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## MEET THE LINCOLN REAL PRODUCERS TEAM



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# FAQ

## ALL ABOUT LINCOLN REAL PRODUCERS



**Q: WHO RECEIVES THE MAGAZINE?**

A: The top 300 real estate agents in the Lincoln, NE area. We update our mailing list annually to ensure Real Producers reaches our area's top-producing agents.

**Q: WHAT IS REAL PRODUCERS ALL ABOUT?**

A: Real Producers is a platform that brings together the most elite individuals and affiliates in Lincoln real estate. Every month we share stories of some of the area's most recognizable names in real estate, as well as the rising stars in the industry and the preferred partners that are highly recommended by top agents. Beyond the magazine, we host exclusive events that bring titans of real estate together.

**Q: HOW DO YOU GET FEATURED IN THIS MAGAZINE?**

A: You have to be on the top 300 list to be a featured agent. We welcome nominations for other real estate agents, businesses, brokers, owners, or yourself. Office leaders can also nominate real estate agents. Though we can't guarantee a feature, we strongly encourage you to meet our team and attend our private events so we can get to know your story.

**Q: HOW MUCH DOES IT COST TO BE FEATURED AGENT?**

A: Absolutely nothing! Real Producers is not a pay-to-play model. We share real stories of Real Producers – no price tag attached.

**Q: WHO ARE THE PREFERRED PARTNERS SHOWN IN THE MAGAZINE AND AT EVENTS?**

A: The businesses that sponsor the magazine and attend our events are some of the best vendors in Lincoln in their category. Find them listed in our index. We partner with businesses that top agents have recommended to us, so every single business you see in this publication has earned its "stamp of approval." Our team also vets every business to make sure they are a good fit and bring value to our powerhouse network.

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By Jess Wellar  
Photos By Stacy Ideus

# Jared Nielsen

**Do not underestimate the power of leveraging past experiences to craft a successful future. Just ask Jared Nielsen.**

With a decade-long tenure at Zillow, where he dabbled in various facets of the industry from mortgage to real estate operations, Jared gained invaluable insights that continue to propel his thriving career forward at RE/MAX Concepts.

“They say the first six months as a Realtor are the most difficult, but it honestly felt like a natural fit for me,” Jared asserts. “I jumped in with both feet to do it the right way.”

#### EARLY INVESTMENTS PAY OFF

Born and raised in Lincoln, Jared attended Nebraska Wesleyan University to study business administration while playing men’s soccer.

Jared’s early fascination with real estate saw him owning his first property at age 24. He notes his transition from a successful decade at Zillow to becoming a licensed solo agent in 2019 was motivated by the desire for a greater direct consumer impact.

“I’ve always been drawn to real estate,” Jared shares. “After leaving Zillow, where I worked in mortgage, sales, customer service, business operations and management, I knew I could leverage all of my prior work experience and skill sets and put them to work for

people looking to buy, sell or build a home. I quickly grew to love how fulfilling the work is and how much of an impact I could make on what is a major consumer decision.

“Doing the work and wearing multiple hats as a real estate agent was very natural for me — it has never seemed like work,” he adds.

#### AN EASY TRANSITION

Over the past five years, Jared has not only established himself but excelled, achieving \$14.4 million in sales volume across 32 transactions last year alone. This year, he’s on track to surpass that total with a projected volume of \$16 million. His accolades, including the 2023 RE/MAX Torchbearer award — a recognition for top-producing agents under 40 — and multiple Platinum and 100-Percent awards from RE/MAX, underscore his profound passion for serving others.

“Celebrating wins and the success of my clients, it’s a privilege to play such an intricate role in what is the biggest and most stressful purchase or sale of someone’s life,” Jared explains. “For them to put their trust in me throughout the process, then delivering for them and the positive feedback received, it will never get old.”

Notably, half of Jared’s business comes from representing new construction builder Buhr Homes, showcasing his adeptness in various sectors of the market.

“Representing Buhr Homes with my colleague, Ken Emmons, over the past four years has allowed me to blend my expertise in new construction with my passion for helping clients find their perfect home,” he affirms.

#### BEYOND THE SALE

Outside of work, Jared leads a fulfilling personal life surrounded by loved ones. Married to Tiffany, the couple shares the joy of raising two daughters, Hadley (9) and Kinsley (6), and enjoys exploring Colorado during their summer vacations. Their family is completed by two beloved Labrador Retrievers, Layla and Stella, adding warmth and love to their home.

“In my downtime, I enjoy cooking dinner or grilling with the family; I also play a lot of golf (I’m in two leagues and on the weekends sometimes when work allows),” Jared offers. “I’m somewhat of a gym rat as well — I basically workout every single day, I love to travel and experience new places, spend time outdoors, and cruise around town in my sports car.”

Jared and his family support various charities, including City Impact, Make-A-Wish Foundation and the Down Syndrome Association of Families of Nebraska, driven by his personal connection to the cause.

**RISING THROUGH THE RANKS**





“  
Don't be a transactional  
agent, always be an  
advocate for your clients.  
”



“We have a daughter with Down Syndrome and DSAF has great resources for families, so we have been involved in that throughout the years,” Jared shares. “Hadley is a ton of fun and is a light in our lives but it can also be challenging at times.”

Looking ahead, Jared is focused on continuing his education in real estate, potentially forming

a team when the timing is right, and indulging in his passion for travel and new experiences.

“Short-term I’m just working to continue my education in real estate to earn some designations such as GRI, and making sure I’m keeping up with market trends,” he remarks. “Long-term, I dream of more family travel and perhaps a second home in Colorado or Arizona someday.”

For aspiring top producers, Jared offers some terrific parting advice that reflects his personal approach to excelling in what can often be a tough business.

“Stay focused on your clients, their needs and delivering results,” Jared concludes. “Don’t be a transactional agent, always be an advocate for your clients.”



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# Eric LEMKE

“  
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AND BE  
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WITH PEOPLE  
”

Before becoming a Realtor, Eric was a marketing consultant for a local television station. Unhappy with the restrictions and the micromanaging of his career, Eric considered becoming a Veterinarian. But then his late uncle, John Hansen, an insurance professional in Omaha, was diagnosed with cancer. Eric became really close to his uncle toward the end, and one day he told Eric, “You’re crazy. Why be a vet? You have a gift for knowing people and for helping people. You should be in sales where you can make a difference in people’s lives.”

With his uncle’s encouragement, Eric decided to change his degree to business, which eventually allowed him to pursue his interest in real estate further.

To Eric, success is a variable; it’s having a healthy family, and the financial freedom to take care of other people. The advice he offers up and coming top producers is, “Figure out your strengths and focus on them. Don’t be afraid to say no. Follow your gut and be honest with people. Although you might lose a sale by telling them the truth, it’s worth it.”



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» on the rise

By Jess Wellar  
Photos By Corey Rourke

# TUCKER VELDER

A FRESH  
START



With a background in agriculture sales, Tucker Velder's last career involved traveling all over Nebraska, engaging with farmers, co-ops and everything in between. But despite the success, he felt a lack of fulfillment.

"I almost felt bored because I didn't have a purpose with what I was doing," Tucker explains. "My passion for helping people was not being fulfilled. I am purpose-driven, not numbers driven."

#### THE TURNING POINT

A Lincoln native, Tucker worked in the hospitality industry for a while after high school before transitioning into agriculture sales. The decision to take the big leap into real estate wasn't out of the blue though, as Tucker purchased his first home at age 21 and was fascinated by the entire process.

"I had a really good agent at the time who said I should become a Realtor. I never thought much of it and later on down the road I ended up taking a chance and getting my license," he explains. "It was also very cool seeing the joy this agent got from helping me buy and sell a house and something I wanted to experience helping others with, too."

Tucker obtained his real estate license mid-way through 2022 while still working full-time in ag sales. After six months of being at a virtual "standstill" with real estate, he decided to switch brokerages to Berkshire Hathaway HomeServices Ambassador Real Estate and go full-throttle as a dedicated Realtor in December of that same year. He hasn't let off the gas since.







### **BUILDING SUCCESS**

After joining the Professional Realty Group, one of the top teams in Lincoln ranked by sales volume, Tucker quickly found success as a promising Realtor. He closed an impressive 29 transactions for over \$6.8 million in sales volume in his rookie year, and is on track for \$10 million in 2024. Mentored by seasoned professionals like Ben Bleicher and Danny Poethig, Tucker credits much of his rapid success to their influence.

“Ben is our team lead and Danny is an expert in the industry as well; they have different styles but both of them have been great mentors to help me maximize my potential,” Tucker points out.

“I also just love helping people,” he adds. “My family has always been a great influence too, as they showed me how to treat people growing up. I think that is where my love for helping and serving others comes from. I’ve had some incredible people in my life help me along the way so I want to do that for someone else.”

Given his upbringing, Tucker’s approach to real estate is extremely transparent, focusing on the relational aspect rather than just the transactional. He’s also big on communication with clients.

“It’s not about the numbers for me, it’s about the relationship,” Tucker affirms. “I’m readily available and actually more of an

over-communicator because I don’t like when I’m in the dark on anything, so I try to put myself in other people’s shoes so they don’t feel that way either.”

### **LIFE BEYOND LISTINGS**

Outside of the office, Tucker’s life is rich with personal joy and new beginnings. Engaged to his fiancée Katherine, with whom he shares a deep bond over fitness, travel, and culinary adventures, Tucker is looking forward to their wedding this October in Florida.

“Katherine plays a big role in my success along with being my best friend,” he smiles. “She lifts me up in the hard times and celebrates me during the good times.”

At home, their Mini Australian Shepard, Tilda, adds energy and excitement to the household as Tucker notes she is a high-energy dog that loves to go for runs. The couple also enjoys playing video games together and with Tucker’s nephews, Grayson and Lexton, as well as rooting for their favorite basketball team.

“We share a deep love for the Huskers and I’m a diehard Nebraska basketball fan — I haven’t missed a game in a few years,” Tucker notes with a touch of pride.

As he looks ahead, Tucker’s professional goals are clear while his personal priorities align with his core values.

“I just want to grow my business year after year to become one of the top agents in Lincoln and eventually, the state of Nebraska, over time,” he finishes. “Another big goal for me is to continue growing in my faith. Once I get to a point where I can take my foot off the gas a little bit, I want to do more traveling and spending time with loved ones.

“I take every day as a blessing. Without my faith none of this would be possible and I don’t want to ever take it for granted. I always want to give back and help people along the way.”



**I ALSO JUST LOVE HELPING PEOPLE... MY FAMILY HAS ALWAYS BEEN A GREAT INFLUENCE TOO, AS THEY SHOWED ME HOW TO TREAT PEOPLE GROWING UP. I THINK THAT IS WHERE MY LOVE FOR HELPING AND SERVING OTHERS COMES FROM. I’VE HAD SOME INCREDIBLE PEOPLE IN MY LIFE HELP ME ALONG THE WAY SO I WANT TO DO THAT FOR SOMEONE ELSE.**





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# NEST REAL ESTATE

A Small Brokerage  
with a BIG Heart



NEST Real Estate was started in December of 2022 with the desire to better the Real Estate community in the Lincoln, NE area. Eric & Jennifer Lemke, with almost 40 years of combined Real Estate experience made the decision to follow their dream with the help of fellow agent Krista Zobel. The 3 put their heads and experience together to develop a strategy of what they wanted to accomplish. We are a small brokerage by design and while we have a goal to grow, we desire that growth to be intentional and selective.

Currently NEST Real Estate is home to 7 Real Estate agents with experience from brand new to over 20 years in the business. We are a full-service real estate firm specializing in residential, multi-family, land and farm sales, along with new construction. We are a tight knit group of highly skilled agents who utilize top notch technology and an unmatched customer experience. We are a family Eric says, "When I started in the business back in 2004 our office was a small family and I loved that. As Real Estate offices got bigger over the years, I really missed the smaller family setting, the competitiveness, the helpfulness, and the excitement it brought."



“  
Our brokerage is small, and we benefit from an intimate,  
family like environment that benefits the entire team.  
”

We take pride in being active and informed members of the communities we list and sell in. Professionally, we are among the most experienced agents in the area. Even though we are each independent agents, we are a tightly woven group of experts who passionately champion each other and the integrity of this industry. **Our goal is a smart, ethical, secure and smooth transaction for you.**

We have cut out the red tape and corporate rules that hinder the big real estate firms. We understand that each client's situation is unique, and we have the flexibility to cater to it. Nest Real Estate is not out to create a huge business empire, we keep our overhead efficient and simple for your benefit as well as our own. We aim to accomplish your goals. **When you and our communities are thriving, so are we.**

Just like a nest, your home and investments are designed to be comfortable, safe and secure. Places

to rest and to grow. Your home is your sanctuary where dreams are born and nurtured until they can take flight. **A place that is intentional.** The idea of Nest Real Estate was born from this mindset. We desired a more personal, elite way of conducting business. We take the corporate away and allow the focus to be on our clients and their goals. Our desire is for transactions to be personal, smooth, grounded in ethics and filled with valuable information.

Here is what Krista Zobel had to say about the benefits she's experienced while being a part of the NEST Real Estate Team. "I really appreciate our common sense approach and as agents, we have decision making freedom. On top of that, our brokerage is small, and we benefit from an intimate, family like environment that benefits the entire team."







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# Heather FORD

THE 1867 COLLECTIVE, COMMUNITY RELATIONS COMMITTEE CHAIR

**Committee Mission Statement:**

The mission of the Community Relations Committee is to inspire the use of a REALTOR® by promoting REALTORS® caring spirit and desire to give back to their community as well as create events that serve and enhance the Member experience.

- Make A Difference Day
- People’s City Mission
- 4. Provide specific suggestions and guidance regarding the promotion of community outreach provided by the Association.

**Committee Statement of Purpose:**

1. Provide recommendations to broaden the favorable image of and benefits of using a REALTOR® and the REALTORS® Association of Lincoln.
2. Encourage and support participation and involvement of the REALTOR® Members and Affiliates of the Association.
3. Organize member participation in civic activities and community service projects which currently include, but are not limited to:
  - HBAL Home and Garden Show
  - Matt Talbot Kitchen & Outreach
  - Meals On Wheels
  - Paint-A-Thon
  - Salvation Army Bell Ringing

*We asked Heather about herself, her career and the Community Relations Committee. Here’s what she had to say:*

**Q: How did you first get involved in the REALTORS Association of Lincoln?**

**A:** When I began as a new agent in 2020, I started going to different committee meetings to see what each committee focused on. I would just sit and listen to meetings, soaking up as much as I could. It was a very eye-opening experience as there are a lot of great leaders involved in these committees.

**Q: What made you want to volunteer your time as a part of this Committee?**

**A:** I really love the idea that Realtors should give back in the community in which they serve. It’s really all about

karma--you get what you give. So, I decided early on in my career that I wanted to be outwardly focused on not just my own clients but the city they live in.

**Q: What’s one area you want the Committee to focus on in 2024?**

**A:** Community Relations Committee should focus on how we can make the biggest impact in the City of Lincoln. If we can improve the quality of life in just one aspect of one person, that’s a win. But wouldn’t it be great to reach as many people as we can? It’s a big idea that would require a lot of teamwork.

**Q: What’s your favorite thing about your job?**

**A:** I love the connection with people. We all arrive where we are in life with a different lens of the world. It’s fascinating to hear someone’s story. Even if they grew up in the same place as you, their life experiences are likely going to be totally different than yours. It’s so vital to be aware of what is important to those you work with.

“ WE ALL ARRIVE WHERE WE ARE IN LIFE WITH A DIFFERENT LENS OF THE WORLD...IT’S SO VITAL TO BE AWARE OF WHAT IS IMPORTANT TO THOSE YOU WORK WITH. ”

**Q: What is the best piece of advice you have received?**

**A:** In the words of our current Realtor Association of Lincoln President, and my broker, Brad Hulse: SHOW UP! You just have to be present for the folks in both your personal and professional lives.

**Q: What would you want the title of your biography to be?**

**A:** “It’s Cool to Be Human”

**Q: When you were a kid, what did you want to be when you grew up?**

**A:** I remember vividly that I was very interested in science as a kid--and animals! In fourth grade, I wanted to be a veterinarian. I was even a biology

major in college for a few semesters. Ultimately, I landed on a business and marketing major. Believe it or not, that’s led me to have creativity in what I want to be when I grow up.

**Q: What do you like to do in your free time?**

**A:** I am a CrossFit Level 2 and BirthFit Coach in my spare time. Otherwise, I just love spending time with my husband and teenage sons. They are involved in sports and other activities, so they keep me on my toes!

**Q: If you were to win an award, who would you thank in your acceptance speech?**

**A:** My husband, my sons, my parents,

my sister; and of course, my awesome owners of The 1867 Collective, Brad and Rachel. They are my core people and I simply cannot do work or just life without them.

**Q: If money was no object, what would your dream house look like and where in the world would it be?**

**A:** It would be a fabulous cabin in the mountains, on a lake! But we’re not talking rustic--luxury all the way.;

To get involved in this committee or learn more about our other committees and opportunities to get involved, please contact [feedback@lincolnrealtors.com](mailto:feedback@lincolnrealtors.com) or (402) 441-3622.

**REALTORS® Association of Lincoln**

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**Our Mission:** To provide our members avenues to community service, access to ethics, professionalism and industry education; and to act as an advocate for personal property rights for all.

**Our Vision:** To ensure the longevity of the REALTOR® profession through community awareness of our value and by equipping our members with the tools necessary to promote professionalism, ethical conduct and the value of personal property rights.





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## DON'T LET INVESTMENTS TAKE A VACATION

Summertime is almost here — and for many people that means it's time to hit the road. But even if you decide to take a vacation, you'll want other areas of your life to keep working — especially your investments.

So, how can you prevent your investments, and your overall financial strategy, from going on “vacation”? Here are a few suggestions:

- **Check your progress.** You want your investments to be working hard for you, so you'll need to check on their performance periodically — but be careful about how you evaluate results. Don't compare your portfolio's results against those of a market index, such as the S&P 500, which tracks the stock performance of 500 large U.S. companies listed on American stock exchanges. This comparison may not be particularly valid because your own portfolio ideally should include a range of investments, including U.S. and foreign stocks, corporate and government bonds, certificates of deposit (CDs) and other securities. So, instead of checking your progress against a market index, use benchmarks meaningful to your individual situation, such as whether your portfolio is showing enough growth potential based on a compounding rate of return to keep you moving toward a comfortable retirement and other long-term goals.

- **Invest with a purpose.** When you work intensely at something, it's usually because you have a definite result in mind. And this sense of purpose applies to investing, too. If you buy a stock here, and another one there, based on “hot” tips you might have seen on television or the internet, you may end up with a jumbled sort of portfolio that doesn't really reflect your needs. Instead, try to follow a long-term investment strategy based on your financial goals, risk tolerance, asset accumulation needs, liquidity and time horizon, always with an eye toward where you want to go in life — how long you plan to work, what sort of retirement lifestyle you envision, and so on.

- **Be strategic with your investments.** Over the years, you will likely have a variety of competing financial goals — and you'll want your investment portfolio working to help achieve all of them. That means,

though, that you'll likely need to match certain investments with specific goals. For example, when you contribute to an IRA and a 401(k) or similar plan, you're putting away money for retirement. But if you want to help your children go to college or receive some other type of post-secondary education or training, you might want to save in a 529 education savings plan, which allows tax-free withdrawals for qualified education expenses. Or, if you want to save for a short-term goal, such as a wedding or a long vacation, you might choose an investment that offers significant protection of principal, so the money will be available when you need it. Ultimately, this type of goals-based investing can help ensure your portfolio is always working on your behalf, in the way you intended.

When you take a vacation, you will hopefully be more relaxed and refreshed. But if you let your investments stop working as hard as they should, the results could be stressful. So, be diligent about your investment strategy, monitor it regularly and make those moves appropriate for your situation. By doing so, you can't necessarily guarantee a long day at the beach, but you'll have a good chance of enjoying a sunny outlook.

This article was written by Edward Jones for use by your local Edward Jones Financial Advisor. Edward Jones, Member SIPC

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# DIODE

## TECHNOLOGIES

▶▶ partner spotlight

By Jess Wellar  
Photos By Stacy Ideus



From Left: Marissa Murray, Ron Flohr, and Chandler Sandman

## LIVING SMARTER

What if you could come home after a long day and with one touch of a button, everything is perfectly as you like it — the cozy accent lighting turns on, mood music starts to play, and even the perfect temperature is set while your security system engages?

Thanks to Diode Technologies, crafting your ideal living space is now a local reality available for any budget.

“We can make a home intelligent and comfortable and work for whoever is living there with a touch of a button,” Chief Operating Officer Ron Flohr affirms.

### ADDRESSING LOCAL NEEDS WITH INGENUITY

Founded in 2011 and headquartered in Lincoln with a satellite office in Diller, Diode Technologies excels at tailor-made solutions to integrate low-voltage systems in both residential and commercial properties.

The company emerged from the humble roots of Diller Telephone Company and Diode Communications, pioneers in providing telephone and internet services since 1899. Today, as a subsidiary of these longstanding establishments, Diode Technologies has flourished, offering cutting-edge solutions to fulfill the evolving needs of homeowners and businesses alike to Nebraska and surrounding states.

Diode Technologies began as a response to a palpable need in southeast Nebraska, where internet and telephone customers yearned for security and surveillance systems to safeguard their homes, farms, and businesses.

“We started from word of mouth, addressing the demand for security and surveillance,” Ron explains. “Over time, we diversified our offerings to encompass a wide spectrum of services, from smart home technology to entertainment and lighting control.”

### MARISSA MURRAY, THE PEOPLE

Operations Coordinator, echoes this sentiment, emphasizing their company’s commitment to providing comprehensive solutions.





“Our services span home theater setups, distributed audio and video systems, smart home network integration, shading and lighting, climate control, and so much more to ensure homeowners have access to reliable, innovative solutions long after the sale,” Marissa affirms.

#### CRAFTING UNIQUE EXPERIENCES

What sets Diode Technologies apart is their emphasis on building authentic relationships

and delivering tailored solutions that big-box stores and online retailers simply can’t match.

“Our core values — Authentic Relationships, Thrive Together, Service Excellence, and Tailored Solutions — guide every interaction,” Marissa emphasizes. “We’re not just here to sell products; we’re here to create experiences and cultivate lasting partnerships after the initial installation and ensure our clients’ needs are met.”

Ron nods his head in agreement and further elaborates on their distinctive approach: “We prioritize trust and collaboration. Unlike mass-market solutions, we offer customized, integrated systems using high-quality components. Whether it’s a smart home setup or a lighting control system, we focus on delivering solutions that align with our clients’ preferences and budget.”

#### EMPOWERING HOMEOWNERS AND REALTORS ALIKE

For top-producing Realtors, Diode Technologies serves as a valuable resource, offering pre-sale evaluations and post-sale support for homeowners’ technology needs.

“We’re here to assist Realtors in enhancing their listings with state-of-the-art technology. Moreover, we’re dedicated to ensuring integration, shading control, climate management, lighting design, and more,” she offers.

“We also work with builders, architects, and interior designers. Ideally, we are brought into the conversation early on so we can be intentional about the way technology is integrated into the home,” Marissa continues. “We can make sure speakers are sketched in the right spots or TV back boxes are roughed in at the correct heights. A lot of times, technology in the home is an afterthought and our goal in the future is to bring it to the forefront of designing a home.”

Ron underscores the invaluable role of their hard-working team of 15 employees in driving Diode Technologies’ continued success.

“Our team is the most innovative and strongest team at what we do,” Ron asserts with a touch of pride. “Their attention to detail is hard to match.”

“We’ve built a solid culture and have a great team of people,” Marissa agrees. “Sometimes in trades there can be a higher rate of turnover, but we have been extremely fortunate to have a dedicated group of people who work for the company and embrace our core values.

“We’d like to especially recognize our field team because they are the face of our business, working in customers’ homes and businesses day in and day out, and it’s important to us that our employees are taken care of.”

#### EMBRACING THE FUTURE

With a legacy rooted in tradition and a vision set on the horizon, Diode Technologies stands poised to shape the future of smart living. Looking ahead as the technological landscape continues to shift rapidly, Ron is optimistic for his company’s future and remains committed to enhancing living spaces while building strong relationships along the way.

“As technology continues to evolve, we anticipate further advancements in smart home integration, AI, and energy management,” Ron concludes. “We’re excited to embrace these innovations and continue delivering unparalleled solutions to our clients.”

For more information on customizing or securing your perfect space, contact Diode Technologies today at 402-793-5124 or visit their website at [www.diodetech.net](http://www.diodetech.net)





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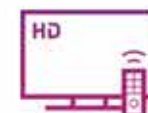


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