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the power of social media

In the ever-evolving landscape of the real estate industry, social media has emerged as a powerful tool for real estate agents, transforming the way they connect with clients, market properties, and build their professional brand. The ability to leverage platforms such as Facebook, Instagram, Twitter, and LinkedIn has become integral to staying competitive and successful in the highly competitive real estate market.

One of the most significant advantages of social media for real estate agents is the unparalleled reach it provides. Through strategically crafted posts, agents can showcase properties to a global audience, expanding their reach far beyond traditional marketing methods. High-quality photos, virtual tours, and engaging content create an immersive experience for potential buyers, allowing them to explore properties from the comfort of their homes.

Social media platforms also offer a direct line of communication between agents and their audience. Real estate agents can engage with clients, answer inquiries, and provide valuable information in real-time. This immediate and personal interaction fosters trust and establishes a rapport with clients, ultimately enhancing the client-agent relationship.

Moreover, social media enables real estate agents to establish and enhance their professional brand. Consistent and thoughtful content sharing, along with showcasing expertise in the

industry, helps agents position themselves as knowledgeable authorities. This branding not only attracts potential clients but also differentiates agents from their competitors.

Networking is another critical aspect of the real estate business, and social media provides an unparalleled platform for connecting with other professionals in the industry. By joining groups, participating in discussions, and following relevant influencers, agents can stay updated on market trends, gain insights, and form valuable partnerships.

The power of social media for real estate agents lies in its ability to amplify reach, facilitate direct communication, build a strong professional brand, and enhance networking opportunities. As technology continues to shape the real estate landscape, agents who embrace and harness the potential of social media are likely to thrive in this dynamic and competitive industry.

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KATHERINE

FROM HEARTLAND ROOTS TO REAL ESTATE HEIGHTS

KATHERINE LEE, A PROMINENT FIGURE IN THE LOCAL REAL ESTATE INDUSTRY, TRACES HER ROOTS BACK TO THE HEARTLAND OF AMERICA. BORN IN KANSAS CITY AND RAISED IN ROELAND PARK, LEE'S JOURNEY FROM A MARKETING GRADUATE TO A TOP-PRODUCING REALTOR® IS A TESTAMENT TO HER DEDICATION, PASSION, AND COMMITMENT TO CREATING MEANINGFUL CONNECTIONS.

Lee's academic journey led her to Kansas State University, where she pursued a degree in Marketing with a Minor in Leadership Studies, graduating in 2012. Following her college years, she embarked on a career path that initially led her to Cerner, where she worked as a Business Analyst for a year and a half. However, the desk life wasn't resonating with her, and a chance encounter with a retired real estate agent sparked a newfound interest in the industry.

"I had always been a bit fascinated by Real Estate. I wasn't enjoying the desk life at Cerner, and I met a retired agent who got talking to me about the industry. A month later I quit my job and started the licensing process," Lee said.

In 2014, Lee earned her real estate license, marking the beginning of a remarkable career. She started as an independent agent at Better Homes

and Gardens in the Prairie Village office, where she not only excelled in sales but also took on roles such as assisting a team, mentoring new agents, and obtaining her broker's license. In 2020, after almost six years, Lee made a strategic move to Element Sotheby's International Realty, seeking personal and professional growth.

"I knew I wanted to grow personally and professionally, so when Sotheby's International Realty came to Kansas City, I saw it as a sign!" she shared.

Now approaching her 11th year in the real estate industry, Lee has garnered numerous accolades, including being recognized in 2022 and 2023 as part of RealTrends' top 1.5% of agents in the US. During her tenure at Better Homes and Gardens, she received the PAIGE award, symbolizing Passion, Authenticity, Inclusion, Growth, and Excellence.

Lee's career volume as a REALTOR® has surpassed \$110,000,000, and in 2023 alone, her total volume reached an impressive \$36 million. Her success is not only measured in numbers but also in the deep connections she forms with her clients.

"When it comes to my business, I am incredibly passionate about the start-to-finish white-glove experience I provide the client. Whether it's a buyer or seller, I want them to feel seen and heard," Lee emphasized.

One pivotal moment in her career was the decision to join Element Sotheby's International Realty, driven by the opportunity to learn from the company's owner and leader, Andrew Bash. Lee credits Bash for not only being an exceptional mentor in real estate but also for contributing to her personal growth.

"Not only has he been the best mentor for real estate, but he has been instrumental in my personal growth. He has helped me to get out of my comfort zone, to get curious, and to gain a new level of confidence that has helped my business to skyrocket the last 3+ years," Lee expressed.

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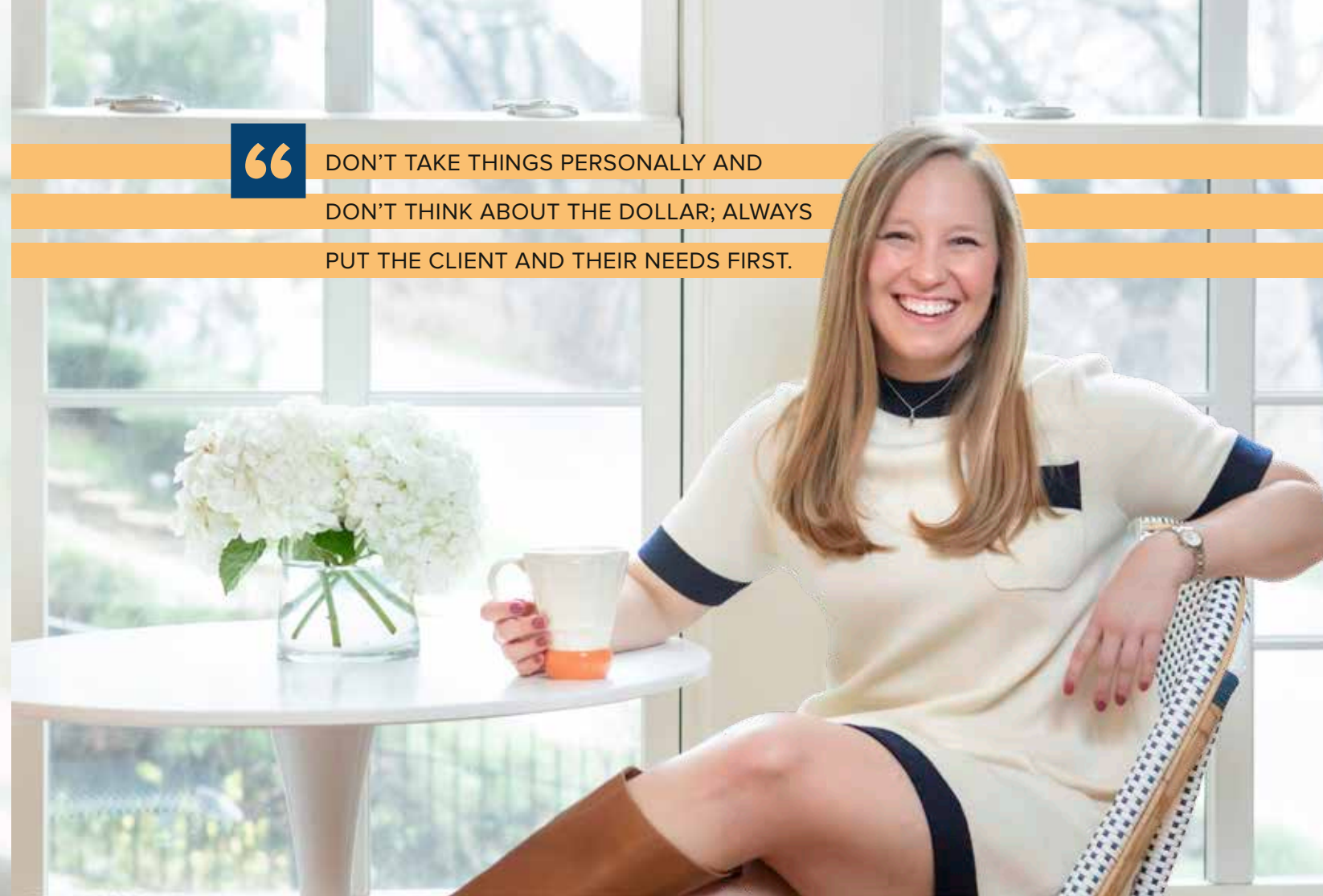
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DON'T TAKE THINGS PERSONALLY AND
DON'T THINK ABOUT THE DOLLAR; ALWAYS
PUT THE CLIENT AND THEIR NEEDS FIRST.



Despite her achievements, Lee acknowledges the challenges she had to overcome, particularly in building trust and loyalty due to her youthful appearance. Over the past decade, she has proven herself and demonstrated her capabilities, earning the confidence of her clients. Looking into the future, Lee envisions real estate as a career that allows her to lead a life of wanderlust, adventure, and curiosity while making a positive impact on others. Beyond her professional endeavors, she is deeply involved in charitable and civic work, serving as the Chair of The Children's Place Angels Board and participating in various organizations such as the Kansas City Chamber of Commerce Centurions.

“My family is smaller, with both of my parents (Denny & Bernie) being Kansas City transplants. We all enjoy travel and grew up doing so! Yahtzee is a family favorite,” Lee shared, providing a glimpse into her personal life.

Outside of her real estate endeavors, Lee is a workout enthusiast, a connoisseur of fine dining, and an avid traveler with a goal to visit 20 countries by the time she turns 40. As an introvert, she finds solace in the quiet moments at home, a solo walk, or a peaceful night's sleep. For Lee, success is not just about achieving goals but continuously pushing beyond perceived limits to do better. Her defining qualities include empathy, a strong work ethic, and dedication to serving others.

“I want to be remembered for my kind heart, strong work ethic, and dedication to serving others,” she shared.

She recommends three transformative books that have shaped her approach: “The Four Agreements,” “Unreasonable Hospitality,” and “Atomic Habits.” As she reflects on her journey, Lee's advice to aspiring real estate professionals is clear: “Don't take things personally and don't think about the dollar; always put the client and their needs first.” Katherine Lee's story is not just about real estate success; it's a narrative of personal growth, meaningful connections, and a commitment to making a difference in the lives of others.



THE PERFECT SPOT FOR YOU LLC

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▶▶ partner spotlight

A dynamic force in the real estate and photography realm has been making waves since its inception in October 2015. The brainchild of Jennifer Johnson and Chris Johnson, A Perfect Spot for You LLC has become a household name in the industry, known for their commitment to customer service and excellence in real estate photography.

Jennifer Johnson, the co-owner of The Perfect Spot For You, is a native of Kansas City, MO, and spent her formative years in Spokane, WA. Her journey into the world of real estate was not a conventional one. After attending Johnson County Community College, she worked as a waitress, navigating the challenges of single motherhood. However, her fascination with real estate and a serendipitous encounter with Matterport 3D technology propelled her into the realm of real estate marketing and photography.

“I’ve never been one to excel at self-promotion; I’d rather stand behind a product I truly believe in,” says Jennifer. “With a knack for technology and prior college courses in Photoshop, the opportunity to try Real Estate photography came my way, and it felt like the perfect fit—The Perfect Spot, you could say!”

The Perfect Spot team, comprised of Chris, Lanie, Michael, and Tyler, has been the backbone of the company since its inception. Chris, the visionary co-founder, and Jennifer, the other half of the dynamic duo, lead the team with passion and dedication. Lanie, Michael, and Tyler bring their unique skills and camaraderie to the mix, creating a tight-knit and efficient unit.

The journey from waitress to REALTOR® and eventually an entrepreneur wasn’t without its challenges. The Perfect Spot faced the undervaluation of photography in

“

WITH A KNACK FOR TECHNOLOGY AND PRIOR COLLEGE COURSES IN PHOTOSHOP, THE OPPORTUNITY TO TRY REAL ESTATE PHOTOGRAPHY CAME MY WAY, AND IT FELT LIKE THE PERFECT FIT.

the real estate industry, intense competition, and the complexities of managing a growing business. “The leap from a traditional 40-hour workweek to a self-driven 100-hour workweek as a business owner came with its own set of challenges,” reflects Jennifer.

Despite these hurdles, The Perfect Spot has garnered numerous awards and accolades since 2019. Their consistent presence on Expertise’s Top 10 Best Kansas City Photographers list, recognition

from Peerspace and Giggster, and placement on the Blogger Local list of Top 10 Best Kansas City Real Estate Photographers highlight their commitment to excellence.

Currently, The Perfect Spot’s primary focus within the business is on customer service. “It’s not just about capturing great photos; it’s about solving our clients’ problems, identifying and eliminating pain points, and ensuring an overall outstanding customer experience,” she emphasizes.



“

MY PASSION FOR THE THINGS I LOVE IS UNWAVERING, REGARDLESS OF THEIR POPULARITY. I AIM TO LEAVE BEHIND A LEGACY MARKED BY KINDNESS, WARMTH, AND A BOLD EMBRACE OF LIFE'S GRAND POSSIBILITIES.

The most rewarding aspect of The Perfect Spot's business, according to Jennifer, is the ability to contribute positively to clients' lives, whether by helping sell a home during emotionally trying circumstances or capturing the essence of a cherished pet.

As they look to the future, The Perfect Spot aims to deepen and expand their collaboration with real estate professionals. "Our vision involves creating a mutually beneficial partnership. We aim to be more than just a service provider; we aspire to be trusted allies," says Jennifer. Philanthropy is also a cornerstone of The Perfect Spot's values. They proudly support Love Justice International, War Horses For Veterans, and

the Reel Hope Project, with plans to expand their charitable contributions in the future.

In closing, Jennifer reflects on her legacy. "I hope to be remembered as a good person with a big heart who fearlessly pursued a remarkable life. My passion for the things I love is unwavering, regardless of their popularity. I aim to leave behind a legacy marked by kindness, warmth, and a bold embrace of life's grand possibilities."

As Jennifer Johnson and The Perfect Spot team continue their journey, their story stands as a testament to the power of determination, resilience, and a commitment to excellence in the face of adversity.

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In a business where transactions and numbers often dominate the conversation, the Charboneau Lorange Real Estate Group stands out. Founded by Tammy Charboneau Lorange and led by her son Trevor Lorange, this family-centric team has carved a niche for itself by emphasizing values, relationships, and a unique approach to business.

After 15 years in the accounting field, Tammy's journey into real estate began in 2000 and she has been a consistent top individual producer every year of her career. Building a proven referral business backed by systems, a true care and love for people, and a genuine heart to connect and serve Tammy's heart and tenacity has been the foundation at which this team has formed. Tammy spent 13 years at RE/MAX before joining Chartwell in 2013, where she saw the potential in her son Trevor to carry on the family legacy in real estate



Photo by Motive Studios, LLC

Trevor, inspired by his single-mom's tenacity and work ethic, embarked on his real estate journey at a young age. He obtained his degree in marketing management from Missouri State University and took that experience full swing into real estate. Learning from his mother's emphasis on systems, Trevor has been in the industry for nine years and harbors a dream of expanding the family legacy by growing the team and becoming one of the top trusted names in all of Kansas City in Real Estate.

The Charboneau Lorange Real Estate Group distinguishes itself not through traditional accolades and numbers but through a focus on culture, customer service, and character. Tammy and Trevor are most proud of the people they are surrounded with daily on the team and the potential this team has to impact many lives in Kansas City in the future. The team members consisting of Grant Knauff, Taelor Givens, Max Macdonald, Sierra Hillard,, Blair Plattner, Justice Evans and Andrew Boling all



CHARBONEAU LORANCE REAL ESTATE GROUP



“
WE DON'T JUST HAVE EVERYBODY ON OUR TEAM.
They have to share our belief system and we are so lucky to have such amazing people with us.
 ”

Photo by Motive Studios, LLC

represent this heart and culture and will be big names in the industry for years to come.

Both Tammy and Trevor credit their mentor, Robb Murry, VP of Chartwell, for helping them in fostering this team and its culture. His fresh approach and authenticity to the business and putting people first at the heart of everything you do has been a pillar to the growth of the team. Trevor, in particular, acknowledges his mother as his biggest mentor, citing her influence on his entrepreneurial spirit, tenacity, and love for genuine connections and impact with people. For Tammy, the most rewarding aspect of her career has been the freedom to actively participate in her children's lives, attending every game and practice. Both Tammy and Trevor finds the true value in the friendships built with clients, transforming some into lifelong friends. The team, which they describe as a small family, focuses on building relationships as the cornerstone of their business.

Beyond business success, the Charboneau Lorance Real Estate

Group is committed to giving back. With every closed transaction, clients choose a charity for a donation. The team supports Wayside Waifs, Veterans Community Project, and the 15 in the Mahomies Foundation, showcasing their passion for animals, our veterans, and the youth.

Family plays a central role in their lives. Tammy has three children—Trevor, Jared, and Erica—while Trevor, along with his wife Leigh, has a son named Leo. Both families share a love for dogs, with names like Molly, Buffy, Maggie, Abbey, and Chip becoming part of their household.

Success, for Tammy, is rooted in enjoying life, health, loving what you do, and achieving personal goals each day. For Trevor, it's about health, love, and joy in daily life. Their advice to aspiring agents echoes these sentiments—prioritize good intentions, establish strong systems, and show up consistently.

If there's one thing the Charboneau Lorance Real Estate Group wants readers to take away, it's their profound love for people and

relationships. In an industry often dominated by transactions, they stand as a testament to the enduring power of genuine connections. Trevor sums it up succinctly: “Our love for people and relationships.”

As they continue to build their legacy, the Charboneau Lorance Real Estate Group aims to be remembered for the positive impact they have on people's lives. Trevor's aspiration is clear: to be remembered for how he makes people feel. For Tammy, the legacy revolves around reliability and trustworthiness.

What sets their team apart? According to Tammy and Trevor, it's not just about having anyone on the team; it's about finding individuals who share their belief system. Their emphasis on the heart to serve is the driving force behind their success, making the Charboneau Lorance Real Estate Group a beacon of authenticity in the world of real estate. “We don't just have everybody on our team. They have to share our belief system and we are so lucky to have such amazing people with us.”

Luke Hoeppepner

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 ”
 Landen Hawk, Global Real Estate Advisor

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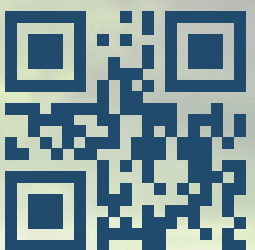
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TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2023 - Dec. 31, 2023

#	FIRST NAME	LAST NAME	OFFICE NAME	Total \$
1	Rob Ellerman	Team	Reecenichols - Lee's Summit	
2	Koehler Bortnick	Team	Reecenichols - Leawood	
3	Eric Craig	Team	Keller Williams Kc North	114,879,737
4	Kristin	Malfer	Compass Realty Group	108,951,766
5	Dan	Lynch	Lynch Real Estate	89,211,043
6	Bryan	Huff	Keller Williams Realty Partner	84,798,356
7	Thrive Real Estate K	Team	KW Kansas City Metro	78,583,285
8	Hern	Group	Keller Williams Platinum Prtnr	76,835,392
9	Blake Nelson	Team	KW Kansas City Metro	74,138,850
10	Spradling	Group	Exp Realty LLC	71,201,135
11	Ask Cathy	Team	Keller Williams Platinum Prtnr	67,124,479
12	Ray Homes Kc	Team	Compass Realty Group	66,682,001
13	Cjco	Team	Reecenichols - Leawood	63,499,515
14	Dani Beyer	Team	Keller Williams Kc North	60,519,049
15	The Collective	Team	Compass Realty Group	59,939,590
16	John	Barth	RE/MAX Innovations	58,980,724
17	Brooke	Miller	Reecenichols - Country Club Pl	54,840,635

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TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2023 - Dec. 31, 2023

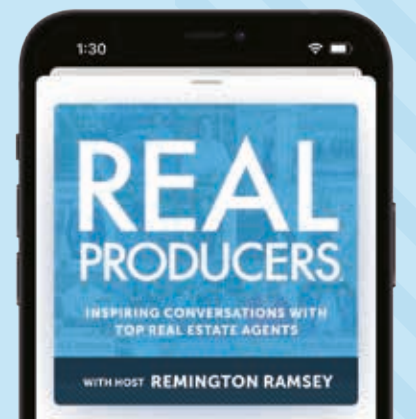
#	FIRST NAME	LAST NAME	OFFICE NAME	TOTAL \$
18	Marti	Prieb Lilja	Keller Williams Realty Partner	53,976,084
19	Edie Waters	Team - North	Keller Williams Kc North	51,784,687
20	Bg & Associates	Team	KW Kansas City Metro	51,005,239
21	Andrew	Bash	Element Sothebyâ€™S Internationa	50,306,660
22	Tamra	Trickey	Reecenichols - Leawood	45,586,172
23	Missy	Barron	Reecenichols - Lees Summit	45,070,632
24	Lindsay	Sierens Schulze	Reecenichols - Leawood	44,301,043
25	Shannon	Brimacombe	Compass Realty Group	44,031,739
26	Benjamin	Lytle	Opendoor Brokerage LLC	43,991,832
27	Dan	O Dell	Real Broker, LLC	43,621,145
28	Katherine	Lee	Element Sothebyâ€™S Internationa	41,448,569
29	Richey Real Estate	Group	Reecenichols - Lees Summit	41,178,860
30	Hendrix	Group	Keller Williams Realty Partner	41,047,600
31	Macoubrie	Zimmerman	Weichert, Realtors Welch & Com	40,476,520
32	Dani	Thompson	Sbd Housing Solutions LLC	40,450,900
33	Hcr	Team	RE/MAX Heritage	40,068,332
34	Moore Homes	Team	Compass Realty Group	40,000,000
35	Kbt Leawood	Team	Reecenichols - Leawood	39,736,717
36	Jeremy	Applebaum	Real Broker, LLC	39,474,528
37	The Small	Team	Reecenichols-Kcn	38,910,301
38	Chris	Rowe	Cedar Creek Realty LLC	38,744,041
39	Rothermel	Group	Keller Williams Kc North	38,727,413
40	Ken Hoover	Group	Keller Williams Kc North	38,010,476
41	Wardell &	Holmes	Wardell & Holmes Real Estate	36,000,000
42	Reesemontgomery	Team	RE/MAX Heritage	35,607,321
43	Bridget	Brown-Kiggins	Weichert, Realtors Welch & Com	35,347,829
44	Loughlin & Associate	Team	Keller Williams Kc North	34,801,510
45	Malina	Group	Keller Williams Realty Partner	34,106,909
46	Jenny	Burkhead	Keller Williams Kc North	33,351,610
47	Sal	Termini	Platinum Realty	33,121,006
48	Tradition	Home Group	Compass Realty Group	32,561,251
49	George	Medina	Reecenichols Brookside	32,217,730
50	Stroud & Associates	Team	Real Broker, LLC	31,739,990

#	FIRST NAME	LAST NAME	OFFICE NAME	TOTAL \$
51	Teresa	Hoffman	Reecenichols - Overland Park	31,408,525
52	Steve	Ashner	Reecenichols Wilshire	29,998,980
53	Tony	Long	Real Broker, LLC	29,522,291
54	Ellen Murphy	Team	Reecenichols - Leawood	29,300,783
55	Lauren	Anderson	Reecenichols -The Village	28,700,003
56	Roger	Deines	Reecenichols - Lees Summit	28,585,030
57	Mike	O Dell	Real Broker, LLC	28,365,182
58	Molly	Hipfl	Reecenichols - Lees Summit	28,361,755
59	Kaleena	Schumacher	Keller Williams Realty Partner	28,352,000
60	Jonas	Barrish	Compass Realty Group	28,313,608
61	Audrah	Team	Keller Williams Kc North	28,136,558
62	Nelson	Group	Keller Williams Kc North	28,072,496
63	Amy	Arndorfer	Premium Realty Group LLC	27,947,296
64	Sharp Homes	Team	Exp Realty LLC	27,833,432
65	Locate	Team	Compass Realty Group	27,740,458
66	Suzy	Goldstein	Bhg Kansas City Homes	27,694,391
67	Bill	Gerue	Weichert, Realtors Welch & Com	27,611,163

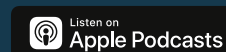
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TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2023 - Dec. 31, 2023

#	FIRST NAME	LAST NAME	OFFICE NAME	TOTAL \$
68	Kim	Brown	Lynch Real Estate	27,094,300
69	Taylor Made	Team	KW Kansas City Metro	26,838,652
70	Brent	Sledd	Weichert, Realtors Welch & Com	26,822,990
71	Danny Howell	Team	Exp Realty LLC	26,750,700
72	Ashley	Kendrick	Chartwell Realty LLC	26,447,925
73	Peter	Colpitts	Reecenichols - Leawood South	26,412,398
74	Sally	Moore	Keller Williams Platinum Prtnr	26,222,420
75	Hannah	Shireman	West Village Realty	26,070,282
76	Heather Lyn	Bortnick	Reecenichols - Country Club PI	25,810,559
77	Aaron	Donner	Keller Williams Realty Partner	25,797,065
78	Guide	Group	Compass Realty Group	25,632,150
79	The Fisher Hiles	Team	Bhg Kansas City Homes	25,189,836
80	Patty	Simpson	Crown Realty	24,651,888
81	Lisa	Rater	Weichert, Realtors Welch & Com	24,643,384
82	Explore Home	Group	Keller Williams Kc North	24,640,100
83	The Butler	Group	Keller Williams Realty Partner	24,473,522
84	Andy	Blake	Real Broker, LLC	24,208,274
85	Concierge	Real Estate Group	Worth Clark Realty	24,203,000
86	Trenton	Johnson	Crown Realty	23,982,188
87	Brenda	Youness	Weichert, Realtors Welch & Com	23,915,021
88	Sherr	Hines	Weichert, Realtors Welch & Com	23,730,689
89	Candi	Sweeney	Reecenichols - Parkville	23,363,970
90	Sara	Powell Moody	Weichert, Realtors Welch & Com	23,339,210
91	Karen	Pritchard	Koenig Real Estate Holdings LI	23,279,791
92	Whitney	Stadler	Element Sotheby's Internationa	23,114,089
93	Lisa Ruben	Team	Reecenichols - Country Club PI	23,014,950
94	Amy	Maher	Weichert, Realtors Welch & Com	23,003,476
95	Denise	Sanker	Reecenichols - Lees Summit	22,741,808
96	Michelle	Lutz	Lutz Sales + Investments	22,682,450
97	Majid	Ghavami	Reecenichols - Town Center	22,514,603
98	Danielle	Sapienza	Reecenichols - Town Center	22,429,256
99	Kim	Nofsinger	Keller Williams Realty Partner	22,418,537
100	Allison	Rank	Reecenichols - Country Club PI	22,369,042

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TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2023 - Dec. 31, 2023

#	FIRST NAME	LAST NAME	OFFICE NAME	TOTAL \$
101	Shaun	Ashley	RE/MAX Heritage	22,176,855
102	Annie	Kennedy	Realty Executives	21,799,229
103	Christine	Dunn	Keller Williams Realty Partner	21,746,312
104	Just Say Home	Kc Team	Keller Williams Platinum Prtnr	21,722,215
105	Yfa	Team	Your Future Address, LLC	21,636,325
106	Rebekah	Schaaf	Reecenichols - Leawood South	21,573,500
107	Kc Homes365	Team	Keller Williams Realty Partner	21,429,870
108	Angela	Brown	Keller Williams Kc North	21,314,235
109	Mills Farm	Team	Bhg Kansas City Homes	21,219,155
110	Joe	Woods	John Moffitt & Associates	21,091,600
111	Mikki	Armstrong	Reecenichols - Lees Summit	20,834,800
112	Kristi	Soligo Fleshman	RE/MAX Revolution Liberty	20,805,050
113	Katee	Porter	RE/MAX Advantage	20,617,690
114	Brooke	Marsalla	Reecenichols - Lees Summit	20,441,827
115	Will	Wiest	Midwest Land Group	20,319,100
116	The Carter	Group	Keller Williams Platinum Prtnr	20,273,617
117	Jeff	Curry	Weichert, Realtors Welch & Com	20,267,269

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Teams and Individuals Closed from Jan. 1, 2023 - Dec. 31, 2023

#	FIRST NAME	LAST NAME	OFFICE NAME	TOTAL \$
118	Crossroads Re	Group	KW Diamond Partners	20,260,614
119	David	Costello	RE/MAX Premier Realty	20,159,100
120	Cory	Ward	Compass Realty Group	20,068,804
121	Darren	Merlin	Reecenichols - Lees Summit	19,762,662
122	Laurie	Barnds	Reecenichols -The Village	19,704,780
123	Vince	Walk	RE/MAX Realty Suburban Inc	19,502,886
124	Dale	Hermreck	Realty Executives	19,501,380
125	Linda L	Martin	Reecenichols - Leawood South	19,485,778
126	Jennifer	Barth	RE/MAX Auction House, LLC.	19,448,545
127	Debi	Donner	Rodrock & Associates Realtors	19,433,009
128	Liz	Jaeger	Reecenichols - Leawood	19,401,115
129	Todd	Burroughs	Crown Realty	19,398,330
130	Michele	Davis	Weichert, Realtors Welch & Com	19,371,702
131	Brandon	Mcginnis	Clinch Realty LLC	19,180,044
132	Sarah	Page	KW Kansas City Metro	19,162,920
133	Chris D	Fleming	RE/MAX State Line	19,142,283
134	Ripley Assoc	Team	Engel & Volkers Kansas City	19,141,539
135	Michael	Yeates	The Real Estate Store LLC	19,022,899
136	The Fussell	Group	KW Kansas City Metro	18,892,424
137	Journey Home	Team	Compass Realty Group	18,852,235
138	Kbt Plaza	Team	Reecenichols - Country Club Pl	18,772,550
139	Gail	Dicus	Reecenichols - Town Center	18,733,566
140	Klarissa	Skinner	Keller Williams Realty Partner	18,705,350
141	Sandra	Kenney	Chartwell Realty LLC	18,514,476
142	Kirsten	Mcgannon	Reecenichols - Country Club Pl	18,505,837
143	Jennifer	Messner	Ashlar Realty, LLC	18,483,086
144	Debbie	Sinclair	Prime Development Land Co LLC	18,463,236
145	Mendy	Jarman	Keller Williams Realty Partner	18,462,130
146	Carrie	Hyer	Cedar Creek Realty LLC	18,372,430
147	Alan	Williams	Bhg Kansas City Homes	18,360,613
148	Wade	Fitzmaurice	Fitz Osborn Real Estate LLC	18,342,300
149	Sara	Stucker	Reecenichols-Kcn	18,248,951
150	Holly	Bond	Keller Williams Realty Partner	18,245,064

#	FIRST NAME	LAST NAME	OFFICE NAME	TOTAL \$
151	Sharon G.	Aubuchon	RE/MAX Premier Realty	18,244,901
152	Kelli	Chabot	Keller Williams Kc North	18,238,565
153	Jodie	Brethour	Compass Realty Group	18,211,932
154	Vicki	Smith	RE/MAX Innovations	18,161,701
155	John	Simone	Reecenichols-Kcn	18,153,680
156	Julie	Gadwood	Nexthome Gadwood Group	17,886,892
157	D & M	Team	Weichert, Realtors Welch & Com	17,881,752
158	Melissa	Irish	Reecenichols -Johnson County W	17,847,775
159	Melissa	Hills	Hills Real Estate	17,764,500
160	Ron	Henderson	Keller Williams Kc North	17,604,336
161	Lonnie	Branson	Keller Williams Southland	17,591,915
162	Terry Madden	Myers	Reecenichols Brookside	17,582,750
163	Teresa	Hayes	Twaddle Realty, Inc.	17,451,500
164	Sandy	Mccray	Reecenichols - Leawood	17,337,350
165	Ronda	White	Exp Realty LLC	17,243,502
166	Janelle	Williams	Reecenichols - Overland Park	17,213,200
167	Livian Kc	Team	Keller Williams Realty Partner	17,104,920

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TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2023 - Dec. 31, 2023

#	FIRST NAME	LAST NAME	OFFICE NAME	TOTAL \$
168	Kelli	Becks	Keller Williams Realty Partner	17,051,916
169	Taylor	Akinmoladun	Platinum Realty	17,027,618
170	Brenda	Shores	RE/MAX Heritage	17,015,422
171	Alex	Owens	Compass Realty Group	16,993,506
172	Mary Beth	Schwartz	KW Kansas City Metro	16,954,970
173	Susan	Hoskinson	Reecenichols - Overland Park	16,945,350
174	Generations	Real Estate Partners	Bhg Kansas City Homes	16,831,166
175	Tami	Lewis	Chartwell Realty LLC	16,770,115
176	Jeff	Taylor	Reecenichols-Kcn	16,717,593
177	Lisa	Bunnell	Reecenichols - Leawood	16,667,889
178	Melanie	Koprivica	Ashlar Realty, LLC	16,635,901
179	John	Kroeker	Weichert, Realtors Welch & Com	16,606,681
180	Lisa	Rees	Reilly Real Estate LLC	16,595,120
181	Shanan	Group	Keller Williams Realty Partner	16,490,412
182	Jennifer	Rich	Weichert, Realtors Welch & Com	16,348,273
183	Access Kc	Group	Compass Realty Group	16,315,084
184	Sara	Bash Reda	Compass Realty Group	16,298,672
185	Amber	Shawhan	Chartwell Realty LLC	16,278,954
186	Kelly	Heaven	KW Kansas City Metro	16,265,320
187	Jackie	Payne	New Home Star	16,257,259
188	Erin	Dreiling	Reecenichols -The Village	16,247,965
189	C Lorance	Team	Chartwell Realty LLC	16,204,590
190	Shelli	Seeger	Reilly Real Estate LLC	16,143,229
191	Tanya	Burns	RE/MAX Town And Country	16,095,937
192	Larry	Eckhoff	RE/MAX Heritage	16,081,968
193	Stacy Porto	Team	Reecenichols -The Village	16,053,050
194	Sherry	Westhues	Reecenichols - Eastland	15,873,700
195	Valerie	Mcclaskey	Reecenichols - Leawood	15,843,163
196	Brett	Budke	Reecenichols -Johnson County W	15,832,313
197	Shelia	Hampton	Reecenichols - Granada	15,829,653
198	Shelly	Balthazor	Reecenichols - Town Center	15,829,539
199	Peggy	Holmes	Reecenichols - Eastland	15,803,617
200	Hilary	Baldwin	Platinum Realty	15,796,300

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FAQ

ABOUT *Kansas City* REAL PRODUCERS

Ever since we launched *Kansas City Real Producers* in July 2017, I have heard some of the same questions from many of you. I figured it would be most efficient to publish the answers here in case more of you had the same questions. Remember, my door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

Q: Who receives this magazine?

A: The top 500 agents of Kansas City. We pulled MLS numbers (by closed volume) in the Kansas City market. We cut off the list at number 500. The list will reset in early 2024 based on 2023 totals and continues to update annually.

Q: Why am I not listed on the top 200 standings/why are my numbers showing differently?

A: There are a number of reasons why that could be the case. First, be sure to read the disclaimer in its entirety. We pull the data on the exact date listed, so if the closed transaction is not submitted by that date, it will not be included. User error or BRIGHT error is always a possibility. The most common reason is that for any deal with an alternate agent listed, the production gets divided in half between the lead agent and the alternate. There are a few other factors at play, so if you have a question about the Standings,

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please contact me, and we can take a look: reece.hale@realproducersmag.com.

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

A: It's really simple — one or multiple peers have first nominated every featured agent you see. You can nominate or be nominated by other agents, affiliates, brokers, owners, and office leaders. A nomination currently looks like this: you email us at reece.hale@realproducersmag.com with the subject "Nomination: (Name of Nominee)." Please explain WHY you are nominating them to be featured. It could be that they have an amazing story that needs to be told, perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. Once the timing is right, the next step is an interview with us to ensure it's a good fit. If all works out, then we put the wheels in motion.

Q: What does it cost to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! This is NOT a pay-to-play model whatsoever.

Q: How can I write an article to be printed?

A: If you are interested in writing an article to contribute your ideas, experience, knowledge, expertise, or stories to the *Kansas City Real Producers* community, please email me at reece.hale@realproducersmag.com. Even if you don't consider yourself a prolific writer, let's talk!

Q: Who are the Preferred Partners?

A: Anyone listed as a "Preferred Partner" in the index at the front of the magazine is an integral part of this community. They will have an ad in every issue of the magazine, attend our events, and be part of our Facebook group. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many agents have personally referred every single Preferred Partner you see. We won't even take a meeting with a business that has not been vetted by one of you and is "stamped for approval," in a sense. Our goal is to create a powerhouse network not only of the best agents in the area but the best affiliates, as well, so we can all grow stronger together.

Q: How can I refer a local business to join KCRP as a Preferred Partner?

A: If you know and want to recommend a local business that would like to work with more top real estate agents, please email me at reece.hale@realproducersmag.com and introduce us! This is the only way we can grow and strengthen this community, through your referrals. It's much appreciated!

Q: How might I get more involved in this community?

A: Two primary ways: First of all, if you have not already, be sure to join our private Facebook group specifically for the top 500 real estate agents and our preferred partners. To request to join, simply search on Facebook the keywords "Kansas City's Top 500 Real Producers Community," and it will pop right up. Request to join, and we will promptly accept you into the group. This online community is a space for further connection, contribution, and curiosity to be shared among our members. Secondly, be sure to attend our events. We currently plan to host events throughout the year, a couple of golf outings, and some VIP social events throughout 2024. We promote these events via email and Facebook, so if you haven't been receiving invites, please email me immediately at reece.hale@realproducersmag.com.

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