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Julian Schwertz

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RIVER OAKS CLOSING TEAM 2

Arjuna Polanco is at the helm of River Oaks Closing Team 2 as the Senior Escrow Officer and Team Lead, boasting over two decades of rich experience in the title industry. As a leader, Arjuna's focus is on fostering a team that's not only skilled but synergistic. A comprehensive approach focused on fostering education and cross-training enhances the efficiency and quality of the team's service, aiming to leave every client thoroughly impressed. "Our goal is to execute closings so seamlessly that our clients can't help but share their great experiences," Arjuna explains. "From our expert leadership team to the robust support from Patten Title's partners and underwriters, our team is able to successfully close files that are too complex for other companies." He is committed to making the closing process as smooth and transparent as possible, enhancing communication to ensure that buyers, sellers, and their agents alike are always in the loop.

Through Arjuna's leadership, the team not only achieves professional excellence but also supports a warm, inclusive atmosphere that extends beyond mere transactions, making Patten Title a community as much as a workplace.



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TABLE OF CONTENTS

	<p>06 Preferred Partners</p>		<p>07 Meet the Team</p>		<p>08 Summer Cover Release Party</p>
	<p>12 Real Producer: Julian Schwertz</p>		<p>16 Top 300 Badge</p>		<p>18 Real Producer Cover Story: Shelley Cooley</p>

If you are interested in contributing or nominating REALTORS® for certain stories, please email us at jason.shelden@realproducersmag.com.

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Thank you to all those who attended our Summer Cover Release Party and helped to make it such a success. We will see you again in the Fall!








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Photography by Jason Dotson
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JULIAN SCHWERTZ

»» real producer rising star

Julian Schwartz knows real estate is an important service for his community—one where he can help people choose the right home for them. He understands the seriousness of that investment; however, the significance of the real estate profession wasn't what first drew him to this career. Initially, he was enticed by the idea of seeing his face on a billboard.

"Driving down the street, I saw so many billboards," Julian remembered. "I wanted to see my face up there, which sparked my interest in real estate."

He searched YouTube to get started, finding agents, coaches, and trainers offering advice. "I shifted from the vanity of my likeness on a billboard to realizing people need help in purchasing what is probably their biggest investment, and I wanted to be a part of that," Julian shared.

Julian is currently aligned with Real Broker, which boasts more than 18,000 licensed agents nationwide. Among so many REALTORS®, Julian's ability to craft a story about the homes he sells helps him to stand out in the crowd.





“
**PEOPLE ARE
 BUYING NOT JUST
 A HOME, BUT A
 COMMUNITY &
 NEIGHBORHOOD
 AS WELL.**
 ”

9, and 12. He loves The Woodlands for its outdoor opportunities: parks, trails, and events. “Getting outdoors is perfect--when it’s not scorching hot,” he laughed. “I’m also a huge Formula One fan.”

As he looks to the future, personally and professionally, Julian wants to continue to grow and build his skills. “I want to improve every single day,” he said. “I want to achieve things I never thought possible.”

Just as he is changing, so too is the real estate industry. “The hot topic right now is the commission lawsuits, and it’s important to adapt and shift with the changes,” Julian shared. “I’d love to see a shift from sales-focused to advisory-focused REALTORS®. I want agents to be advisors who provide accurate information, both locally and nationally, and how that impacts our clients and their homes. Homeowners need to understand how to get the most out of their investment.”

“It can be hard to compete if we’re all the same,” he explained. “Being able to tell the story of the home, benefits, and lifestyle it provides has helped me connect with my clients. People are buying not just a home but a community and neighborhood as well.”

brokerage, but it’s unique in the field,” he explained. “Real Broker’s CRM and technology is high quality; it’s a place where collaboration is highly focused on production. Being able to surround myself with these agents was a no-brainer.”

Connecting with Real Broker in November 2023 has also supported Julian’s business. “It’s a virtual

When Julian’s not working with clients, he’s enjoying his time as a spouse and father of three ages 3,

From the dream of his face on a billboard to the serious undertaking of advising his clients, Julian Schwertz has become a rising star in the real estate industry. He’s telling the story of homes and communities and the story of his success at the very same time. And if you can’t find his face on a billboard, you can always check out his YouTube channel: Julian Schwertz: The Woodlands Realtor.



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cover story

Written by Megan
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Shelley Cooley

Shelley Cooley is a Native Houstonian with a background in education and a knack for nurturing relationships, which are just some of the reasons she's a phenomenal REALTOR® today.

*real estate:
a passion,
a joy,
a service*

Shelley grew up in the Spring Branch area and currently lives in Cypress. She attended The University of Houston, graduating in 1996, and spent 15 years as an educator. For the first half of that period, Shelley taught general education, and for the second half, she was a special education teacher in Cypress Fairbanks ISD. "I really enjoyed serving elementary children with special needs," she shared.

In 2009, while still working full-time in education, Shelley started a staging company as a side business. "I was a professional home stager before many people knew what staging was," she remembered."

Shortly after, Shelley met Jimmy Franklin who started the Franklin Team 42 years ago. He wanted to provide value for his clients during the recession and beyond and asked Shelley to stage homes for him.

About four years after the launch of her home staging business, Show to Sell Staging, Shelley left education and joined The Franklin Team as a business development representative for the North side of Houston. All in all, she staged homes for about 8.5 years and conducted business development for about



“
Being a great
agent comes
from being
a teacher.”

3.5 years before becoming a licensed REALTOR® in 2016. “I haven’t looked back,” Shelley shared. “It’s been a great experience. I’m still serving our community, just in a different way. I love that every day looks different, and I meet a lot of clients who turn into friends.”

Her hard work and dedication to her clients have earned her several Real Estate awards including the 2021 STAR Award for Texas Realtor of the Year, as well as a Top Producing Realtor in Bridgeland for the past seven years, among many other accolades.

Shelley sees herself as a solutions provider. “My job is to bring solutions to the table and to make this process as stress-free as possible,” she explained. “My ability to communicate through every step of the process lowers my clients’ stress levels and keeps surprises to a minimum. I have a knack for building relationships and making people feel heard, and I hold my clients’ needs at the forefront.”

Shelley is also an expert multitasker. “Being a great agent comes from being a teacher,” she said. “At one point, I had 150 kids on my caseload. I was working as an Assistive Technology Specialist across 21 campuses. This particular role prepared me to juggle multiple transactions at once, and all the tasks that go along with a transaction with ease.”

Shelley and her husband, Chris make an incredible team “For the past several years, we’ve worked our transactions separately, but behind the scenes, we do a lot together,” Shelley explained. They recently decided it was time for a new season and to build something on their own; they are excited to announce the birth of The Cooley Team! They are still in the early stages of defining their new roles as a husband/wife team, but anticipate working future transactions together and growing as a team.



“Real estate is my passion and my greatest joy is serving clients at the highest level and helping them find their dream home.”

Shelley and Chris have a beautiful, blended family with five children aged 20-27, three boys and two girls. “When we got together, people joked that we were The Brady Bunch,” Shelley said. “They asked if we were going to have a Cindy, and I would half-jokingly respond, only if we can have an Alice. In the end, we decided to bond over dogs and future grandkids. No grandkids yet, but we do have dogs and grandpups!”

When they’re not serving clients, Shelley and Chris enjoy traveling, listening to music, and spending time with friends. “Most times



when we travel for business, we tack on a couple of extra days for fun,” Shelley shared.

Shelley and Chris are proud of their reputation for hard work, excellent negotiation skills, cutting-edge marketing, and the invaluable relationships they’ve

made along the way. “Real estate is my passion,” Shelley said, “and my greatest joy is serving clients at the highest level and helping them find their dream home.”



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