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▶▶ about this magazine



FAQ

ABOUT THIS MAGAZINE



Congratulations to the 80+ real estate agents who are new to the top 300!

Welcome to Real Producers!

Some of you may be

wondering what this publication is all about, which is why we have created this FAQ page. Here, we will answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is designed 100% to be your voice!

Q: Who receives this magazine?

A: The top 300 agents in the ABQ MLS. We pulled the numbers (by volume) from calendar year 2023; we cut the list off at #300, and the distribution was born. The list will reset at the end of 2024 for next year and will continue to update annually.

Q: What is the process for being featured in this magazine?

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone you bring to our attention because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: you email us at ml.rauch@realproducersmag.com with the subject line "Nomination: (Name of Nominee)" and tell us why you are nominating them to be featured in the publication. Maybe they have an amazing story that needs to be told, or perhaps someone overcame

extreme obstacles, is an exceptional leader, has the best customer service, or gives back to the community in a big way. The next step is a meeting with us to ensure it's a good fit, and from there, we put the wheels in motion for our writer to conduct a follow-up interview and for our photographer to schedule a photo shoot.

Q: What is the cost for a REALTOR®/Team to be featured?

A: Zero, zilch, zippo, nada. **It costs nothing, my friends, so nominate away!** We are not a pay-to-play model. We share real stories of Real Producers.

Q: Who are the Preferred Partners?

A: Anyone listed as a "preferred partner" in the front of the magazine is a part of this community and will have an ad in every issue, will attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every preferred partner you see in this publication. We won't even meet with a business that you have not vetted and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but also for the best affiliates so we can grow stronger together.

Q: How can I recommend a Preferred Partner?

A: If you have a recommendation for a local business that works with top REALTORS®, please just let us know. Send an email to ml.rauch@realproducersmag.com.



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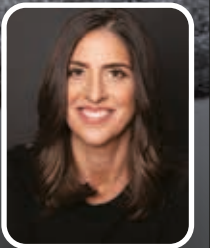
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partner spotlight
By Dave Danielson

ADAM CONROY

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ADDING VALUE TO THE RELATIONSHIP

Adam Conroy smiles as he thinks about the fulfilling feeling he gets from helping you recognize the bonds you enjoy with your clients.

As Area Director with Cutco Business Gifts, there's something truly special when it comes to his experience adding value to relationships.

"No business is too big or small for us to serve. We cater to every client. We customize solutions based on their business," Adam emphasizes.

"Our goal is always to be an extension of their team, and to have a lifelong partnership. I like to help them create raving fans in their business. That's really what we try to do and the gifts are just a vehicle to help with that."

Adam points to a quote from Giftology, a book written by John Ruhlin, who is the Founder and number one Cutco Gifting Professional of all time. John said, "Relationships take you where marketing can't, gifting powers those relationships. Stronger relationships impact your ability to grow your enterprise."

GETTING HIS START

Adam started his illustrious career with Cutco in 2008, when he had been recommended for the job. Since then, he has carved a remarkable record of success.

In fact, he is one of the top 43 Cutco Sales Representatives of all time throughout the company's 75-year history. Today, with over \$4 million in sales, he is one of the organization's Hall of Fame members.

That path of success begins with the passion to deliver value.

"I love learning about how people's businesses can transform their lifestyle," he says. "I love being a resource that people count on every year to make their business more simple."

VALUE AND VARIETY

Those who work with Adam and Cutco appreciate the way they can mix and match gifts ranging from \$80 to \$350.

"We are able to provide some great options based on value and price point, and they are 100% tax deductible as a marketing expense," Adam says.

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FAMILY PILLARS

Away from work, Adam cherishes time with his faith and family, including his better half—his beautiful wife, Jenni.

"Jenni works as a stay-at-home mom full-time. In that way, we really have a family business," Adam says.



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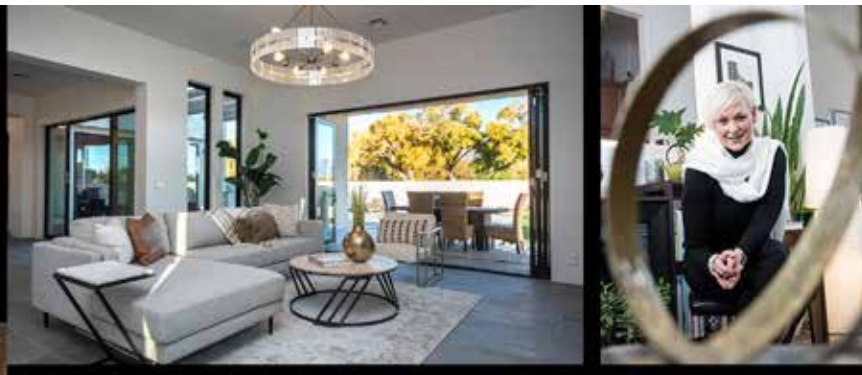
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OVERCOMING OBSTACLES WITH RESILIENCE

Maggie EBBENS

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“ IT’S A REMINDER THAT EVEN WITH ADVERSITY, THERE IS HOPE FOR THE FUTURE. ”

“Adversity builds character,” says REALTOR® Maggie Ebbens with ERA Summit. “When dealing with adversity through the years, we either succumb to it or we move forward. Just take one step in front of the other and keep moving ahead. Before you know it, you’re in a better place.”

EARLY BEGINNINGS

“I grew up in Michigan until I was 12. Then my family moved to Prescott, Arizona. I was there through college,” recalls Maggie.

The youngest of seven, Maggie grew up in a “good Catholic family.” However, she admits that they were pretty poor. “I wasn’t aware of how poor we were until I was getting closer to the teen years. My parents did a great job sheltering me from it.”

Her father struggled financially to raise seven kids, but it didn’t change Maggie from dreaming big dreams. “Really young, I thought I was going to be an actress,” she reflects. “I was in theater, and I loved it. In high school and college, I also thought about journalism.”

Although she wasn’t sure what she wanted to pursue professionally, Maggie knew that she wanted a family. “I met my husband at a young age,” she says. “I have been happily married for 43 years, so I guess we did OK,” she smiles.

When they got married, Maggie and her husband were very involved in their church as youth ministers, and their faith is still foundational to them. “Then we both transitioned into education.” They moved to Albuquerque, and Maggie’s parents came to live with them. “We built a casita for the house that we were building.” However, she soon asked herself, “How am I going to take care of them?” Teaching wasn’t an option with her additional caregiving responsibilities.

That’s when Maggie found a new direction in life – real estate. “Real estate was something that I would never have thought of when I was younger, but the relational aspect of it and the flexibility appealed to me.”

ENTERING REAL ESTATE

In 2005, Maggie got her real estate license. Starting with Exit Realty, she transitioned to ERA within the first five years, marking the beginning of her journey with ERA Summit. Despite her initial uncertainty about an entrepreneurial path, Maggie found herself loving her work.

However, her real estate career faced challenges, particularly during the market crash. Maggie and her husband, undergoing a career change of his own to become a contractor, weathered financial difficulties. Their business suffered, and they experienced the loss of their home.

“We really hit rock bottom,” she comments. Undeterred, Maggie pressed on, finding support from her faith, her family, and brokerage and gradually rebuilding her business.

“My husband has been my biggest supporter,” she raves. “He has totally understood and has been patient with the numerous evening hours I work till late at night or my full weekends devoted to real estate. I could not be so successful if he were not so supportive.”

DEFINING SUCCESS

For Maggie, success in real estate isn't solely about numbers but rather the satisfaction she derives from helping her clients get to the closing table happy. She views real estate as a helping profession rather than a sales job, and referrals and repeat business are the true markers of accomplishment for her. In her personal life, success is reflected in her three grown children, who are pursuing their dreams and loving life.

Looking ahead, Maggie envisions building her business into retirement, deriving joy from her profession. Personally, she looks forward to quality time with family and taking more Airbnb family trips together. A Chicago trip is on the horizon!

She savors time with her children, two grandchildren (24 and 19), and her new baby grandson, who is 8 weeks old. “It's a reminder that even with adversity, there is hope for the future,” she reflects.

BALANCING LIFE BEYOND REAL ESTATE

Outside of real estate, Maggie enjoys reading, cooking, and hosting family gatherings. Game nights, featuring a mix of outdoor games, board games, and cards, offer a delightful break from her busy routine.

Maggie attributes her strong work ethic to her parents, emphasizing the influence of her father's hard work and her mother's selflessness. Her brother-in-law, with disabilities, has lived with them for 35 years and has shaped who she is today. “He has helped me be more compassionate and more accepting of people in different walks of life,” she says. He is a daily reminder that life is not always easy or perfect, but there is much to learn in the challenges we face together.

AN INSPIRATION

Maggie's story is one of resilience, tackling life's obstacles with grit and grace. She is an inspiration, showcasing that even in the face of adversity, you can overcome and emerge a stronger person in the process.

“ REAL ESTATE WAS SOMETHING THAT I WOULD NEVER HAVE THOUGHT OF WHEN I WAS YOUNGER, BUT THE RELATIONAL ASPECT OF IT AND THE FLEXIBILITY APPEALED TO ME. ”





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▶▶ power couple

By Elizabeth McCabe
Photos by Kate Rodriguez



LAURIE & DON

GRIFFO

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Loving Life and Real Estate

Two real estate brokers are better than one. With double the availability, accessibility, business acumen and negotiation skills, a husband-and-wife team can serve their clients more effectively. Enter Laurie and Don Griffio, a power couple on the Albuquerque real estate scene who has seamlessly blended their personal and professional lives. Laurie, the Qualifying Broker at Realty One of New Mexico, and Don, who obtained his real estate license four years ago, form the formidable “Team Griffio.”

“I work with my best friend. I couldn’t find a better team player than Don. He just knows when to jump in whenever I need help,”

Laurie affectionately shares about her partnership with her husband.

Laurie’s roots trace back to the outskirts of Las Vegas, New Mexico, where she embraced a small-town country life. On the other hand, Don, born in Hawaii and raised in a military family, eventually settled in New Mexico at Kirtland Air Force Base. Their paths converged when Laurie, with a background in healthcare, transitioned into real estate after owning a medical consulting firm called Strategic Health Care Associates.

LIFE BEFORE REAL ESTATE

Before real estate, both Laurie and Don retired from healthcare, contributing a wealth of experience to their current roles.

Don, with 28 years in pharmaceutical sales concluding with GlaxoSmithKline, brings a diverse background, including a childhood in an Air Force family, where he lived across the United States and Japan.

As for Laurie, her pre-real estate journey included nine years at Presbyterian, where she worked in various departments, including billing, pediatrics, occupational medicine, and running the largest account for the Presbyterian health plan catering to State of New Mexico employees. She then became the owner of multiple healthcare ventures, showcasing her entrepreneurial spirit.

Her entry into real estate was unexpected but guided by a higher plan. Unable to find the support she needed while working with physicians, Laurie decided to take matters into her own hands and obtained her real estate license eleven years ago, but started working in real estate fifteen years ago.

PASSIONATE ABOUT THEIR PROFESSION

“In real estate, I believe one of the most common things we face is handling people’s largest investments and the emotions that come with it,” Laurie reflects. “Every deal we work on can be a different scenario. I will work my hardest for a smooth transaction while putting out fires as needed.”

Laurie emphasizes the importance of staying informed in the real estate business, constantly studying the market, and collaborating with high-producing brokers to strategize ideas for the benefit of their clients.

BALANCING IT ALL

Balancing family and work can be daunting, especially with unconventional hours in real estate.

“I feel balancing family and work can be challenging but definitely possible once you create a successful team,” she comments. She defines success as the ability to raise a healthy family while fulfilling the dreams of clients as they purchase one of their largest investments, whether a home or an investment property.



At fifty-three, Laurie envisions continuing her journey of helping people, leaving behind a legacy of being well-rounded and driven for a healthy lifestyle, cherished by grandchildren and all those whose lives she touches.

Beyond real estate, Laurie and Don share a rich tapestry of hobbies and interests. Their lives outside work involve church activities, marriage ministry, family time, horses, outdoor walks/runs, and a book club complemented by a glass of wine. Laurie also enjoys the rodeo and team roping, a nod to her childhood days, which are a source of joy in her busy life. Don says, “My hobbies are hunting and fishing,” which suits him perfectly. They both also love fitness, which is a huge part of their daily routine.

The couple takes pride in their blended family, boasting five children, six grandchildren, two horses, nine chickens, two rabbits, and two loving dogs. It’s a full house!

A FULFILLING LIFE

Together, Laurie and Don Griffo exemplify a harmonious blend of professional success, family devotion, and a shared passion for a fulfilling life both inside and outside the world of real estate. Laurie concludes, “I really didn’t have a career planned out, but always knew that I loved helping people.” Real estate has given her and Don the opportunity to help countless clients and many more to come.

“Every deal we work on can be a different scenario. I will work my hardest for a smooth transaction while putting out fires as needed.”



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The Kamtz Team ▶ cover story

By Beth McCabe
Photos by Liz Lopez

Shana
Kamtz, a small-town girl from Tennessee, and Tyler Kamtz, a baseball enthusiast raised in Arizona, together form the powerhouse known as The Kamtz Team. From individual struggles to becoming one of the top real estate teams at Keller Williams Realty, they are an inspiration.

SHANA'S DETERMINATION

"I grew up in a small town in east Tennessee," says Shana. Although she loved her hometown, education and career paths were not a priority. Shana moved to Albuquerque at the age of 17 in pursuit of opportunities. "I knew that there was something more out there for me." At the age of 20, Shana welcomed her first child Braydon (17), followed by two more children, Rylan (14) and Brielle (12). Although she loved being a mother, she couldn't focus on her career. Fate intervened. In 2007, they were purchasing their first home and the REALTORS® asked if she wanted a job at their real estate firm. "I happily accepted," she says.

After excelling as an office manager for The Vaughan Company (a local real estate company) for many years, the company went bankrupt. Her resilience led her to Keller Williams Realty in 2011, where she started as their Market Center Administrator Assistant before being promoted to executive assistant for a top producing agent. In 2018 Shana joined The Venturi Realty Group, the #1 team in New Mexico at the time, quickly becoming one of their top-producing agents.

In 2019, Shana met Tyler while he was in Albuquerque on a work trip. Their love quickly grew and Tyler moved to New Mexico six months after meeting her!

Power Couple
**Tyler
& Shana
KAMTZ**

TYLER'S JOURNEY: FROM BASEBALL AND BEYOND

Tyler's journey into real estate, while distinct, is equally compelling. Raised in Arizona with a passion for baseball, he attended the University of New Mexico, where he excelled on their team.

After college, he worked as a corporate recruiter for healthcare companies, proving invaluable for his future career in real estate. With a focus on sales and relationship building with clients, Tyler found these skills essential for his future career.

Within a few months of Tyler living in New Mexico, Shana recognized his potential and inspired him to join the real estate world. With her guidance, Tyler obtained his real estate license in April 2020 and quickly became a top producing agent himself on the Venturi Realty Group.

"She reeled me into real estate," he jokes. "It changed my life for the better."

BUILDING A POWER TEAM

Shana always had a clear vision of starting her own business; it was just a matter of timing. She partnered with Tyler in December 2022 to create The Kamtz Team.

With just a year under their belts, they became one of the top teams at Keller Williams Realty. "We crushed it this past year, even though we had a lot of doubts and fears, which attests to how well we work together," comments Tyler. In 2023 they served 42 families and sold over \$15 million in sales.



As a couple, they complement each other's strengths. They make sure every client has a five-star home buying or selling experience. They explain, "We make it about the people. We listen, we guide, and strive to provide excellent customer service to create raving fans and lifelong clients."

Their clients appreciate the genuine, non-salesy approach, creating a warm atmosphere yet still getting the job done. "Our years of service in the real estate industry have given us the tools and experience needed to serve our clients and community. We truly believe that we are not in sales; we are in the people business."

FAMILY LIFE

The most important thing to Tyler and Shana is family. They blended their families into one cohesive unit, creating memorable moments through watching movies, traveling and playing games.

"We are so blessed to have Tyler in our lives," says Shana. "He brings so much love and support and I can speak for the whole family when I say Tyler is a phenomenal stepfather."

In their free time, Shana and Tyler both like to golf, which suits them to a tee. "We also like to travel," adds Shana. "Any chance that we can, we get away. The only way to get out of real estate is to leave town. We love going to new places."

As for relaxation, Shana jokes, "What's that?" Tyler jokes that he prefers to relax one sip at a time with a "dirty martini with extra olives."

FINAL THOUGHTS

The Kamtz's story is one of triumph over adversity, the strength of collaboration, and the importance of family. As they continue to build their legacy, Shana and Tyler Kamtz stand as an inspiration to others pursuing their dreams. Their love has only grown stronger with each passing day, cherishing each other's company and the life that they created together, achieving a legacy that will last for years to come.

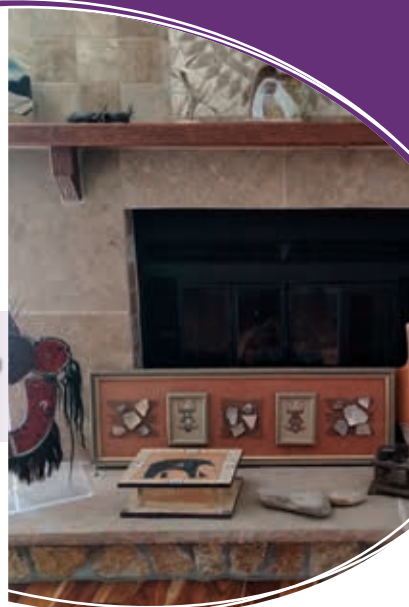


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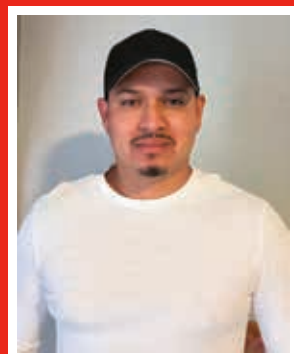


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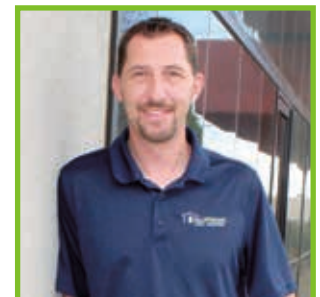
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