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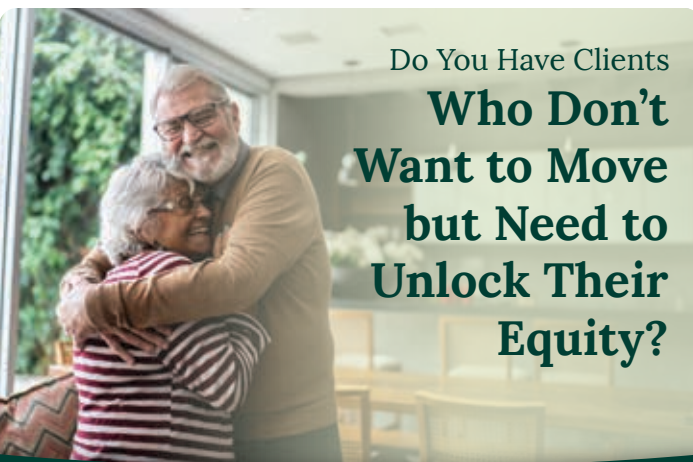


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My name is Landen Hawk with Element Sotheby's International Realty and I've been working with Luke for about 5 years now. He's an absolute professional with unparalleled knowledge and a knack for finding creative solutions. Luke is also an excellent communicator and has always come through for my clients - and even my own real estate investments. His assistant Katrina is consistently on top of things and a total pleasure to work with as well. I personally and professionally hold Luke in the highest regard and would recommend him to anyone.

Landen Hawk, Global Real Estate Advisor

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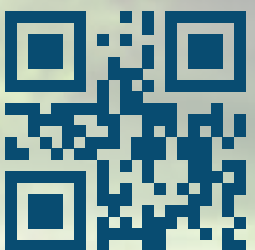
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Ellerman

FROM SMALL-TOWN

DREAMS TO

MEGA TEAM



In the heart of the Midwest, Rob Ellerman has built a real estate empire that spans five states, employs over 200 agents, and boasts a career volume exceeding \$5 billion. Born and raised in Salem, Missouri, Ellerman's journey from a small-town boy to one of the country's top REALTORS® is nothing short of inspiring.

Ellerman's path to success began in an unexpected place: the realm of criminal justice. "I attended Central Missouri State University and graduated in 1995 with a degree in Criminal Justice," Ellerman recalls. But his true passion was elsewhere. "I wanted rentals more than anything. I always looked at the Homes magazine, figured payments, and what I could profit from renting them," he explains.

This fascination with real estate led Ellerman to obtain his real estate license in 1996. He started his career at ERA Sherwood Realty, where he spent two formative years before moving to ReeceNichols. It was at ReeceNichols that Ellerman truly found his stride, transforming from an independent

agent to the leader of a mega team that has been ranked as high as #3 in the nation.

The journey wasn't always straightforward. "There were the normal bumps in the road. Right hires, wrong hires, good agents, bad agents," Ellerman admits. But he persevered, driven by a desire to help others succeed. "The most rewarding part of my business has been watching agents on my team flourish. Seeing families do well partly because of what I have created," he shares.

Ellerman credits much of his success to the mentorship he received from Fred Delibero, the founder of Summit Homes. "I would bounce ideas off him on how to grow and structure different parts of my business. I wouldn't be where I am without his mentorship," Ellerman says.

Today, Ellerman's real estate network spans 12 offices and includes four different brokerages. Despite this impressive



THE MOST REWARDING PART OF
MY BUSINESS HAS BEEN WATCHING
AGENTS ON MY TEAM FLOURISH.



growth, his focus remains on the people within his organization. “I truly care about our agents and staff. I want them to be happy and successful, and if they are, then I will be too,” he emphasizes.

Ellerman’s dedication to his team and clients is reflected in the numerous awards he has received over the years, including the Rising Star, Home of the Heart, Hall of Fame, and Legend status. Last year alone, his team achieved a total volume of \$730 million.

Beyond the numbers and accolades, Ellerman’s impact is felt in the communities he serves. He supports several charities, including the Boys and Girls Club, Drumm Farm, and Wayside Waifs. His commitment to giving back is deeply rooted in his belief that real estate is more than just a business—it’s a way to help families prosper.

Family plays a central role in Ellerman’s life. He and his wife Erin, who is also a licensed REALTOR®, have been married since 1993. Together, they have two sons, Patch and Grady. “We like the lake outings, hunting cabin, playing hoops,” Ellerman says, describing their favorite family activities. Outside of work, he enjoys basketball and poker, balancing his professional drive with personal passions.

When asked about his definition of success, Ellerman’s answer is straightforward:

“In family, when your family is happy and your kids are good human beings, it feels like success. In business, when agents are happy being on the team and they know you truly care about them and it’s not just talk. To see 200+ agents feel like one big family is pretty neat to see.”

Despite his achievements, there are aspects of Ellerman’s life that might surprise even those who know him well. “I am not a fan of public speaking,” he confides, adding a touch of humility to his impressive resume.

For aspiring REALTORS®, Ellerman offers simple yet powerful advice: “There is no magic bullet. You want to be successful? Outwork everyone.” This work ethic, combined with a genuine care for others, has propelled Ellerman to the top of his field.

Looking ahead, Ellerman remains committed to the real estate industry. “It will always be #1 in my mind in terms of business. I want to continue to help families prosper,” he says.

As the real estate market evolves, Ellerman believes in focusing on value. “Agents need to really look for value in their business. Don’t chase the split, the cap, the stocks... Chase the value you can add to your clients, and this is what will make you the most successful,” he advises. In a competitive industry, Ellerman’s emphasis on integrity and service sets him apart.

Ultimately, Rob Ellerman wants to be remembered as “Just a good dude.” He acknowledges that everyone makes mistakes but believes that genuinely trying to care and help others is what life is all about. His favorite quotes reflect his philosophy: “When everyone gets fearful, you get greedy, and when everyone is greedy, you get fearful,” by Warren Buffett, and “Winning is not a sometime thing: It’s an all-the-time thing,” by Vince Lombardi.



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HILARY BALDWIN

▶ featured agent

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BUILDING DREAMS & BREAKING RECORDS



In the vibrant world of real estate, where dreams meet reality and properties become homes, Hilary Baldwin stands as a beacon of professionalism, integrity, and passion. As a seasoned REALTOR® and proud member of the National Association of Realtors, Hilary's journey is not just a tale of success, but a testament to perseverance.

Born in Mount Clemens, MI, and raised in the heartland of Warrensburg, Missouri, Hilary's roots run deep. A graduate of Mizzou and Stephens College, she holds a degree in Public Relations with a Masters in Business, laying a strong foundation for her future endeavors.

After college, Hilary embarked on a career path in Corporate Apartment Management for AMLI Residential in Colorado. However, the call of real estate beckoned, leading her to transition into this dynamic industry in 2014. "I knew I needed schedule flexibility to be the mother my son deserved," she shares. "Real estate allowed me to be present for my family while pursuing my professional passion."

Her journey began in Denver, Colorado, but it was her return to the Kansas City area that truly ignited her real estate career. Starting with a solid sphere of influence, Hilary's business flourished organically. "One client referred me to another, and year over year, I've seen positive growth," she remarks with enthusiasm.

With a decade of experience under her belt, Hilary has garnered numerous accolades, consistently ranking as a top producer at Platinum Realty. Her career volume surpasses \$100 million, a testament to her exceptional service. Last year alone, she closed deals totaling \$20 million.

Reflecting on her journey, Hilary acknowledges the challenges she faced in her early years. "My first three years in real estate were grueling," she admits. "I was hustling, sacrificing time with loved ones, and relentlessly pursuing success." Yet, it was this foundation of hard work that propelled her career to new heights.

Passionate about professionalism and honesty, Hilary strives to be the best in her field. "I'm passionate about delivering exceptional service and blowing clients' minds with creative negotiations," she says with a smile. "Helping people achieve their real estate goals is truly rewarding."

The most recent endeavor for Hilary involves transitioning to a team-based real estate model rather than striving for success alone. "Sometimes, I can get stuck with in the box thinking and my teammates help me overcome that with creative thinking," she remarks. The addition of team members has presented new challenges to navigate, but being able to leverage diverse skill sets within the team offers their clients more comprehensive service offerings and better client satisfaction.

“

Having shared resources, support, and mentorship I truly feel helps foster personal and professional growth.



“Having shared resources, support, and mentorship I truly feel helps foster personal and professional growth for each of us and also allows for us to be seen and heard without having to sit down at formal therapy to process all of the crazy things that happen in real estate!” she shares. “I think it’s really important for the team members to set goals and that’s the only way I can help them meet them.” However, balancing life, health, and helping team members meet their goals, especially considering their busy family lives, remains a work in progress. “We are slowly figuring it out though!” she adds optimistically.

Looking to the future, real estate remains Hilary’s passion. “Real estate is my future,” she declares. “It’s a career that aligns seamlessly with everyday life, despite the occasional challenge of never truly being on vacation.”

Outside of real estate, Hilary cherishes time with her family—a household filled with boys, including her husband Darin, stepson Brooks, and

son Owen, along with their beloved dogs, Bobby and Buddy. Whether they’re golfing, boating at the Lake of the Ozarks, or exploring new towns, family time is precious to her.

As for hobbies, Hilary’s zest for life extends to interior design, music, and podcasts. She’s a self-professed health nerd, always eager to learn and grow both personally and professionally.

When asked to define success, Hilary emphasizes the importance of aligning passion with purpose. “Success is pairing your passions with an income-producing job that fulfills you and contributes to society,” she explains. “Integrity and hard work are the cornerstones of my success.”

For those aspiring to follow in her footsteps, Hilary offers candid advice. “Success in real estate requires sacrifice and honesty,” she emphasizes. “Put in the time and effort, and always maintain your integrity.”

Hilary’s message is clear: integrity, ethics, hard work, and passion

define her business ethos. As she continues to master the art of real estate, her legacy will be one of excellence and compassion.

As Hilary Baldwin’s story unfolds, it’s evident that her journey is not just about selling homes—it’s about building relationships, making dreams a reality, and leaving a lasting impact on those she serves. In a world where integrity reigns supreme, Hilary Baldwin stands tall as a true icon of the real estate industry.



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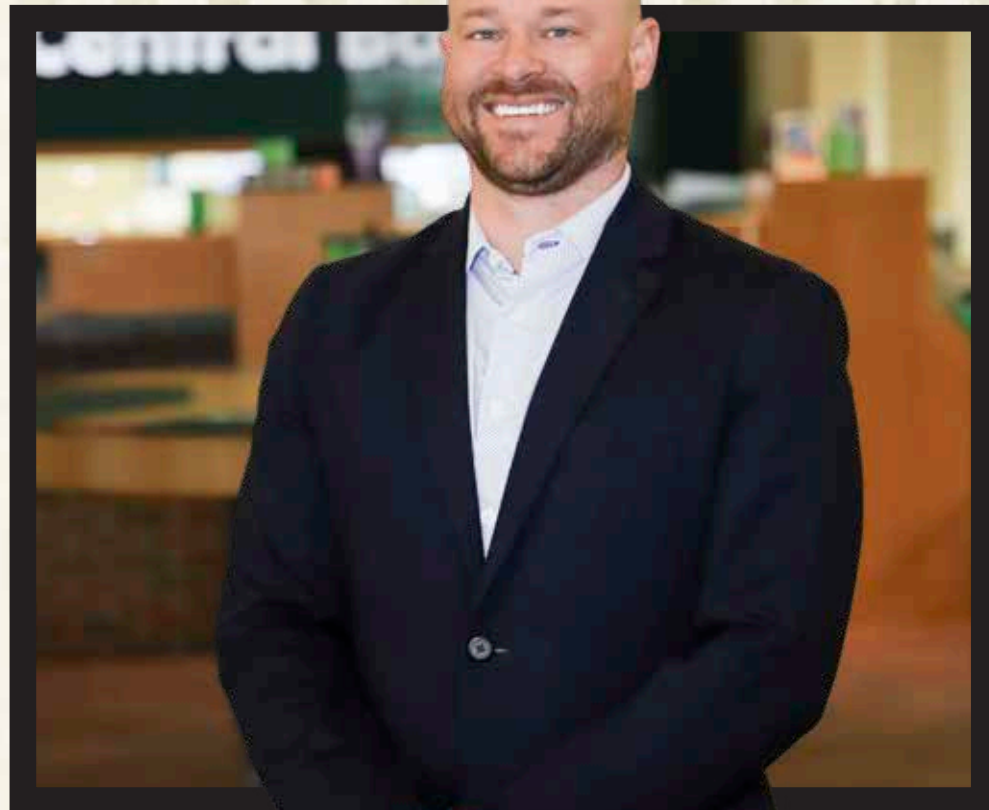
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Luke Landau's journey from a child growing up in various corners of the world to becoming a leading figure in mortgage lending is nothing short of remarkable. Born in Kansas City and having spent his formative years in diverse locations such as Overland Park, Kirksville, Memphis, Buenos Aires, and Okinawa. Luke's eclectic background has shaped his professional life, which has fostered adaptability and resilience, qualities that would later become crucial in his career as Vice President and Team Lead of Mortgage Lending at Central Bank of the Midwest.

After completing high school, Luke pursued higher education at Kansas State University, earning dual Bachelor's degrees in Business and Foreign Language in 2008. His academic journey didn't stop there; he went on to earn an MBA in Finance from Baker University in 2014.

Luke's professional journey began in cold-call sales, a challenging environment that honed his skills in overcoming adversity and crafting solutions for clients. "It was a very challenging but rewarding position," he reflects. This initial experience set the stage for his entry into the mortgage industry with a national mortgage company, despite having no prior experience in the field.

From there, Luke's career trajectory soared. He joined a large national bank as a lending officer, specifically serving the Hispanic community due to his fluency in Spanish. "That was when I developed my passion for this

line of work as I experienced the rewarding feeling of helping people attain the American dream as they became homeowners," he says.

Luke's passion for helping others and his knack for building relationships led him to management roles, where he discovered a new passion: mentoring and leading teams. His career includes notable stints at US Bank, Enterprise Bank, and Guardian Mortgage/Sunflower Bank before taking on his current role at Central Bank of the Midwest.

At Central Bank, Luke leads a dynamic and diverse team that thrives on collaboration and excellence. His team includes loan officer assistant Eva Scammerhorn, Jr. Loan Officer, Ricardo Perez, bank managers, Luritza Reichard and Fady Nakhla, and lenders, Brian Smith and Eric Kolseth. "It is a dynamic and diverse tri-lingual mortgage lending team with a

vast area of products, giving us a competitive advantage, and allowing us to exceed growth goals in an extremely challenging market," Luke enthuses.

Luke credits much of his professional growth to mentors like Chris Simms, who taught him valuable lessons in

leadership and financial management. "Chris taught me how to be a good leader and that it's okay to pivot when necessary for the team," he says.

What drives Luke is the opportunity to offer creative solutions to clients, especially those who might otherwise be excluded from homeownership. "The growth of our business is evident of our competitive product advantage," he notes. The most rewarding part of his job? Sharing in the joy of clients when they close on their homes. "Helping them achieve





in activities like swimming, boating, zup-boarding, and bonding over games like Uno and Taylor Swift music. Luke also enjoys snow skiing, fishing, wakeboarding, and cheering on the Kansas City Chiefs and K-State sports teams.

For Luke, success is making a positive impact on everyone he encounters daily. "It's about knowing I've made a difference," he says. He advises others to take calculated risks for growth and to stay disciplined, quoting Marcus Lemonis: "Stay focused, work hard, know your numbers, and be disciplined. If you do those things and take care of your people, the likelihood of being successful is very, very high."

Ultimately, Luke wants to be remembered for making a positive difference in the world and in his relationships. His legacy is one of dedication, passion, and impact, both professionally and personally.

In a career marked by continuous growth and a commitment to excellence, Luke Landau exemplifies the spirit of a true leader. At Central Bank of the Midwest, he continues to pave the way for future homeowners, one relationship at a time.

their dream is incredibly fulfilling," he says.

Luke is committed to building strong, long-term relationships with real estate professionals, whom he views as essential to his business's success. "Real estate professionals are the lifeblood of my referral business," he states.

Outside of work, Luke is a devoted father to three daughters. The family enjoys spending time at Lake Lotawana, engaging



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TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2024 - May 31, 2024

#	FIRST NAME	LAST NAME	OFFICE NAME
1	Rob Ellerman	Team	Reecenichols - Lees Summit
2	Eric Craig	Team	Keller Williams Kc North
3	Dan	Lynch	Lynch Real Estate
4	Bryan	Huff	Keller Williams Realty Partner
5	Thrive Real Estate KC	Team	KW Kansas City Metro
6	Spradling	Group	Exp Realty LLC
7	Kristin	Malfer	Compass Realty Group
8	Ray Homes Kc	Team	Compass Realty Group
9	Brooke	Miller	Reecenichols - Country Club Pl
10	The Collective	Team	Compass Realty Group
11	Hern	Group	Keller Williams Platinum Prtnr
12	Wardell & Holmes	Real Estate	Wardell & Holmes Real Estate
13	Dani Beyer	Team	Keller Williams Kc North
14	Heather Lyn	Bortnick	Reecenichols - Country Club Pl
15	Edie Waters	Team - North	Keller Williams Kc North
16	BG &	Associates	KW Kansas City Metro
17	Cjco	Team	Reecenichols - Leawood

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Teams and Individuals Closed from Jan. 1, 2024 - May 31, 2024

#	FIRST NAME	LAST NAME	OFFICE NAME
18	Michelle	Lutz	Lutz Sales + Investments
19	Ask Cathy	Team	Keller Williams Platinum Prtnr
20	Marti	Prieb Lijja	Keller Williams Realty Partner
21	Koehler Bortnick	Team	Reecenichols
22	Blake Nelson	Team	KW Kansas City Metro
23	Taylor Made	Team	KW Kansas City Metro
24	John	Barth	RE/MAX Innovations
25	Shannon	Brimacombe	Compass Realty Group
26	Benjamin	Lytle	Opendoor Brokerage LLC
27	The Gamble	Group	KW Kansas City Metro
28	Reesemontgomery	Team	Aristocrat Realty
29	Danny Howell	Team	Exp Realty LLC
30	The Small	Team	Reecenichols-Kcn
31	Austin	Home Team	KW Kansas City Metro
32	Susan	Fate	Reecenichols -The Village
33	Loughlin & Associate	Team	Keller Williams Kc North
34	Missy	Barron	Reecenichols - Lees Summit
35	Hendrix	Group	Keller Williams Realty Partner
36	Mary Beth	Schwartz	KW Kansas City Metro
37	Richey Real Estate	Group	Reecenichols - Lees Summit
38	Kim	Brown	Lynch Real Estate
39	Therese	Hinds	Reecenichols - Town Center
40	Suzy	Goldstein	Bhg Kansas City Homes
41	Macoubrie	Zimmerman	Weichert, Realtors Welch & Com
42	Kristi	Soligo Fleshman	RE/MAX Revolution Liberty
43	Kevin	Hopkins	395 Realty LLC
44	Tamra	Trickey	Reecenichols - Leawood
45	Hannah	Shireman	West Village Realty
46	Ken Hoover	Group	Keller Williams Kc North
47	Crossroads Re	Group	KW Diamond Partners
48	Kelli	Becks	Keller Williams Realty Partner
49	Aravind	Pentapati	Platinum Realty
50	Jeff	Tanner	Platinum Realty

#	FIRST NAME	LAST NAME	OFFICE NAME
51	LUX	Network	KW Kansas City Metro
52	Moore Homes	Team	Compass Realty Group
53	George	Medina	Reecenichols Brookside
54	Linda L	Martin	Reecenichols - Leawood South
55	Andrew	Bash	Element Sothebyâ€™S Internationa
56	Yfa	Team	Your Future Address, LLC
57	Patty	Simpson	Crown Realty
58	Brooke	Marsalla	Reecenichols - Lees Summit
59	Hilary	Baldwin	Platinum Realty
60	Brent	Sledd	Weichert, Realtors Welch & Com
61	Dan	O Dell	Real Broker, LLC
62	Patty	Farr	RE/MAX House Of Dreams
63	Rothermel	Group	Keller Williams Kc North
64	Ken	Rosberg	Rosberg Realty
65	Nelson	Group	Keller Williams Kc North
66	Nancy Kirk	Matthew	Compass Realty Group
67	Vince	Walk	RE/MAX Realty Suburban Inc

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Teams and Individuals Closed from Jan. 1, 2024 - May 31, 2024

#	FIRST NAME	LAST NAME	OFFICE NAME
68	Sharp Homes	Team	Exp Realty LLC
69	Jeremy	Applebaum	Real Broker, LLC
70	Lauren	Anderson	Reecenichols -The Village
71	Kc Homes365	Team	Keller Williams Realty Partner
72	Melissa	Irish	Reecenichols -Johnson County W
73	Bridget	Brown-Kiggins	Weichert, Realtors Welch & Com
74	Jessica	Smotherman	RE/MAX Elite, Realtors
75	Hcr	Team	RE/MAX Heritage
76	Danny	Watts	Inspired Realty Of Kc, LLC
77	Explore Home	Group	Keller Williams Kc North
78	Kaleena	Schumacher	Keller Williams Realty Partner
79	Alex	Owens	Compass Realty Group
80	Annie	Kennedy	Realty Executives
81	Dina	Gardner	Reecenichols -The Village
82	Locate	Team	Compass Realty Group
83	Lindsey	Pryor	Compass Realty Group
84	Dana	Benjamin	Reecenichols - Overland Park
85	Sal	Termini	Platinum Realty
86	Nancy	Ward	Compass Realty Group
87	Klarissa	Skinner	Keller Williams Realty Partner
88	Katie	Christianson	Wardell & Holmes Real Estate
89	Lauren	Roush	Reecenichols - Lees Summit
90	Eva	Norton	Real Broker, LLC
91	Dani	Thompson	Sbd Housing Solutions LLC
92	Jeff	Yacos	Real Broker, LLC
93	Shannon	Lyon	Reecenichols - Leawood
94	Stacy	Porto	Reecenichols -The Village
95	Cami	Jones	Reecenichols - Leawood
96	Bill	Gerue	Weichert, Realtors Welch & Com
97	Bill	Allen	Bhg Kansas City Homes
98	Stroud & Associates	Team	Real Broker, LLC
99	Derek	Payne	Midwest Land Group
100	Simmonsalls	Team	RE/MAX Area Real Estate



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Teams and Individuals Closed from Jan. 1, 2024 - May 31, 2024

#	FIRST NAME	LAST NAME	OFFICE NAME
101	Amy	Arndorfer	Premium Realty Group LLC
102	Gina	Walton	Keller Williams Realty Partner
103	D & M	Team	Weichert, Realtors Welch & Com
104	Dakota	Chapin	RE/MAX Signature
105	Angela	Fitzgerald	Rodrock & Associates Realtors
106	Ashley	Kendrick	Chartwell Realty LLC
107	Chris	Ferris	Realty Executives
108	Laurie	Barnds	Reecenichols -The Village
109	Sandi	Reed	Chartwell Realty LLC
110	Malina	Group	Keller Williams Realty Partner
111	Rose	Nasrazadani	Tala Realty Co
112	Sherry	Westhues	Reecenichols - Eastland
113	Elizabeth	Knipp	Reecenichols - Lees Summit
114	Tom	Matthews	Keller Williams Realty Partner
115	Quinn	Whimley	Reilly Real Estate LLC
116	Jamie	Howell	Reecenichols - Leawood
117	Sundance	Team	Rodrock & Associates Realtors

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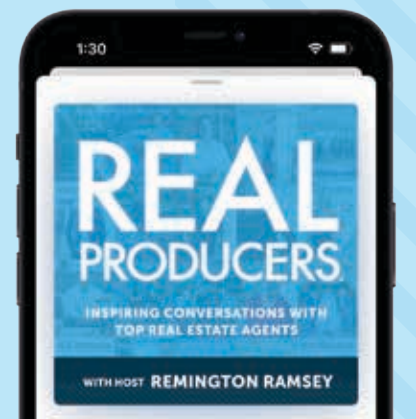
#	FIRST NAME	LAST NAME	OFFICE NAME
118	The Carter	Group	Keller Williams Platinum Prtnr
119	Brandon	Mcgininis	Clinch Realty LLC
120	Lonnie	Branson	Keller Williams Southland
121	Rita	Dickey	Reecenichols - Overland Park
122	Aimee	Miller	Reecenichols - Town Center
123	Concierge	Real Estate Group	Worth Clark Realty
124	Molly	Hipfl	Reecenichols - Lees Summit
125	Cathage	Real Estate Group	KW Kansas City Metro
126	Cory	Ward	Compass Realty Group
127	Madison	Harpst	RE/MAX Innovations
128	Stephanie	Miller-Mccann	Miller Realty Inc.
129	Steve	Cutshaw	Keller Williams Realty Partner
130	Bailey	Lyons	Lyons Realty Group
131	Sally	Moore	Keller Williams Platinum Prtnr
132	The Fisher Hiles	Team	Bhg Kansas City Homes
133	Whitney	Stadler	Element Sothebyâ€™S Internationa
134	Matthew	Webb	Keller Williams Realty Partner
135	Steven	Roberts	RE/MAX Elite, Realtors
136	Heather	Philip	Reecenichols-Kcn
137	Steve	Ashner	Reecenichols Wilshire
138	Tony	Long	Real Broker, LLC
139	Shaun Ashley	Team	RE/MAX Heritage
140	Wade	Fitzmaurice	Fitz Osborn Real Estate LLC
141	Felicia	Harris	RE/MAX Heritage
142	Jake	Zillner	Baron Realty
143	Susan	Hoskinson	Reecenichols - Overland Park
144	Joe	Woods	John Moffitt & Associates
145	Tradition	Home Group	Compass Realty Group
146	Chris	George	Platinum Realty
147	Becky	Brock	Reecenichols - Leawood
148	Steve	Metarelis	Offerpad Brokerage, LLC
149	Roger	Deines	Reecenichols - Lees Summit
150	Jenny	Burkhead	Keller Williams Kc North

#	FIRST NAME	LAST NAME	OFFICE NAME
151	Linda	Clemons	RE/MAX Innovations
152	Manley Home	Team	RE/MAX Area Real Estate
153	Andy	Blake	Real Broker, LLC
154	Jeff	Curry	Weichert, Realtors Welch & Com
155	Austin	Short Group	Realty Executives
156	Peter	Colpitts	Reecenichols - Leawood South
157	Natasa	Gacpar-Helixon	Reecenichols - Overland Park
158	Rollene	Croucher	KW Diamond Partners
159	Sarah	Page	KW Kansas City Metro
160	Miles	Rost	Keller Williams Realty Partner
161	Branigan	Barnett	Keller Williams Southland
162	Sarah	Harnett	West Village Realty
163	Shelia	Hampton	Reecenichols - Granada
164	Aaron	Donner	Keller Williams Realty Partner
165	Katherine	Lee	Element Sothebyâ€™S Internationa
166	Sherry	Cole	Reecenichols-Kcn
167	The Butler	Group	Keller Williams Realty Partner

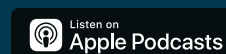
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#	FIRST NAME	LAST NAME	OFFICE NAME
168	Majid	Ghavami	Reecenichols - Town Center
169	Guide	Group	Compass Realty Group
170	Rob	Lacy	Weichert, Realtors Welch & Com
171	Julie	Mclarney	Reecenichols -The Village
172	Brad	Martens	Weichert, Realtors Welch & Com
173	Valerie	Mcclaskey	Reecenichols - Leawood
174	Blackburn	Homes	KW Kansas City Metro
175	Ann	Ring	Weichert, Realtors Welch & Com
176	Shelli	Seeger	Reilly Real Estate LLC
177	Crystal	Metcalfe	United Real Estate Kansas City
178	Bret	Brown	Ucre Buckhorn Land And Home
179	Mike	Smith	RE/MAX Heritage
180	Eli	Medina	Reecenichols Brookside
181	Leslie	Zarda	Weichert, Realtors Welch & Com
182	Meredith	Vertreese	Coldwell Banker Uplife Realty
183	Lynne	Matile	Reecenichols - Overland Park
184	Krishna	Chinnam	Keller Williams Realty Partner
185	Lisa	Rater	Weichert, Realtors Welch & Com
186	Peggy	Holmes	Reecenichols - Eastland
187	Cami	Jones	Reecenichols - Country Club Pl
188	Michelle	Cook	Keller Williams Kc North
189	Kana	Steinmeyer	Reecenichols - Eastland
190	Sanctuary	Group	KW Kansas City Metro
191	Chris	Manning	Reecenichols -Johnson County W
192	Karen	Pritchard	RE/MAX Premier Realty
193	John	Kroeker	Weichert, Realtors Welch & Com
194	Aaron	Olla	Real Broker, LLC
195	Dottie	Bradley	Platinum Realty
196	Zach	Horn	Reecenichols - Country Club Pl
197	Janie	Snider	Keller Williams Realty Partner
198	Jeff	Taylor	Reecenichols-Kcn
199	Georgiane	Hayhow	Seek Real Estate
200	Tanna	Guthrie	Exp Realty LLC

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RP 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,

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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