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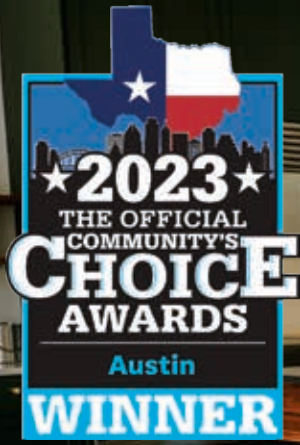


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MEET THE AUSTIN REAL PRODUCERS TEAM



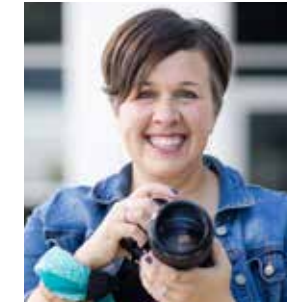
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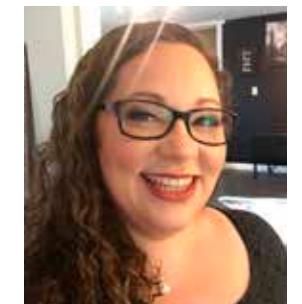
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From the Desk of Chase McRoberts, Team Leader Austin Portfolio Real Estate & Lake Travis

MARKET STATS

NOVEMBER 2023

TRAVIS

Closed MLS Sales = 749 Sold Units
DOWN 7%

Avg Sold Price = \$683,224
DOWN 2%

Avg Original List to Sale Price = 92%

Avg DOM = 62 days
UP 29%

TRAVIS

\$1M + Market Statistics
Closed MLS Sales = 112 Sold Units
Units UP 6%

Avg Sold Price = \$1,739,537
DOWN 7%

Avg Original List to Sale Price = 89%
DOWN 2%

Avg DOM = 61 days
UP 24%

WILLIAMSON

Closed MLS Sales = 627 Sold Units
DOWN 9%

Avg Sold Price = \$464,135
DOWN 6%

Avg Original List to Sale Price = 93%
UP 3%

Avg DOM = 69 days
UP 33%

HAYS

Closed MLS Sales = 315 Sold Units
UP 26%

Avg Sold Price = \$444,976
DOWN 14%

Avg Original List to Sale Price = 93%
NEUTRAL

Avg DOM = 73 days
UP 49%

BASTROP

Closed MLS Sales = 81 Sold Units
DOWN 8%

Avg Sold Price = \$376,127
DOWN 13%

Avg Original List to Sale Price = 92%
NEUTRAL

Avg DOM = 78 days
UP 95%



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WORK HARD, SMILE LARGE

MEET NICOLE

Nicole M. Christopherson, the founder of Work Hard, Smile Large (WHSL), is a well-respected and sought-after real estate expert with over 20 plus years of experience spanning the foremost coastal and foothill properties of Orange County to the beautiful Texas Hill Country. Her latest passion project has been the Work Hard, Smile Large podcast, which seeks to amplify inspiring stories

of entrepreneurs on their journeys to success.

THE ORIGINS OF THE WHSL MOVEMENT AND PODCAST

While a Southern California native, Nicole recently relocated to Austin, TX, from Newport Beach, CA, bringing her in-depth real estate industry knowledge across state lines. A mother and entrepreneur at heart, the ideals that encapsulate the WHSL

movement have always defined her work ethic and family values. In fact, the story behind WHSL began after she created NMC Realty, her realty firm and an independent brokerage in 2014. Nicole and her husband Matt had also just bought their first home and welcomed their second daughter into their growing family.

Recognizing the need for that all-important work-life balance – specifically, between her family



EACH EVENT AND PODCAST EPISODE UNITE SUCCESS STORIES AND PRACTICAL TIPS TO **OVERCOME CHALLENGES & START PROGRESSING TOWARDS DEFINING YOUR LEGACY.**

and loved ones and her professional goals and dreams – she came to understand that in order for her to smile large, she needed to work hard. The phrase quickly became a motto for her whole family. But Nicole wasn't done. Looking at society, she saw that many professionals struggle to achieve the 'ideal' work-life balance. Nicole realized she had to bring her family's motto to a larger audience – thus, WHSL was founded.

WHAT LISTENERS CAN EXPECT FROM THE WHSL PODCAST

Nicole believes that everyone can achieve their dreams by overcoming obstacles and taking action in their lives. Through the WHSL Podcast, Nicole aims to connect, inspire, and motivate individuals to pursue their dreams while maintaining a healthy work-life balance. During each episode, Nicole interviews community leaders, professionals, advocates, and non-profits who share their experiences, practical strategies, and success stories to motivate and empower others to pursue their dreams and make them a reality.

The WHSL podcast showcases the positive side of entrepreneurship, offering valuable insights and strategies to help listeners navigate the business world with confidence and optimism. It also focuses on the necessity of hard work, cultivating a positive mindset, and giving back. Ultimately, Nicole strives to inspire and motivate listeners to reevaluate personal development and goal-setting, empowering them to overcome limiting beliefs. Be sure to register for her annual World Wide Vision Mapping event she hosts virtually on January 24th, 2024.

Additionally, by highlighting different communities and networks, Nicole provides a platform for her guests and listeners to build a supportive and like-minded community to connect and share their vision and goals. With the help of



an encouraging community, listeners can gain accountability and guidance to achieve their dreams and inspire others.

INTERESTED IN HEARING MORE?

“Each event and podcast episode unite success stories and practical tips to overcome challenges and start progressing towards defining your legacy. Join us on our journey to spread positivity and inspire the next generation of professionals and entrepreneurs today!” – Nicole Christopherson.

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How long have you been in the title industry?

I joined the title industry about 6 months ago. However, my family has owned and operated title companies for three generations and my mom has been a realtor here in Austin for 25 years!

What is your favorite part of your job?

My favorite part of my job is getting to meet, know and be of service to people. From clients to coworkers, I find so much joy being allowed to make lifelong connections and provide value to people every day.

What do you enjoy doing outside of work?

Outside of work, I enjoy working out outdoors, and having memorable adventures with friends and family.

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DELEIGH HERMES

*Photography,
Realty, and Other
Adventures*



► real producer

Born and raised in Houston, Texas, Deleigh Hermes learned from the best. Her dad has been a REALTOR® for most of her life. For Deleigh, it wasn't a straight path to realty, but she has had some great adventures along the way.

Deleigh went to Texas State University for a BFA in photography; she was a photojournalist and adventure photographer for 12 years. "I create photo stories," she explained. "I've had my work published in National Geographic and The Wall Street Journal as well as Yahoo! and Backpacker Magazine."

At 24, Deleigh's passion was photography, and NatGeo was her ultimate dream. "I've attended journalism festivals and photo reviews all over the world and participated in workshops with amazing photographers," she shared. "When I'm excited about something, I dive in headfirst."

Through photography and traveling, Deleigh was immersed in camping and backpacking and became very proficient in it. She also attended survival school, becoming certified in first aid among other things. She decided to merge her interests and offer a workshop for landscape photography.

"I was going to teach people how to photograph landscapes—but safely," Deleigh explained. "My first workshop was in November 2019. It was awesome—four days of backpacking in Big Bend, Texas. I had Moab, Utah, and the Tetons in Wyoming booked in 2020, but COVID happened."

At this point, Deleigh had thankfully already obtained her real estate license. "My dad convinced me to get it just in case I ever wanted to use it," she laughed. "When 2020 happened, I decided to pivot. I branded myself, jumped on Instagram, and took every class I could. I'll credit KW for that."

Deleigh also got involved in TREPAC (Texas REALTORS® Political Action Committee). She started as a committee member but quickly applied (and was accepted) to be Chair. "It reminds me of photojournalism in a way—fighting for and educating people about a cause," Deleigh said.

"With TREPAC, we are fundraising to support candidates who will watch out for our clients' best interests. They fight for private property rights and try to keep taxes down. Whenever I'm talking to my clients, I say, Even though our transaction is done, I'm still working for you behind the scenes. It is also a realtor's career insurance. We protect agents and if Realtors don't know that, they should reach out to me to talk about it!"

Deleigh is also on the Legislative Management Team on ABOR. LMT and TREPAC work together to vet everyone they support, and they





In the end, it takes working together to make change and get things done.

WE TAKE PRIDE IN THAT.



support both sides. “It’s not a red problem, it’s not a blue problem, it’s a purple solution,” Deleigh explained. “In the end, it takes working together to make change and get things done. We take pride in that.” We also work at the local, state, and national level to be your ears on the ground. We are up to date with Land Use Code changes, building codes, and bills on the state level that will affect the real estate industry.” With our help, we supported the new HOME initiative and it passed. This is ground breaking for Austin that will boost affordability and will pave the way for more diverse housing in Austin. As the Chair of TREPAC, Deleigh has been visiting different brokerages to share what they do. “When you check the MLS box and pay your \$45 dues, do you know what that’s doing for you?” she asked. “I explain that TREPAC had a lot to do with REALTORS® continuing to work through COVID because we were considered essential. Not many people realize that.”

She also just graduated from the Texas Realtors Leadership Program, an 8 month long course that teaches what a leader is, how to manage your career and clients’ expectations, public speaking and so much more.

Deleigh’s focus is in residential and land development. “That’s what my dad taught me to do and not too many people do that. I really enjoy the land side of it. I love the thought of bringing something to life that wasn’t there before. I want to create more affordable homes and contribute to inventory.”

With her past in photography and present in real estate, one goal she has for 2024 is to host an art auction to raise money for one first time home buyer and one family who needs their home remodeled. “I know how hard it is to get that first home, especially as an artist or entrepreneur. I’d like to help bridge that gap. I also believe that families whose homes need to be updated, should have that option and not be bought out if they don’t want to.”

Whether she’s taking world-class photographs or selling world-class houses with Kuper Sotheby’s, Deleigh is committed, excited, and all in to find those purple solutions for her clients and agents in the industry. She learned from the best, after all.

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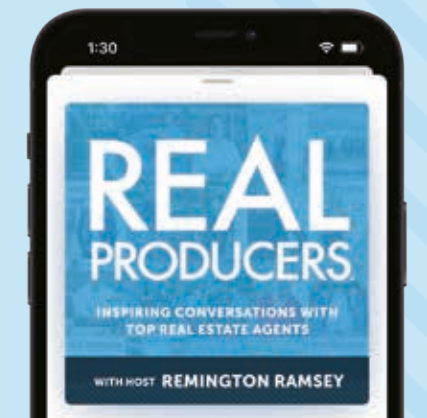


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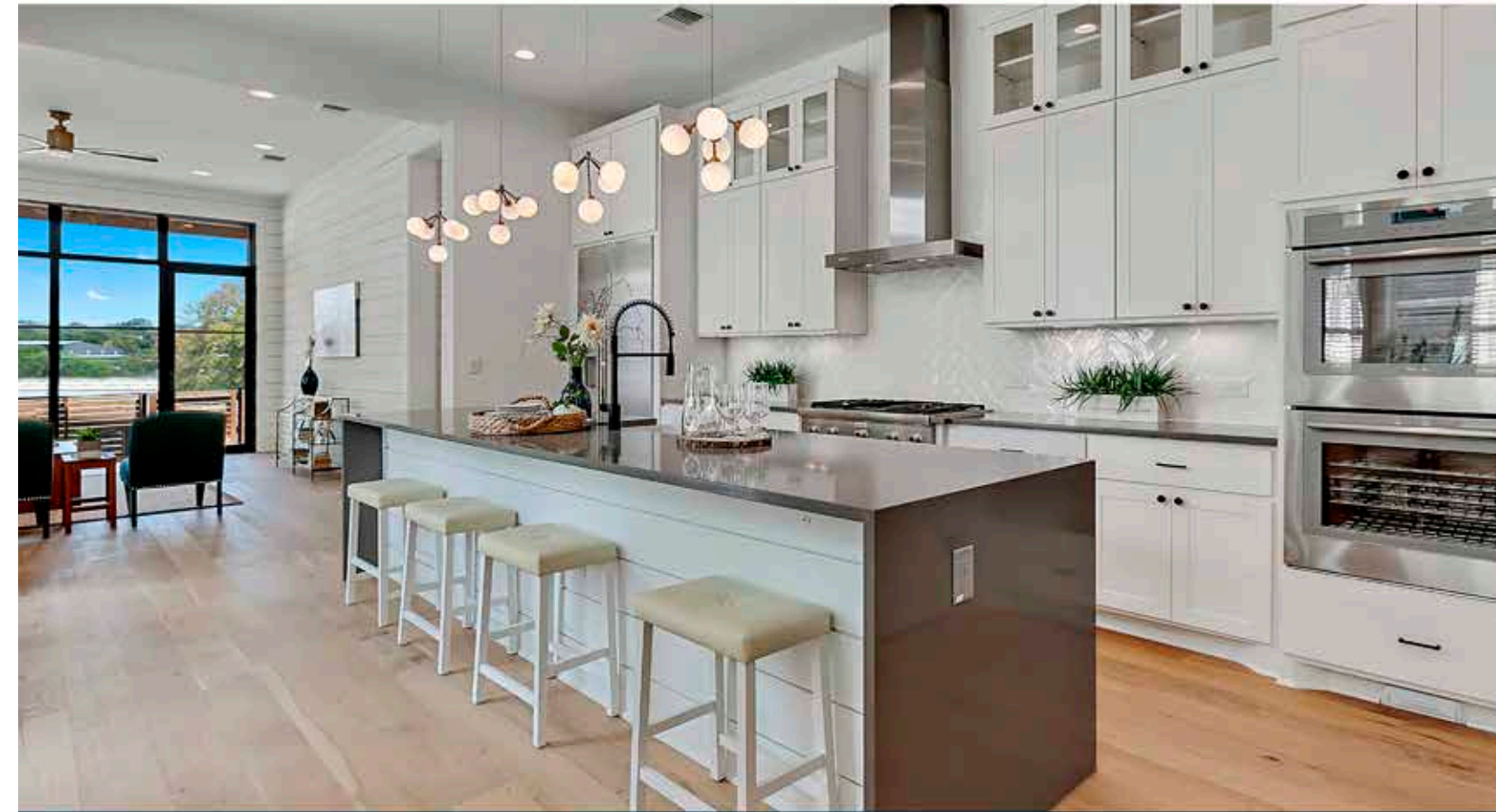


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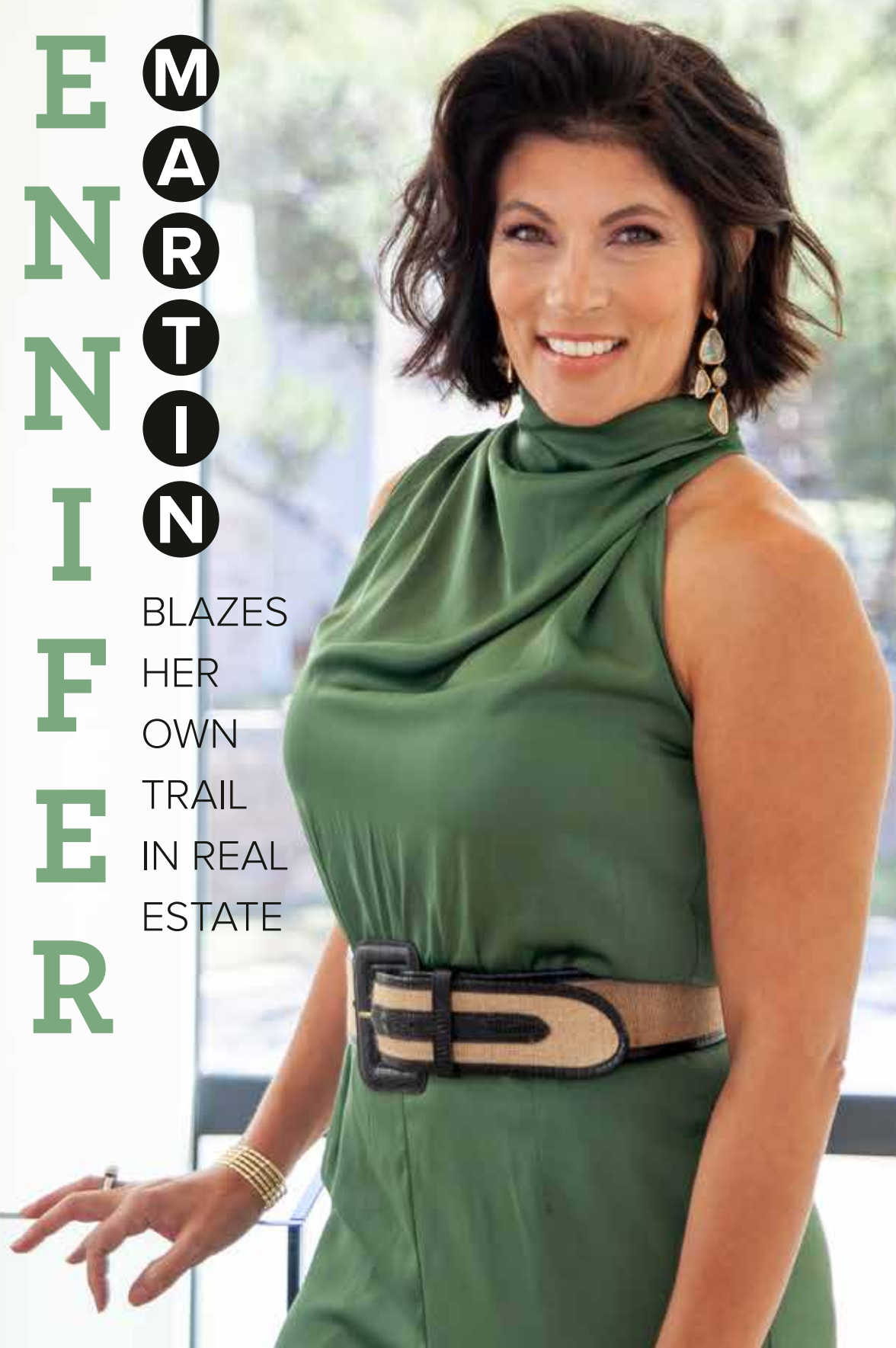
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JENNIFER MARTIN

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» real producer rising star • Written by Elizabeth McCabe

Driven. Determined. Disciplined.

Jennifer Martin, a Broker Associate with EXP Realty, has all of these qualities. Her life is a testament to the Texan spirit of independence, determination, and the pursuit of one's passions. Born and raised in the Lone Star State, Jen's journey from growing up in Waller, Texas to becoming a successful real estate professional in Austin is remarkable.

Early Years & Homeschooling Adventures

Jen jokes that her sales skills were born when as an 8th grader she created a spreadsheet comparing the costs of homeschooling vs public schooling, presenting to her mom that homeschooling was even less expensive than free public school with no money needed for new clothes, lunches, and fundraisers.

Homeschooling was not the norm back then, but Jen cherished the opportunity to create her own path, a trait that would become a hallmark of her life. She knew that if she could create her own way, she would excel in it.

Early Entrepreneurship & Pursuing Passions

Throughout her life, Jen has had an entrepreneurial spirit.

At 19, Jen landed a job at US Bank as a banker but had her sights set on a career in mortgages. Her age initially posed a challenge, as few were willing to take a chance on a teenager, however, her determination prevailed, and she was given an opportunity in the mortgage department at Wells Fargo in 2003, and after that with a local, independent mortgage broker, where her venture into real estate began to take shape as she learned the ropes from experienced professionals.

Becoming a Real Estate Professional & Pursuing New Avenues

Jen took a few years to start her family which has blossomed into 4 kids, now ages 18, 15, 12

and almost 3. They keep her wildly busy, but Jen maintains pretty strict rules with herself about uninterrupted family time, and being there for her kids above all. When Jen was ready to head back into the workforce, she underwent a personality profile for a job application. The results were striking, highlighting that she was meant for a career in real estate.

"My top five results were in real estate," she says. Listing agent, buyer's agent, and appraiser were at the top of her list as suggested careers to follow. She was also told, "If you don't get your real estate license, you're doing yourself a disservice. Taking this advice to heart, Jen earned her license and hasn't looked back since."



Building Success in Real Estate

Jen's career in real estate quickly skyrocketed. Joining forces with Twelve Rivers Realty she studied directly with top producers who gave her the education and confidence that she needed to be successful. Jen credits Twelve Rivers for giving her the ability to hit the ground running. Her first full year in the field saw her nominated as the Austin Board of Realtors Rookie of the Year. Since then, she has consistently earned recognition and accolades, including yearly being included in her brokerage's President's Club, and Platinum Top 50 award nominations. Her stellar performance even garnered attention from the Austin Business Journal, where she was nominated as a top real estate agent. Jen recently moved to eXp in order to expand her network nationwide.

Jen's dedication and innovative approach to her work, including her use of educational and relocation videos on YouTube and social media, has drawn clients from all walks of life, from across the city, state, and country. Her business volume continues to grow, seeing a remarkable 25

percent increase in volume each year since she started.

Her passion for helping people achieve their real estate dreams is evident in every step of her journey. As she looks to the future, Jen is committed to adding even more support to her clients, ensuring that they have the best guidance in their real estate endeavors.

"My goal is for my clients, whether they are first-time homebuyers or experienced investors, to feel like they learn something new, and are more empowered in their real estate decisions each time that we work together," she says. That's the heart of her business and what she does best.

Perseverance Pays Off!

Jen's life story is one of perseverance and determination. Her journey from unconventional schooling, being a busy working mom with four kids, to a successful career in real estate demonstrates the power of believing in oneself and embracing the entrepreneurial spirit that lives within all of us.

What will this Rising Star accomplish next? Time will tell!



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MARY ANNE McMahon



▶▶ real producer

Mary Anne McMahon, Broker Associate with @properties Christie's International Real Estate and Broker/Owner of Motto Mortgage ATX, is renowned for her integrity, extensive experience, and expertise in the real estate industry. As a highly successful residential broker with an entrepreneurial spirit, Mary Anne has consistently excelled in a competitive marketplace for more than two decades.

Born and raised in Ohio, Mary Anne pursued higher education at Bowling Green State University after high school. Despite her initial plans for a career in fashion and retail, she found herself working for a computer company, where she contributed to software and programming for public safety departments. Subsequently,

a buyout led her to join Dell, where she managed accounts in Florida and Texas. Over time, she rose through the ranks to a Regional Director position, overseeing global accounts and enjoying extensive travel.

In 2001, Mary Anne transitioned to the real estate industry, initially investing in Austin properties. After obtaining her real estate license, she joined RE/MAX Austin Skyline, impressed by their business model and training program. With her background in management and marketing, she quickly established herself in the residential real estate industry.

In 2009, Mary Anne founded her own brokerage, Posh Properties, starting with ten agents. Recognizing the need for expansion, she spent the

next decade with RE/MAX, gaining insights into the evolving technological landscape of real estate. Her recent move to @properties Christie's International Real Estate, known for its prestigious brand, cutting-edge technology, and global expansion, positions her for success in the next decade and beyond. Mary Anne believes this transition will enhance luxury real estate options for clients and developers in the vibrant Austin community while maintaining her original brand, Posh Properties Group. The brokerage firm is owned and operated by Jerry Mooty Jr., with backing from the Jerry Jones family, owners of the Dallas Cowboys Football Club. Mooty, who owns @properties Christie's International Real Estate offices in Dallas and Frisco, is also Jones' nephew. Romeo

Manzanilla, a seasoned Austin brokerage leader, was appointed principal, chief operating officer, and broker of record for the new firm. Prior to that position, Manzanilla led Texas operations for Compass.

Since its acquisition by Chicago-based real estate company @ properties in late 2021, Christie's International Real Estate has added market-leading independent brokerage firms in major U.S. markets, including Los Angeles, Miami, Atlanta, Chicago, and the San Francisco Bay, according to a company statement. The brand is also expanding internationally with new affiliates in the United Kingdom, Germany, Italy, Malta, Japan, and other countries. The brand currently has Texas affiliates in Houston and Dallas.

Mary Anne continues to lead Motto Mortgage ATX, established in 2019, offering unique mortgage options to agents and developers. Her business has earned preferred lender status at establishments like Driftwood Golf and Ranch Club, showcasing her team's ability to provide complex solutions and build relationships with discerning clientele.

As a proud mother of three—Caroline, Kaylee, and Kade Coffee—Mary Anne is actively involved in volunteering and supporting various organizations, including The SAFE Alliance, Dell Children's Foundation, and Ballet Austin. Her children, excelling in their respective fields, reflect her values of success and entrepreneurialism.

Mary Anne's experience working for a Fortune 500 company has equipped her with sharp negotiation skills, attention to detail, and the ability to handle multi-million-dollar transactions effortlessly. She remains poised for the demands of Austin's real estate growth trajectory, surrounded by talented individuals who contribute to the success of the real estate and mortgage business. With her honest, personable, and knowledgeable approach, backed by Christie's dedication to cutting-edge technology and their international reputation, Mary Anne continues to make waves in the industry with unwavering determination.



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» real producer cover story

Katherine

WRIGHT

*Embracing Opportunity with Resilience,
Grace and Determination* Written by Elizabeth McCabe

In the world of real estate, few stories are as rich and inspiring as that of Katherine Wright, a standout Top Producer at Moreland Properties. From her roots growing up on a farm in Maryland to becoming a top realtor for the Lake Travis School District, Katherine's journey illustrates her resilience, adaptability, and unwavering commitment to success.

Finding Her Path

"I grew up on a farm in Maryland and learned to take care of those around me before myself" Katherine begins, painting a vivid picture of her early years.

"I went to college in Vermont but dropped out in the middle of my junior year" she jokes. "I bought a one-way ticket to Nepal and spent a year and a half traveling through southeast Asia." Her travels took her through Nepal, Vietnam, Cambodia, Laos, Thailand, Myanmar, and India, where she drove an old Enfield 350 motorcycle from Delhi up to Ladakh which had to be pushed over some of the highest passes.

Still not quite done with adventure, Katherine went to Africa where she rebuilt a 1960 Land Rover 109 in a garage in Kenya. "It took over a year," she reflects. She faced challenges like malaria, typhoid, and dysentery along the way. These obstacles became

stepping stones for Katherine. She states that she now has the immune system of an ox.

When she returned home, she moved to Delaware and worked in Community Relations for MBNA, now Bank of America. She notes, "What I learned at MBNA, I bring every day to real estate; it was an extraordinary lesson in customer service." It was a pivotal experience that laid the groundwork for her future successes. After she got married, she left MBNA and decided to get her real estate license in Delaware. This didn't last long, as Katherine found herself moving south.

Moving to the Lone Star State

Twenty-four years ago, her husband sold his business, this resulted in a weekly commute to Austin. With their second child on the way, they decided to fully relocate to the Live Music Capital of the world. Katherine says, "The difficulty of the commute was greater than my reluctance to move, but we settled on a plan to only stay for 2 years."

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Without realizing it at first, Katherine fell so in love with Austin and its people that even after her marriage ended, she chose to continue raising her children in Texas. The opportunity to work as the executive director of her family's foundation provided stability during turbulent times. Since then, as the Executive Director for the Wright Family Foundation, Katherine has been instrumental in funding numerous Austin nonprofits, fostering valuable partnerships to benefit local communities and schools. Helping others and causes that are near and dear to the community gave her a true sense of self. Katherine sits on the Board of Directors for the Texas Book Festival and the Austin Theatre Alliance (Paramount and State Theatres) and has been involved with the Communities in School, Austin Classical Guitar, and Philanthropy Advocates just to name a few. Katherine also personally supports 15 girls and their families in Zambia, Ecuador, Colombia, India, and the Philippines through the organization Children International. She is currently working on establishing a teen health clinic in Zambia.

Returning to Real Estate

In 2014, Katherine found herself drawn back to real estate. Originally conceived as a side project alongside managing the foundation, it swiftly transformed into a full-time passion. After working in other brokerages, joining Moreland Properties was a pivotal moment, where she found a supportive and welcoming environment. Speaking highly of her experience, Katherine expresses gratitude to the entire Moreland brokerage, especially founder Emily Moreland, and COO Sarah Railey.

She couldn't be happier to be at Moreland Properties. She comments, "I was welcomed with open arms." She smiles. "It's been an incredible experience. Every agent at Moreland is phenomenal." Katherine is no exception. "I'm a highly competitive human being," she admits, discussing her relentless work ethic, particularly during the challenges posed by the pandemic. She founded The Wright Group in 2022. This year they launched their website www.thewright-groupatx.com and added team members to the group. She has found that ensuring that everyone in the group is licensed and includes Spanish speakers is a significant advantage for our customers.



“IT'S BEEN AN INCREDIBLE EXPERIENCE. *Every Agent at Moreland is Phenomenal.*”





Simply put, she's the "right choice" in real estate, achieving success through her outstanding customer service and continual work to exceed her clients' expectations. Despite conducting business across Austin and Metro and achieving an impressive \$45 million in real estate sales last year, Katherine's specialty lies within the Lake Travis School District.

Family Life

To relax, Katherine finds solace and balance through activities like kayaking in New Hampshire during the summer and snowboarding in Colorado. This love for the sport traces back to her childhood, spent with the man who would become her second husband decades later at a camp on Squam Lake, famously known for the movie "On Golden Pond."

Katherine takes immense pride in her children—Hannah, a graduate student at Embry-Riddle Aeronautical University; James, a recent summa cum laude graduate of Babson College; and Lucy who is Junior at UC Santa Cruz studying Psychology. Since 2010, Katherine has been married to Will, whom she describes as "an absolutely phenomenal person and an incredible dad to our three children".

Final Thoughts

Katherine Wright's story showcases facing challenging moments with courage and grace, seizing opportunities, adaptability, and following your heart. Her journey embodies the spirit of Moreland Properties—a local brokerage that fosters growth, resilience, and unparalleled success. As Katherine continues to conquer new heights, her narrative serves as an inspiration for aspiring professionals of the extraordinary achievements possible with determination and tenacity.

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