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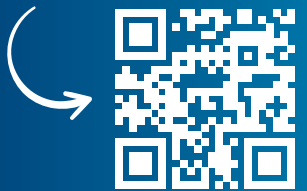
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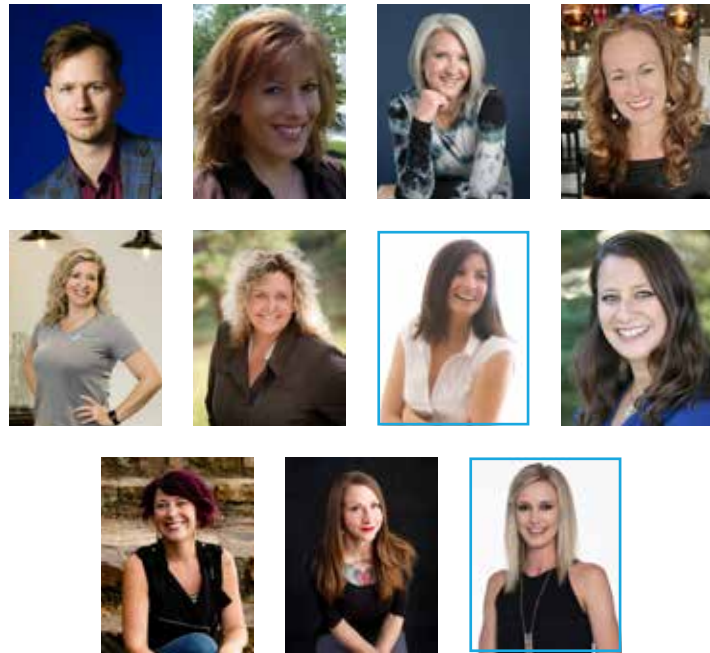
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## Our Vision for Colorado Springs Real Producers:

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For articles, coverage, and advertising, contact Brian Gowdy at 719-313-3028; [brian.gowdy@realproducersmag.com](mailto:brian.gowdy@realproducersmag.com).

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# WELCOME DECEMBER

Our mission at *Colorado Springs Real Producers* is to elevate the culture in real estate so that real estate professionals get to know each other on a deeper, more human level—we hope, as a result, everyone will treat each other more kindly during transactions. With that said, please check out your colleague's stories in this month's edition! It's a big deal for all of them to be featured and I know they would love it if you took the time to get to know them.

When it comes to the agents we highlight in the magazine, we are looking for agents who have a healthy level of production but also treat other real estate agents and vendors respectfully. If you know an agent that deserves to

be featured. Please reach out! There's no cost involved with being featured in Real Producers; it's 100% funded by our advertising vendors

On that note, please know that every business advertising has been referred to us by real estate agents. This means, when your go-to roofer (for example) is booked out 3 months, you are welcome to skim through our index to find one we recommend, knowing they're already validated by your peers.

Lastly, please remember every time you use one of our partners, you're not only supporting their business; you're also supporting mine! Just remember

to remind them you saw their ad in Real Producers.

Thank you,  
**Brian Gowdy**  
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Brian Gowdy and his dad at Monitor and Merrimack Butte in Moab, Utah

## Reflections from the Editor

As we build our future, it's important that we honor the past. Sometimes the best way to do this is simply to reflect on where we've been, what we've learned, and how we've grown. Each challenge that we overcome gives us wisdom that we may not have otherwise earned and builds the strength we need to greet what is yet to come. Our past offers tremendous insight that can help us create our future. And our future is created one choice at a time about what we want to carry with us and what

we want to leave behind. Endings are a natural part of our forward progression and each time we let go of something that is no longer aligned, we create space to receive what is meant for us in our next chapter.

Year-end is a wonderful time to do these kinds of reflections. I encourage you to take a few moments to reflect on what you learned this year, what you are most proud of, and what you are choosing to let go of. What will serve as a solid foundation for your 2025?

**Tabby Halsrud**  
CONTENT COORDINATOR &  
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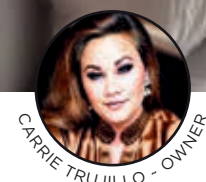


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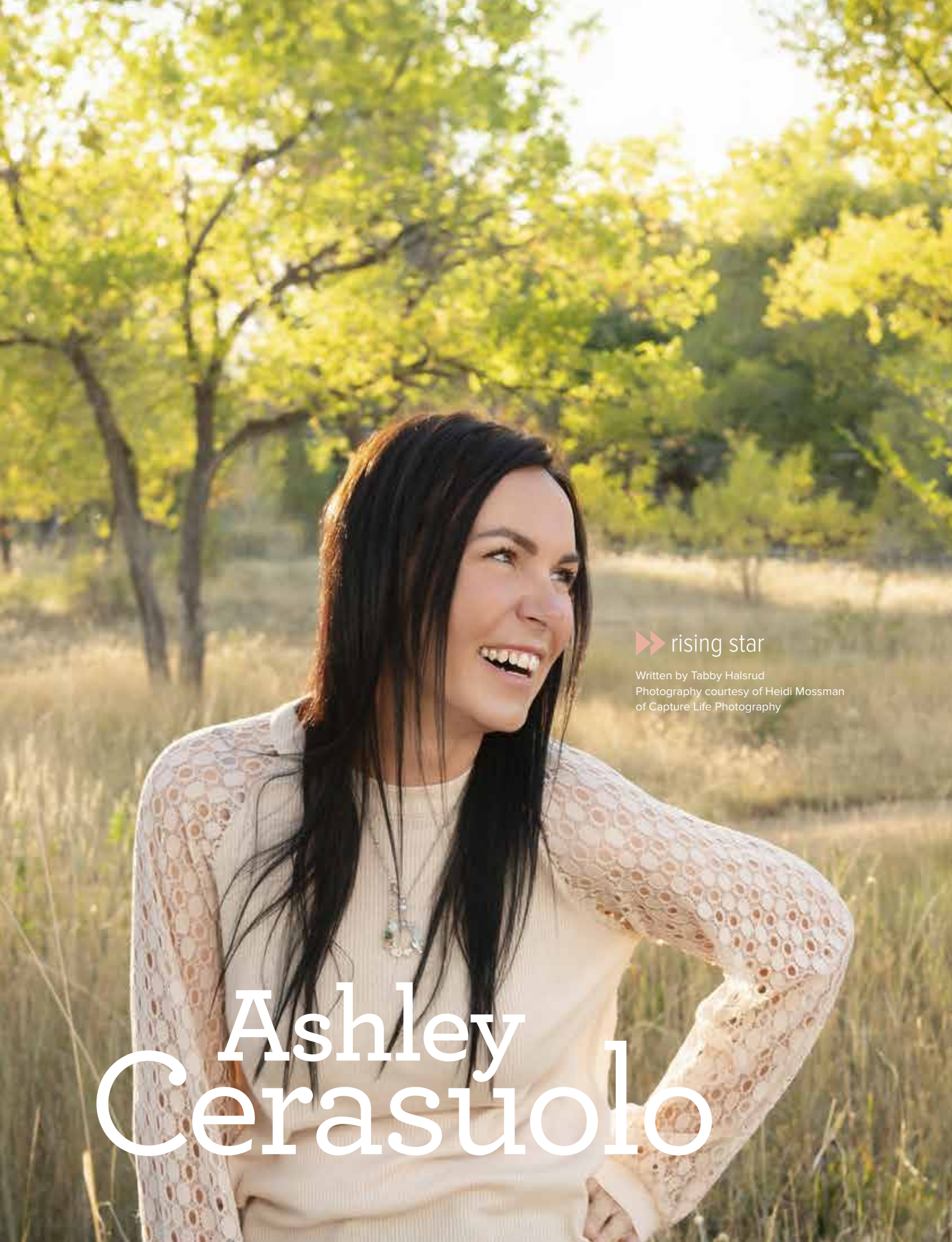
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» rising star

Written by Tabby Halsrud  
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# Ashley Cerasuolo



After launching her real estate career in 2021, Ashley Cerasuolo experienced early success. She had been a stay-at-home mom for 11 years, and launched her real estate business in Arizona. She had 21 homes under contract within her first two months, and closed 72 homes her first year. When she returned to Colorado 18 months later, she had to start over but her success followed her. She was on a team for a short while

but eventually transitioned to be on her own. Driven by an insatiable desire to help more people, Ashley wanted to teach new agents how to succeed in the business. "It's an expensive career to get into," said Ashley. "I wanted to build camaraderie among new agents and help them create strong foundations to support their success."

Ashley can talk to just about anyone and is very present in social media,

“  
When things go  
awry, I want the  
clients to know  
they have an agent  
who will fight for  
the close no matter  
what comes up.  
”

activities that help build her business. She has a soft spot for VA - she loves the constant change and the fact that doors are always opening. Ashley also finds the thrill of negotiation riveting. For example, when she's working with buyers who have less income or smaller down payments and think they won't be able to get into a house, Ashley is inspired to help them and negotiates even harder.





Ashley knows that her career success was built from her strong work ethic and the effort and time she puts into her business. “You have to work long weeks. It’s a mindset game, too. You have to always be present at work and have a positive mindset and if that slides, your business suffers.” Ashley has also

learned the importance of balancing the long work hours with family time. “You also need to have boundaries that allow you to have time with your family.” As she watched her youngest son grow, she realized how quickly time was passing with him. That led to Ashley putting firmer boundaries in place so she

can enjoy family dinners and quality time with her kids in the evenings.

Ashley and Danny have five kiddos ages 23, 14, 11, 8, and 6. Outside of work, the family enjoys spending quality time together, cat fishing, fly fishing, boating, and enjoying the outdoors in other ways.

Ashley summarized her work ethic by saying, “I fight for my clients and try to make the process as smooth and as stress-free as possible. When things go awry, I want the clients to know they have an agent who will fight for the close no matter what comes up.”

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## TRAVEL TO PROFIT MANAGEMENT

Kayla Olson



Written by Barbara Gart  
Casa Bay Photography

### HOW ONE BOLD DECISION SPARKED UNSTOPPABLE GROWTH

Kayla and Jed Olson aimed to create a way for their home to pay for their travels. They ended up re-inventing what it means to be a management company for short-term rentals—and landed among the fastest-growing companies in the STR management market.

To understand the power of small-yet-bold decisions, consider the start of the Olsons' business, Travel to Profit, where an iPhone camera and a margarita paved the way to short-term rental success.

Having met while traveling overseas in New Zealand, Kayla and Jed practically made it their mission to go overseas at least once yearly. It first started with finding “travel hacks” to travel for free with points & rewards from credit cards, hotels, & airlines. While these tricks of the trade helped in their quest to visit every country in the world, everything changed after they purchased their current home in the Mountain Shadows area during the pandemic.

Having stayed at Airbnbs around the world since the company's infant years in 2008, Kayla in particular had always wanted to be on the host side of the platform. One night after a few short months of moving into their current home, Kayla sat on her patio with a margarita in her hand looking at their fantastic view of Pikes

Peak, and made one small, but bold decision.

She put their home on Airbnb that night.

No preparation, no research, just a few iPhone pictures of their house with Jed and their dog, Stout, in them. She followed what she later found out was a laughably low suggested nightly rate from Airbnb. The next morning, their house had been booked... even for times they weren't traveling!

“This realization changed our lives,” Kayla explains. “We were already gone about four or five months every year, so I realized we might as well make money listing our house instead of it just sitting empty. I took my marketing background and prior experience helping small businesses grow and put it into Airbnb. It was kind of like a contest for myself to see how much money I could make nightly off of our house and how often it could be booked.”

It took two years for Kayla and Jed to master Airbnb with a few properties in the US and Mexico. Then, friends, family, and others in the Olsons' network began to solicit help with their own Short Term Rental investments. Travel to Profit Management officially broke onto the STR scene.

While other management companies were focused on simply managing guest communication, cleanings, and logistics, Kayla knew that there were two massive gaps in the market:



a focus on marketing and wow factors for guests.

She describes Travel to Profit as a “marketing first” management company that specializes in positioning client homes as luxury properties, emphasizing wow factors that produce phenomenal occupancy rates and nightly rates.

Their mission is clear: keep homes fully booked and highly profitable. And their strategy is paying off.

In the last year & a half since going full force into STR management, Kayla has seen Travel to Profit's listings outperform the competition. In that short time, they have now signed on over 20 properties. And

this portfolio of homes achieves nightly rates \$176 higher than similar properties and occupancy rates soaring 31% above the market. A testament to their success, Travel to Profit ranked in the top 250 fastest-growing Airbnb hosts nationwide last year. Because of this achievement, Travel to Profit worked directly with one of Airbnb's growth consultants, ensuring she stays ahead of industry trends and innovations.

One of Travel to Profit's clients, Bart & Kayla Ingalina, experienced firsthand the relentless dedication she brings to marketing properties for top dollar and full occupancy.



“From the moment we partnered with them, Kayla has gone above and beyond to hold our hands through the process of getting started, how to add value, and beyond.” Kayla Ingalina states.



“She and her team have been amazing to ensure our property is always in pristine condition and our guests have unforgettable stays. They handle everything with professionalism and a personal touch, making both us and our guests feel valued and cared for. Thanks to their expertise, our occupancy rates have exceeded our expectations, and we’ve received countless glowing reviews. We’ve gone from her managing one property to obtaining four in different states because of their excellence. If you’re looking for a property manager who truly cares about your investment and your guests’ experiences, look no further!”



When asked for advice for real estate agents entering the Airbnb industry for themselves or clients, Kayla encourages them to look for properties with a Short-Term-Rental First mindset. While the biggest threat to Short Term Rental investments is regulation, Kayla notes that people will always want to have vacation homes as a travel option. In short, STR’s are here to stay, but having a company advise on the best markets for investment is paramount.



She also emphasizes the importance of adding wow factors to a home. “No one books an Airbnb just for a place to sleep anymore. They want an experience,” she explains. “You can’t change the location or the view, but you can add features like a hot tub, pool table, or game room.” Kayla takes pride in helping homeowners enhance their properties, often walking through homes with them to create a tailored marketing plan and income opportunities that maximize their investment.

For Kayla, the most rewarding part of her job is making her clients happy. “To keep clients happy, you have to create 5-star experiences for guests, which



leads to 5-star reviews, and more business” she shares.

Beyond her passion for her business, Kayla is deeply committed to giving back to the community. She actively participates in organizations like Real Producers, Youth with a Mission, and TESSA House. When she’s not working, Kayla enjoys spending time with her husband, Jed, and their two children, Hezekiah and Shadrach. Now that their kids are a little older, Kayla and Jed let them choose family travel destinations, and this year’s pick was Panama, sparked by their school lessons on the Panama Canal. From this family goal of visiting every country in the world, they’ve been able

to create a business that creates freedom for them and their clients.

Kayla & Jed’s vision for Travel to Profit Management is ambitious but well within reach. By the end of 2024, they aim to market 30 homes, and by the end of 2025, grow that number to 75 while still keeping the top-quality service their clients have come to expect. Within the next five years, her goal is to become the top management company in Colorado Springs.

Given the remarkable growth and success she’s achieved since starting less than two years ago, her vision is steadily transforming into reality.



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# ROB THOMPSON

▶▶ standout REALTOR®

Written by Tabby Halsrud  
Casa Bay Photography

From his time in the Air Force to his current role in real estate, Rob Thompson has kept service for others at the forefront of everything he does. Having grown up in New Jersey, Rob Thompson first arrived in Colorado as a cadet at the Air Force Academy. During his nine years of active duty, he and his wife moved four times with two young children. When they decided they wanted to settle down, Rob went to work as a network engineer and later manager for MCI, now Verizon. After 18 years in corporate America, Rob was ready for a new opportunity.



Rob started investing in real estate in 2002 and soon grew his portfolio to 12 properties. The agent who helped with his investments was determined to recruit Rob to join his team. Eventually, Rob decided to make the career shift and joined Mark McWilliams at RE/MAX. Rob recalled, "Mark was an amazing mentor and taught me how to really do real estate right." During his three years at RE/MAX, Rob started as a buyer's agent before adding listings and ultimately becoming a lead buyer's agent, training new agents who joined the team.

Rob later moved to Coldwell Banker, where he has been growing his own team - The Rob Thompson Homes Team. He now has a licensed assistant

who shows properties and handles inspections and Rob's son-in-law covers the Denver market. Rob has plans to organically grow his team in the future and is currently looking for the right agent to join the team in the Colorado Springs market. He is open to connecting with agents who are seeking new long-term opportunities.

Rob is driven by a desire to be an exceptional REALTOR®. His company's tagline is "Simplifying real estate for you" which signifies his desire to guide overwhelmed clients through the process and to do what he can to reduce stress. Rob has focused on building systems and processes to ensure he and his team won't miss any steps along the way. He has also learned the importance of having the

right people on the team. Delegating tasks makes his life easier and gives him more time to build relationships and show up as his best self for his clients, rather than having to be buried in paperwork. He is proud of his team and knows he can rely on them.

Rob focuses on building long-term relationships with his clients and cultivating a sense of community. He and his team host several client events throughout the year in Denver and Colorado Springs such as holiday pie parties, dinners, and Rockies games. Rob's business is built mostly through referrals. He rarely hosts open houses and does very little advertising. He asks his clients to refer to him - but only if they feel like it would be doing their friends a favor. He appreciates it







when the phone rings and it's a referral from a past client. Rob is proud of the fact that he has had nearly 100% client satisfaction. He enjoys the process and helping people achieve their goals, but keeping the relationships going after the transaction makes him feel most fulfilled.

Rob and his wife, who is a high school science teacher, have two kids, ages 28 and 31. His oldest is a freelance writer and his youngest is an elementary school teacher. When not working, he and his wife are never sitting for long. They enjoy hiking, playing pickleball, skiing, traveling and going to the theater.

Rob is an avid reader and tries to always have a book going. He shared a few of his favorites: *The Greatest Salesman in the World* by Og Mandino, which grounded him into a mindset of serving; *The Obstacle is the Way* by Ryan Holiday has been a life changer, helping him focus on the right things and staying balanced; and *the 5 AM Club* by Robin Sharma which built upon the self-discipline he learned in the military to start his day with productive routines. Rob is committed to learning, bettering himself, and providing the best possible experience for every client.

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putting green & basketball court (easily convertible to a pickle ball court). A grand porte-cochère greets you—a sight that will take your breath away. Inside, soaring ceilings and unobstructed views of Pikes Peak and the Front Range await. The main level is an architectural masterpiece: a living room with a show stopping fireplace, a formal dining room, and a chef’s delight gourmet kitchen.

The upper level provides a spacious primary suite including walk-in closets, a five-piece spa bathroom, a fireplace, and stunning Pikes Peak views from the balcony. A second spacious room could serve as another primary suite or a luxury office. Six additional bedrooms, most with en-suite bathrooms, comfortably accommodate family and guests. Navigate the home effortlessly via

stairs, a spiral staircase, or elevator. This one-of-a-kind property also boasts an outstanding entertainment space—or an opportunity for multigenerational living—with an expansive second state of the art chef’s kitchen, dining room & living room. Don’t miss standout features like the fully soundproofed theater, ballet (or yoga) studio, hidden game room & five car garage.



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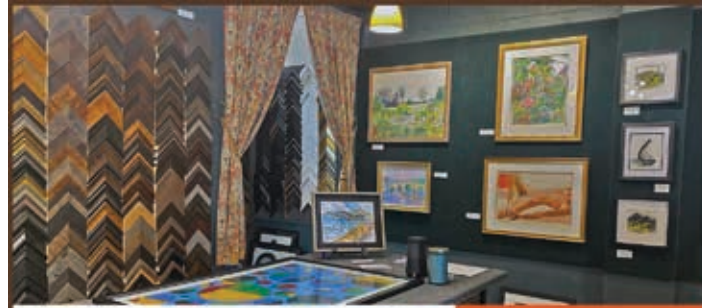
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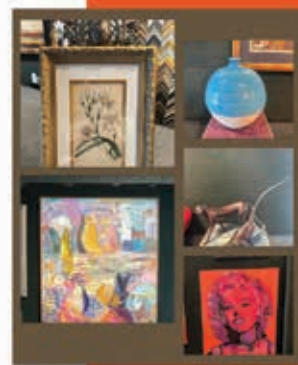


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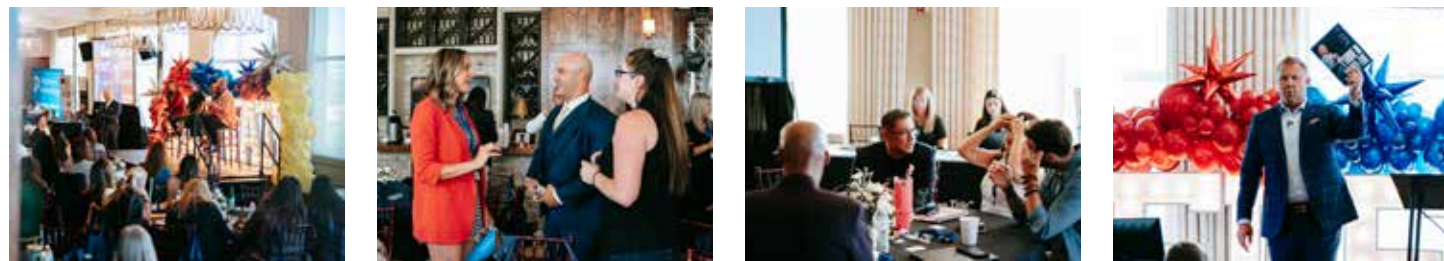


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## Curbow-Presley

Written by Vivian Downing  
Casa Bay Photography



**B**orn and raised in Dalhart, Texas, Mercie Curbow-Presley's roots are grounded in hard work and integrity. Growing up on a farm and ranch, she learned the value of grit and perseverance early on. She carried that determination with her into college, paying her way through Texas Tech University, a tribute to her parents' tenacity and entrepreneurial spirit. She was eager for a new adventure and moved to Colorado Springs, ready to make her mark.

Mercie spent 23 successful years co-owning and operating a Century 21 franchise and an independent brokerage before transitioning into sole ownership of a more intimate, boutique real estate agency. This move allowed her to offer a personalized, high-touch approach to her clients, building on her rich experience in both the franchise and independent real estate worlds. Mentoring and training numerous agents throughout her career, Mercie helped many discover their potential in the industry—a passion that still drives her today as she manages her team of agents.

In recent years, Mercie has refined her focus in residential real estate, specializing in probate, estates, elder life transitions, and divorce sales. "As a trusted local advisor, I have, additionally, expanded my role to provide Expert Market Testimony in El Paso and Teller Counties, always ensuring the highest level of integrity and communication

with my individual market analysis," she shares. Broker/owner of Mercie Real Estate, she leads her dedicated team, working closely with colleagues Jonathan Spohr and Vivian Downing. "They are amazing individuals who stepped in and stepped up. I don't have to do it all by myself—I can rely on them. They support me personally and professionally, and they love our clients just as much as I do. They, too, see the value of relationships." Together, they uphold the highest standards of service, which has earned Mercie recognition as a top-producing agent within the real estate community.

Beyond the business transactions, Mercie finds her greatest professional joy in bringing people together. At her client events, she watches as friendships blossom and lasting connections are made. "I'm in the business of helping people," she says, a sentiment that runs through everything she does. Mercie's care for her clients is boundless — she has opened her home to clients in need and this year, she saved a client's life! "I hadn't heard from my client in some time, an amazing 98 year old woman who lived alone and was transitioning into assisted living. My team and I went the extra mile for her, ensuring that the sale of her home was as comfortable as possible with daily check-ins and regular meetings at her home. One morning she did not answer my calls, and I was moved to go and check in on





pilgrimage walk in Spain, an intense 115-kilometer trek from Sarria to Santiago. Carrying a 20-pound pack and pushing through pouring rain on a 32 km day, Mercie emerged from the experience with a profound sense of peace & a greater love for life.

When asked what it means to her to be featured on the cover of *Colorado Springs Real Producers*, Mercie responded “I am genuinely honored to be recognized by the real estate community in this way. To be held in the same regard as industry leaders like Mary Biga and Patrick Muldoon, who I admire, is just amazing.”

As Mercie prepares to celebrate 25 years in real estate next year, she reflects on her journey with pride - she’s built something remarkable. With a rebranding of her real estate business on the horizon, Mercie is looking ahead with excitement, knowing the best is yet to come.

her. I found her unresponsive, having suffered a major stroke, called 911 and comforted her until the ambulance arrived and stabilized her. I had never reacted so instinctively as in that moment. It was one of the most humbling and rewarding experiences of my life.”

Mercie’s commitment to her community extends beyond real estate. Charitable passion projects span from families and children in need, reading initiatives, holiday adoptions of our elder community members and Thanksgiving meal donations. Mercie is active within her church and community organizations such as our Colorado Springs 100+ Women Who Care group.

When she’s not working, playing golf, paddle boarding, long walks and dancing to live music are some of her favorite activities. Her extended family is her heart, and she cherishes visits to her relatives back in Texas, especially spending time with her energetic 75-year-old mother, Jeaneal Presley. Mercie is also blessed with a deeply connected group of friends, who have played a significant role in her life. Their unwavering support provides her with encouragement and balance, helping her stay grounded through the demands of her career. A dedicated member and Stewardship Council representative at St. Paul’s Catholic Church, Mercie’s faith has been the bedrock that’s carried her through life’s personal and professional challenges. She is always striving to grow—not just as an agent and friend, but also in her relationship with God.

Mercie continually seeks out personal challenges as well. Recently, she completed the El Camino Santiago



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### Katie Ely

Katie Ely was born in Westminster, Maryland just outside of Baltimore and grew up with her mother and 2 siblings. Her first career was in the business office of a car dealership until she was 30. Eventually she wanted to find a new career that would allow her to be more innovative and make a difference. She took an accountant job which allowed her to create better systems and take on more responsibility. When she moved to Colorado and was away from her team, Katie felt disconnected and again felt the need for change! During her regular lunchtime walks downtown, she fell in love with the Colorado Springs community, and wanted to be a part of it.

After talking with a local real estate agent, she grew interested in exploring that as a new career and a way to be more connected to her new city. Katie excelled at real estate right away and got her first client under contract only four days after earning her license. Katie averaged three-to-four closings per month from that point forward. In early 2020 she transitioned to The Cutting Edge, Realtors which allowed her to really grow her business in her own way.

Katie has a unique approach of giving whenever she can, loves helping people, and finds her new career very rewarding. She serves on Peak Producers Board of Directors and is excited to be featured in Real Producers to inspire others.



### Tommy Kenney

Originally from Colorado Springs, Tommy Kenney had no intentions of getting into real estate. His parents owned Kenney & Company Real Estate, but Tommy had a degree in counseling and social work. He was working at Young Life until the Lord told him to move back to Colorado and shift his career. He started working at his parent's company in 2014 and got his license the following year. His first client took six months and three visits to the closing table. Tommy learned early the importance of taking care of everyone. Outside of work, Tommy is a high school football coach and enjoys hiking and camping.

Fun Fact: Tommy met his wife while doing mission work in Guatemala and they return every year to do mission work.

### Andrea Warner

Although Andrea Warner's profession was teaching fitness, she found herself continually helping her friends find homes. She decided to make it official and got her license in 2009.

She started Colorado Peak Real Estate in 2011, then got her broker



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### Courtney Hafer



### What brought you to this field & what do you love about it?

I like talking to people on the phone about the homes they are buying and getting to see the photos!

### Fun facts:

I like to be outside. I take my two adorable, retired Greyhounds hiking every morning before work. I really enjoy cooking, running, reading, and golfing with my husband. I also volunteer in the nursery at my church, where I get to hold cute little newborns.

### Rej De Mesa



### What brought you to this field & what do you love about it?

Rocket Station, a virtual staffing company. Before receiving any formal training, I was fascinated by the gorgeous homes I saw in magazines and wondered how people would determine which one they wanted to purchase. I love the people I work with and assisting with scheduling inspections for these amazing properties.

### Fun facts:

On July 26, 2018, I watched 24 episodes of The Big Bang Theory Season 11 for 15 hours, with no sleep! I enjoy spending time with my three cute doggos. I love to sing and cook. I can understand and speak four Filipino dialects: Tagalog, Cebuano, Waray-Waray, and Ilocano.



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license nine years ago. Andrea was REALTOR® of the Year in 2021, was the RSC President in 2021, and will be the Pikes Peak Association of REALTORS® President in 2026. She has been the Colorado Association of REALTORS® Director for four years and serves as the CAR South East District VP. Andrea is motivated to encourage others to give back and get involved.

Outside of work, Andrea enjoys hiking, paddle boarding, and traveling to places like Scottsdale, Key West, and Mexico. She has a Sprinter van and loves taking it into the mountains with her little pup, Shadow. She road trips to small towns like Telluride, Crested Butte, Marble, and Aspen, and enjoys attending music festivals. Andrea has two grown sons.



**Rob Hoben**

Originally from Westminster, Colorado, Rob Hoben worked up and down the corporate ladder at Texas Roadhouse which took him to Idaho and back to Colorado, ultimately landing in Colorado Springs.

Rob continued his restaurant job while he earned his real estate license. After he got his license in 2014, he worked both careers for a short time until he decided to go all-in and took a leap of faith.

He partnered up with Lauren Collier before ultimately joining The Cutting Edge, Realtors. He was the lead for Gary and Amy’s team for six months before becoming an independent agent. Now, Rob runs a brokerage, The Hoben Group Brokerage, with his business partner Kelley. The company’s slogan is “We are family.”

Outside of work, Rob is a person of deep faith. No matter how busy he is in his career, he puts God first. His outward displays of faith move him to help everyone he can.

**Eric Estrada**

Originally from Colorado Springs, Eric Estrada’s career began in banking. A colleague noticed Eric’s strong ambition and encouraged him to get his real estate license. He started real estate career in 2008 ERA



Shields Real Estate and years later was presented an opportunity to be a Vice President with ERA Herman Group/Shorewood Real Estate. This role supported his growing family and encouraged his own future growth in the industry. Eric ended his time with ERA Herman in 2017 and soon began his full-time sales career. During his eight-year career with Keller Williams, he has been expanding his team and creating new branches in Colorado Springs, Denver, Northern Colorado, Pueblo, Cheyenne, WY, El Paso, TX, Orlando, FL, and Las Vegas, NV. This expansion is what also led to the launch of KW Aspire, a sister company of Keller Williams Clients’ Choice Realty locally in Colorado Springs.

Eric is involved with the Denver Chapter of the National Association of Hispanic Real Estate Professionals®, serves on the board of El Cinco de Mayo, Inc - raising funds for student scholarships, and supports numerous other organizations locally and across the country.

Eric has adopted six kids. He makes it a goal to be present in their lives each and every day. The family enjoys traveling, hiking, and family time; they also hold annual passes to Disney. Inspired by Disney’s client experience and talent retention, he has incorporated Disney principles into his business.

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