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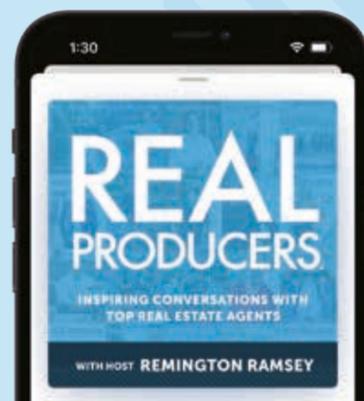
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▶▶ publisher's note
By Jason Smith

**HELLO REAL
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"We ALL will suffer one of two pains; either the pain of self-discipline or the pain of regret. The difference is that discipline weighs ounces and regret weighs tons." - Jim Rohn

In the dynamic world of real estate and entrepreneurship, the choices we make shape not only our paths but also the essence of our endeavors. As we navigate the intricate landscape of opportunities, challenges, and triumphs, it's essential to embrace the wisdom of "choosing your hard."

In this edition, we delve into the concept of intentional decision-making. Success is not immune to challenges, but it's the conscious decisions we make in the face of adversity that define our journey.

Choosing the path of growth, innovation, and adaptability is undeniably challenging. It requires dedication, resilience, and a willingness to embrace change. Yet, the rewards of such a path are boundless—the satisfaction of reaching new heights, the fulfillment of contributing to your community, and the joy of seeing your endeavors flourish.

Conversely, the alternative is also demanding. Stagnation, resistance to change, and a reluctance to step out of comfort zones come with their own set of challenges. The hard choices in this realm often manifest as missed opportunities, unrealized potential, and a sense of unfulfilled ambitions.

As you navigate your own path, remember that the choices you make today lay the foundation for the legacy you build tomorrow. Whether it's embracing innovative technologies, adopting sustainable practices, or fostering a culture of collaboration, each decision propels you toward a future defined by your vision. May this edition inspire you to choose the hard that aligns with your aspirations, propelling you toward a future rich with achievement and fulfillment.

All the best,

Jason Smith
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Reach out to Jason with
your agent nominations
and suggestions at **Jason.
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▶▶ the joy of
the journey



Debra Janes
Luxury Group

NICHE Properties

DEBRA JANES

Debra Janes is a San Antonian through and through. You can see it in the way she points out the elaborate architecture in the city and neighborhood pockets and hear it in the way she describes the friendliness of its people. San Antonio is an ever growing city, full of vibrance and culture that has somehow kept a warm and welcoming identity, as well as offering surrounding small town feels. Debra is in touch with all of it, and it is this impeccable ability to connect that has led her to become a titan in luxury real estate.

Born and raised in San Antonio, Debra grew up in a tight knit household where three things were held in the highest regard- God, family and hard work. For as far back as she can remember, her father would consistently reinforce that “Good things come to those who work hard”, a mantra that Debra has always lived by. Through their honesty and integrity, her parents developed a stellar reputation in the community and Debra was charged with proudly maintaining that reputation which she has done throughout her life and career paths.

After high school, she studied music education at Southwest Texas State University (now Texas State), although after college she found a much more lucrative opportunity selling yellow page advertising for SW Bell Telephone Company. Even though she had never been around anyone with a sales background, the skill set somehow came naturally to her by staying true to what she had always known - honesty, integrity and the dedication to achieve success. At the time, a sales career was very much slotted as working in “a man’s world”, a world in which Debra found she could compete, and did so successfully.



THE TREND FOR 2024 IS NICHE

In 1978, she circled back to teaching when she moved to Uvalde, Texas. There, she taught music at St. Philip’s Episcopal School where her daughter attended, as well as giving private piano and voice lessons after school in her home. Debra had the joy of creating and directing musical productions with her Pre-K through Third grade students both at Christmas and in Spring Extravaganzas at the famed and historic Uvalde Grand Opera House.

After 14 years in Uvalde, she came back to her roots in San Antonio and chose to move to nearby Boerne in ‘92 for her daughter to attend its exemplary public schools. At that time, Boerne was a well kept secret and luxury real estate was a promising opportunity so Debra became a licensed Realtor. Less than one year after getting her license, she had her first major sale in 1994 on Boerne Lake which was the largest recorded sale ever in Kendall County. A short 2 years later, Janes did the same thing in San Antonio. With a lovely couple walking into her office one afternoon, Debra worked diligently with them showing them some of the finest properties in the area. They selected a fabulous home and Debra negotiated and closed with this family attaining the record marking the highest sale ever recorded in Bexar County MLS at that time. She has continued to attract, retain and close sales with clientele who privately purchase real estate and highly respects the value of discretion and confidentiality in sales and acquisitions. Debra has the distinction of having sold 2 large land parcels for development in The Dominion while continuing her success in luxury residential home and ranch sales.

Asking Debra how she broke into luxury real estate early in her career, she remembers frequently driving past The Dominion between 1994 and 1995 after starting her real estate endeavors in Boerne. Debra was struck with the notion that if she was going to pursue luxury real estate, she had to “go big or go home”. In 1995, she drove into the newly developed Dominion and up to the developer’s Sales Pavilion and approached one the realtors. She invited that agent to a sales meeting at her brokerage in Boerne to introduce the newly developed concept of The Dominion. It was making the news attracting and playing host to professional athletes, big name recording artists and high net wealth buyers. After the

meeting, Debra handed the Realtor her card and asked that if ever a position in The Dominion became available to please reach out to her. Not long after the visit, Debra received a call to work as a substitute agent in The Dominion Sales Pavilion. While she had to learn to sink or swim within the gates of Dominion, she held on tightly to her clients in Boerne for 18 months until her first sale within The Dominion. One day a couple walked in ready to buy and Debra sold them the most expensive home listed in all of Bexar County. Once again, Debra was setting records.

After the developer sold the real estate end of the guarded, gated golf course and country club community, Debra worked diligently to gain even more experience and her passion for the industry grew as did her name recognition. With more and more clients finding her through referrals, she began hearing from fellow agents that she should branch out on her own, but the time just wasn't right in her mind. In 2010, Janes helped form the Portfolio brand and relocated back to the Sales Pavilion rotunda at Ten Dominion Drive. After 10 years she found herself watching the world crawl out of its post-pandemic haze. It was then that Debra recognized the value of opening her own company and the evolution of NICHE Properties became reality.

Janes founded NICHE Properties on November 1, 2023. With the vision of more adaptability and flexibility during uncertain times, Debra's way of bringing heart back into the industry was to design a boutique agency that prides itself with the highest level of negotiation skills, marketing, cutting edge technology, 24/7 availability, communication and networking. NICHE Properties provides an option outside of the corporate machine ensuring NICHE clients never feel like just another name on a file folder.

"We have it all" states Janes. Top notch professionals serving greater San Antonio and the surrounding hill country areas are comprised of a hand selected group of 8 real estate agents associated with NICHE Properties at Ten Dominion Drive, while 2 of the NICHE Properties agents are serving the Bryan College Station region and are realizing great success. Janes is known for the most creative and effective marketing strategies and highly values investing in the talent and creativity of LRES Designs, LLC for graphic design and for award winning photography that NICHE provides to all of their clientele. They're

also fortunate to have incredible legal counsel at their fingertips, which is most important in today's world of Private and Non Disclosed sales.

"It is our elevated touch that separates us and makes the entire experience uniquely enjoyable."

When deciding on the aesthetic of the company branding, Debra took special consideration when choosing the color. While the color purple does represent the sort of regality associated with luxury, purple is also the designated color for Alzheimer's disease awareness, a disease that has closely hit home by recently ending the life of her Mother and another group member's Father. Another agent in this tight knit group currently provides loving care and support for her Father as he walks through this valley. In support of this cause, NICHE Properties pledges to donate a percentage of their annual earnings to help fund research on Alzheimer's disease and Dementia.

With much accomplished attaining goals as an educator, to setting benchmark records in an industry she never set out to be in, I had to ask what the most rewarding part of her journey has been, and in true Debra fashion, her answer was sweet-

"It was meeting the love of my life, Joey, who was a golf pro at The Dominion," she said with a smile. "Additionally the rewards of being able to help someone with one of the most important decisions of their lives, while exceeding all of their expectations is far and away my greatest professional reward."

Today, with Joey by her side and a carefully selected group of very smart agents, Debra continues to elevate her potential and build upon her already impressive reputation. Her goal for NICHE Properties is to focus on the quality of services she and her group provides. Along with real estate shopping, personal shopping, decorating, staging, remodeling or entertaining, there is an agent associated with Debra to fill those niches. Debra is thankful for a beautiful life, the kind of life her younger self could have only dreamed of. She did so by always remaining true to herself, by keeping her integrity at the highest level and caring for those with whom she has worked. Lifelong relationships and friendships have been formed through real estate while building her career in real estate. Debra will always have, as the cornerstone of her business and life, the belief that good things come to those who work hard and that quality always supersedes quantity.



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ELEVATED
TOUCH
THAT
SEPARATES
US AND
MAKES THE
ENTIRE
EXPERIENCE
UNIQUELY
ENJOYABLE.”

MILLER

CODY

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Growing up, Cody Miller moved with his family 11 times before settling down in San Antonio in 2011. Though his living arrangements were never consistent, his dedication to athletics and his budding interest in architecture never wavered. As his family would settle into new communities, Cody would walk into the model home and ask the sales representative for their floor plans which he'd then add to the collection he kept in a folder under his bed. It's no surprise that this confluence of mindset and intrigue has led him to be a standout in the industry and the winner of the prestigious Coldwell Banker 30 Under 30 Award.

As a child, Cody watched his father navigate the business world with a strong work ethic and entrepreneurial outlook. Outside the home, Cody applied the same dedication to the track, where he excelled as a runner, eventually earning a spot on the track and field team at Texas State University. As a college athlete working towards a degree in business management, Cody began taking courses in real estate where his entrepreneurial interests were immediately piqued.

After graduating and receiving his real estate license in 2021, Cody joined Coldwell Banker. In 2022, he was honored with the Company-wide Rookie of the Year Award, a significant achievement that placed him in the top 30 ranking within the company. Following this success, Cody





“ Being a source of inspiration and setting an example for the next generation of real estate professionals is a unique and rewarding aspect of my career ”

earned the distinguished Coldwell Banker's 30 Under 30 Award. This accolade holds particular significance as it places him among the top performers in the industry, standing out among over 100,000 agents within the Coldwell Banker network. Most recently, Cody was recognized as a Platinum Top 50 Finalist for 2024.

“I believe the recognition not only underscores my hard work and dedication,” Cody said in an interview, “but it reflects the collaborative and supportive environment within the Coldwell Banker community.”

As a top agent, Cody acknowledges the importance of teamwork and equates much of his success to having strong mentorship from early on in his career. This mentorship provided insights and lessons that surpassed any he could have learned independently. Likewise, he now recognizes his own responsibility to continue paying it forward as a mentor in an ever-evolving industry.

“Being a source of inspiration and setting an example for the next generation of real estate professionals is a unique and rewarding aspect of my career,” Cody says, “I take pride in contributing to the growth and development of younger agents, fostering a sense of innovation, and paving the way for the continued success of our industry.”



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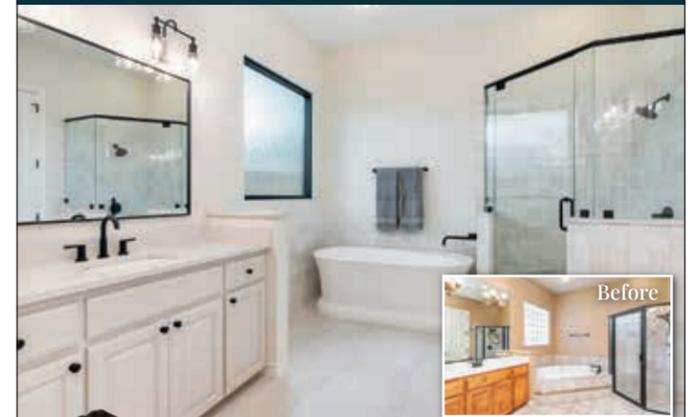
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