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**JATHAN
TREVENA**
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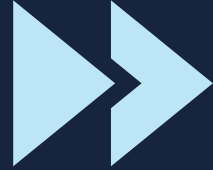

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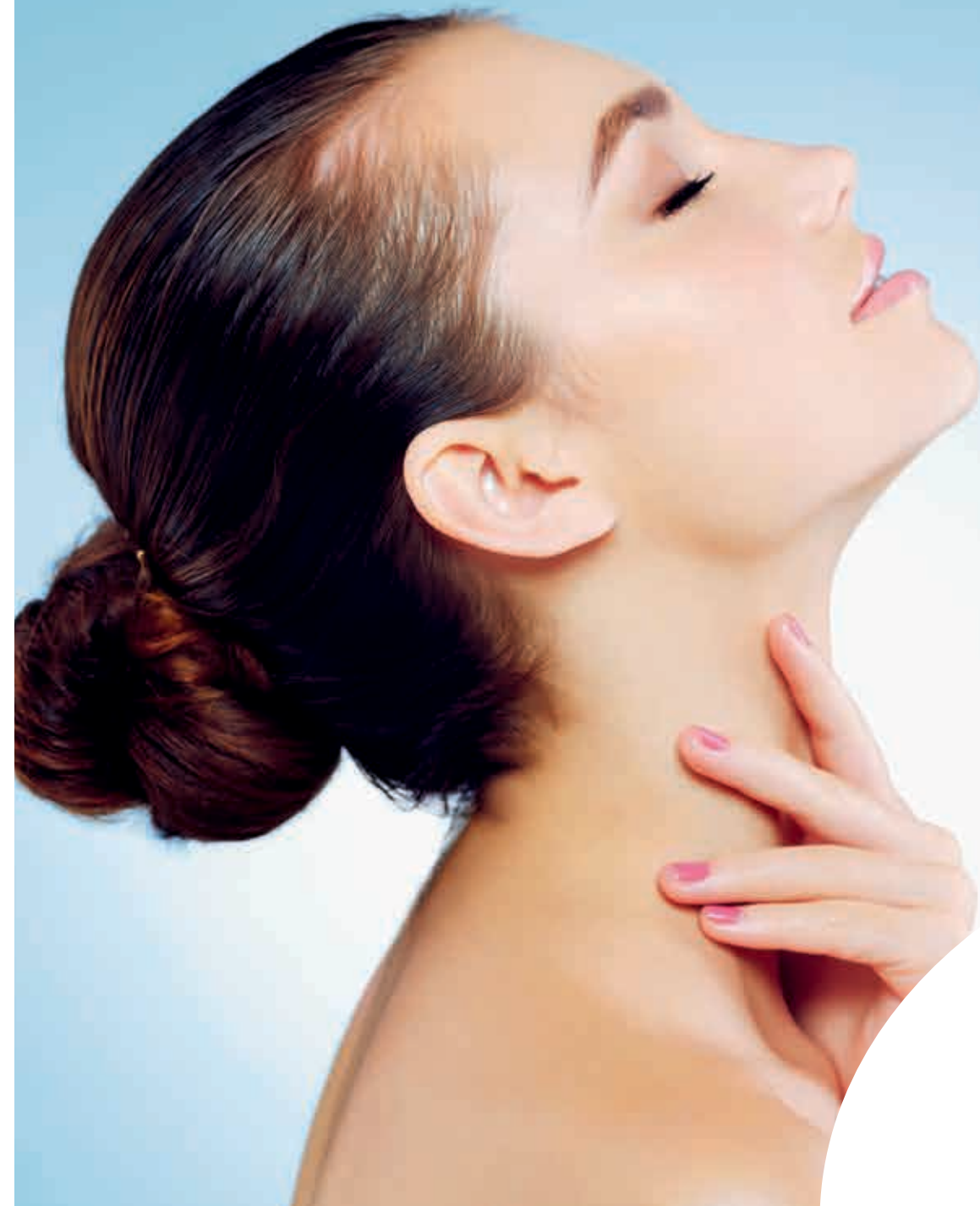
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on the **RISE**

Welcome to the July issue of *NoCo Real Producers*! You'll notice that this issue is a bit different; we're featuring newer agents who are "on the rise" based on nominations from their managing brokers.

We frequently do articles on "Rising Stars"—for us, these are the agents who have been licensed less than 5 years, have broken into the top 15% of local agents, and have been nominated by a peer. A few of the agents on these pages meet our rising star definition, but we asked our managing brokers for *their* rising stars. We're excited to highlight these agents to our top producers as it's likely you'll be doing business together. They are the future of Northern Colorado real estate.

What makes these "on the rise" agents tick? Passion, patience, family support, hard work, a focus on communication and learning, and coffee. A lot of coffee.

And since we're focusing on rising stars, we thought it would be fun to feature *our* Rising Star from January 2020, in just our 2nd issue, Jathan Trevena. Since then, Jathan has consistently been in the top 5% in Northern Colorado agents and is an exceptional human being, representative of all that is great in Northern Colorado real estate. It was fun to put him on this month's cover and include a throw-back family photo so y'all can see how much his 3 girls have grown since that first article!

So, grab a cup of coffee and read on...

AMY ACKERMAN

Coldwell Banker



WHY DID YOU PURSUE REAL ESTATE?

Initially, I hadn't considered real estate as a career until my agent, during my own home purchase, suggested it as a path when I expressed interest in a change from my digital marketing career. Wanting to apply my marketing skills while positively impacting my community, real estate felt like the ideal fit. Since that conversation, I dove into licensing and never looked back.

that each moment is just a chapter in my journey. This perspective reframes challenges and fosters humility in success. Being grateful for the wins and grateful for the lessons keeps me in a good space mentally.

FUTURE CAREER GOALS?

Eventually, I aim to teach and coach agents, particularly focusing on marketing and business development. For now, I'm concentrating on community engagement, innovative self-marketing, and continuous learning.

WHAT MOTIVATES YOU?

Intrinsic motivation drives me, fueled by a competitive spirit and the desire to provide a great life for my partner and two young children. They are my "why."

HOW DO YOU STAY GROUNDED?

I started my career during the pandemic, and there have been so many ups and downs in the industry since then, so I learned to keep myself grounded early on. Whether I achieve a milestone or confront a setback, I remind myself

YOUR LIFE'S THEME SONG?

"Return Of The Mack" by Mark Morrison

IF YOU WERE GOING TO WRITE A BOOK ABOUT YOURSELF, WHAT WOULD YOU CALL IT?

"Betting On Me"

ALLISON BACA

The Group, Inc.

WHY DID YOU PURSUE REAL ESTATE?

I've always had a passion for helping people, especially in achieving their dream of home ownership. Learning about how REALTORS® give back to communities and realizing how I could serve others made getting my license an obvious choice.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Be patient with yourself! There's a lot to learn, and each experience offers a new perspective. Ask questions, stay curious, prioritize relationships, and enjoy the journey. Don't dwell on things beyond your control.

WHAT MOTIVATES YOU?

I lost my stepdad a couple of years ago to pancreatic cancer, which rocked my family's entire world. Learning how to move forward without one of the best humans on this Earth cheering us all on was, and continues to be, a struggle. His diagnosis was the push I needed to quit my job and pursue a career in an

industry I felt passionate about. I strive to make him proud every day.

KEY QUALITIES FOR REAL ESTATE SUCCESS?

Humility, professionalism, kindness, expertise, empathy, active listening, and a commitment to continual learning are vital. Effective communication with clients and colleagues is essential.

YOUR LIFE'S THEME SONG?

"Lose Yourself" by Eminem

CHILDHOOD DREAM JOB?

An actress!



BRY BARTON

The Group, Inc.

WHY DID YOU PURSUE REAL ESTATE?

About 5 years ago, while installing hardwood floors with my dad, I found joy in teamwork and envisioned flipping houses in Fort Collins. Though that plan was ambitious, it led me to pursue a real estate license. I stay in this career because I adore connecting people, community, and opportunities.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Real estate is both tougher and more rewarding than you imagine!

HOW DO YOU STAY GROUNDED?

Morning runs in our neighborhood and enjoying Taylor Swift performances by our four daughters with my wife in the evenings keep me grounded and appreciative of life's simple moments.

FUTURE CAREER GOALS?

Make a billion dollars and give it all away to teachers! But seriously, I want to support teachers and staff in Northern Colorado and make homeownership more achievable for them. I aspire to collaborate with like-minded community leaders to achieve this vision.

KEY QUALITIES FOR REAL ESTATE SUCCESS?

A commitment to transparency and providing accurate information to clients, enabling them to make informed decisions tailored to their needs and circumstances.

CHILDHOOD DREAM JOB?

What every kid wanted... to work with Shamu at SeaWorld!

CAN'T-LIVE-WITHOUT?

Coffee...WAIT! My kids! Definitely my kids ;)

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CHERYL KING

The Group, Inc.

WHY DID YOU PURSUE REAL ESTATE?

Real estate became my second career for several reasons. I've always been business-minded with a passion for market analysis and helping people. I believed I would thrive in this field and find fulfillment in assisting others.

HOW DO YOU STAY GROUNDED?

Every morning, I draw strength and perspective from my Christian faith, anchoring me in my core purpose. This enables me to be present, generous, and optimistic, even amidst market challenges.

HOW DID YOUR CHALLENGES SHAPE YOU?

As a single parent, I prioritized flexibility, hence choosing self-employment. Balancing home life and career instilled resilience and deepened my faith and courage. These experiences made me gritty and resourceful.



WHAT MOTIVATES YOU?

From my earliest job as a dishwasher to my current role, I'm driven by the satisfaction of excellence. Adding value to my clients' experiences and genuinely aiding them fuels my dedication.

WHAT'S ON YOUR BUCKET LIST?

To see the Grand Canyon, the giant redwoods, and a culinary tour in Italy, France, or New York.

FAVORITE READS/LISTENS?

I enjoy the works of Mary Oliver, David Whyte, and Garrison Keillor's collection of *Good Poems*.

COLLEEN YOO

The Group, Inc.

WHY DID YOU PURSUE REAL ESTATE?

Wellness, family, and authenticity have been among my top values for as long as I can remember. I decided to become a full-time REALTOR® so that I could use my values and skills acquired as a certified life coach, certified yoga teacher, and mother of three to serve my clients in the most professional manner based on their individual circumstances.

HOW DO YOU STAY GROUNDED?

I prioritize unplugging at night and starting my day with a refreshing run, ensuring I'm energized and prepared to serve my clients diligently each day.

FUTURE CAREER GOALS?

My goal is and always will be to continue gaining the trust of those around me. Whether it's fellow runners, colleagues at The Group, or educators in my children's lives, I aim to be a reliable resource for them.



WHAT MOTIVATES YOU?

As my kids get older, they continue to set their sights on new experiences. I am motivated by their curiosity to want to do and see more of this world.

WHAT'S ON YOUR BUCKET LIST?

Running the Boston Marathon and traveling with my family of five.

IF YOU WERE GOING TO WRITE A BOOK ABOUT YOURSELF, WHAT WOULD YOU CALL IT?

"FoRealYoo," a play on my name and personal IG handle, symbolizing my commitment to honesty and authenticity in all aspects of life.

DARLA FRANCIES

Sears Real Estate

WHY DID YOU PURSUE REAL ESTATE?

I started a career in real estate because of my desire to help others and to strengthen the communities where I live and work. I also wanted to be challenged and grow in my career.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

It is a very rewarding career, but it's hard work. Sharpen all your skills and make sure you are doing it for the right reasons. Selecting the right brokerage is crucial, so invest time in research.

HOW DID YOUR CHALLENGES SHAPE YOU?

A colleague once told me that I have grit, a trait I've come to embrace. With unwavering courage and determination, I tackle any obstacles in my path. My proactive mindset drives me to anticipate challenges and address them head-on.



KEY QUALITIES FOR REAL ESTATE SUCCESS?

There are so many qualities that are important in real estate. I believe that relationship building and maintenance are key, alongside a financial component. Additionally, communication skills and research proficiency are crucial. Ultimately, being determined and genuine in your motivation tops the list.

YOUR LIFE'S THEME SONG?

"Make it Sweet" by Old Dominion

WHAT'S ON YOUR BUCKET LIST?

Experiences! I want to make as many "pinch me" memories as possible!

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ELIZABETH ATKINS

RE/MAX Alliance

WHY DID YOU PURSUE REAL ESTATE?

After 23 years in property management, I craved a change. I wanted to educate renters on the benefits of home ownership and assist them in finding their dream home. Utilizing my marketing skills, I aimed to help sellers secure the best deals. Transitioning to real estate, I was eager to make a positive impact in Northern Colorado.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

Like some, I've always chosen the harder path, learning from personal experiences. Overcoming obstacles taught me to trust others and be open-minded. I prioritize helping fellow agents, guiding newbies, and fostering a supportive community. Giving back and being a connector in Northern Colorado has become my passion.

WHAT MOTIVATES YOU?

The unwavering support from family, friends, colleagues, and clients fuels my passion. Receiving referrals and knowing that others trust me with their networks bring me immense joy.

YOUR LIFE'S THEME SONG?

"Mi Vida Loca" by Pam Tillis

WHAT'S ON YOUR BUCKET LIST?

I would love to go to Ireland, stay in a cottage in the fall, and do nothing but read books by the fire!

CHILDHOOD DREAM JOB?

A teacher! Ha—I don't know how anyone does that! God bless them all!



HAYLEY SELL

The Group, Inc.

WHY DID YOU PURSUE REAL ESTATE?

Growing up in Fort Collins, I've witnessed its transformation into a remarkable place. I'm passionate about sharing this beauty with others.

HOW DO YOU STAY GROUNDED?

I enjoy time with my husband and four children the most! All of my kids are multi-sport athletes, so we are always at sporting events, and I wouldn't have it any other way. Time spent with loved ones keeps me motivated and sane!

WHAT MOTIVATES YOU?

My family is my driving force; everything I do is for them. I am also blessed to work for a brokerage where my fellow REALTORS® and peers are always cheering me on!

FUTURE CAREER GOALS?

I aim to continue serving and educating the incredible people in this community about home ownership.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

Real estate takes a lot of patience. I wanted instant results but had to wait to see my hard work and dedication come to fruition. Embracing patience taught me to trust my process and live gratefully in abundance.

WHAT'S ON YOUR BUCKET LIST?

Exploring France with my family.

CAN'T-LIVE-WITHOUT?

My morning cup (or 5) of hot black coffee!



JULIANE MOSEBAR

C3 Real Estate Solutions

WHY DID YOU PURSUE REAL ESTATE?

To help my family and others love where they live and how they live, while making the best financial investments possible.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Love your people well and expect nothing in return. Be yourself, stay persistent, and ride the waves—they come often. Ask for help, try new things, and don't let others tell you how you should build your business. It's yours!

HOW DO YOU STAY GROUNDED?

I invest in support for my emotional and physical well-being. I also outsource the little things as much as possible

so that I have enough energy and capacity for the big things I love to do and that are most important to me, my family, and my business. I do what feels best for me, and as a mom of two little ones, that is constantly shifting.

FUTURE CAREER GOALS?

To accumulate more income properties (my goal is 5) and to achieve "gold status," which is an award for the top 15% at my brokerage.

WHAT'S ON YOUR BUCKET LIST?

Kayak the Na Pali Coast, stay in a treehouse, buy 2 vacation homes (one at the beach and one in the mountains).

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JORDAN MORGAN

Sears Real Estate

WHY DID YOU PURSUE REAL ESTATE?

My passion for connecting with people led me to real estate. My mom has been a successful real estate agent for over two decades, so I've been immersed in the industry since I was teenager. Now, I'm thrilled to be working alongside her, soaking up knowledge and experience as a team. I feel incredibly blessed to have this opportunity to learn and grow in such a supportive environment.



ADVICE FOR NEWCOMERS IN REAL ESTATE?

Patience is key! Real estate is a journey unfolding over time. Embrace the excitement of wearing different hats and juggling roles—it's all part of the thrill!

HOW DO YOU STAY GROUNDED?

To keep myself balanced, I make sure to get moving with exercise, hang out with my favorite people, and set clear boundaries. I do my best to avoid the overcommitment trap—it's my secret to staying sane and happy!

HOW HAVE YOUR CHALLENGES SHAPED YOU?

Trial and error are essential in the real estate realm. Each transaction is unique, and the learning curve is steep. Embracing mistakes and turning challenges into opportunities have undoubtedly sharpened my skills as an agent.

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Hannah Montana

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Tallent Co. Real Estate

WHY DID YOU PURSUE REAL ESTATE?

My decision to enter real estate was heavily influenced by my managing broker, Amy Tallent, whom I've admired for over a decade. Raised in a family of entrepreneurs in Johnstown, I inherited the entrepreneurial spirit. Witnessing Amy's success in the field further inspired me to give it a try. I was recently asked if real estate was what I thought it was going to be. My answer was, "I didn't even know what to expect out of real estate; I just knew I wanted to do it!"

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Just go for it! Do it scared! Age is no barrier in this profession. If you're a hard worker, your light will shine through!

HOW HAVE YOUR CHALLENGES SHAPED YOU?

As a younger agent balancing college and real estate, I've faced hurdles. I am currently a full-time college

student at CSU and will be graduating in December with a Business Administration degree and a Real Estate & Management and Innovation concentration! Sharing my education with clients and demonstrating my commitment has been pivotal. I prioritize my time meticulously, supported by my family, friends, and Amy, who constantly affirm my capabilities.

YOUR LIFE'S THEME SONG?

"Don't Stop Me Now" by Queen

CHILDHOOD DREAM JOB?

To be a princess, of course!



KAYLEIGH WEICKUM

Tallent Co. Real Estate

WHY DID YOU PURSUE REAL ESTATE?

I was always fascinated by the home industry. As a teenager, accompanying my parents to their new build contract appointment, I was instantly drawn to the business.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Go into it for the joy of helping friends, family, and neighbors achieve their real estate goals. Guiding clients in finding "home" requires genuine care and dedication. Don't go into it for just the paycheck!

HOW DO YOU STAY GROUNDED?

Maintaining a healthy work-life balance is essential for me, especially as a mother of three boys and a military spouse. Taking time to decompress, silence my phone, or switch off my work mindset rejuvenates me for the next day.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

Entering the real estate industry at 18 was daunting, but it taught me invaluable lessons. I have learned so much

within my years of working in real estate, and it has helped me find my confidence and voice. I'm proud of my knowledge and expertise, which have strengthened me in numerous ways.

KEY QUALITIES FOR REAL ESTATE SUCCESS?

Honesty, integrity, and good intentions.

FAVORITE READS/LISTENS?

I am a sucker for a good rom-com! I love unsolved crime podcasts.

CAN'T-LIVE-WITHOUT?

ICED COFFEE!



KRISTIN TIBBS

LPT Realty

WHY DID YOU PURSUE REAL ESTATE?

I loved it as a consumer and had already completed 7 deals before becoming an agent.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Develop grit, self-discipline, and strong budgeting skills. It's not for the faint of heart!

HOW DO YOU STAY GROUNDED?

My faith is my anchor. I continue to lean on the Lord. I prioritize workouts and healthy eating to keep my mind sharp. Spending time with loved ones also helps maintain balance.

FUTURE CAREER GOALS?

To continue to build my business. Show up in service with those I get to work with.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

Every challenge I've faced has built me! Overcoming obstacles has shaped who I am today.

WHAT MOTIVATES YOU?

My two daughters are my biggest motivation. I want to show them everything is possible if they work for it!

KEY QUALITIES FOR REAL ESTATE SUCCESS?

Integrity, hard work, good communication skills, and kindness!



LAURA WILLIAMS

eXp Realty - Hub

WHY DID YOU PURSUE REAL ESTATE?

I saw real estate as a way to have autonomy in my career and still enjoy the day-to-day human connection that energizes me. Coming from a

background where homeownership really wasn't "on the menu" (and I spent most of my life in the dark about this as a possibility for me), I aim to educate others in similar situations about their options and help them achieve their goals.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Surround yourself with people who are cheering for you to succeed, who champion and collaborate with you because they genuinely want to see you reach your full potential. Then, pay it forward. Be a collaborator. Be humble.

FUTURE CAREER GOALS?

I am working to develop myself as a mentor for others by continuing my education about real estate and business in general. I'm committed to promoting affordable homeownership in Northern Colorado, particularly through initiatives like the Elevation Community Land Trust. I aim to dismantle barriers to homeownership for historically excluded groups.

WHAT MOTIVATES YOU?

There's only one ME in this world. Recognizing my uniqueness drives me to bring my best self into every interaction and relationship I have, whether it's through real estate or elsewhere. The world needs me to show up, exactly as I am, so I must!

YOUR LIFE'S THEME SONG?

"Ain't Life Grand"

CAN'T-LIVE-WITHOUT?

Getting into water, whether it's a river, lake, or ocean.

TEAM MEMBER SPOTLIGHT



ELIZABETH ELSTON
ESCROW OFFICER
970.534.3499 | eelston@firstam.com

Elizabeth Elston has been serving the title insurance industry for over 26 years. Before migrating north from the Colorado Springs area, she worked and eventually owned her own successful title company. She is passionate about being involved and embracing the beautiful Northern Colorado community, and her roots run 4 generations deep. Elizabeth treasures making new friends, building lasting relationships and delivering an experience that exceeds her clients personal and professional goals.

In her personal life she loves to travel anywhere warm with a beach, gardening, hanging with their dogs, and DIY projects with her husband.

A day never goes by that Elizabeth doesn't appreciate the blessings of being a part of an incredible community and an unparalleled work culture.

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LAUREN BAUMGARTNER

Tallent Co. Real Estate

WHY DID YOU PURSUE REAL ESTATE?

I LOVE houses! I refer to myself as the “house nerd.” After teaching for 5 years, having my boys, and managing our family farm, I found myself drawn to real estate while house hunting. I decided to slowly work through the classes and get my license to be a real estate agent. I no longer just wanted to be a buyer. I needed more. The beautiful thing about real estate is that you are your own boss. I get to be a mom, a real estate agent, and run our family farm business!

ADVICE FOR NEWCOMERS IN REAL ESTATE?

I would tell someone getting into the industry to lean into who they are. Don’t conform to the typical real estate agent stereotype—be yourself. It is amazing how your business will grow around you if

you stay true to who you are and really run with it.

HOW DO YOU STAY GROUNDED?

As with anything in life, I pray! I also couldn’t do any of this without my amazing family’s support. They are my sanity, my counselors, my shoulders to cry on, and the reason I do it all!

IF YOU WERE GOING TO WRITE A BOOK ABOUT YOURSELF, WHAT WOULD YOU CALL IT?

“I Love You Little, I Love You Big, I Love You Like A Stinkin’ Pig” —a saying my Papa used to tell us!

CAN’T-LIVE-WITHOUT?

Snuggles from my boys!



LISA NELSON

The Group, Inc.

WHY DID YOU PURSUE REAL ESTATE?

I wanted to start this career years ago, but at the time, I wasn’t able to “give up” weekends to do the things needed to be a great agent. My life changed, and my husband noticed I wasn’t finding fulfillment or joy in my previous career. He encouraged me that this would be a great time to pursue real estate. Recognizing my passion for connecting with people and aiding them, he gently nudged me towards this path. So, with his support and gentle push, I made the decision to pursue the career that I know will give me the life that I want to have.

FUTURE CAREER GOALS?

I aspire to be LBAR’s 2024 Rookie of the Year and to mentor new agents, not only at The Group but also industry-wide. I want to be an agent who, when a coworker mentions they work for The

Group to a stranger, the stranger will ask if they know Lisa Nelson.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

Being a petite female, I have been told many times that I can’t do something or that I likely won’t be successful in the pursuits I undertake. I take those comments as personal challenges to help drive me to succeed. While I haven’t always disproved them, I can proudly say I’ve tried my best. In all of those challenges, I learned something that allowed me to grow in my career and as a person.

WHAT’S ON YOUR BUCKET LIST?

Viewing the Northern Lights and savoring my first Guinness beer in Ireland.



MANDY SMITH

The Group, Inc.

WHY DID YOU PURSUE REAL ESTATE?

Since high school, I’ve been fascinated by real estate, and my involvement in numerous personal transactions before becoming a broker solidified my passion. I find joy in the intricate details of buying and selling homes, coupled with my innate desire to help people. Transitioning from a career in healthcare, advocating for clients seamlessly translated into real estate. My goal is to always prioritize my clients’ best interests.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

The tough stuff builds grit. Some of the toughest blows have taught me that I can, or that I will. Some days, life is simply about putting one foot in front of the other. Some days, you stumble and make mistakes. Then, there are the days you soar. Challenges either break you or strengthen you, and resilience comes from deep within. My personal email signature is a quote by Henry Ford, “Whether you think you can, or you think you can’t, you’re right!” My dad used to say, “Can’t never could do anything,” which explains my fondness for the quote. It’s the plain truth, and I suppose my upbringing ingrained it in me. None of us were promised an easy road, but we keep moving forward anyway.

WHAT’S ON YOUR BUCKET LIST?

I dream of traveling the entire United States without a set itinerary or “end date”—just hitting the road and exploring at leisure.

CHILDHOOD DREAM JOB?

As a child, I wanted to be a dog groomer, a passion I still indulge in by grooming my own furry friend.

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MARIE WARREN

Coldwell Banker

WHY DID YOU PURSUE REAL ESTATE?

I wanted to do something that involved enriching people's lives. The dream of homeownership is one that most share, and what better way to be involved in the enrichment of lives than through real estate.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Do it on the days you feel like it, do it on the days you don't, and whatever it is you do, do it consistently.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

My experiences navigating through various market conditions have made me more adaptable and open to new ideas and approaches. I've developed strong interpersonal skills and the ability to empathize with others' perspectives. Overcoming challenges such as financing issues, legal hurdles, or property inspections has honed my analytical

thinking and decision-making skills, enabling me to find creative solutions to complex problems.

WHAT MOTIVATES YOU?

One of the most rewarding aspects of working in real estate is the opportunity to help clients find their dream homes or make successful investments. The satisfaction of guiding clients through the process and seeing the joy on their faces when they find the perfect property can be a powerful motivator. The sense of personal fulfillment that comes from doing meaningful work that aligns with my interests and values.

IF YOU WERE GOING TO WRITE A BOOK ABOUT YOURSELF, WHAT WOULD YOU CALL IT?

"The Purpose Is To Bloom"



MARISOL VALENZUELA

C3 Real Estate Solutions

WHY DID YOU PURSUE REAL ESTATE?

Growing up, I always found myself translating not only for my parents but also for friends, relatives, or even strangers at stores/banks. Their sense of relief helped me realize that my purpose is to help others not only by making communication easier but also by gaining their trust and becoming an advocate. Now, I am able to help many families reach their goals by ensuring that a language barrier won't keep them from owning their dream home.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Find a trusted mentor and learn the art of self-discipline. The right mentor will guide, support, and share valuable knowledge that can help accelerate your confidence and success as a new agent. One of the main things you will learn quickly is that when you stop, your business STOPS. Discipline is your friend.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

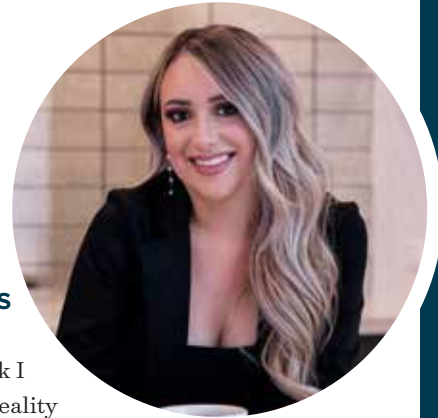
Many would look at me and think I had it easy growing up, but the reality is, I was faced with many challenges at a very young age. However, I believe my pains, struggles, failures, and triumphs formed the person that I am today. Our struggles make us unique and different from the person standing next to us.

YOUR LIFE'S THEME SONG?

"I am Woman" by Emmy Meli

WHAT'S ON YOUR BUCKET LIST?

Visiting all Seven Wonders of the World—I have seen three so far!



MELANIE JOHNSON

The Group, Inc.

WHY DID YOU PURSUE REAL ESTATE?

I have always had a passion for serving my community and wanted a career that I would enjoy. My love

for homes, building relationships, and the need for a semi-flexible work schedule made choosing real estate a no-brainer for me. I love that I can still be present in my family's lives while doing right by the clients I serve.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Be patient, give more than you receive, know your why, stay focused, and never, ever stop believing in yourself. Be okay with your path to progress.

FUTURE CAREER GOALS?

The sky is the limit! At the end of the day, if I've made a positive impact on someone else and helped them achieve a huge milestone in their lives, that feels like a huge win.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

I recently heard a quote that really stuck with me: "Fail your way to the top." I'd be lying if I said I haven't cried in this business. I've leaned heavily on my husband and fellow partners at times. I try to find the silver lining in every situation and learn from it. Maintaining a positive mindset and persevering through the challenges is helping me handle hard better.

CHILDHOOD DREAM JOB?

A Broadway star and a ballerina.

CAN'T-LIVE-WITHOUT?

Dogs! They're like a walking hug!



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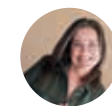
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MARK ZIGRAY

C3 Real Estate Solutions

WHY DID YOU PURSUE REAL ESTATE?

I realized that my calling was in real estate, as my dad has been a REALTOR® for as long as I can remember, and my brothers and I grew up learning from his careful eye for developing properties. I thoroughly enjoy finding potential in properties, just as he did when I was a boy.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

You are your own boss! Your success is in your hands. Go out and get it while being your true, authentic self! You got this!

HOW HAVE YOUR CHALLENGES SHAPED YOU?

I have gone from being a college athlete and full-time student to a registered nurse and now to a REALTOR®. There have been many challenges along the way, but through it all, I have gained a

tremendous amount of character and grit.

WHAT MOTIVATES YOU?

That we only have so much time on this earth! Each day is a gift, and I don't want to waste any bit of it!

IF YOU WERE GOING TO WRITE A BOOK ABOUT YOURSELF, WHAT WOULD YOU CALL IT?

"Gray-Haired Wisdom, Letzgo!"

CHILDHOOD CAREER ASPIRATIONS?

A country music star! My family could tell you stories of me singing at the top of my lungs to Toby Keith songs with my earphones on and CD player running. Road trips were always fun. 90's country is the best! Unfortunately, things didn't work out.



MICHELLE METZGER

C3 Real Estate Solutions

WHY DID YOU PURSUE REAL ESTATE?

I've always known I would have a career helping others. Real estate

allows me to do that by

guiding others through the largest transaction of their lives and helping families create generational wealth.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Be ready to put in the work. Remember, real estate is a long game, not a get-rich-quick scheme. Make sure you are in it for the right reasons. Be ready to LEARN from the seasoned agents around you.

FUTURE CAREER GOALS?

I want to build a referral-based business where I am helping a friend of a friend of a friend. I would like to become a top producer at my brokerage.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

Challenges in my younger years gave me thick skin and an undeniable work ethic. I learned at a young age that you have to work hard for what you want, and no one else is going to do it for you. I have taken each failure or negative experience and used it as an opportunity to grow and propel myself forward towards the life I want to build.

WHAT'S ON YOUR BUCKET LIST?

To create generational wealth for my kids, and their kids, etc.

CHILDHOOD DREAM JOB?

A figure skater, a street car racer, or Pocahontas.



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MIKE WHITE

RE/MAX Advanced

WHY DID YOU PURSUE REAL ESTATE?

After having several bad or mediocre experiences working with REALTORS®, I had an amazing experience and realized I could do the same for clients and truly provide value in the profession.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Be patient and communicate! Talk to as many people as possible before, during, and after deciding to start your career.

HOW DO YOU STAY GROUNDED?

I prioritize my family life. I enjoy cheering too loud for my kids at their events, whether basketball, soccer, theater, track, or just showing off a new bike trick in the front yard.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

Everyone faces challenges, some more than

others, but it is how you approach them and the unique lessons you take away from them that help determine whether you face more challenges or find more opportunities. I try to focus my perspectives on opportunities.

KEY QUALITIES FOR REAL ESTATE SUCCESS?

Communication, research/knowledge, project management, and patience will take you far.

YOUR LIFE'S THEME SONG?

“Don’t Worry, Be Happy”

CAN’T-LIVE-WITHOUT?

My family, but they’ll tell you I have a “bubble water” problem.



ROBIN STEFFENS

RE/MAX Alliance

WHY DID YOU PURSUE REAL ESTATE?

After successfully running a daycare business for 24 years to be a stay-at-home mom, my lifelong dream of becoming a real estate broker drove me forward. I’ve always had a passion for design and a love of homes, alongside the excitement of helping others achieve homeownership.

FUTURE CAREER GOALS?

I’ve discovered my niche in assisting new home buyers and seniors. Similar to my approach in daycare, I prioritize exceptional customer service. Recently earning my SRES designation, I aim to become an expert in aiding seniors during their final home sale and empowering new buyers to confidently pursue homeownership. I strive to be their trusted advisor and advocate throughout the process.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

I always love a challenge! I believe any challenge I’ve faced has really just been a learning experience and has pushed me to be a better person. I always say it was thrown at me for a reason, and all I can do is move forward, use it to my advantage, and learn from it.

YOUR LIFE'S THEME SONG?

“The Climb” by Miley Cyrus

WHAT'S ON YOUR BUCKET LIST?

One day, I would love to visit Ireland!



RYAN SMITH

RE/MAX Alliance

WHY DID YOU PURSUE REAL ESTATE?

Having heard many friends and family members share stories of real estate agents who they felt didn’t prioritize their best interests, I felt compelled to bring my background from a decade-long career in financial planning to the real estate community, leveraging my fiduciary responsibility to my clients.

HOW DO YOU STAY GROUNDED?

I have a lot of passions and hobbies! While I do work on the weekends, Sundays are sacred to me because I lead music at Our Lady of the Valley in Windsor alongside my incredible wife. Music, soccer, and my family bring me all the joy I need.

KEY QUALITIES FOR REAL ESTATE SUCCESS?

You MUST get out into the community and network! Attending events, chamber meetings, investment clubs, church activities, and volunteering as a youth sports coach or with local nonprofits fosters connections. Those who KNOW you, LIKE you, and TRUST you will do BUSINESS with you! Building trust through genuine engagement, attentive listening, and offering valuable advice consistently brings business over time.

IF YOU WERE GOING TO WRITE A BOOK ABOUT YOURSELF, WHAT WOULD YOU CALL IT?

“The Entrepreneur Who Could”

CHILDHOOD DREAM JOB?

A police officer

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SHAWN HOLMES

The Group, Inc.

WHY DID YOU PURSUE REAL ESTATE?

Real estate resonates with my skill set from my previous career in law enforcement. Law enforcement and real estate have a lot in common. They both have a focus around relationships with your clientele. There are similarities between building a case in law enforcement and the process and paperwork of a real estate transaction. Most importantly, real estate is a “lifestyle” career. You can build your business around your hobbies and children’s activities, being able to enjoy life while building generational wealth for your family. Real estate allows me to watch my children finish growing up while still making a meaningful impact in others’ lives.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Be prepared to work a lot initially! If you are willing to grind and put in the work, you will go far. Be humble, hungry, and smart. Seek out a mentor or coach to help accelerate your growth. Always be learning.

HOW DO YOU STAY GROUNDED?

I spend time with my children, prioritize exercise, and recently started on restoring a 1964 1/2 Ford Mustang (though that might not keep me entirely sane).

HOW HAVE YOUR CHALLENGES SHAPED YOU?

Growing up as an Army BRAT and spending 25 years in law enforcement provided numerous challenges and invaluable lessons. I’ve developed patience, resilience in adversity, and the ability to bring calm to chaotic situations, all essential qualities for a successful real estate advisor.

YOUR LIFE’S THEME SONG?

“Champion” by Carrie Underwood featuring Ludacris

CAN’T-LIVE-WITHOUT?

Chewing gum



SONDRA HUDDLESTON

Sears Real Estate

WHY DID YOU PURSUE REAL ESTATE?

Since high school, I’ve been fascinated by real estate, and my involvement in numerous personal transactions before becoming a broker solidified my passion. I find joy in the intricate details of buying and selling homes, coupled with my innate desire to help people. Transitioning from a career in healthcare, advocating for clients seamlessly translated into real estate. My goal is to always prioritize my clients’ best interests.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

The tough stuff builds grit. Some of the toughest blows have taught me that I can, or that I will. Some days, life is simply about putting one foot in front of the other. Some days, you stumble and make mistakes. Then, there are the days you soar. Challenges either break you or strengthen you, and resilience comes from deep within. My personal email signature is a quote by Henry Ford, “Whether you think you can, or you think you can’t, you’re right!” My dad used to say, “Can’t never could do anything,” which explains my fondness for the quote. It’s the plain truth, and I suppose my upbringing ingrained it in me. None of us were promised an easy road, but we keep moving forward anyway.

WHAT’S ON YOUR BUCKET LIST?

I dream of traveling the entire United States without a set itinerary or “end date”—just hitting the road and exploring at leisure.

CHILDHOOD DREAM JOB?

As a child, I wanted to be a dog groomer, a passion I still indulge in by grooming my own furry friend.

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TAYLOR EHRLICH

RE/MAX Alliance

WHY DID YOU PURSUE REAL ESTATE?

Real estate is all about relationships. I thoroughly enjoy working with people with varying backgrounds and goals. And I wanted to do something where I control my own success.

ADVICE FOR NEWCOMERS IN REAL ESTATE?

Focus your time and energy on people and listen more than you talk. Even in this digital age we live in, face to face is still the most impactful. Worry about your website, social media, and digital footprint later.

HOW HAVE YOUR CHALLENGES SHAPED YOU?

Playing sports growing up, I learned not only how to win but also how to lose. I spent 5 years on active duty in the U.S. Navy and 3 years in the Reserves, completing multiple deployments. I

learned how to get comfortable being uncomfortable. Even on your bad days, you're still expected to perform at a certain level.

KEY QUALITIES FOR REAL ESTATE SUCCESS?

Transparency, integrity, attention to detail, and never stop learning and educating yourself. Also, put yourself out there—meet new people and network; you never know how many doors can be opened from one relationship.

CHILDHOOD DREAM JOB?

I had no idea! I just tried to stay out of trouble!

CAN'T-LIVE-WITHOUT?

Salt



VANESSA CARREON

Sears Real Estate

WHY DID YOU PURSUE REAL ESTATE?

I decided to get into real estate to help people obtain financial wealth through real estate. From a young age, I felt drawn to helping others. I started my real estate journey when my parents purchased their first home, assisting and translating for them throughout the process. Helping them solidified my passion for guiding others in their homeownership journey. Each experience is different and always very fulfilling!

WHAT MOTIVATES YOU?

My two sons and family inspire me. I want to show my sons that life will present many challenges and

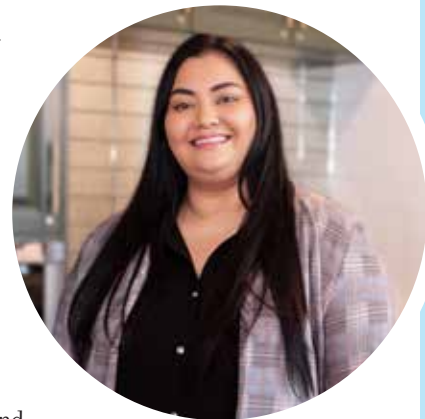
it's their mindset that will determine their abilities to make the best of every situation. My parents also play a significant role in my motivation. They taught me to take pride in my professional career and to do things the right way. My mother always told me, "We all have a purpose in life, and it's up to us to make the best of it and continue to grow and accomplish our goals."

IF YOU WERE GOING TO WRITE A BOOK ABOUT YOURSELF, WHAT WOULD YOU CALL IT?

"La Vida De Vanessa"

CHILDHOOD DREAM JOB?

I wanted to be a real estate broker, sculptor, or a famous painter!



VICTORIA GRACE

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WHY DID YOU PURSUE REAL ESTATE?

As a former elementary teacher, I got into real estate to educate buyers and sellers about the ins and outs of homeownership, focusing on increasing buying power for those under 30!

ADVICE FOR NEWCOMERS IN REAL ESTATE?

The best advice I would give a new agent is to trust your gut and take risks; give yourself permission to go against the norm! It will pay off.

HOW DO YOU STAY GROUNDED?

When things get wild, I lean on my incredible wife and friends to recenter myself. Music is another release for me. You can always find me jamming out in the car—it's my time to decompress!

HOW HAVE YOUR CHALLENGES SHAPED YOU?

Growing up as a military child, my family relocated every 2-3 years. Constant change was the norm for me, as well as dealing with some intense family conflict through most of my childhood. The constant unpredictability has shaped my maturity, attention to detail, and need for organization today. Clients rely on me for staying ahead of the game. With age, I've learned to distinguish between what I can and cannot control. Real estate's unpredictability is familiar territory, and I'm always prepared to tackle its curveballs.

WHAT'S ON YOUR BUCKET LIST?

To publish a book of poetry and short stories.

IF YOU WERE GOING TO WRITE A BOOK ABOUT YOURSELF, WHAT WOULD YOU CALL IT?

"Hold On! I Need to Overthink This"

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JATHAN TREVENA

COLDWELL BANKER REALTY

▶ cover story

By Jacki Donaldson
Photos by Erin Waynick, Erin Waynick Photography

In the dynamic world of real estate, Jathan Trevena knows that success isn't just about luck. Drawing a parallel to bowling, he explains that while throwing a ball down the lane and hitting a few pins is easy, consistently achieving a strike requires practice, skill and continual improvement. Similarly, agents always have room to learn, grow and elevate in real estate.

Jathan has been perfecting his game since he earned his license in 2017 and began partnering with Coldwell Banker Realty. He closed four deals during his first year and now closes 30-35 annually. The Colorado native was raised in Fort Collins and grew up working at and then operating his family's business before delving into real estate. Once he jumped into real estate to take advantage of his people skills, he used open houses to set himself on a productive path. "I built my business off open houses," he shares. "One year, I hosted 43 open houses trying to meet new people." An avid tracker of everything he does, Jathan calculated that he closed five transactions from those

“ I FEEL THAT WHEN YOU OFFER GREAT SERVICE TO YOUR CLIENTS WITH SMART SYSTEMS IN PLACE, YOU’RE ABLE TO CREATE THE SOLUTIONS FOR YOUR BUSINESS AND, THEREFORE, YOUR CLIENTS. ”



Jathan was featured as one of the first NoCo Real Producers Rising Stars in January 2020.

open houses. These numbers may discourage some people. For Jathan, though, they mean that he closed a house for every eight open houses. His brain is always calculating: “If I do one a week, that’s a closing every two months, but if I do two a week, I close once a month,” he emphasizes.

Tracking helps Jathan keep the real estate ups and downs in check. “Real estate is highly emotional,” he explains. “Losing a deal can put you in a bad mood for the rest of the week, and tracking helps me make business decisions based on real numbers.” Jathan can tell you how many hours per week he works, what he does during those hours and how they translate into meaningful accomplishments. Systems also help Jathan navigate his career. “I’m a systematic person,” he confirms, sharing that systems can be both a blessing and a curse. “Systems mean that you kind of do everything the same, and the curse is that you kind of do everything the same.” Jathan personalizes his approach with clients inside his systems to ensure flexibility and freedom. “I feel that when you offer great service to your clients with smart systems in place, you’re able to create the solutions for your business and, therefore, your clients,” he explains.

Ask Jathan’s clients what they love about him, and they will likely say his sense of humor (check out his Facebook Friday Funnies) and his real estate know-how. “I’ve already seen several types of markets, and the key is to always adapt and change,” he comments. Grateful for his repeat clients buying

and selling everything from small condos to million-dollar properties, Jathan vows to continue taking care of his buyers, sellers and investors while considering how to grow his business.

Outside of real estate, Jathan, the youngest of six children, cherishes his time with his wife, Michelle, and their children. They have a small-acreage property with an old 1912 farmhouse that he and the family are restoring. “We’ve got goats and chickens right now and a horse on the way, so I spend most of my free time on house and property projects,” he smiles.

One of Jathan’s favorite memories occurred when he shared with Michelle that he wanted to do something other than work in the family business. “I told her that I wanted to do something else, and she asked what I wanted to do,” he recalls. “I responded that I’d always been interested in real estate. She looked me straight in the eyes and told me that she thought I could do it. She gave me the biggest vote of confidence, and I jumped in full force. I knew my personality, and I needed to commit,” says the guy who earned

more than 100 continuing education credits during his first year in real estate to learn as much as possible. I worked 50-60 hours a week when I was new to real estate even though I didn't have any clients to work with," he notes.

Commitment is the cornerstone of Jathan's success. Without it, he might not be throwing the strikes that have garnered him a referral-based business and multiple accolades and awards (Fort Collins Board of REALTORS® Rookie of the Year in 2018, Young

Professional of the Year in 2019, annual top-producer recognition by Coldwell Banker Realty and featured as one of the first *NoCo Real Producers* Rising Stars in January 2020). Without it, he may not be so adeptly managing the waves of unpredictability, which he finds thrilling. "I like routine, and I like patterns, but at the same time, I like being flexible and spontaneous, which is the epitome of real estate," he remarks.

Connect with Jathan at jathan@homesinnorthernco.com or (970) 413-3737.

“ I LIKE ROUTINE, AND I LIKE PATTERNS, BUT AT THE SAME TIME, I LIKE BEING FLEXIBLE AND SPONTANEOUS, WHICH IS THE EPITOME OF REAL ESTATE. ”



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Kayla Walker

ESCROW OFFICER
✉ kayla.walker@ctt.com | ☎ 970.502.7380



FACTS ABOUT KAYLA:

- SHE WAS BORN IN GRAND JUNCTION AND ALTHOUGH SHE LIVED IN LOUISIANA FOR ABOUT 10 YEARS, SHE CONSIDERS HERSELF A COLORADO NATIVE!
- HAS BEEN MARRIED FOR 13 YEARS WITH 2 DAUGHTERS WHO LOVE TO BE ACTIVE. SHE SPENDS MOST OF HER TIME AT SOCCER, VOLLEYBALL OR BASKETBALL PRACTICES/GAMES YEAR ROUND.
- SHE LOVES FISHING! IT'S HER FAVORITE THING TO DO IN HER FREE TIME. HOWEVER, YOU WON'T CATCH HER ICE FISHING BECAUSE IT SCARES HER AND DOESN'T LIKE BEING COLD.
- JOINED THE TITLE & ESCROW WORLD IN 2016. UPON ENTERING THE TITLE INDUSTRY, KAYLA KNEW IMMEDIATELY SHE HAD FOUND HER CAREER. SHE LOVES HER JOB AND THE PEOPLE SHE GETS TO WORK WITH.

CLIENT TESTIMONIAL:

"KAYLA IS BY FAR THE BEST CLOSER AROUND! NOT ONLY IS SHE EFFICIENT AT HER JOB, SHE ALWAYS GOES ABOVE AND BEYOND FOR ME AND MY CLIENTS AND ALWAYS LEAVES MY CLIENTS FEELING COMPLETELY CONFIDENT IN THE ENTIRE PROCESS!" - AMY COLLINS, REALTY ONE FOURPOINTS

HOMEWRIGHTS

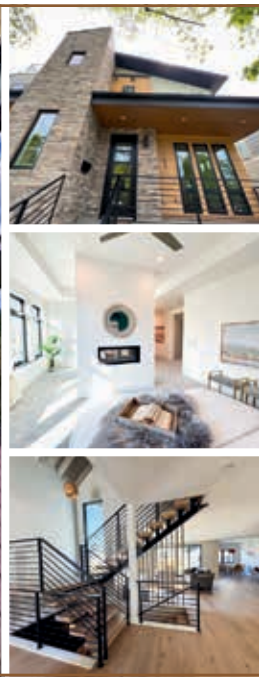
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Meet Your Inspector

Inspections Over Coffee
Inspector Wes Robbins

What brought you to this field?

I came to the home inspection business from the restaurant industry. I wanted to learn more about homes while still being in a position to interact with and help people.

What do you love about your work?

My favorite part of being a home inspector is when homebuyers feel empowered by the information I've given them.

Fun facts:

You can find me climbing in the flatirons, trail running and hanging out with my Heeler, River. When I'm not outside I love to cook and bake. I love campfire cooking!



720-845-JAVA (5282)

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InspectionsOverCoffee.com





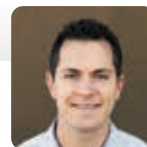
A New Year with New Opportunities

A quick look at several changes for 2024:

Every year, the mortgage industry welcomes (and sometimes dreads) various changes that can affect the ability for the average borrower to obtain a great mortgage. This year, however, brings with it more changes than usual. The most noteworthy of which being:

Conforming/Government Loan Limit Increases:
Standard Limits were raised to \$766,500, with high cost counties going as high as \$1,149,825 for a 1 unit property, and as high as \$2,211,600 for a 4-Plex

Legislation was passed in late 2023 which lowered the property tax assessment formula for 2024, providing some much-needed relief to homeowners and prospective home buyers. Specifically, the assessment rate was lowered from 6.765% to 6.70%, with an additional \$55,000 exemption taken off of the assessor’s market valuation, before the computation is done. For the average \$600,000 home, this will result in a savings of approximately \$400 per year in property taxes.



Justin Crowley

Sr. Loan Originator 200 S. College Ave Ste 10,
NMLS# 378544 Fort Collins, CO
970.691.2214 80524

Minimum Down Payment Requirements for Owner-Occupied 2-4 Unit Properties were reduced from 15/25% to only 5% on Conforming Loans. This enhancement, aimed to compete with FHA’s 3.5% minimum, can provide an easier and less-expensive mortgage solution for buyers with limited funds and good credit. For example, a well-qualified buyer of an \$800,000 3-Plex would enjoy savings of around \$250/mo, with far lower closing costs, and would be able to use the future rents of the two unoccupied units to qualify, without restrictions.

A proposed bill to ban the practice of selling “Trigger Leads” in 2024 has unfortunately stalled out in Congress. This refers to how a credit agency can sell a consumer’s contact info without permission or notification, to as many telemarketing companies as they wish. Consumers can, however, visit the website OptOutPreScreen.com to remove themselves from these call lists (although it can take up to four weeks to activate).

Have a fun and prosperous 2024!

8100+ Transactions and \$2.4+ Billion Personally Originated Since 2001

