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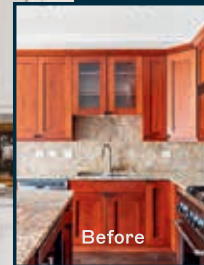
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TABLE OF CONTENTS

	<p>06 Preferred Partners</p>		<p>08 Meet the Team</p>		<p>10 Real Producer: Tiffany Thrasher</p>
	<p>14 Real Producer: Edgardo Martinez</p>		<p>18 Top 300 Badge</p>		<p>20 Real Producer Cover Story: Luke Volz</p>



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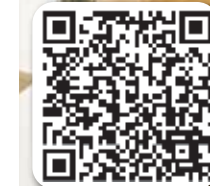


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TIFFINY THRASHER



TIFFINY THRASHER KNOWS THE VIBRANT BEAUTY OF NORTH HOUSTON INSIDE AND OUT. ORIGINALLY FROM SPRING, TEXAS, TIFFINY WORKED IN NORTHEAST HOUSTON THROUGHOUT COLLEGE. SHE RAISED HER TWIN BOYS IN THE WOODLANDS AND NOW RESIDES IN MAGNOLIA WITH HER HUSBAND, STEVEN, AND HER 13-YEAR-OLD EMMY. THROUGH THE YEARS, TIFFINY HAS BECOME AN EXPERT IN THE AREA AND LOVES TO PASS HER KNOWLEDGE ON TO HER CLIENTS, BUT SHE ALSO OFFERS SO MUCH MORE.

A WAY FORWARD

Written by Megan Taylor-DiCenzo

Tiffany earned her bachelor's degree in education and taught for five years. After she gave birth to her twin boys, Cullen and Lawson Hayes, Tiffany stayed home with them for a few years. Following that time, Tiffany earned her master's in counseling and became a school counselor, which she thoroughly enjoyed. When she gave birth to her daughter, Emmy Hayes, Tiffany stayed home with her for a few years as well.

When Tiffany decided to re-enter the workforce, she considered real estate. "Everyone told me I should be a REALTOR®, but I never listened," Tiffany remembered. "There are so many agents, and it's so competitive; I talked myself out of it."

Still, she wanted to find something flexible. "I wanted to make my own schedule and to be in control of my career and income," Tiffany explained, "so, I got into marketing with a mortgage company. I worked with them for a few years and met several agents on The Franklin Team."

They offered Tiffany a position in business development and marketing to cover North Houston. She accepted the position and absolutely loved it. "I was slowly learning about real estate, but I didn't have my license yet," Tiffany shared. "I told my team that I'd like to get my license and stay on as an agent, which is exactly what I did during COVID."



The Franklin Team, brokered by eXp Realty has been in business for more than 40 years. "The team has so much experience and knowledge," Tiffany shared. "I can call, text, or email any time and get an answer right away. I'm never a lone soldier. I also love that the name is well-respected. When I say I'm on The Franklin Team, that comes with a level of respect, and I'm proud to honor them. I'm always representing them in the field and even in my personal life."

Tiffany's personal life is rich in love and family. Her twin boys are in college now. "They're fraternal twins—very different," Tiffany explained. "One is a jock while the other is more into music and cooking. One attends Texas



“
**ONCE PEOPLE
TRUST YOU, THEY
RELAX AND TAKE
YOUR ADVICE.**

I DIDN'T KNOW THIS WAS
GOD'S PLAN FOR MY LIFE
WHEN I GOT MY MASTERS
IN COUNSELING,

**BUT I USE MY
DEGREE EVERY
SINGLE DAY.**



A&M in the Mays Business Program and made straight As last semester. The other attends Trinity University in San Antonio; he's pre-med and made the Dean's list last semester." Tiffany's stepsons are in college as well, Colby Thrasher is at Sam Houston State and Clay Thrasher is a postgraduate in a chiropractic school. Her daughter Emmy is in National Charity League, which is an organization that Tiffany and she do together.

Tiffany and her husband, Steven, built a house on an acre of land in Magnolia where they are raising 13-year-old Emmy. "We have a lake in the backyard with ducks and a swan," Tiffany said. "It's beautiful here; I love Magnolia."

Every morning in her Magnolia home, Tiffany honors the same routine: "I get up, have coffee, watch the news, return emails, and then drive my daughter to school," she shared. "From there, I go straight to the gym. If I don't make time for my health in the morning, it won't happen. Then, I go to my appointments for the day."

Fitness and health are important to Tiffany. She also enjoys decorating and home interior projects as well as reading self-help books. "I love to shop and cook with my daughter," Tiffany said, "and to travel with Steven for his job. We can go on quick getaways, and I bring my laptop with me, so I can still stay in touch with my clients."

Whether near or far, Tiffany's counseling background helps her relate to her clients, many of whom are 55 years or older. "I can find likenesses no matter who I am talking to," Tiffany explained. "Once people trust you, they relax and take your advice. I didn't know this was God's plan for my life when I got my Masters in counseling, but I use my degree every single day."

As someone who often works with widows and widowers, Tiffany has encountered clients in distress. "Many times, I have had clients crying at the kitchen table," she shared. "However, I'm fully equipped to help."

Not only is Tiffany able to help her current clients, but she's looking forward to working with their children in the future. "I look forward to returning clients as I continue my journey in real estate," Tiffany said, "as well as helping future generations and others I know. I'm looking forward to growth. In real estate, there is always more to learn."

Tiffany brings so much to the table: a background in education and counseling, an intimate knowledge of North Houston, a well-respected team, and a love for her clients every single day. She will sit at the kitchen table and cry with you, then find a way forward together.



EDGARDO MARTINEZ

Written by Megan Taylor-DiCenzo
Photos by Michelle Butler with
Kolibri Photography LLC

Born in Puerto Rico, Edgardo Martinez moved to Houston, Texas when he was four years old. Though he moved back and forth a few times in his teens, Edgardo settled permanently in Houston when he was 22 years old and began his real estate career on Halloween of 2007—just before the market crashed.

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“It was a rough time,” Edgardo remembered. “My brother and my dad were previously flipping homes, but they stopped during the recession. I told my wife I would keep doing real estate until I could no longer pay the dues.”

Luckily, the dues were never a problem. “I’ve been blessed,” Edgardo shared. “Every year is a little better than the year before, thank God; I enjoy helping people buy and sell homes.”

That’s not to say that he hasn’t been through some rough patches in real estate. Edgardo, like all REALTORS®, has had a few deals fall apart. For one example, he sold a house in 2021; two days after they closed, the buyer called asking if she could return the house.



“When that happens, it’s heartbreaking,” he said. “It’s not about the money to me; it’s about the people and their dreams. When the kids have already picked out their rooms, and then the deal doesn’t go through or falls apart, it takes a toll, but luckily, I’ve had more good times than bad.”

Speaking of the good times, Edgardo started Truly Blessed Realty Group with his partner Jessica Zamora. What’s more, he won Top Producer at the office in 2022 and 2023. “That was exciting,” he said. “I’m hoping I can win for highest sales volume three years in a row.”

**“ I’M ALWAYS AVAILABLE.
I’VE WRITTEN OFFERS STANDING IN LINE AT DISNEY WORLD WITH THE KIDS.**



Before getting into real estate, Edgardo held a few different positions. He delivered medicine to pharmacies in Puerto Rico and worked as a mechanic at Toyota for a while. He also completed physical strength tests for worker’s compensation patients at a doctor’s office. Prior to starting Truly Blessed Realty Group, Edgardo worked as a solo agent.

How did Edgardo achieve his success? With a whole lot of dedication and a whole lot of help. “I’m always available,” he explained. “I’ve written offers standing in line at Disney World with the kids.”

He wouldn’t be available all the time if it weren’t for his family, though. “Without their support, I couldn’t do it,” Edgardo explained. “When the kids were little, my wife would be pumping breastmilk in the backseat while I was showing houses. If I’m running late, my mom,

dad, sister-in-law, or mother-in-law picks the kids up from the bus stop.”

Edgardo’s pride in his family is center stage. He and his wife, Aylin, have been together for 20 years and married for 18 of them; they share a birthday. Aylin is the principal of an elementary school. Nathan, their 13-year-old is an avid gamer with a huge heart who plays the trombone in the school band; next year, he will join the marching band. Marina, 11 going on 21, is a spontaneous, spunky girl with a love of drawing and texting her friends; she sings in the school choir. To round out the family, they have two dogs: one big and one small.

But Edgardo’s family doesn’t stop there. He does everything he can for his clients, 90% of whom are from the same island—100 miles

x 35 miles. “We help each other out,” he said. “I don’t do cold calls or advertising; we find each other.”

In addition to real estate, Edgardo has been organizing car meets since 2021. Some have been small meets and some have had 200 people and cars. “If someone takes pride in their ride, they are always welcomed,” Edgardo shared. “We hang out and have a food truck or go to somebody’s restaurant,” he said. “I try to get everybody together and meet new people.”

Edgardo speaks fluent Spanish as well as English, but it’s clear he is also fluent in the language of realty: respect for every client, honesty, forthrightness, and holding his client’s best interest in the highest regard. His mission is to dedicate himself to making the process of buying or selling a home as easy and satisfying as possible. He does just that.

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LUKE VOLZ endured an accident several years ago that unexpectedly led him to real estate. He was working as a Sheriff's Deputy on patrol for the Uintah County Sheriff's Department (in Utah) and absolutely loved it. However, one evening on his run, Luke stepped on an errant street sign, which cut his Achilles tendon in half. It was 11 pm on a Sunday, and no one was out. Luke was without his phone, three blocks from his car, and couldn't get anyone to stop and help. "I almost bled out on the street," Luke remembered. "I learned a lot of life lessons in that moment."

Luke's accident took him out of work for nine months. He was young with little financial experience and no nest egg. "I had to decide where my life would go," Luke said. "I decided to move back in with my parents through the recovery process, and two weeks prior to my accident, they began the relocation process to move to The Woodlands."

Luke's plan was to move with his parents to The Woodlands, heal there, and move back to Utah to join law enforcement once again. Fortunately for Luke's real estate clients, life had other plans.

Wanting to stay busy, Luke decided to go back to school and take classes in real estate. "I was captivated," he remembered. "I started interviewing brokerages and landed at Keller Williams at Lake Conroe."

About two months into his real estate career, Luke realized he needed help. "I was doing open houses, but I didn't understand the systems and structures, and I needed income quickly" Luke shared. "Luckily, I met Gail Cain and was fortunate enough to join her team. We were great working partners, and she opened my eyes to so many opportunities in real estate."

FROM

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TO REAL

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cover story

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Jason Dotson with
Dotson Photography
Written by Megan
Taylor-DiCenzo



VOLZ



“
HIRING

Gail taught Luke the power of referrals and a good sphere of influence. She taught him the business and transaction side of real estate. Over time, Luke was ready to go out on his own.

He started his own team at Realty One Group Experience, where they were the #1 Team for 7 years running. “We had massive growth and success in the last seven years,” Luke shared. “Hiring a real estate coach was critical. We had 200% growth in one year by getting in alignment with accountability and not making excuses.”

From there, Luke transitioned his team to eXp where he has five full-time sales

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agents, a world class operations manager, transaction coordinator, and more. Luke’s team has always had a brick-and-mortar office to allow his agents to separate work and home. “One thing I’ve learned is that most agents work 24/7 and can’t turn it off when they’re home,” he shared. “That’s not healthy.”

Luke is currently renovating an office in downtown Conroe. “We acquired a property with over 3,000 working square feet,” Luke shared, “that showcases 1940s southern charm in the front transitioning to a more modern training area in the back with

a swanky indoor-outdoor space for people to work. Nobody wants to be in cubicles with fluorescent lights; we want fresh air and roots in the community.”

With the new office comes expansion. Luke envisions a team producing 1,000-1,500 transactions a year with about 75 top-performing agents who live a life by design. “I want to give my team opportunities and have a fun working environment they are proud to bring clients to,” Luke explained. “I want the team to go home and be able to



truly disconnect. I want them to take a vacation where they don’t have to answer their phone on the beach in Mexico.”

At the office, Luke makes sure the team culture is strong. They have meetings every week and plan fun adventures every quarter. Each year, the team attends an Astros game and the Texas Renaissance Festival. They also enjoy a yearly off-site retreat where they have a mixture of business and fun. “We celebrate all the big and small wins!” Luke said.

From the beginning of his real estate career, Luke's partner, Aaron, has supported his hopes and dreams. "He was a critical piece to my success," Luke explained. "He fully supported me, even in the beginning when I was working all day, go networking events in the evening and do open houses every weekend. Now, we have a lot more free time."

Aaron works in insurance and is always happy to help. "He can always answer my questions—sometimes more in depth than I care to know!" Luke laughed. "We hope to expand together as a team on some other business ventures. In fact, we'd like to have an office location with an in-house lender and insurance

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broker on site. It would be amazing to have a title company as a one-stop-shop as well."

Luke and Aaron have been together for nine years and have a beautiful little Frenchie named Claire. "She's one of the most important things in our lives," Luke said. "She loves to snuggle and hang out with us; she's full of personality. I don't think we'll ever be lucky enough to have another dog like her, so we cherish every minute with her."

Since his running accident, Luke continues to build his life by design with a beautiful family, beautiful business, beautiful new office, and a beautiful dog. What more could anyone want?



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