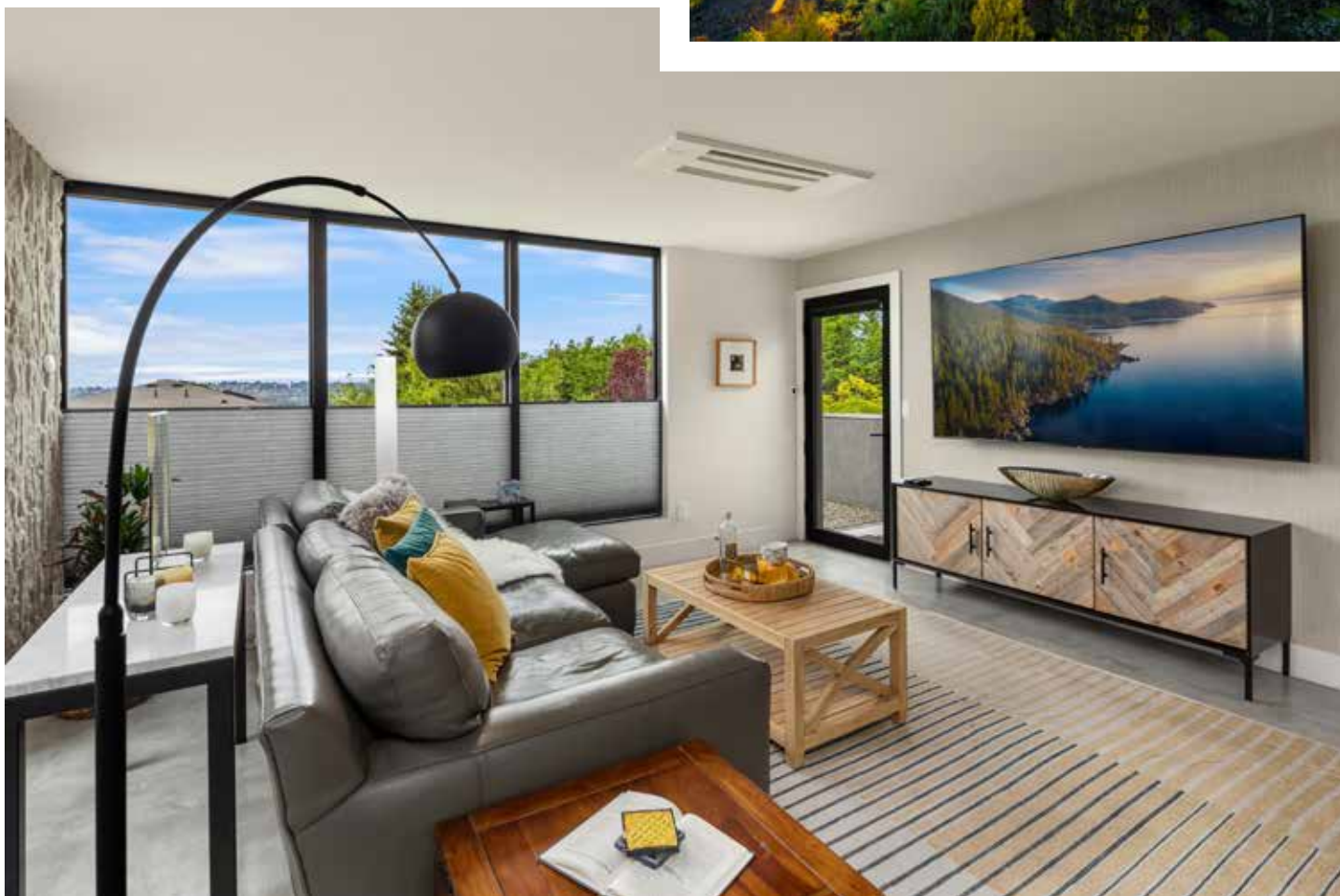




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# CHELSEA

Halverson



» rising star

Written by Barbara Pearson · Photos by Pics By Pix Photography

In 2023, just four years after starting her real estate career, Chelsea Halverson was recognized as a 30 Under 30 Honoree with the National Association of REALTORS® (NAR) at the age of 27 and was the only Washington state broker in her respective class. That same year, she received the Young Professional Achievement Award through SKCR, as well as the Rising Star Award with Five Star Professionals. Most recently, she accepted the 2024 YPN Realtor to Watch Award at the Washington REALTORS® Spring Conference. Alongside these accolades, she was appointed Chair for Seattle King County REALTORS® (SKCR) Young Professionals Network (YPN), where she brings fresh perspectives and energy to the volunteer organization. In addition to the role as YPN Chair, Chelsea serves on the 2024 Board of Directors for SKCR and participates with other affiliate organizations on a local and national scale.

Born and raised in Anchorage, Alaska, Chelsea recalls a unique childhood, spending most of her days outdoors with her family hiking, fishing, and camping. She figure-skated competitively throughout most of her childhood, scoring upwards of 70 medals, including some national rankings. She grew up on a lake and the family had a cabin where she spent many summers fishing and camping nearby—and this is truly where Chelsea’s love for nature began. Leaving Alaska, she enrolled at the University of Oregon, graduating with a Bachelor of Science degree in Environmental Studies.

Post college, Chelsea planned a solo trip that included volunteering at a wildlife sanctuary in Australia and scuba diving the Great Barrier Reef. She was set to complete an internship in Fiji, conducting coral reef research, when complications arose from her Type I diabetes, which necessitated a return home to Alaska. She took time there to think about her future and completed an internship with the National Park Conservation Association (NPCA) while looking at future career options. Realizing she needed more, she decided to move to Seattle, a city she had been attracted to since a young age.

Explaining her career choice, Chelsea reflects, “Real estate found me.” Having no luck landing a job in the environmental field, she found herself choosing between job offers from Alaska Airlines, a local veterinarian

clinic, and a real estate agent - all completely different avenues. In this pivotal moment, Chelsea knew whatever she chose would dictate her future. “I realized there were no ceilings in real estate, and I could create my own path,” she says. After beginning her career as a licensed assistant five years ago at age 23, Chelsea learned and grew under the guidance of an independent real estate agent at Keller Williams. There she mastered her skillsets writing contracts, managing clients, and crafting marketing materials. Just shy of a year in the business, Chelsea joined the Northern Key Team at COMPASS where she closed \$50 million and 60-plus transactions in her three years on the team.

Pivoting to be an independent agent with COMPASS in December 2022, Chelsea now oversees all her transactions personally, with the support of a transaction coordinator. She is with the client from the very beginning steps to the closing table, noting that the more education and guidance she can grant a client in the beginning, the more successful and confident they will be in the market. The goal is to slow down the process before jumping into the fast-paced market. Expressing the challenge of the market in Seattle, she is concerned and shares, “The media works against us. People can be intimidated by the reporting, the prices, and the speed at which inventory moves. Patience is key. I always joke that I am a part-time therapist.”



“ I realized there were no ceilings in real estate, and I could create my own path. ”

Compass connections. She can help connect buyers and sellers with referral partners from Washington state and beyond.

As the 2024 Chair of YPN, Chelsea networks with all industry professionals including agents at all brokerages, title reps, and lenders. The Chair is committed to a three-year term, including Vice Chair and Past Chair. The duties vary from overseeing a six-person advisory board to planning events and managing a budget. She also represents the advisory board at any local, state, and national events. She recognizes the importance of the Young Professionals Network, knowing she is connecting strangers to one another and expanding other’s businesses. “I’ve seen the importance of giving back to others,” she says. The entire board is volunteer based, and all nine members are full-time real estate agents who run their own businesses outside of YPN.



Attributing her success to overcoming adversity earlier in her life she recalls her challenges: “I was born with hip dysplasia and learned to crawl wearing a cast from my hips to my ankles.” In second grade, Chelsea had surgery and was back in a similar cast, this time confined to a wheelchair. She continued to figure skate and treat life as normal. She was later diagnosed with Type 1 Diabetes at age 12 but says, “I don’t let those things define me.” Having these challenges at an early age has only made her persevere more, a trait she takes into her business.

Outside of her profession, Chelsea loves to discover Washington with her four-year-old Labradoodle, Millie, watch any Seattle sports team live and go to concerts, and she recently joined a boat club so she can recreate her memories on a lake. “I love exploring Seattle, hanging out with friends, and meeting new people,” she concludes. She owns a townhome in West Seattle and has an office in Fremont, and can be anywhere from Gig Harbor to Everett in a day, prompting her friends to joke: “Where is Chelsea today?”

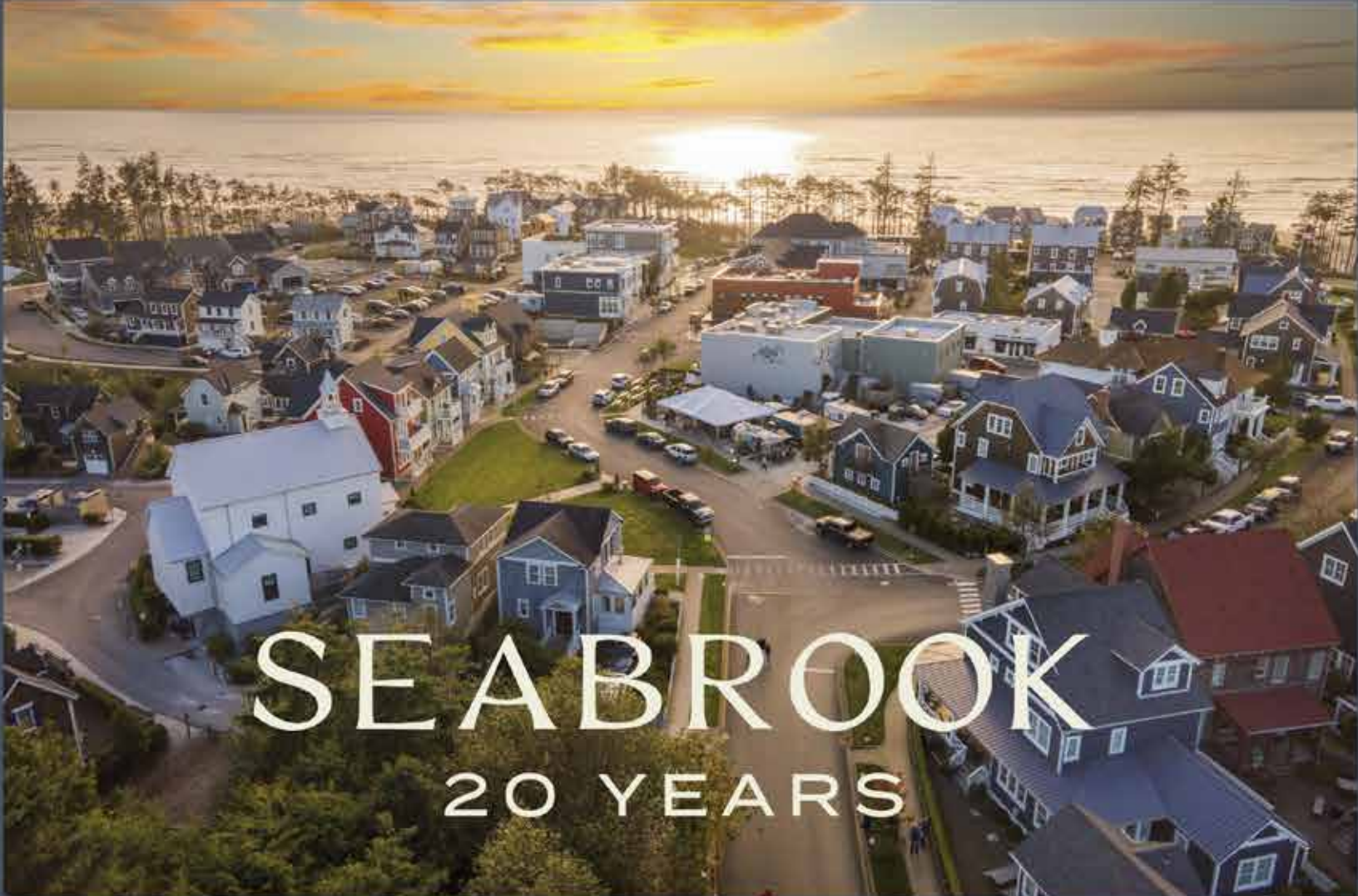


As her experience has grown, Chelsea describes how she has adapted her business. “Standard systems do not work for every client. I do a lot of upfront education to ensure we are looking at the right homes and planning the best offer strategy. I want to understand all of my clients’ needs and values,” she explains. She knows real estate is so much more than a transaction, it can change people’s lives.

Chelsea made it a challenge to get leads organically after leaving a heavy online lead team, and ended up closing 18 transactions in 2023, zero of which she paid an online lead source for. Most of her clients are referrals from past clients or other brokers, her personal sphere, and leads through social media. Chelsea has been voted a Top 15 Real Estate Agent on social media by Property Sparks three years in a row. Her local and national recognition is important to Chelsea. “Building relationships means extending your hand to empower others,” she explains, “and we can all learn from each other’s successes.” Her networking expands to a national level and is based on her leadership with YPN, alumni status as a NAR 30 under 30, her position as a Board of Director with SKCR, and internal



“ Building relationships means extending your hand to empower others, and we can all learn from each other’s successes. ”



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# Alee HEIDAR

Written by Barbara Pearson  
Photos by Freestyle Production



Alee Heidar and his girlfriend, now wife, were living in Washington D.C. when the couple took a leap of faith to move together to Seattle, prompted by her job opportunity at Nordstrom’s corporate office here. As Alee recalls, “I had never visited the area, but we were excited to move to the West Coast for a lifestyle change and a new adventure.”

Alee began his career in consulting, but increasingly found the work unfulfilling and sought a career that would capitalize on his entrepreneurial spirit and passion. “Real estate had always been of interest to me, but I just never took the leap to get my license,” he explains. But after following the real estate market in our area, Alee saw an opportunity to deliver a higher standard of service excellence. “With my wife’s encouragement, I took a break between consulting projects to study and get my license,” he says.

Quickly gaining experience, Alee delivered outstanding results, working with brokerages Keller Williams, COMPASS, and The Agency RE. This February, he moved his team, The Heidar Group, to Engel & Völkers in Kirkland - located in Carillon Point. Talking about the goals which motivate him, Alee says, “I am focused on great work and outcomes for my clients, rooted in an understanding of their needs and wants. My number one goal is to protect their interests. I do not want to sell them one property, I want to sell them their next one, and then their kids’ properties too.”

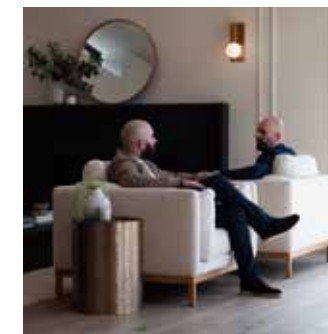
Raised by parents who came to the United States from Afghanistan, Alee appreciates his good fortune. “My father and mother left Afghanistan during the war of the 1980’s,” he explains, “and that meant leaving everything they knew to live in a new country, learn a new language, and start a new life. I can’t imagine what that’s like. I’m grateful for the opportunities my parents gave us, enabling me to work in a fulfilling field delivering something valuable to people.”

Engel & Völkers is a global luxury brokerage with a large international footprint, yet is still able to offer boutique service and local expertise, which Alee sees as a foundation for growth for The Heidar Group. “My younger brother, Yama, just moved here

from California to work with me, and he brings a fresh set of eyes,” Alee continues. “Seattle and the Eastside are our focus, and our business is evenly split between buyers and sellers. We have a separate division focused on development and I have built a network of connections among builders and developers, and also with property investors, to help them acquire land.”

Alee and his team invest in the highest quality marketing materials including social media, luxury videos, and direct mail. Alee sees The Heidar Group as uniquely authentic in its approach, communication, and service, and he is committed to

providing the same quality of service to every client. “Whether we’re selling a condominium for \$500,000 or a single-family home for \$5 million, we listen and genuinely care about our clients and their goals,” he explains. To match the person to the property, Alee builds long-term relationships with clients. “People always say business and personal should not mix. I disagree because if you like me personally, you will want to do business with me. If someone trusts me and feels comfortable with me, then when the time comes for business, they’ll think about me. I never talk about real estate in a social setting, but everyone knows what I do,” he points out.



PEOPLE ALWAYS SAY BUSINESS AND PERSONAL SHOULD NOT MIX. I DISAGREE BECAUSE IF YOU LIKE ME PERSONALLY, YOU WILL WANT TO DO BUSINESS WITH ME.



Passionate about what he does and how he works, Alee says, “Every property, every family, every individual has a story. Every environment makes you feel something, and you must listen to those feelings. Oftentimes clients buy the first house they walk into because they instantly feel the connection. I can advise on many things, but I cannot tell a client how a property makes them feel. I never push them. I tell them that whether it takes one day or one year, it makes no difference. We’ll be there with you every step of the way.”

Alee has received multiple awards including being featured in the *425 Business Magazine’s* ‘40 under 40’ list, and *Seattle Agent Magazine* also named him as ‘Who’s Who in Seattle Real Estate’. He has also been consistently ranked in Real Trends Top 1.5% of agents nationally. Brokers reach out to him all the time, fueled by his presence and reputation on social media as well as by his awards and recognition. Alee’s goal is to remain authentic to his team’s values of working with honesty and integrity and is committed to collaborating and working with people who hold themselves to a higher standard. “We’re building our business organically, through relationships,” he says, “and everything we do must feel authentic to us.”

He has been involved with organizations such as Give Back Homes and Habitat for Humanity, as well as participating in fundraising events for schools on the Eastside, to which he intends to devote more time in the future - he is always looking at ways to give back and volunteer.

For Alee, success is multifaceted, and always starts with the individual’s happiness and sense of fulfillment. “If you are not content in your own life, then it’s hard to be successful and show up as your best self,” he confirms, “and success is not just monetary. Success for me is giving the keys to a client and seeing the excitement on their face: we’re selling our clients their dream home.”

SUCCESS FOR ME IS GIVING THE KEYS TO A CLIENT AND SEEING THE EXCITEMENT ON THEIR FACE: WE’RE SELLING OUR CLIENTS THEIR DREAM HOME.



Bringing a high energy to everything in his life, Alee believes positive energy is contagious. “I’m very big on mindset, energy, and creating a positive atmosphere,” he concludes. “People want to work with people, as everything is about relationships and finding a genuine human connection. I always lead with kindness and respect, whether it’s in my personal life or business. I have to stay true to myself and my beliefs in order to show up the best for my clients.”

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# BUY EARLY. BUY BETTER.

# Adrian Chu

Born and raised in Seattle and a proud University of Washington alum, Adrian Chu, the Founder & CEO of Specialty Real Estate Group (and three other real estate related companies), is one of those who found his passion in real estate early on, at the age of 7, to be exact.

From then, his fascination with real estate and finance only grew and became unstoppable. Clients at any stages of their real estate journey would benefit from Adrian's experience and expertise, which spans from residential and commercial purchases and sales, land acquisition and development, construction and financing.

## A Childhood Interest Taken Seriously

Adrian's fascination with real estate and finance began early in life. "I was always intrigued by entrepreneurship and finance," Adrian recalls, reflecting on his formative years. "Even in elementary school, I would wake up early to watch CNBC, follow the stock market, and even called in to speak with the analysts on live national television multiple times."

This early interest laid the groundwork for Adrian's future in real estate, driving him to pursue a path that would blend his passion with practical experience.



"I knew early on that I wanted to invest in real estate," Adrian explains. "So, I strategically planned my education and career to align with that goal."

During high school in Washington state, Adrian participated in the Running Start program, which allowed him to take college courses concurrently. As a result, he graduated from the University of Washington in just two years with a degree in electrical engineering—a foundation he believed would provide financial stability while he pursued his real estate ambitions.

## A Journey of a Thousand Miles Begins with a Single Step

In 2010, at the age of 19, Adrian obtained his real estate

license, marking the beginning of his professional journey. Initially, while working full-time in engineering, Adrian started small, handling rental transactions and gradually acquiring his own properties.

"My first client transaction was for a modest \$600-a-month condo rental," Adrian recalls with a smile. "It was a smooth introduction to the business."

As the market recovered from the 2008 financial crisis, Adrian seized opportunities in Seattle's condominium market, purchasing properties at reduced prices and leveraging his insights to navigate complex investment decisions. His early success fueled his ambition, prompting him to broaden his expertise by

obtaining a mortgage license in 2012—a move that positioned him to offer comprehensive services to his growing clientele.

Concurrently working full-time in the tech industry enabled Adrian to quickly grow his real estate investment portfolio starting with rehabs and rental properties.

#### One-of-a-Kind Real Estate One-Stop Shop

Adrian's entrepreneurial spirit led him further into real estate development and new construction.

"In 2015, I ventured into new development representing a buyer for a new construction home. The following year, I acquired my first development project," Adrian shares. "This marked a pivotal moment, allowing me to expand into underwriting new construction projects, master the land use code, and collaborating closely with the local builder community."

In 2017, Adrian transitioned away from the tech industry. In the same year, Adrian was one of the early adopters to Seattle's accessory dwelling unit condominium projects, purchasing a single-family zoned lot and creating an additional dwelling on it that could be sold separately. As one of the first developers to build and curate such a project, Adrian set the stage for many of these projects being built all over the city now.

His venture into real estate development eventually culminated in the establishment of Specialty Design+Build, currently overseeing the construction of 17 homes with more projects in the pipeline—a testament to Adrian's strategic vision and leadership in Seattle's competitive market.

In 2021, Adrian launched Specialty Real Estate Group, accompanied by Specialty Home Loans and Laurelhurst Property Management, bringing his vision into reality. "I have always wanted to create a comprehensive service model for my clients, becoming their real estate one-stop shop for life. From real estate transactions to financing and property management, we provide seamless solutions tailored to meet our clients' diverse needs."



**Our goal is to make a meaningful impact in the real estate industry by providing exceptional service and fostering lasting relationships, we aim to redefine real estate experiences in the Pacific Northwest and beyond.**



Adrian also gives back by actively volunteering with the University of Washington, contributing as a business plan competition judge and guest speaker in the university's real estate program.

#### Looking Back and Looking Forward

Reflecting on his journey, Adrian offers valuable advice for aspiring real estate professionals who are currently working in another industry or have another full-time job.

"Treat real estate as a second full-time job," Adrian advises. "Success requires dedication, a strong mindset, and a commitment to continuous learning."

He emphasizes the importance of building trust within Seattle's close-knit real estate

community, where reputation and relationships are paramount.

One of Adrian's niches in real estate brokerage continues to be representing Seattle and Eastside's leading developers, builders, and investors on acquiring projects and selling finished new homes.

Adrian and his team also handle commercial transactions, in both sales and tenant representation.

#### Paying It Forward

Today, Adrian leads a team of 38 agents at Specialty Real Estate Group, fostering a collaborative environment that emphasizes both virtual interaction and in-person engagement.

"Launching our brokerage during the COVID-19 pandemic posed challenges, but we adapted quickly," Adrian notes. "We continue to host regular agent events that blend education with fun, strengthening our team's cohesion and professional growth. Real estate can be very competitive. We strive to provide a supportive environment for our agents and promote cross-marketing opportunities."

As Adrian continues to expand his influence in Seattle and beyond—with his firm licensed in Oregon and California—he remains focused on innovation and excellence. "Our goal is to make a meaningful impact in the real estate industry," Adrian concludes. "By providing exceptional service and fostering lasting relationships, we aim to redefine real estate experiences in the Pacific Northwest and beyond. You will be seeing more of us around."





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