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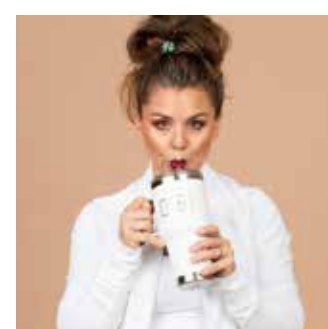
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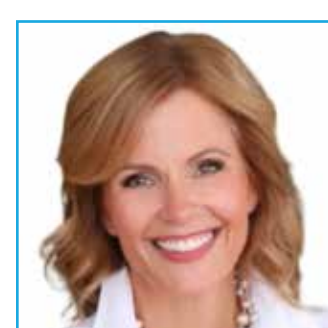
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If you are interested in contributing or nominating REALTORS® for certain stories, please email Chad at Chad.Jeske@RealProducersMag.com.

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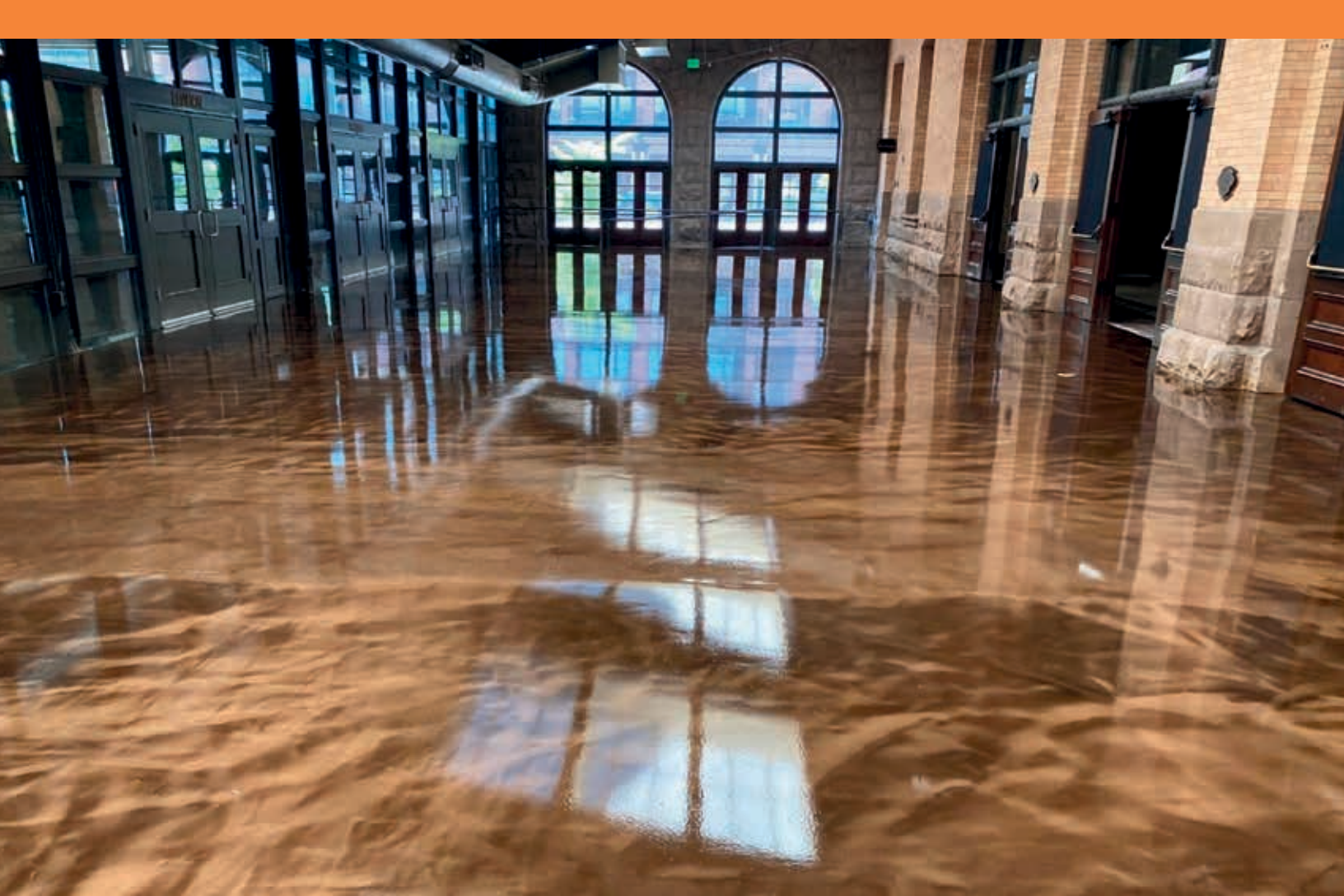


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— Chad W. Jeske



Ryan O'Neill and Chris Fritch

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DATE: December 10th

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We hope to see you there!

If you have questions about our events, would like to nominate a location for our events, or if you know a business that would be

As always, these events are exclusively for the top-producing Twin Cities Realtors and the Preferred Partners of *Twin Cities Real Producers*.

interested in sponsoring an event, feel free to contact us at Chad.Jeske@RealProducersMag.com.

Keep an eye out on our social media and your inboxes for more information coming soon.

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Team Member Spotlight Sara Gephart

With over 32 years of experience in the industry, Sara Gephart and her team bring unparalleled expertise and dedication to every transaction. Thriving on the excitement of working with new clients daily, Sara excels at building lasting relationships and navigating the details of each transaction. Her commitment to nurturing relationships with repeat clients ensures that every experience is tailored and unforgettable.

Outside of work, Sara enjoys traveling and spending time with friends, family, and her cocker spaniel, Bizzy, creating lasting memories along the way.

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REALTOR RP CHOICE

- TWIN CITIES REAL PRODUCERS -
AWARDS

4TH ANNUAL TWIN CITIES REAL PRODUCERS REALTOR CHOICE AWARDS
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Please join us for our biggest event of the year as we celebrate and honor Twin Cities REALTORS® who led the way in 2024!

We have put together a formal awards event combined with a social experience filled with catered food, a variety of beverages, signature cocktails, and audio-visual entertainment by the best in the business.

AWARDS
 What's so special about our awards? We are recognizing Twin Cities Realtors, voted online by fellow Realtors in the Twin Cities! There are 13 awards that will be handed out at the event. Please watch your email inboxes and our social media to learn how you can nominate and vote!

All award nominations will close on December 5th. Shortly after, final

voting will begin. Final voting will close on January 16th, and all awards will be presented at the event live on THURSDAY, FEBRUARY 27th.

NON-PROFIT
 Currently, several Realtors are being nominated for the Community Builder Award. Finalists will be announced during the second week of December, and any proceeds from this event will be distributed evenly to the non-profit of each nominee's choice, regardless of who wins. If you would like to donate to any of the non-profits attached to this event, you may do so by making a donation in the amount of your choice at the event on FEBRUARY 27th.

RSVP & TICKETS
 In another effort to increase the amount of money raised for the non-profit, tickets are \$79 each. Space is limited on a first come, first served basis.

IF YOU WOULD LIKE TO RESERVE A TABLE (which includes 10 tickets), the cost is \$1,000. Tables are located towards the stage and have the best viewing for the awards ceremony. Please contact us directly at tc@realproducersmag.com if you are interested in reserving a table.

We look forward to seeing you on **THURSDAY, FEBRUARY 27th!**

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Remember, all of our stories are procured through YOUR nominations, and there is **NO COST** to participate! We publish these stories for your benefit and enjoyment. To nominate an agent or vendor to be featured in our platform in 2024, go to our nomination link: <https://form.jotform.com/220524856451051> (the link is also listed on our Instagram bio).

SOCIAL MEDIA



In addition to having a print presence, we are active on Facebook and Instagram! Don't forget to like us and follow us at [@TwinCitiesRealProducers!](#) We post snippets of some of our articles there, promote upcoming events in and for the real estate community and showcase our preferred partners — all who have been vetted, do great work, bring you solutions to help you sell homes faster and at a better price, and they have all been referred to us by real estate agents in the top 500!

EVENTS

We have a series of events planned for you in 2024. We won't reveal ALL of them, as sometimes plans change; however, we have quite a bit in store!

Mastermind Panels — We have an educational series of events that will feature some of the real estate experts in our market. The panels will be your way to access not just *who* is doing it but *what they are doing*.

Team Building Tours — Last year, we had the opportunity to host several team-building tours. We assemble a group of 30 to 50 agents and preferred partners, and we go out for a night on the town — holiday tours, brewery tours, winery tours, nonprofit impact tours and more. *TCRP* picks up the

tab on the bus, but we do ask that you contribute toward gratuity for the driver. If you are interested in learning more or joining us on one of these tours, please contact us at tc@realproducersmag.com.

REALTOR® Socials —

Quarterly we host what we call a REALTOR® social. These events typically include 150+ people at a location that is fun, interactive and has upbeat energy. The purpose of the socials is to give everyone an opportunity to meet, get to know each other and stay connected. Stay tuned for specific details about REALTOR® socials; they are always a blast!



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Alex Murray



From Team Member to Top-Producing Solo Agent

“Right out of high school, I attended Aveda to pursue a career in Cosmetology,” says Alex Murray. “Although I knew that hair was not going to be my career forever, it allowed me to save up enough money to purchase my first house in Blaine at the age of 22.

After going through the process of purchasing a home myself, I decided to dive into the world of real estate. I never thought that years later, I would be a top-producing REALTOR® with mediocre hair to boot!”

▶▶ featured realtor

Written by Elizabeth McCabe
Professional photos by Tammy Brice Creative

Alex, who was formerly featured in *Twin Cities Real Producers* as a Rising Star four years ago, got her license in 2013. She has skyrocketed to success in real estate, receiving many accolades during the process. She was ranked the #23 agent for units in Minnesota by Real Trends in 2023. For the past two years, she has also been the #1 selling agent in the city of Blaine, and the #3 selling agent in all of Anoka County.

What’s the secret to her success? Going to the office every day. Alex advises other agents, “I often hear agents say they are getting into this business because they want ‘flexibility.’ While this business can offer great flexibility, if you don’t have discipline, you will very likely fail. You can expect Alex to be at the office Monday through Friday from 9 AM to 5 PM. It’s not surprising for her to be the last agent in the office every day. Following a disciplined schedule for many years has allowed Alex to structure her business in a way that allows

her to take Sundays off to spend time with her family.

She credits a large part of her success to her admin team. “I’m so lucky to be surrounded by such incredible support,” Alex shares. “Darla, my client coordinator, Peyton, my marketing coordinator, and Steve, my assistant, have always got my back. We run together like a well-oiled machine, and I couldn’t do what I do without them. It’s also crazy how lucky I got that Chris Petersen, the world’s best broker, just so happens to run the Blaine Edina Realty office!”

Passionate About Every Aspect of Real Estate

When it comes to real estate, Alex has found her passion. “I’m meticulous and Type A,” she says. “I thrive on continually refining my systems and processes. At the same time, my restless and energetic side excels at managing business, having constant conversations and building new relationships. I truly love every part of the business!”

“

After several years of working on a team, I made the decision to branch out and continue my real estate career as a solo agent.

Out of fear of failure, it was one of the most nerve-racking decisions I have made to date.



Alex with her dad and Darla



Alex with her Marketing Coordinator, Peyton

Alex says one of the most fulfilling aspects of her business is knowing that she built it entirely on her own. “After several years of working on a team, I made the decision to branch out and continue my real estate career as a solo agent. Out of fear of failure, it was one of the most nerve-racking decisions I have made to date.” In those first few months, Alex dedicated countless hours—often very late into the night—perfecting her systems and processes to ensure a strong start. The sometimes-endless days, sleepless nights, and occasional tears paid off, and she went on to sell 72 homes in her first year as a solo agent, marking her most successful year yet. “Since branching off as a solo agent, I haven’t looked back, not even for a second, and I have built a business that I am so incredibly proud of,” says Alex.

Whether she’s in the office or at home, Alex is constantly striving to improve. “I consistently prioritize my clients’ needs above my own, driven by a passion for providing an exceptional experience rooted in education and continuous communication,” she explains. “I’m always working to better my business, and my drive to improve never stops.”

A Family-Centered Life

Alex’s work ethic extends beyond the office. She and her husband, Derek, along with their son, Max, enjoy a home-centered life in Blaine. “We’re homebodies,” Alex says. “We spend our free time working on projects around the house, which we really enjoy doing together.”

Their family also includes two playful Boxers, Toki (nicknamed “Old Man”) and Richard. Alex says she feels extremely lucky that Derek has a sincere passion for cooking incredible food. “I have been truly spoiled for years with Derek’s talent for cooking. He has really perfected authentic Mexican and traditional BBQ. His Birria Tacos are one of my faves!” smiles Alex.





Alex with her family



On a family trip

Max, now in third grade, is active in baseball and wrestling at Centennial. Despite her busy real estate schedule, Alex always makes time for her family and a little fun.

Alex jokes, “Behind my real estate persona and red heels, I’m just a hypochondriac extraordinaire who is obsessed with Great White Sharks, loves a good red wine, and suffers from high-functioning anxiety and the inability to sit still!”

Fitness Fanatic and Wellness Advocate

Outside of real estate, Alex is a fitness fanatic. “I work out six days a week, doing both cardio and strength training,” she says. “If I don’t get my morning workout in, it’s hard for me to set myself up for a successful day.”

Alex is also an advocate for fueling the body with healthy food. “Those close to me sometimes think I’m a bit over the top, but I believe eating healthy is essential for maintaining overall well-being and optimizing both physical and mental health.”

What’s Next

Looking to the future, Alex hopes her hard work will eventually allow her to step back from the business earlier than most, enabling her to travel and enjoy life with Derek. In the meantime, she’s continuing to dominate the real estate world in Minnesota with her trademark drive, dedication, and passion.

As a REALTOR®, do you rank in the top 500? Have you been successfully working in the real estate industry for many years and would like to share your story? Email us at tc@realproducersmag.com or reach out via social media to learn how.

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NOELLE NIELSEN

FROM AN ATTORNEY TO A PHOTOGRAPHER TO A REAL ESTATE AGENT!

“I thought I was going to be a news reporter. I now report on real estate,” jokes Noelle Nielsen, the Broker/Owner at Minnesotan with Real Broker.

Little did she know that she would never be a broadcast journalist. Instead she blazed her own trail in life. With an impressive background in law and a passion for photography, Noelle’s journey to real estate success has been anything but conventional. Growing up in a small town in northern Minnesota, Noelle pushed the boundaries of what seemed possible. She attended the University of Minnesota-Duluth studying Organizational Management and Spanish before going to William Mitchell in St. Paul, where she studied law while pursuing photography as a creative outlet.

“When I graduated from law school, I was practicing as an attorney and doing photos in the evenings and weekends. Soon, I realized photography was surpassing my income as a lawyer,” she reflects. After realizing her passion for photography exceeded that of being an attorney, Noelle transitioned into the world of photography full-time, focusing on luxury weddings and capturing stunning images, often for lawyers.

“I found myself at the height of my career at a professional athlete’s wedding,” says Noelle. “On the party bus I had a lightbulb moment. There had to be more. So, I went home and got my real estate

license, slowly making the transition from photography into real estate.” She got her license in 2014 before going full-time into real estate two and a half years later.

BUILDING A TEAM

“I started doing real estate and realized I didn’t fix the problem of being gone in the evenings and weekends. The only way I could solve that was by having a team,” reflects Noelle. She launched her own team and within a few months, Noelle had a team of 10.

“Using photography and videography from my background, I had an insta team,” says Noelle. She started shopping around for an office space. “That’s when I decided I might as well start my own brokerage while I’m at it,” she smiles.

In 2018, Noelle opened her own brokerage, which grew to 20 agents in a matter of months. “I gave the agents a videographer, a full-time staff, and a beautiful office space— all the bells and whistles,” she comments.

Soon afterward in 2019, Noelle and her team made the move to a cloud-based brokerage model, expanding her network to





OTHER PASTIMES FOR THIS FAMILY OF FIVE INCLUDE DOWNHILL SKIING AND EMBRACING THE MINNESOTA LIFESTYLE.

We go on the boat on the weekends and are out on the lake in the summers. We also love traveling and have been to Hawaii a couple of times.



over 600 agents nationwide. Now she is proud to be one of the co-team leaders alongside her business partner Darin Bjercknes, of Minnesötan with Real Broker, leading a team of 12 agents along with her quickly growing real estate group at Real.

LOVING LIFE ON THE FARM

In 2020, another change was in store for Noelle. “My husband Seth and I bought a 120-acre farm,” she says, “for our family.” Seth, also an attorney, spends a lot of his time helping out behind the scenes in the real estate business. Together, they have made a happy home on their farm, welcoming 85 goats. “I was spending a lot of time in the goat barn,” she jokes. Recently, she partnered with Klarhet Resort in Lutsen, who took over the goat care and the chores twice a day. With goats, chickens, dogs, and a big fluffy cat, it’s a lot of fun.

Noelle and Seth have three children, Winston (also dubbed Realtorboy) who is 12, Hazel (10), and Ruby (9). Winston is often recognized by Noelle’s clients. She explains, “When I just got my real estate license, I was pregnant with my third baby. If I could do it, anyone can do real estate.” Winston went around to tour houses and to listing appointments in his red custom-made suit.

Now the kids are enjoying life on the farm. Whether collecting eggs or playing in the spacious yard, they enjoy the “unlimited freedom” of rural life. Other pastimes for this family of five include downhill skiing and embracing the Minnesota lifestyle. “We go on the boat on the weekends and are out on the lake in the summers. We also love traveling and have been to Hawaii a couple of times.” More recently, they acquired a place in downtown Minneapolis,





which affords them the flexibility of city life for work, while continuing the rural farming for play.

FINAL THOUGHTS

Looking back at her career, Noelle says, “There have been a lot of bumps in the road, but I’m good at jumping over the speed bumps.” An authentic person, Noelle describes herself as very genuine. “What you see is what you get,” she says.

Noelle took the road less traveled to real estate. From law to photography to real estate, Noelle followed her heart and achieved a beautiful life in the process. “Most of us start this career in real estate with dreams of flexibility. If you dream it, you can achieve it.” This leader wouldn’t have it any other way.

Are you a leader in the real estate industry? Do you have a great leader who you look up to and gain great advice from? If so, we want to recognize them! Email us at tc@realproducersmag.com or reach out via social media to enter your nomination!

AN AUTHENTIC PERSON, NOELLE DESCRIBES HERSELF AS VERY GENUINE.

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CATHERINE SECK

For Catherine Seck of The Seck Group at Edina Realty, real estate is more than just a career— it’s a passion rooted in helping people achieve their dreams. Catherine, alongside her husband Keric and transaction coordinator Janet Korte, has built a reputation as a top-producing REALTOR®, recognized across the industry for her professionalism, market expertise, and award-winning service.

With over twenty years of experience, Catherine’s accolades speak for themselves. She is a member of the prestigious Edina Circle Awards placing her among the Top 3% of Edina Realty agents, a *Twin Cities Real Producers’* Top 500 Realtor, and has been named a Super Real Estate Agent numerous times along with one of the Top Wayzata Realtors. Catherine’s excellence has also been featured in Best in Real Estate magazine.

SENSATIONAL IN SALES

Before stepping into the competitive world of real estate, Catherine was a successful Vice President and top sales executive at Dart Distributing. Her corporate accounts included giants like Best Buy, Target, Walgreens, and Menards. However, a shift in the music industry and family business led Catherine to explore new opportunities.

“When our family business was no longer viable due to an industry change, I wanted to continue my sales experience,” Catherine explains. “But instead of selling goods and services, I wanted to help people buy and sell their homes.”

Catherine has the skillset necessary for real estate. As she explains, “I have always been an excellent negotiator and an extremely detailed and top-notch communicator, so I felt this was the perfect career choice where I could make a difference.”





Keric & Catherine



PASSIONATE ABOUT HELPING PEOPLE

What sets Catherine apart is her commitment to making the home buying and selling process both fun and seamless for her clients. She genuinely enjoys “helping people fulfill their dreams by finding the right home.” With her vast experience and expertise, she makes it a fun experience and smooth process from start to finish.

She and her team pride themselves on their award-winning customer service, honesty, integrity, networking, hands on approach, robust marketing with global reach applying current technologies on all social media platforms, and overall market expertise. As Catherine says, “When you hire us, you get a team. We listen, work tirelessly to develop open communication, and provide all professional services and expertise tailored to your individual needs, whether buying or selling a home.”

“I always go the extra mile for all I encounter,” Catherine adds. This hard-working agent treats people right, believing in the Sam Walton philosophy. “Treat people like you would like to be treated, and no one or position in a company is more important than the other! You are only as strong as your weakest link,” she says. Win-win solutions are essential in the world of real estate. “Two sides must come together in harmony,” points out Catherine.

FAMILY, COMMUNITY, AND BALANCE

While real estate is her passion, Catherine’s heart is also with her family. She and her husband Keric, an avid sportsman and sports enthusiast, live on Lake Waconia with their children: Noah, a senior at the University of Nebraska-Lincoln; Amanda, a freshman at Texas Christian University; and Kathryn, a junior at Holy Family Catholic High School.

The family loves boating, traveling, and cheering for their favorite football, basketball and competitive dance teams. “I also love to eat out and enjoy good food,” shares Catherine.

Outside of work, Catherine finds joy in spending time with their two beloved schnauzers, Walter and Bella. “After a long day, they bring me so much comfort,” she shares. Catherine is also passionate about giving back to her community, supporting local schools like St. Joseph’s STEM School and Holy Family High School, where she actively contributes to faith-based education initiatives and volunteering.

WORDS OF WISDOM

When asked what advice she has for others in real estate, Catherine emphasizes the importance of staying

level-headed. “Never take anything personally. Buying and selling homes is an emotional process, and as REALTORS®, we’re here to guide, advise, resolve and provide a plan for your future destination, whether local or out-of-state.”

“Listening,” Catherine says, “is key. You can never over-communicate with your clients.” After all, they rely on real estate professionals to handle the behind-the-scenes details, and it’s important to keep them informed every step of the way.

Catherine continues to make a lasting impact on the lives of her clients. With her dedication to excellence and her genuine care for people, she’s proven that in real estate, success comes naturally when you love what you do.

“**LISTENING IS KEY.** You can never over-communicate with your clients.”



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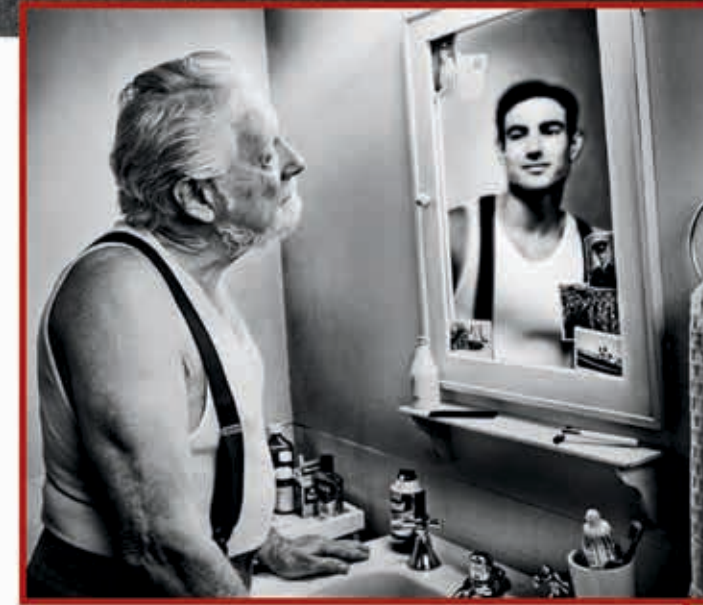
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Melanie Dunker (Moderator), Kerby & Cristina Skurat, Heather & Brad Fox, Julie & Daniel Desrochers, & Chad Jeske (TCRP)

TCRP

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THANK YOU to everyone who participated in our Masterclass Series & Social on October 8th!

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A. It's in the details. Start with an amazing plan. Get an interior designer involved. Then build an amazing home!

Q. As a professional, what are some things you do to make your luxury listings stand out?

A. Upgraded quality finishes throughout built by a builder that has been around since 1969.



Do you have a luxury listing that is rich in history, has some fun facts or is just downright cool? We'd love to share it with the real estate community! Email us at tc@realproducersmag.com or reach out via social media to learn more.



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