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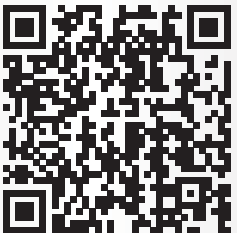


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What a fun afternoon with some top agents and our RP partners! A big thank you to Ron Thomas with Q Home Loans for sponsoring the appetizers and to Twigs for partnering on this event with us! We gathered at the downtown Twigs and learned about the restaurant from the owner who spent time with our group while we sampled some of their signature cocktails and mocktails. Then we hopped in a 35-passenger Hummer limo to the Wandermere Twigs for some more cocktails and a demonstration of how they make some of their drinks. It was an excellent time all around and hope to catch you all at our next event!





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AZ-born Shannon Thomas brings a unique perspective to the skies of Washington and Idaho. “When you look up, the sky here is clear and blue—almost a step back in time.” Having spent her formative years in California, where smudged lenses seemed the norm, Shannon was captivated by the pristine views upon of the Inland Northwest. “The sky was the first thing my daughter and I noticed,” she recalls, “and we were so very excited by it.” Snowfall became a magical event, and Christmas lights took on new meaning for their family and pets.



Shannon and her husband, Mark, started their journey in California. Shannon ran a bustling daycare, while Mark managed restaurants, most recently PF Changs (which Mark just retired from in March). Fate intervened when they both sought fresh career paths and yearned to leave California behind. Their neighbor and church member, Jared Thomas (no relation), was also contemplating change—his mission work beckoned. A curious coincidence emerged: the shared surname. Was it a sign?

The idea began to resonate with Shannon and Mark. It symbolized more than just window cleaning; it represented clarity, transformation, and a commitment to excellence. They took the opportunity to acquire SYG, immersing themselves in the art of window cleaning, pressure washing, and more. Their meticulous attention to detail ensures that every pane and sill sparkles, reflecting the beauty of the world outside.

Running a window cleaning business isn't all sunshine. Shannon and Mark faced their share of challenges such as growth beyond the seasons. An extra challenge in the window-cleaning business is that it can be weather-dependent and seasonal. "We try to employ our crew yearlong," Shannon explains, "so they don't have to seek unemployment in the off-season." To combat this, they expanded their Christmas-lighting business during slowdowns. But their ambitions don't stop there. "We would really like to grow in commercial businesses and year-long residential (monthly work)."

One major triumph for the family has been around giving back to community which has been an essential element of their work: whether assisting a family whose loved one was diagnosed with cancer, Manito Park sponsorship, to Rotary 21, to helping kids with meals when one is not possible. They view their role as contributing one sparkle at a time beyond windows alone.

The whole family involves themselves in the business; Payton (11) is training and helping with re-bulbing, estimates and even networking. Jeff (22) also steps in when he can even while owning his own business, Haxton Lawn and Landscape which is a nice complement to the window-cleaning business.

Shannon and Mark take pride in their work and our community. "As the owner, I personally quality-check our work at random intervals. Our office manager follows up within 3 days of your job to see if you've found any areas that need touching up and we make it right. And if a Christmas bulb burns out, it makes me sad, so we'll come out to replace it within 24 hours so you can enjoy every day of the holiday season."

The whole team is proud of their work as the family drives through neighborhoods that they've serviced, even the kids enthusiastically point out that "I re-bulbed that home" or "I picked the bulbs out for his building." They also enjoy working directly with local suppliers for lights, storage and supplies. Residentially, their work can be seen at the homes of many families setting high standards.

With great attention to detail, Shannon and Mark work in concert to supply their clients with a build-your-own service that is unique to each customer, whether that's a quarterly clean of upper windows, a monthly clean of the lower, or with-rail cleans. "We take photos and great notes" to come up with your year-long plan, so they can manage your building or property year round whether this means swapping out the colors of your Christmas lights one year and storing your unique light set year-over-year, coming to service parts of your home that need it most, or knowing how long it takes for your gutters to be cleaned based on your nearby trees."

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Spokane is home to me. My mom's side of the family has been in Spokane for over 100 years, living in Hillyard when it was just dirt roads and was just getting cool because of the Great Northern Railway.

My dad is originally from Northeast Washington, growing up in Okanogan County and moving around to different small towns. He went to the "big city" in the 90s, entered into a bar and asked a girl to dance who really wanted nothing to do with him because she was just getting out of a previous marriage.

Somehow he won her over and fast forward they've been married for 28 years. During that time, they worked really hard. My dad was working three jobs when I was kid while my mom watched me and my two siblings at home and about seven other kids so she could bring in some extra income.

Hustling is all the rage now, they were doing it before it was cool. They did everything they could to put food on the table for me and my siblings and somehow got qualified to buy a simple house on Grand Boulevard for \$89,000 in 1999 by taking out not one, but two mortgages. Dave Ramsey would not approve.

But that house is where we grew up and where they showed us what hard work looks like. They lived there for 21 years, using the equity to upgrade it over time and used the power of real estate to buy a home in Eagle Ridge once they were empty nesters.

I take the time to write all of that because reflecting back on my childhood actually helped me figure out a lot about myself, which helped me decide to get into real estate.

Before I was a REALTOR® I was fairly fresh out of college trying to figure out what I wanted to do. I got a degree in Music Education from the University of Montana playing in dozens of ensembles from Jazz Band to Orchestra, Balinese Gamelan to leading the Drumline. I taught private drum lessons, played gigs three or more nights a week, and was a substitute teacher.

While I was doing my student teaching at the end of my college degree, I was getting really burnt out on public school teaching. I was losing my voice a lot, I couldn't stay awake past 8pm, and was just exhausted. I thought, "If I'm 22 and feeling this exhausted, how

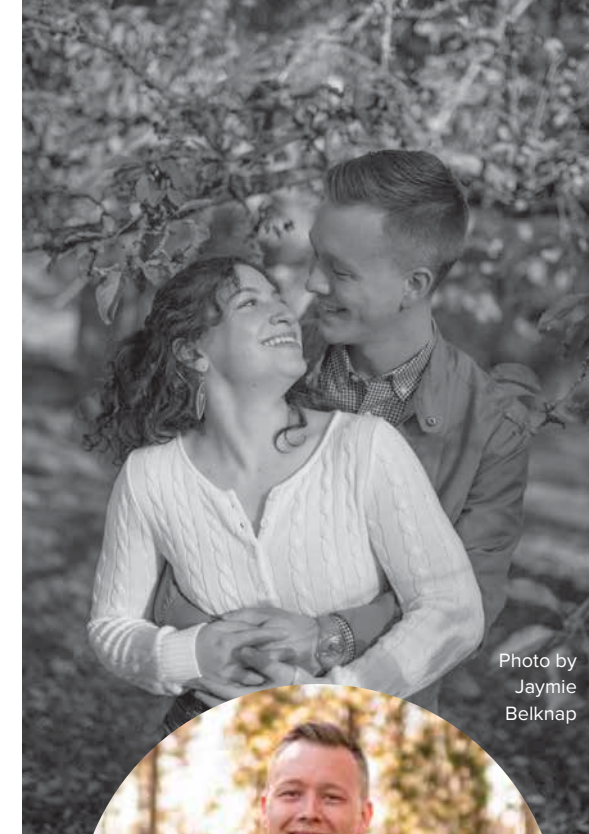


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am I going to make this long term?” During that time, I began my journey of self education around money and investing. I had taken out student loans that I had no idea how I was going to pay off, and knew that I was going to need to do more than just teach in order to hit the financial goals I had.

Fast forward a few months, I made a move to Virginia with a previous relationship and was starting to become very interested in real estate. I went to “Youtube University” as I call it and was taking in as much information as I could. I thought I was going to be a wholesaler and do more of the off-market thing, but that never really got off the ground.

I went to a local real estate meetup and met a guy that was flipping a house. He offered me \$15 an hour to be general labor for him and he would answer my questions about buying houses and being in the real estate industry while we worked. I found myself installing brand new plumbing throughout an entire house (don’t ever ask me to do it for you, you will regret it), painting, and landscaping. I would do that during the day but was still really in need of money, so I took the first job I could get and started delivering cookies at night for Insomnia Cookies until 3 am. It was honestly kind of great because I would just listen to eight hours of real estate podcasts while I drove around and began to learn the industry.

Ultimately, my relationship broke up and my dad flew out to Virginia to drive back across the country to Spokane with me. Those four days in the car were pretty meditative and transformative for me. I felt like for the previous two years I couldn’t make up my mind on what I wanted to do. Half way through that trip I told my dad, “I’m getting my real estate license when I get back.”



I had just enough money to pay for my real estate classes and startup costs and was very fortunate to start over, calling leads from my parent’s basement after joining up with a real estate team. I tell a lot of brand new agents that there is nothing wrong with starting on a team. It’s a great opportunity to learn quickly, have accountability, and be given the opportunity to be a part of a lot of transactions right away.

I was on that team for about nine months and then went solo from there, jumping around to a few different brokerages trying to learn from as many people as I could. Around this time, my now fiancée, Rosie, had recently moved to Spokane and we were living together in the bedroom of a friend’s house.

It’s been such an incredible experience to build two separate businesses side by side with her, both of us going through extreme highs and lows and supporting each other all along the way. As a REALTOR®, your spouse either has to join your business or be an absolute saint for understanding the amount of sacrifice that goes into succeeding in this business. If they’re not on board with you then it’ll never work. I don’t think I’d be where I am today without someone to lean on and someone that was willing to stick with me while I figured out this crazy business.

I was able to buy my first house in 2021, just a year into the business thanks to the crafty work of a local lender. We househacked that first house, renting out two of the bedrooms and living in the primary suite keeping our out of pocket costs to maybe a couple hundred a month. My goal was to keep expenses as low as possible and build up my savings accounts as big as possible. I knew I needed to put myself in a position where I could choose who to work with and be able to truly put the client first because I never needed the next house to close.

I spent a lot of time experimenting with different ways to get business. I knew that it all worked, I just had to pick the one that felt best to me. I spent a lot of time my first couple

years converting leads, but after a while I wanted to attract more business versus chasing business. After dabbling with video for a long time and putting out some absolutely awful videos, I really put my head down and tried to figure out how some of my idols across the country like Ken Pozek, Dan Parker, and Jeremy Knight were running amazing businesses primarily from Youtube.

I’m definitely not a perfect content creator, but I have found an incredible niche for myself that has opened up a whole world of opportunities. Some of the best people have entered my world because of it and I have an awesome

team that helps me put out content for people interested in Spokane each and every week.

Over my four and a half years in the business, I’ve been able to be a part of \$44.5 million in real estate transactions with 25 transactions pending and closed so far in 2024.

Haydn from 2019 would be absolutely stoked to see where he is now. Living in a beautiful home in the Audubon neighborhood, getting married to an amazing woman, playing music on the weekends, volunteering to teach kids music when time allows, and getting to help people everyday find their place in Spokane.



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Photos by Cascadia Designed

MEET TOP PRODUCERS

TRAVIS LITRAS & KALI BUTLER

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How many years have you been a REALTOR®?

Travis (8 years), Kali (5 years)

What is your collective career volume as REALTORS®? More than \$100 million

What was your total volume last year? \$18 million

Independently, Travis and Kali have both been featured as Rising Stars in previous issues of Real Producers Magazine. It seemed their real estate careers were on a trajectory that was only going one direction...up. Kali made a career switch just five years ago from working in the medical field as a Health Unit Coordinator for Sacred Heart (ICU) and Pullman Regional Hospital (OR) and Travis, eight years ago, after over 13 years, working various positions for URM. They both knew there was more in store for them; however, it wasn't until they were introduced in early 2022, that either had even considered taking on a partnership. Before their partnership, both solid producers in the industry, Travis with 150 career transactions and Kali with 135. Together, they have proved to be an even greater success-leveraging each other's strengths throughout every transaction.

What sets this dynamic duo apart is their unwavering commitment to excellence and genuine hustle. They are constantly pushing the boundaries of what's possible in the industry, leveraging their customer service skills and strategies to stay ahead of the curve. Their motto is to exceed expectations every day, evident in their inept ability to cram all of the things into a real estate day AND be present for their families. But perhaps the most remarkable aspect of Kali and Travis's partnership is the genuine care and empathy they bring to their work. Beyond the business of buying and selling properties, they understand that real estate is ultimately about people and relationships. They take the time to listen to their clients' needs, offer guidance and support every step of the way, and go above and beyond to ensure their satisfaction.

realproducersmag.com

It's this personalized approach that sets them apart and has earned them the trust and loyalty of their clients; a loyalty that keeps the transactions coming.

Together, as agents, they are so much more than just a business. Kali possesses an intuitive understanding of clients' needs, often anticipating them before they're even recognized. Travis is always willing to jump in and help, whether in the office, on the run, or with clients and vice versa. There are so many 'hats' they wear in this business and they wear each one whenever the situation demands.



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Separately, they keep their families at their center. Travis and Shelby, recently engaged and leading bustling lives, are joyously blending their families under one new, magnificent roof on the South Hill. With Travis' teens, Owen and Addison, and Shelby's little ones, Hendrix and Halen, the household is a whirlwind of activity. From school events to sports games; basketball, football, track, soccer and golf Travis and Shelby are there, cheering on each child with encouragement and loud cheering. Amidst the chaos, they prioritize their relationship, cherishing moments together through dates, spontaneous trips, concerts, or simply cozying up for a movie or an evening walk with their dogs. Their bond is as vibrant as their busy schedules, radiating energy and laughter in every interaction. Here are some of Travis's favorite things:

Favorite Vacation: San Clemente, CA
Favorite Lake: Lake Roosevelt
Favorite NFL Team: Cleveland Browns
Favorite Movie: Avatar
Favorite TV Show: Selling the OC
Favorite Restaurant: Izumi
Favorite Coffee: Crush Coffee
Favorite Candy Bar: Take Five
Favorite Music: Hip/Hop or Country

Kali has been married to her husband, Todd for 15 years. They actually met when they were just five years old, in kindergarten. They were never high school sweethearts but they were always good friends, until they ran into each other again, later in life. Their story is similar to Hallmark movie stuff that would definitely need its own article. Todd is a cableman for Avista's, Electric Network, in downtown Spokane. They have three daughters, Makayla (19), Kadance (15) and Laelee (13). Makayla went to running start at EWU, graduated high school with her Associates degree and just finished her first year at WSU as a third year student. Makayla also works for WSU and has a side-hustle, nail business in her dorm room. Kadance and Laelee are both artists. They spend most of their free time drawing, both digitally and on paper. Kadance plays the viola in the Shadle Park High School Orchestra as well as both acoustic and electric guitar for fun. Laelee plays the bass in the Salk Middle School Pop Strings Orchestra and bass guitar in the school's jazz band. Although they are also busy attending their kids' functions, Todd and Kali make time to go on what they call, "quests," which means hitting a

nearby casino for late-night slots. They try to keep gambling to a minimum, using only their "kitty" (winnings) to play with. They also take a time-out from work to go on trips, visiting family all over the US, the Oregon coast every summer, or the simpler things like pillow-talking until they fall asleep. Here are some of Kali's favorite things:

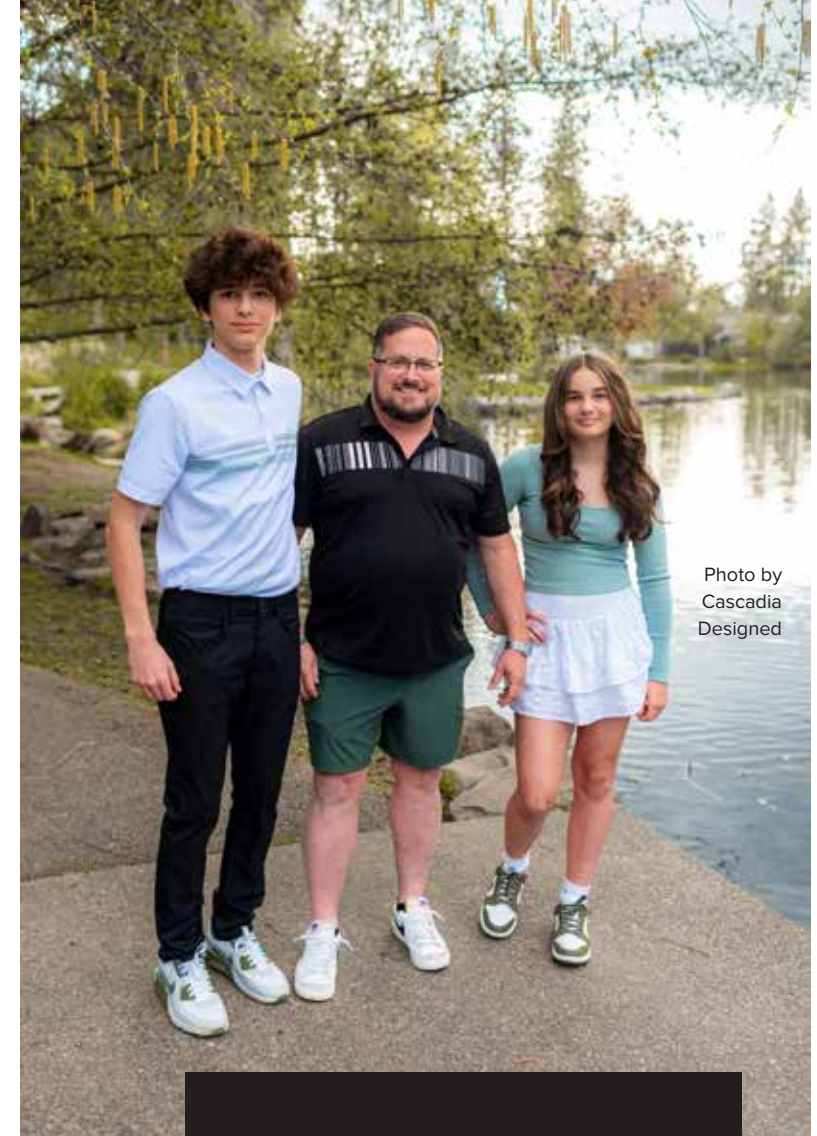


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Favorite Vacation: Maui, HI
Favorite Lake: The ones with sand
Favorite NFL Team: Seattle Seahawks
Favorite Movie: Stepbrothers
Favorite TV Show: Call the Midwife
Favorite Restaurant: The Barrel
Favorite Coffee: Madeleine's Cafe
Favorite Candy Bar: York
Favorite Music: 90s rap or early jazz and everything in-between.



Looking to the future, Kali Butler and Travis Litras show no signs of slowing down. As they continue to collaborate and elevate the standard of excellence in the real estate industry, their partnership serves as a shining example of what's possible when two passionate professionals come together with a shared vision. Whether it's helping clients find their dream homes, getting down and dirty cleaning or staging vacant listings themselves, Kali and Travis's partnership is a force to be reckoned with, transforming the way we think about real estate, one transaction at a time.



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