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If you are interested in contributing or nominating Realtors for certain stories, please email us at [ml.rauch@realproducersmag.com](mailto:ml.rauch@realproducersmag.com), or call ML at (505) 250-0092.

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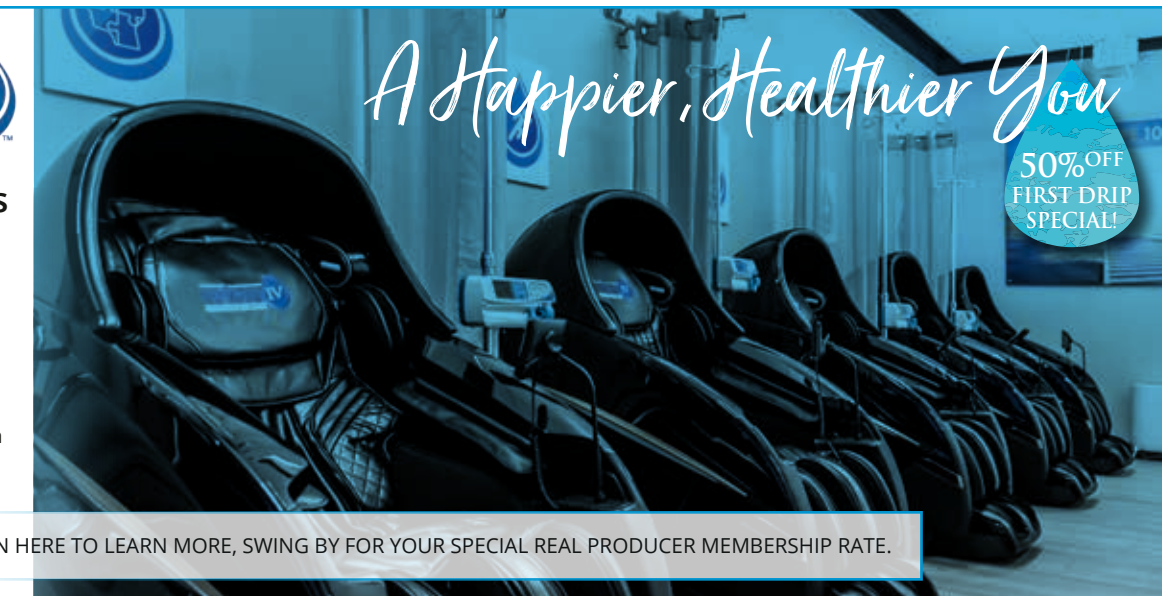
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Now, you have your own badge! Use it however you'd like to show that you are a part of the *exclusive community* of the top 7% in ABQ real estate.

Using your badge? We would love to see how! Show us how you are using your badge and you just might find a picture of what you shared in the magazine! Social media, email signatures, web, listings, marketing material...nothing is off-limits.

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Missing your badge? Email [ML.Rauch@realproducersmag.com](mailto:ML.Rauch@realproducersmag.com)



# 2023

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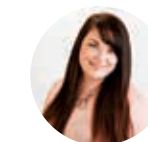
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# MY AUCTION ADDICTION ESTATE SALES

## ▶ partner spotlight

By Beth McCabe  
Photos by Liz Lopez

### REVOLUTIONIZING ESTATE SALES, ONE ONLINE AUCTION AT A TIME

“There are exciting discoveries every day in estate sales,” says Lloyd Swartz, who owns My Auction Addiction Estate Sales with his wife, Esther. “You never know what you are going to find, who you are going to meet, and how you can take a burden off to help your client.”

He, Esther, and their dedicated staff come to the rescue of their clients, for estate, moving, and downsizing sales no matter the size, ease, or complication of the project, which can include hoarder situations, where items are piled up to the ceiling. This can be overwhelming and come as a big surprise to family after the passing of a loved one. That’s where My Auction Addiction is happy to help.

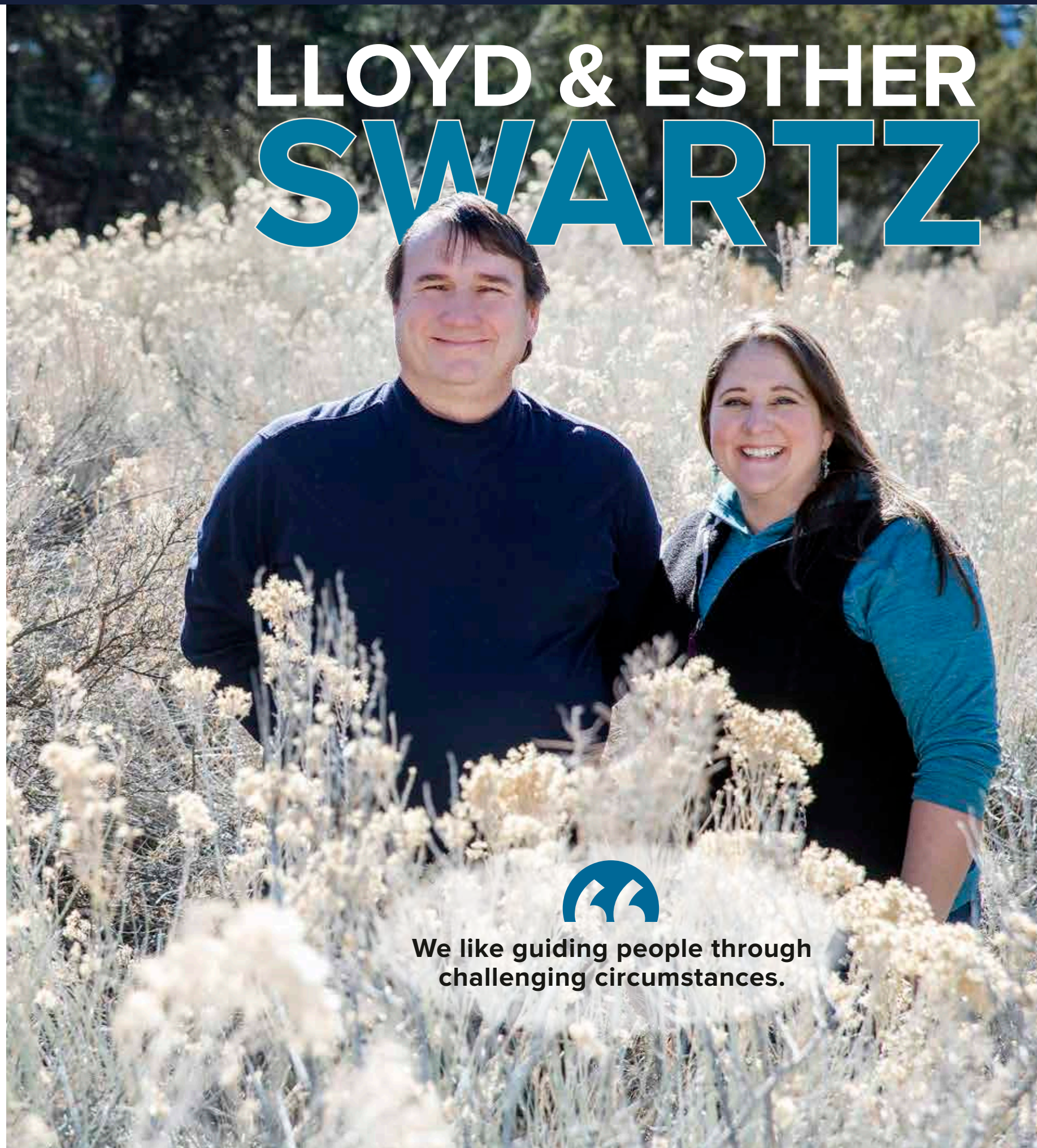
“We like guiding people through challenging circumstances,” says Lloyd.

Lloyd primarily focuses on sales and management, handling accounting and related tasks, while Esther takes charge of marketing and team support, including graphic design. Together, they form a powerful team that addresses the diverse needs of their clients.

#### FILLING A NEED

My Auction Addiction Estate Sales specializes in helping clients who are in need of complete estate sales, or are simply moving, downsizing, or transitioning to assisted living. The challenges that come with such life changes are not to be underestimated. Lloyd and Esther recognized the need

# LLOYD & ESTHER SWARTZ



We like guiding people through challenging circumstances.





for a seamless service to guide people through this transitional period. Estate sales became their forte.

They founded their business in 2011, filling a need in the industry. Realizing there was a shortage of estate sale companies, this husband-and-wife couple found their niche. “We needed to do estate sales electronically to help more folks and be more flexible to their needs,” they explain. Lloyd transitioned from his job in construction to become a successful entrepreneur along with Esther. Together, they have a heart to serve their clients, walk them through life’s transitions, and support them.

Unlike its competitors, My Auction Addiction Estate Sales doesn’t rely solely on word-of-mouth but leverages technology to expand its reach for buyers. The traditional garage-type estate sale is replaced with a comprehensive online approach. The team at My Auction Addiction inventories everything, uploads it to a local buying and selling community website, and allows potential buyers to bid on items. Not only does this increase flexibility for clients, but it also opens the door to a broader audience locally and nationwide for specialty items such as art, jewelry, coins, and collectibles.

Operating an online space allows them to serve clients with various needs, including restricted locations, gated communities, and large and small sales. While competitors may conduct 1-3 sales each month, My Auction Addiction handles an impressive 3-15 sales each week. The technology-driven model enables them to charge lower commissions, ensuring a high-end result for their clients. In a digital age, online sales reach more people and are much more convenient than in-person estate sales. Within a couple of weeks of inventory, the online sale closes and the team goes back and cleans out the home of items sold. With My Auction Addiction, it doesn’t stop just at the sale. They also offer additional services for donating unsold items and hauling

trash, leaving the home broom clean, and can also provide professional cleaning services to get the home in tip-top shape for leasing or selling.

“We provide a complete report of what everything sold for,” explains Lloyd. “We also prevent theft loss, which is ten to fourteen percent in the estate sales business. We can get that down to pretty much zero.”

**COMPREHENSIVE SERVICE AND COLLABORATION**

Working closely with REALTORS®, My Auction Addiction provides a higher level of service, troubleshooting, and offering solutions throughout the entire process. Their team operates year-round, just like a professional real estate team, ensuring a seamless experience for their clients. The company’s name reflects their passion for their work – a genuine “addiction” to discovering new and exciting items every day.

Esther encourages REALTORS® to “consult with us early.” There is no need to wait. Save time, money, and aggravation by contacting My Auction Addiction.

“Let us help with ideas on organizing, preparing, and making decisions,” adds Esther. The experienced team at My Auction Addiction can also help identify high-value items. Are you selling guns, jewelry, or coins? Don’t go to a pawn shop for cash. Turn to My Auction Addiction to get the maximum for your items.



**You never know what you are going to find, who you are going to meet, and how you can take a burden off to help your client.**

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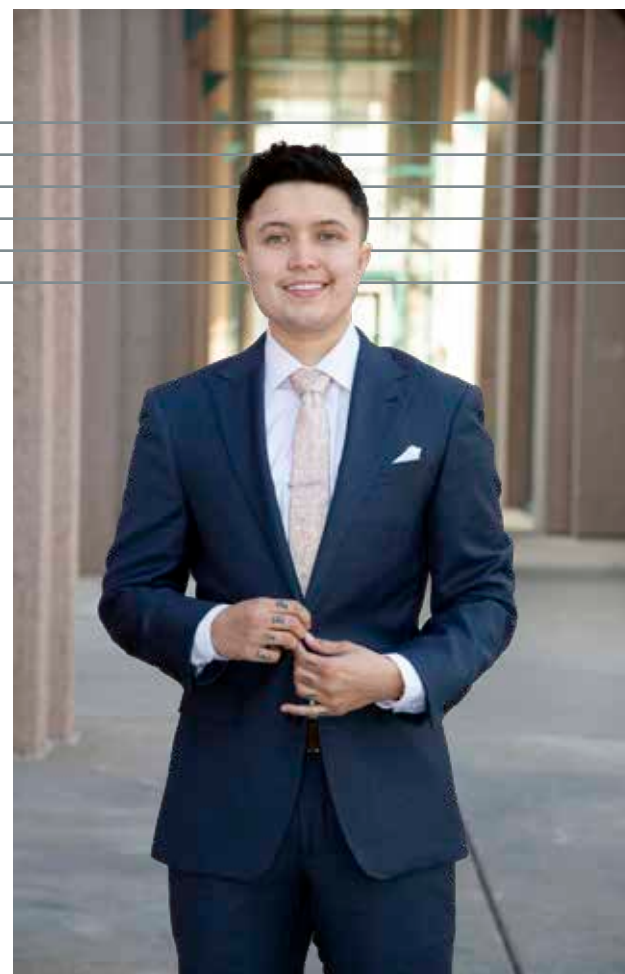


# ANTON DETERMAN

## UNCOVERING WHAT'S POSSIBLE

Just because you can't see the path forward, it doesn't mean that it doesn't exist. The key is continuing to search until you find it.

That's a special ability and drive that Anton Determan has and puts to work each day.



### DRIVEN TO SERVE

As a REALTOR® with Real Broker, Anton uncovers what's possible for those around him.

"I believe that real estate opens up a lot of doors and opportunities for people. Being a homeowner is one of the greatest ways to build wealth and secure a future," Anton explains.

"Helping people realize their dreams through real estate is fun. It's a passion. It's really cool helping people attain something they didn't think was possible."

### STICKING WITH IT

Anton earned his real estate license in January 2021. Like most who enter the business, Anton experienced the normal set of hurdles. But he kept moving forward and found success.

"During my first year, I was almost in a panic. I wondered if I should have stayed at my corporate job. I had put my two weeks' notice in when I got my license," Anton says.

"I thought I'm going to fully commit to real estate or I'm going to have to stay at Verizon. I didn't want to have one foot in the door and one foot out. I knew that I needed to dive in head first and go for it."

Anton's resilience paid off. At the start of his second year, he started to see his business take off.

### PASSION FOR THE PROFESSION

Through his relatively young career Anton has kept building on the solid foundation of success he put in place. In turn, he has a deep appreciation for what he does each day.

"I love the fact that I am completely in control of my future. I choose to work hard because I want to spend time with my son. If I work hard and I'm consistent, I have more freedom with my time," Anton explains.



**“** I LOVE THE FACT THAT I AM COMPLETELY IN CONTROL OF MY FUTURE. I CHOOSE TO WORK HARD BECAUSE I WANT TO SPEND TIME WITH MY SON. **”**

▲ agent on the rise  
By Dave Danielson  
Photos by Liz Lopez



Anton's career in the business has been rewarding all the way around. In fact, in 2023, he recorded \$10.6 million in sales volume. Along the way, he has a knack for building close bonds that often turn into friendships.

**FAMILY FOUNDATION**

Family is at the heart of life for Anton. He looks forward to time with his son Ezra, who turns 6 years old in May.

"He is everything to me. He is the reason I got into this," Anton says.

"I wanted a career where I could spend time with him, show up, be there, show him work ethic and be able to provide for him. Everything I've ever had I've had to work for. I want him to have the best life possible and how to be a good man and take care of those around him."

Anton has deep gratitude for his mother, Yvonne, who Anton calls his voice of reason.

"When I wanted to quit during my first year, she kept telling me that I could do this. She believed in me before I believed in me. She said I know you have the drive and skills to do this. Stick with it and you'll be glad you did. She was right," Anton says. "My family is my support system."

In his free time, Anton looks forward to hanging out with Ezra. One of their favorite places to spend time together is at trampoline parks. Anton also has a passion for travel.

"That's my favorite thing to do ... exploring new places and trying new things," he says. "Seattle is one of my favorite places."

**LIFTING OTHERS**

As Anton reflects on his own success, he offers helpful tips to others who are getting their own start in the business.



**“YOU HAVE TO TELL YOURSELF THAT IT’S GOING TO HAPPEN, EVEN WHEN YOU DON’T SEE THE SIGNS. EVENTUALLY IT WILL HAPPEN. YOU JUST HAVE TO BELIEVE IT.”**

"You really have to see your way through. If you're consistent and you believe that it will happen, you can do it," Anton says.

"You have to tell yourself that it's going to happen, even when you don't see the signs. Eventually it will happen. Manifesting is important ... believing that you are successful, smart and driven."

Those who know and work with Anton appreciate his sense of humor and the amount of genuine energy he brings to the table.

"I like doing whatever I can to make situations fun and light," Anton smiles. "With what I do, I'm very grateful for my family, clients and friends."

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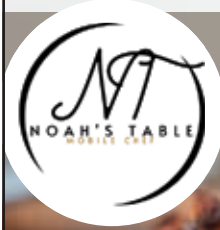


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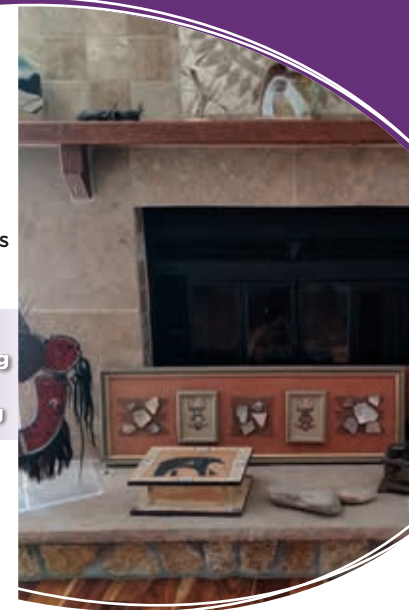
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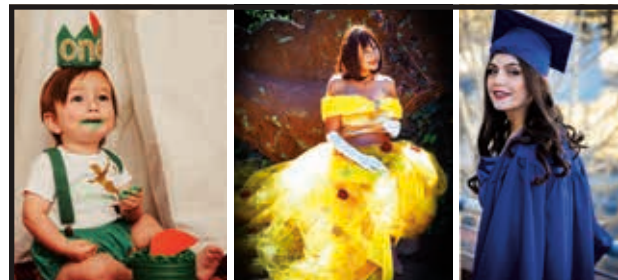


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# DAWN Poket

Coldwell Banker Academy East



▶ making a difference

By Dave Danielson  
Photos by Liz Lopez

## DRIVE AND DETERMINATION

When you have a goal in mind, you've started your journey toward a better future. But as you soon discover, the key to getting there is action.

That's the spirit that Dawn Poket puts to work each day for those around her.

### BRINGING HER BEST

As Associate Broker with the Coldwell Banker Academy East office, Dawn brings a healthy dose of drive and determination to the world around her.

"It's the connections I make that are the most rewarding part of what I get a chance to do in this business," Dawn says.

"Real estate has brought me everything in my life that is good. I get to help people with the most important financial decision of their lives. I get to guide them through these transactions. In return, I get friendships."



**It's the connections I make that are the most rewarding part of what I get a chance to do in this business.**



### A LOOK AHEAD

As Dawn grew up, she got an advanced look into her future career. "Growing up in the 1980s, I was immersed in the world of real estate. Raised by a single mother who was in real estate, I witnessed firsthand the success it brought her," Dawn recalls. Following her departure from UNM to pursue a career in modeling, Dawn eventually tied the knot.

Her journey into real estate officially began in 1999 when she obtained her license while residing and working along the Gulf Coast of Mississippi. This marked the inception of her future career path.

### OPENING THE DOOR

In time, Dawn's mother told her that she would make a great REALTOR®.

"At the time, I had a 1-year-old. Real estate was a huge blessing, because I was able to have a great career that advanced me," Dawn says.

"I worked for 12 years on the Gulf Coast and moved to New Mexico in 2011 and got my Broker's license. I joined my mom, Deborah Burkart, and we became partners until she passed last year. It was an incredible opportunity to learn from her."





“

**Get into things that you love, be part of the community and let people know that you are in real estate.**

**WINNING WITH SERVICE**

Through her real estate career, Dawn has continued to move forward by offering a superior level of service. One sign of how her efforts have been appreciated through time came last year when she worked with the grandchildren of one of her original clients.

“It has been incredible that I have this trust and bond with buyers and sellers,” she smiles. “I met my husband 10 years ago. He is with Allied Plumbing. He was doing my inspection.”

**REWARDING WORLD**

Dawn is driven in what she does by her family, including her husband, James, her daughter, Devyn Jade and her step-daughter, Verity.

In her free time, Dawn has a strong passion for yoga. She also works at the Real Estate Academy as a Pre-License Instructor in real estate.

“A lot of the students I work with have misconceptions about the sweat equity and the amount of work needed before results materialize. It takes grit and making connections. It takes working harder than you think,” Dawn explains.

“There are many times when you have to make decisions about how you’re spending your time. If you have determination, this career is so rewarding. Get into things that you love, be part of the community and let people know that you are in real estate. I tell people to give themselves two years to build success.”

She and her family also like to get away and explore new places.

When it comes to supporting the needs of her community, Dawn is involved with ALS New Mexico. Plus, she supports the efforts of Equine Therapeutic Connections.

**EXCEEDING THE NEED**

Dawn does her best to make the world around her a better place.

“I try with my clients and colleagues to make every transaction as joyful as possible. There are three huge stressors ... death, divorce and moving. I like to take that weight off people’s shoulders, listening to their needs and trying to make it a memorable experience where everyone feels like they were heard.”

Mission accomplished. Those who know Dawn know without a doubt that their needs are held at the forefront of Dawn’s efforts. In turn, she strives with drive and determination to help their real estate dreams come true.

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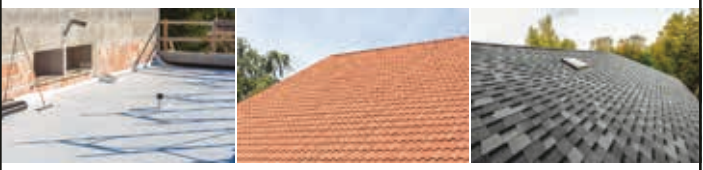


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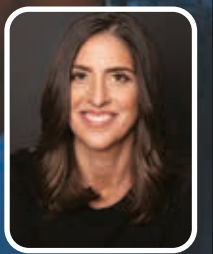
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cover story

By Beth McCabe  
Photos by Liz Lopez

# KARINA

THE CHAVEZ TEAM  
KELLER WILLIAMS

**“A good father will leave his imprint on his daughter for the rest of her life.”**

– Dr. James Dobson

“My Dad is my rock, my mentor, my everything,” says REALTOR® Karina Chavez. “We have coffee every morning at 8 a.m. and plan our day together. We figure out who will help out which clients.”

Karina and her father, Richard Chavez, form the Chavez Team. With over 25 years of combined experience, Karina and her father form a powerful father-daughter team dedicated to helping clients achieve the American dream of homeownership.

Originating from Guadalajara, Mexico, the Chavez family arrived in the United States in 1994. Richard, an architect and REALTOR® in Mexico, seamlessly transitioned into the real estate market in the States, obtaining his license in 1995.

“When I got pregnant, I started helping my Dad out,” explains Karina, who earned her real estate license in 2011. As technology transformed the industry, Karina joined her father in navigating the shift from faxes and physical keys to digital lock boxes and showing appointments.

The Chavez duo primarily focuses on serving the Hispanic community, building lasting relationships that span generations. “Now I am getting clients’ kids or grandkids,” smiles Karina. She loves working with families, which is always a rewarding endeavor.

The Chavez Team is passionate about assisting clients with DACA permits and residency cards and navigating the complexities of the real estate

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process. They provide a unique service by translating loan documents from English to Spanish, ensuring their clients fully understand every step of the journey. Their commitment to helping the Hispanic community extends beyond real estate transactions.

#### A FAMILY EFFORT

“My dad is my everything in business,” Karina expresses, highlighting her father’s crucial role. Meanwhile, her mother, the family’s foundation, ensures their daily needs are met, allowing Karina and her father to work late into the evening. Karina acknowledges her mother’s unwavering support in picking up her children, allowing the father-daughter team to focus on serving their clients.

In November 2021, another family member joined the team – Jessica Chavez, Karina’s sister. Jessica is a licensed REALTOR® and now serves as the transaction coordinator, handling paperwork and assisting with showings when needed. “She’s a super awesome part of our team,” raves Karina.

The team further expanded with the addition of teammate Arianda Ramirez, a client-turned-real estate enthusiast. “She reached out to me, and I took her under my wing,” says Karina.

Through their relationships with their clients, the Chavez Team extends relationships long after the closing table. “My

favorite part of real estate is my clients,” says Karina. “I love the friendships we make and the trust they have in us.” It’s not about a transaction but about being part of their family.

#### PROVIDING AFFORDABLE HOUSING

Karina and her father, along with their partners Victor and Martha Lara, who are also immigrants from Mexico, have expanded their endeavors in recent years. Together they purchased and rehabilitated a motel from the 1950s located on Route 66. The Adobe Manor Motel was transformed into affordable housing for veterans, single moms, and immigrants facing financial constraints. They offer shelter, a sense of security, and community, particularly for immigrants from Venezuela, Cuba, and Mexico.

Karina remembers when she came to the United States in 1994 and felt fortunate to stay with her family. Realizing that immigrants often don’t have family when arriving here, she wants to help in any way she can.

#### FAMILY FOCUSED

When Karina isn’t working, it’s all about family. She is married to her husband, Joe Horst, who is a pillar of support. “Joe is my number one cheerleader, accountant, and CPA,” she says.

Karina and Joe are blessed with their two children, Mitchell (12) and Diego (6), who lead busy lives. With football, chess, and golf, there is always something on the calendar.

To relax, Karina (a self-proclaimed workaholic) likes to travel. “I don’t take days off until I travel,” she admits. “I work all month long, and then we travel.” She and Joe take a quarterly trip to relax and unwind with their kids.

#### AN INCREDIBLE JOURNEY

For Karina Chavez, the journey in real estate has been incredible. “It’s been an awesome journey,” she says. Focused on growth, learning, and enjoying the process, she and her family continue to positively impact the lives of their clients and the communities they serve.





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