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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at Stacey.Penrod@n2co.com.

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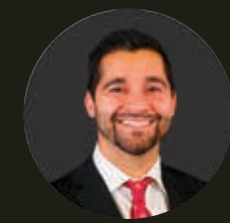
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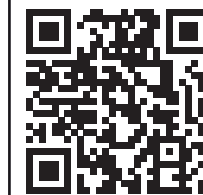
We also regularly run “Giving Back” features on agents who are actively making a difference in the community and “Inspiration” features on agents who have a particularly inspiring story to share.

For more information, to nominate an agent, or to request to be featured yourself, please send an email to stacey.penrod@n2co.com.

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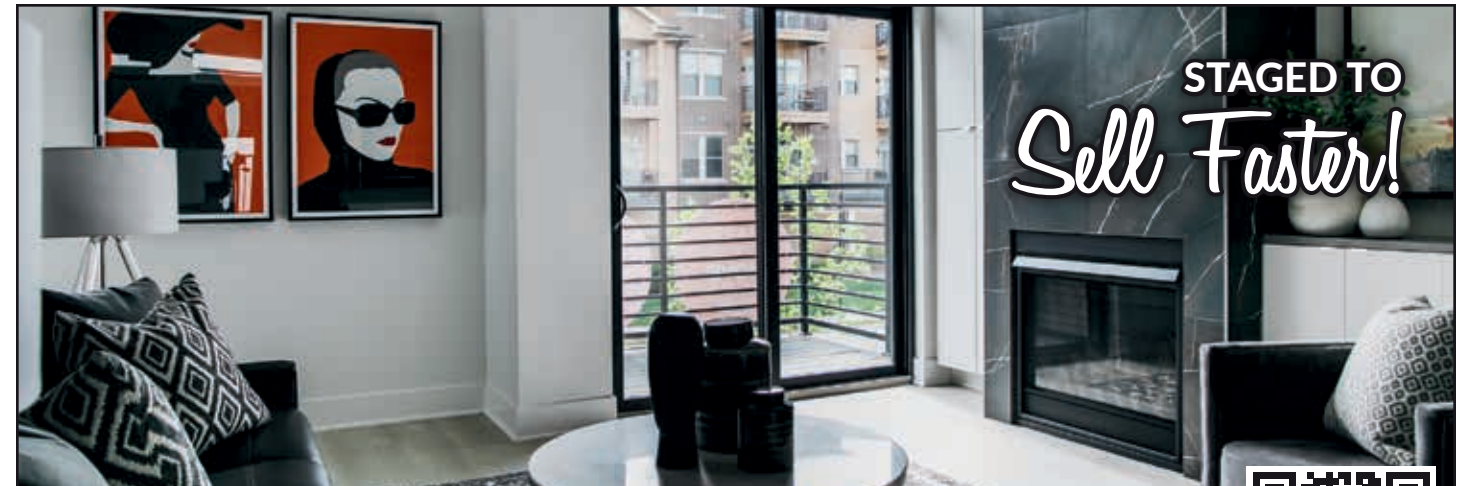


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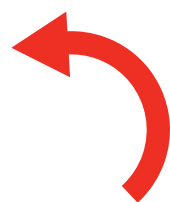
Real Producers
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publisher's note

CELEBRATING
6 WONDERFUL YEARS



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WHERE IT ALL BEGAN

As we celebrate our sixth anniversary, I am filled with awe reflecting on the incredible journey we've undertaken together since our inaugural issue in July 2018. What began as a concept has grown into a dynamic platform celebrating the achievements and connections of Omaha's top 10 percent REALTORS®.

I am humbled by the way this publication has resonated, and I want to take a moment to extend my heartfelt gratitude to our preferred partners. From the beginning, you believed in our vision and embraced the potential of the Real Producers platform. You've been an essential part of this community, not only by providing exceptional services, but also by showing up, networking with our top agents, and generously supporting our events along the way. Your contributions have truly made this publication possible.

Our magazine also wouldn't exist without the willingness of our Realtors and partners to share their inspiring stories. Your openness has elevated and enriched our publication, providing encouragement to others in the industry.

Every year, as we prepare to distribute the magazine to a fresh crop of top 10 percent agents, we witness the ebb and flow of our community. Some names remain constant, while others transition in and out, showcasing the dynamic nature of Omaha's real estate landscape. Receiving this magazine is a badge of honor and a testament to your dedication!

Looking ahead, I am incredibly excited about the opportunities that lie in our unwavering commitment to highlighting the success stories of the best in greater Omaha. Likewise, our exclusive events will continue to be a space where we can connect and support each other.

Keep an eye out for details on our next upcoming event, just a couple of months away. And remember, my door is always open! If you have questions, suggestions, or simply want to say hello, please don't hesitate to reach out.

I feel immensely blessed to serve as your publisher and to be a part of this inspiring community. Thank you for being on this amazing journey — and here's to the next chapter, filled with even more growth and success!

With gratitude,

Stacey Penrod
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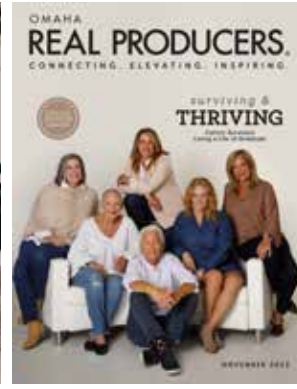
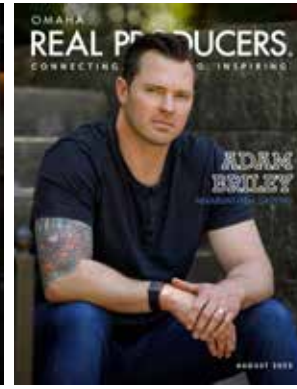
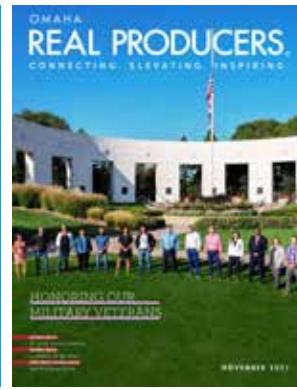
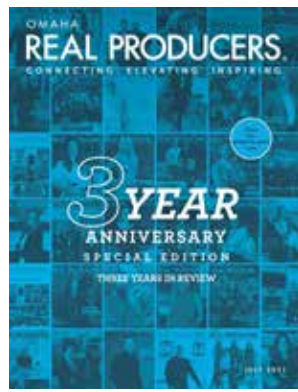


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Enjoy a look back at some highlights from our

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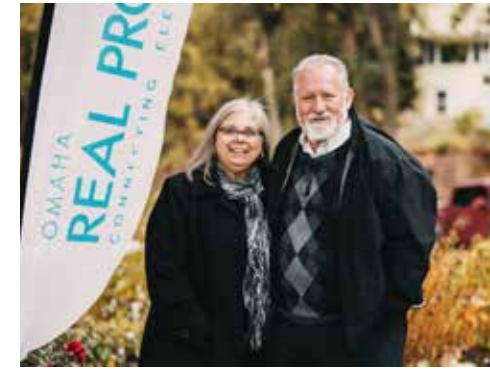


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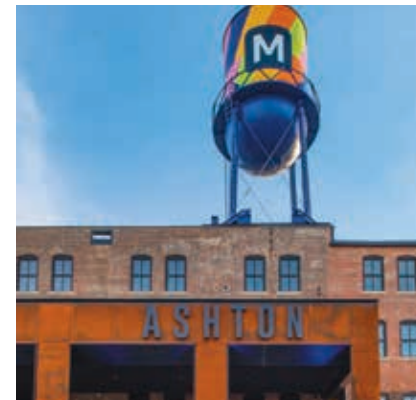
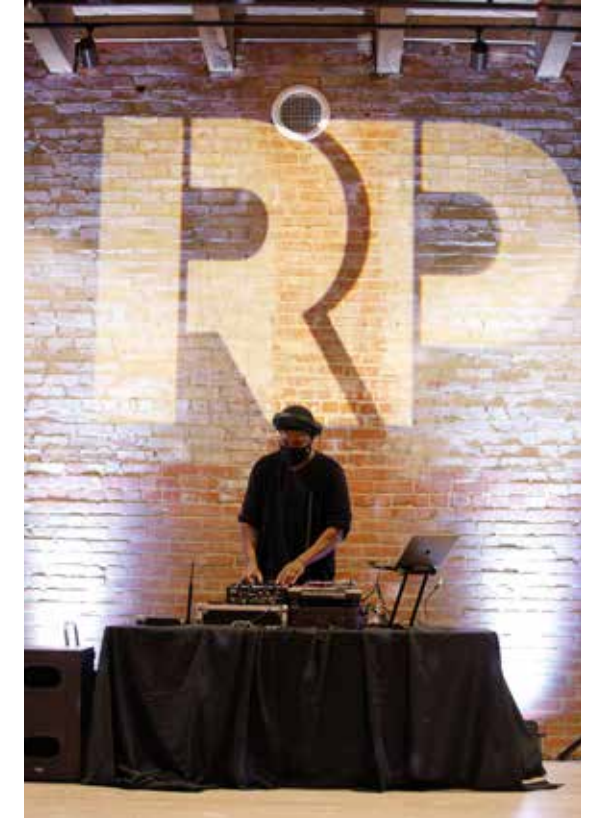
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Michael Maley (center) with his two team leads, Tyler Trelles (left) and Steve Stuart (right).

▶▶ power team

By Jess Wellar
Photos by Natalie Jensen

MICHAEL MALEY & M2 REAL ESTATE GROUP

Building Success Together Through Teamwork

From a shy kid doodling house designs to a confident leader steering a successful real estate team, Michael Maley has come a long way in 13 years as a REALTOR®. Now the proud owner of the M2 Real Estate Group at BHHS Ambassador Real Estate, Michael has carved a niche in Omaha's market by celebrating diversity and the joy of mentorship while crediting real estate for bringing him out of his shell.

A SHIFT IN VISION

An Omaha native, Michael grew up envisioning a career in architecture, pursuing his love for design. However, after one year of architecture school, he realized that wasn't what he wanted his future to look like after all.

"I always loved houses, and everything that goes into them," Michael reflects. "I was always the kid

drawing houses on design boards and playing SIMS. Then I went to school and the reality set in that it would take six years to be certified.

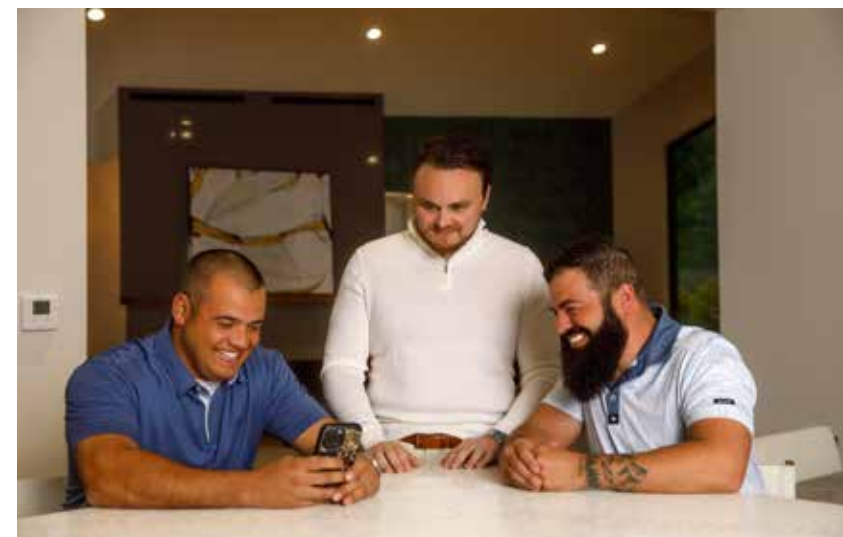
"My family was shocked when I told them I was going into real estate because I was shy," he continues. "Real estate brought me out of my shell because I was so passionate about it once I realized there was no ceiling."

TEAM INSPIRATION

Michael obtained his real estate license in 2011 and quickly found his groove with the help of a wonderful mentor. The turning point came with the passing of his mentor during the early days of the COVID-19 pandemic, a loss that initially dimmed his passion for the business but soon sparked an idea.

"I had an epiphany one day to take the knowledge I had learned from my mentor and start a team myself," Michael remembers. "So I met with a few friends and we decided to kick the team off in October of 2022, and we also agreed to hold each other accountable."

"The team humbles me again and reminds me why I fell in love with this business in the first place," he adds with a smile.



M2 REAL ESTATE GROUP

Photos by Empty Space Studios



MICHAEL MALEY
Owner—Broker—Mentor



TYLER TRELLES
Team Lead



STEVE STUART
Team Lead

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(Not pictured: Rick Dunn)



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BOBBIE WAKEFIELD

“Real estate brought me out of my shell because I was so passionate about it once I realized there was no ceiling.”



UNITY IN DIVERSITY

The desire to honor his mentor’s legacy and share the wisdom he had gathered certainly reignited Michael’s drive. In 2023, M2 REG achieved nearly \$55 million in sales for its debut and has set a bold goal of \$80 million for the current year, reflecting less growing pains and more cohesive teamwork ahead, now that the initial ramp-up period is over. The team’s achievements have not gone unrecognized, either; M2 REG received the prestigious Pinnacle Award within the BHHS network last year, marking them as one of the top teams nationwide.

The team has experienced tremendous growth over the past 12 months, increasing its roster from five agents to 16 in a little over one year, and Michael is excited to continue building on that momentum. With two pivotal team leads and an indispensable admin, M2 REG boasts a range of ages from 19 to 55 and fluency in multiple languages, including sign language.

Team Lead Steve Stuart shines as the onboarding specialist and behind-the-scenes IT wizard, while Tyler Trelles excels in client engagement, with his exceptional telephone skills honed in a call center. Katie Zimmerer, the team’s rock-star admin, manages everything from marketing to social media, embodying the glue that holds the team’s operations together.

“I mainly focus on coaching, training, and leading,” Michael adds. “Our team is run with three distinctive personalities, with Steve as the great tech expert and Tyler is terrific on the phone. He shows agents how to make a cold call to convert that into a listing or showing. He can take any objection and turn it around.”

“Our admin, Katie, has been with me for two and a half years, when I was still a solo agent, and she is a quick learner who has really grown with me and the team,” he continues. “She does everything I don’t want to do.”

Michael notes M2 Real Estate Group’s culture is deeply rooted in continuous learning and mutual support, and while they do not actively recruit, they are always looking for exceptional talent.

“It’s a vibe thing, you know? We want team players that are going to contribute their knowledge and be there for others, as well, when they need help,” Michael emphasizes. “The right fit at M2 means people who want to grow and learn, not just sit stagnant. I love actively engaged agents.”

ON THE HORIZON

When he’s not busy helping teammates or clients, Michael enjoys golfing, collecting modern watches, and traveling — often visiting Arizona, a place he loves for its golfing opportunities.

Looking ahead, Michael is excited about expanding M2 REG’s operations into new markets like Arizona, as well as starting a commercial division soon, which will be led by Tyler.

“I’m excited for what the future holds, just continuing to grow the talent within this special group of people,” Michael affirms. “I also can’t wait to expand into other markets and open an office once I source the right person for a team leader in Arizona.”

Reflecting on his career thus far and the lessons learned, Michael offers a parting piece of advice that resonates with his own past.

“Don’t be afraid of the word ‘no’ and always strive to meet new people,” he concludes. “Humans are fascinating for all different reasons. I learn something new from everyone, and I have met so many wonderful people from all walks of life in real estate.”



Owner Michael Maley grew M2 Real Estate Group from five to 16 agents in the past year.

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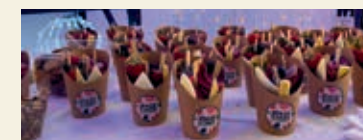


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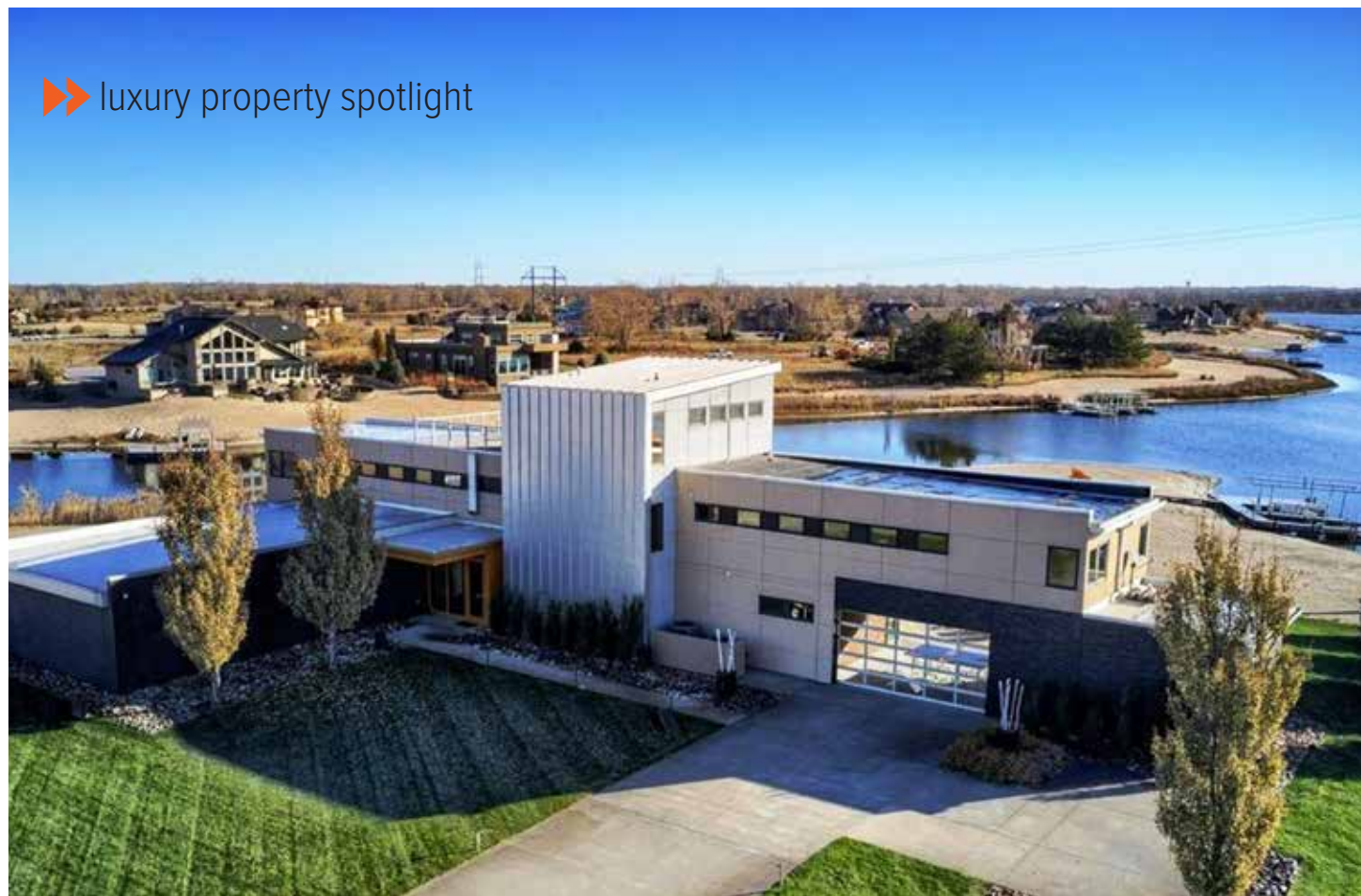


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▶ luxury property spotlight



A MODERN MARVEL ON BIG SANDY

LUXURIOUS LAKESIDE LIVING AT ITS FINEST
810 Big Sandy Boulevard, Ashland, NE 68003

Nestled along the pristine shores of Big Sandy, this stunning mid-century modern lake home embodies the pinnacle of luxurious lakeside living. Originally constructed in 2007, this residence underwent a transformative remodel and expansion in 2015, evolving into a magnificent 6,000-square-foot masterpiece. With nearly two acres of exclusive beach frontage, this turnkey paradise offers seclusion, sophistication, and an unparalleled lifestyle.

ARCHITECTURAL EXCELLENCE & PANORAMIC VIEWS

Upon entering this home, one is immediately struck by the grandeur of its open-concept design: high ceilings and expansive, floor-to-ceiling windows, complete with automatic sage tinting, frame breathtaking, unobstructed views of the tranquil lake. The seamless blend of indoor and outdoor spaces ensures that nature's beauty is always within sight, creating a serene and inviting atmosphere.

The meticulous attention to detail extends to the home's exterior as well. The grounds are beautifully landscaped, featuring both covered and uncovered patio areas perfect for relaxation or entertaining. A private dock enhances the allure, providing direct access to the full-wake lake, ideal for boating enthusiasts and water lovers.



GOURMET KITCHEN & ELEGANT LIVING SPACES

The heart of this home is its gourmet kitchen, a haven for culinary aficionados. It boasts top-of-the-line appliances and sleek Eurowood cabinetry, complemented by a spacious island with ample seating. Whether preparing a casual meal or hosting a grand feast, this kitchen offers both functionality and style in equal measure.

Adjacent to the kitchen, the living and dining areas flow effortlessly, designed to foster a sense of community and comfort. The use of natural materials and modern finishes throughout these spaces reflects a commitment to both luxury and practicality.

THE ULTIMATE RETREAT: PRIMARY SUITE & BEDROOMS

The primary suite stands as a testament to ultimate relaxation and privacy. This secluded oasis features a spa-like bathroom, complete with indoor and outdoor showers, offering a unique blend of indulgence and nature. Two custom closets provide generous storage, ensuring that the space remains as practical as it is opulent.

The home includes six bedrooms and seven bathrooms, each designed with the same level of sophistication and attention to detail. Every bedroom offers a tranquil retreat, with luxurious finishes and ample space for guests and family members alike.

ADDITIONAL AMENITIES: ROOFTOP OFFICE, GYM, ENTERTAINING SPACES & SECURITY

Beyond the main living areas, this home offers a wealth of additional amenities designed to enhance the living experience. A fully equipped gym caters to fitness enthusiasts, allowing for a comprehensive workout without leaving the comfort of home. The rooftop home office provides a private and inspiring workspace. An elusive rooftop deck serves as the ultimate entertaining space, perfect for hosting gatherings under the stars. With panoramic views of Big Sandy, this area is sure to impress guests and create lasting memories.

To ensure peace of mind, the property is equipped with a top-of-the-line camera and security system and all home audio/visual is controlled through a Crestron system. This modern technology enhances the safety and security of the home, allowing residents to relax and enjoy their luxurious surroundings without concern.

THE PERFECT BLEND OF OPULENCE & SERENITY

This stunning mid-century modern lake home on Big Sandy is more than just a residence; it is a lifestyle. From its meticulously designed interior to its expansive outdoor spaces, every element of this property has been crafted to offer the ultimate in luxury and comfort. Here, residents can truly experience the harmony of spectacular opulence and the "Vacation Everyday" lifestyle, making this home a rare and exceptional find.

Indulge in the finest aspects of lakeside living at this luxurious home at 810 Big Sandy Boulevard, a perfect blend of modern design and natural beauty.



This stunning mid-century modern lake home on Big Sandy is more than just a residence; IT IS A LIFESTYLE.



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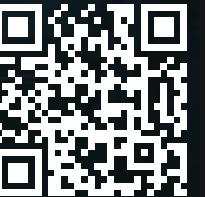
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UNLOCKING POTENTIAL REAL ESTATE IN THE AGE OF AI – PART 3: KEEPING YOUR COMMUNICATIONS SHARP & ENGAGING

So far, we've explored how AI can transform the real estate landscape and how to personalize it to match your unique style. Now, let's dive into the next level: using AI to keep your communications sharp, engaging, and impactful.

Making AI Your Marketing Ally

In real estate, communication is everything. It's not just about being in touch; it's about making every interaction count. Here's how to keep your communications top-notch with the help of AI.

Enhance Your Email Campaigns

AI can be a game changer for your email marketing strategy. Beyond crafting messages that sound like you, it can help you refine and optimize your campaigns for better results.

Segmentation and Personalization:

Use AI to analyze your client database and segment your audience based on behavior, preferences, and past interactions. This way, you can send highly targeted and personalized emails that resonate with each segment.

- **Timing and Frequency:** AI can determine the best times to send your emails for maximum engagement. It learns from past campaign data to suggest optimal sending times, ensuring your messages are seen when they're most likely to be read.
- **Content Optimization:** AI can help you A/B test different subject lines, email formats, and content types to see what works best. By constantly refining your approach, you can improve open rates and engagement over time.
- **Pro Tip:** Try asking AI to draft a five-email action plan for new buyer leads. This can help you streamline your follow-up process and ensure you're providing valuable information to potential clients.

Supercharge Your Social Media Presence

Social media is a powerful tool for real estate professionals, and AI can help you make the most of it.

- **Content Creation:** Use AI to generate content ideas and draft posts that match your style. From property listings to market updates, AI can help you maintain a consistent and engaging presence on social media.
- **Scheduling and Automation:** AI tools can schedule your posts at optimal times and automate routine tasks, freeing up more time for you to engage with your audience.
- **Analytics and Insights:** AI can provide deep insights into your social media performance, showing you what's working and what's not. Use this data to refine your strategy and boost your online impact.
- **Pro Tip:** Ask AI to create a 30-day Facebook content calendar. This can save you time and ensure your social media presence remains consistent and engaging.

Boost Your Client Interactions

AI isn't just for marketing; it can enhance your direct interactions with clients too.

- **Chatbots and Virtual Assistants:** Implement AI-driven chatbots on your website to handle common inquiries and provide instant responses. This not only improves client experience but also saves you time.
- **Client Follow-Up:** Use AI to automate follow-up emails and messages, ensuring that no lead goes cold. AI can help you maintain a consistent and timely communication flow with your clients.

Incorporating AI into your communication strategy isn't about replacing the human touch; it's about enhancing it. By leveraging AI to handle routine tasks and provide deeper insights, you can focus more on building genuine relationships and providing exceptional service.

Scott Bergmann is broker/owner of Realty ONE Group

Authentic, here in Omaha Nebraska. He is looked at in the real estate industry as an early adopter of AI and travels the nation doing in-person workshops for real estate agents and brokerages and rooms of anywhere between 50 to 600, speaking specifically about AI tools and resources that real estate agents should be using. Scott specializes in marketing and technology, as well as coaching on AI. Whether he is found on an AI real estate podcast or an in-person workshop, his love for AI can be heard and felt. He's passionate about coaching agents to reach their maximum potential and firmly believes AI should be an important tool in their tool belt.



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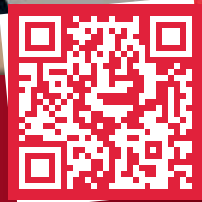
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