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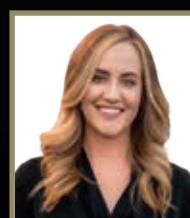
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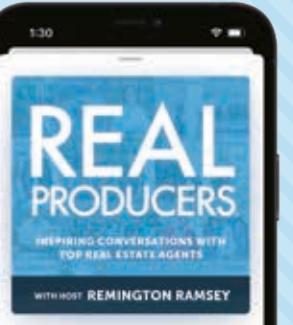
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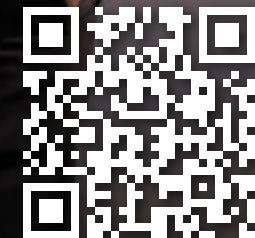
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ALEX RIVLIN



► COVER agent

Written by Kendra Woodward
Photography by Chernogorov Photography



navigating success

Las Vegas, often hailed as the city of opportunities, became the stage for Alex Rivlin's remarkable journey from the suburbs of New York to the bustling real estate scene of Nevada. As the founder of The Rivlin Group with eXp Realty, Alex leads a team of 13 agents and four dedicated employees, proudly embodying their team slogan, "We Know Vegas."

Alex's narrative is not just one of real estate success, but a testament to the transformative power of adaptability, business acumen, and the pursuit of constant improvement. Licensed in 2016, he brings a rich background of experiences, having started working at the age of 10 and later becoming a part-owner of an auto repair business by the age of 18.

Early on, Alex began immersing himself in anything he involved himself in. Because of that, it was through books and experiences that he would begin building quite the mentor repertoire - Michael Gerber, Benjamin Hardy, and Alex Hormozi are just a few that he points out.

At age 16, Alex started working in the automotive repair industry which would eventually evolve into his now successful real estate career. By age 18 he had moved to Vegas and become partial owner of an auto repair shop which he helped grow to five locations by age 22. Four years later he started a scratch Farmers Agency and quickly ranked as one of the top agents in the country, after which he founded InsureMonkey, a technology company in the health insurance space, which rapidly grew to 160 employees and ranked 79th on the Inc 5000 list of fastest-growing companies by 2015.

The winds of change arrived with the Affordable Care Act, prompting Alex's

exit from the health insurance industry, in turn launching his transition into his next chapter - "Alex 4.0" as he called it. It was in this phase that he harnessed his business pedigree to contribute to the real estate landscape.

"Why did you choose real estate as a career?" Alex reflects on this question with a keen understanding of the challenges facing new agents. Recognizing the high dropout rate, he emphasizes the importance of work ethic, support, and a strategic roadmap. If agents were getting into the business with an outlook on it being a long term career, then what was happening? Why were 82% of agents not renewing their association dues in their first year?



Recognizing the challenges that many agents faced, Alex leveraged his extensive background to curate effective training and systems. His goal was clear: to provide a roadmap for success to individuals who possess the drive and work ethic, but lack the navigation skills, ensuring they don't lose their way in the vast landscape of the real estate industry.

He envisions himself as the support system that ensures agents take the fastest and most efficient route to success. Drawing an analogy to a cross-country journey, he poses the

question, "wouldn't it be easier to have somebody there to give you the fastest route, the most efficient route, the route that has the stops that get you rest and landmarks?" This metaphor underscores the importance of having a mentor who can provide valuable insights, pit stops for rejuvenation, and landmarks for progress.

Acknowledging that not everyone entering the real estate arena is solely focused on making a substantial income, Alex emphasizes that some individuals seek flexibility and guidance to achieve their own unique

goals. "The biggest thing I wish everyone knew is; other agents are your competitors and competition, but they're also your colleagues and your allies. They're not your adversaries."

Reflecting on the past six months, Alex emphasizes the importance of focus, as he explains, "I realized the reason higher levels of success were eluding me was because my focus was everywhere." In a field where agents are often advised to diversify lead sources, he advocates for concentrating efforts on a select few to become an expert in.



His fulfillment in the real estate business comes from changing lives. Alex shares a success story of a team member who, despite struggling elsewhere, achieved over \$8 million in sales in the first year with The Rivlin Group. For Alex, these stories are the fuel that fills his cup, driving him to make a positive impact.

Outside of real estate, Alex has been involved with the Make-A-Wish Foundation, expressing a deep appreciation for the heartwarming experiences it brings. Describing his family as the core of his life, he enjoys sharing time with his girlfriend, Dawn; his daughter, Alison; his son, Benjamin; and their amazing Goldendoodle, Bailee.

An adrenaline junkie, Alex's interests range from exploring fast-paced activities like racing cars and canyoneering to more subdued interests like eating out at new restaurants, going to concerts, watching sports, and hosting parties at his house. His Halloween parties are his favorite because he goes all out with psychics, bartenders, caterers, and spectacular decorations.

His love for entertaining and exploring different cultures and beliefs through travel and music adds vibrant hues to his life outside of real estate. He's planning a trip to Croatia soon and has been a drummer since age eight. He jokingly admits, "There's almost no genre that doesn't appeal to me, I'm all over the map" - sentiment that encapsulates him well.

A journey that is a tapestry of resilience, adaptability, and a relentless pursuit of success, Alex continues to leave an indelible mark on the real estate landscape in Las Vegas. His story serves as an inspiration for aspiring agents and as a testament to the transformative power of focus, collaboration, and a passion for changing lives.



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Written by
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Lexi Barraza of Reign TC

For The Client

Lexi Barraza, the driving force behind Reign TC, has revolutionized the transaction coordination landscape with her personalized touch and extensive experience, surpassing 2000 transactions. Their slogan - "Our agents fight for their clients and their wins, and we own the rest" - is proof that they take all the hard work on to their shoulders so their clients can have peace of mind that everything is being completed properly and in a timely manner.

Born in Sacramento, California, and raised both in Sacramento and in Vegas, Lexi's entrepreneurial spirit blossomed early. Influenced by a family immersed in the mindset of entrepreneurship, she landed a part time assistant position for a top real estate agent while finishing her senior year in high school. This piqued her interest in the real estate field and in 2015 she started working at Skyslope Headquarters.

Armed with a Bachelors in Business Finance and Marketing from Sacramento State University, Lexi transitioned into real estate full-time in 2019. Once she finally settled down in Las Vegas after moving around four states due to her husband's position in the Army, Lexi was looking for a remote job that would fit their lifestyle and ended up opening her own TC company in 2020.

What sets Reign TC apart is Lexi's unparalleled experience, exceptional communication skills, and a commitment to continually adapting to the ever-evolving real estate landscape. Lexi handles 80-100 tasks per contractor card, ensuring compliance, facilitating paperwork, and navigating brokerage compliance for timely payments.

Her sister-in-law, Nayeli Barraza, supports Lexi's skillset with a background in accounting - Nayeli's work ethic and mental focus having been built on systems, predictability, and precision. "She has been helping with our files for over a year now in Vegas, and is also heavily involved with our personal lives and spending time with our family as well," Lexi admits.

"We chase down the signatures and make sure all compliance is met, and ensure the transaction goes smoothly for the agents and clients," Lexi explains. "I own pretty much everything in between them getting a contract executed to closing." And her dedication to this mindset is what gives her the edge in the industry. All of



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Lexi's clients feel like they are being met with personalized service and she is often complimented on her communication skills and systems, leveraging her clients time in lieu with her systems that she has personally built over the last decade.

Constantly adapting to technological advancements and market changes, Lexi invests time and money into developing her systems regularly in order to enhance her clients' experience. "At least once a week I'm researching and connecting with other TCs," Lexi explains as she is always on the lookout for ways to improve verbiage, tools, and internal/external systems to elevate the industry. She doesn't believe in being reliant on one technology, instead opting to

keep her head on a swivel and being open to new opportunities and ideas.

"We offer a software that not only agents may login to to view all their files with us, but also a white label portal for their clients to see their agent's personalized branding, information, important tasks, deadlines, and more. On top of that we send weekly summary reports to our agents, automated text deadline reminders, and auto-syncing timelines to their iCalendar or Google calendar."

Beyond her professional pursuits, Lexi finds motivation in her family - her husband, Luis (who owns a media company in vegas and is in the entrepreneurial field as well) and her two young sons, Ryder and Roman. Her goal is to set an

example for them and impart the same entrepreneurial mindset she inherited. "Everything I do, I do it for them. So they can live a life of freedom."

In their free time they enjoy exploring Vegas, frequenting Brian Head, managing their properties in Texas, and frequent trips to LA. Closer to home, Lexi enjoys swimming and running to stay active.

In Lexi's world, success is not just about numbers, but about building a legacy, leaving a lasting impact, and inspiring others to embrace a life of freedom. Reign TC isn't just a transaction coordination service; it's a testament to the power of personalized relationships, adaptability, and a relentless pursuit of excellence.





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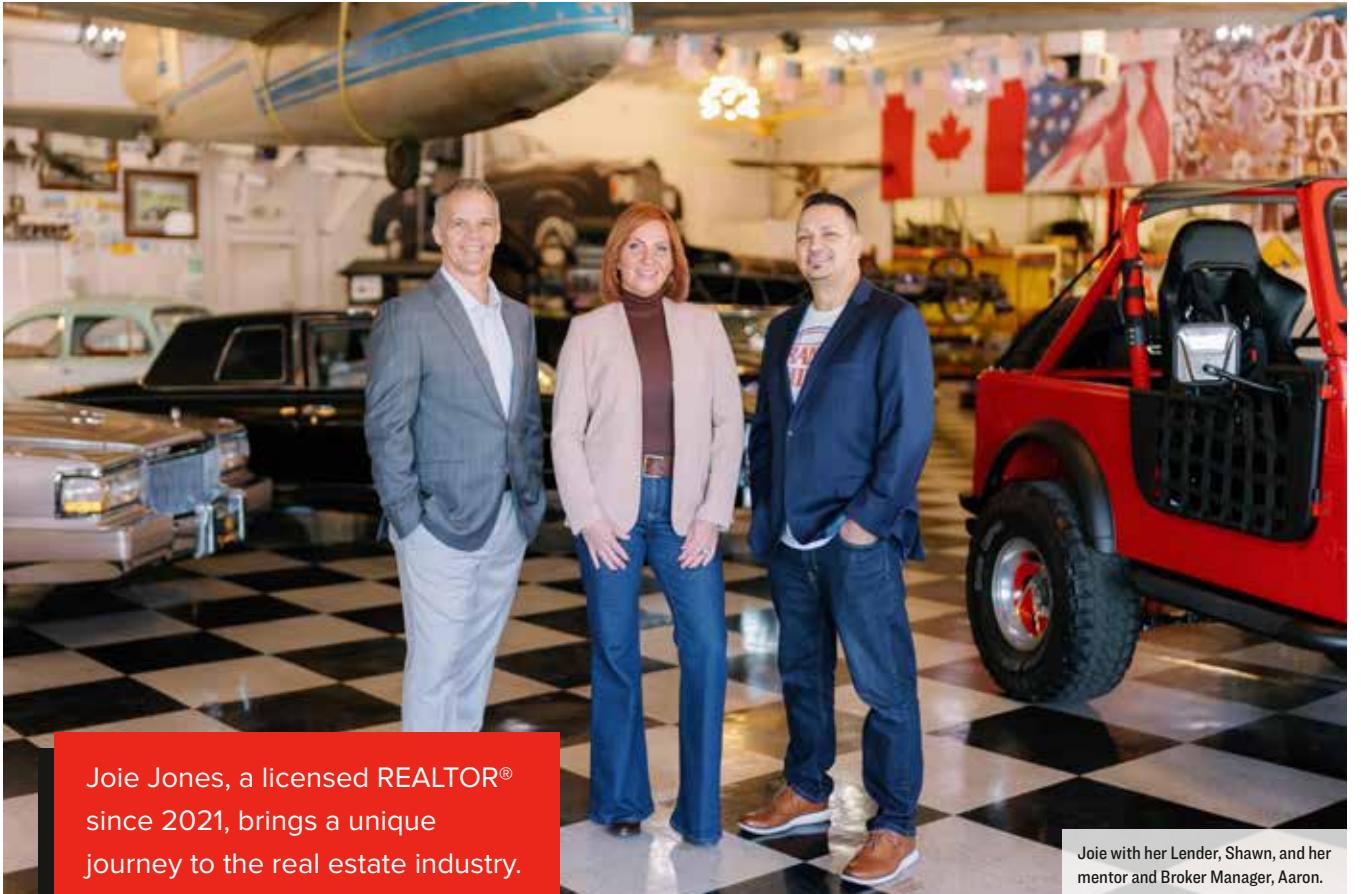
JOIE

KNOWLEDGE OVER AGE



► REALTOR® on the rise

Written by Kendra Woodward
Photography by Chernogorov Photography



Joie Jones, a licensed REALTOR® since 2021, brings a unique journey to the real estate industry. Born in Atlantic City, New Jersey, and raised at the shore, Joie initially pursued a career in casino beverage and was able to move all over the nation because of it, which landed her here in the famous casino capital of the world, Las Vegas.

Choosing real estate as a career wasn't initially in the cards for Joie Jones, but her extensive customer service experience provided a natural segue into the career where meeting clients' needs became second nature. After having moved to Vegas Joie had great success in the casino environment until the pandemic chaos marked a significant career shift. Joie was met with an unfortunate circumstance which led her to completely change career paths and she immediately met the challenge head on by taking real estate classes while her kids were virtually home schooled.



Joie truly felt that the transition into real estate was going to be extremely natural, but shortly after beginning her new career, before she even had boots on the ground, Joie faced personal challenges, including the loss of her mother and an ill-fitting brokerage. This had her considering returning to the casino beverage industry.

However, a recruiter's call at the right time led her to a new brokerage that

aligned with her goals and spoke to her ambition. There, Joie thrived under the mentorship of Aaron Lopez, recalling her time she noted that the onboarding classes featured company mentors and allowed the agents to choose who they wanted to work with. After voicing her concerns and goals, Aaron offered his hand and has been the reason for her success. She gives him full credit to all her accomplishments including being able to close her first deal within her

first month out of training. "I am who I am in this industry, because of Aaron's mentorship," she beams.

The transition between the two industries was fueled by Joie's determination to set an example for her three daughters. She wanted them to witness that changing careers at the age of 40 was not a barrier to her success and that one can succeed in any field. If you put your mind to it you can do it. She



“It's handing those keys to their new property that is so rewarding to me, or giving them that call saying congrats we just recorded. Hearing the thrill and happiness is so great.”

remarks that having them cheer her on was, and will always be, a huge part of her success too.

A pivotal moment in Joie's real estate career came when her lender, Shawn, rescued a deal from falling through. It was her third transaction ever and she was working on a VA loan with a previous lender who completely dropped the ball. With the transaction and her client's deposit at risk, the listing agent offered his lender, and in a desperate attempt to get the deal wrapped up, Joie called him immediately...eventually closing the deal and with time to spare!

As Joie continued to call on Shawn for his services, their working relationship began to flourish, resulting in a series of successful transactions, thus emphasizing the importance of collaboration in ensuring client satisfaction. Time after time, Shawn delivered and they have created somewhat of a power team. "At the end of the day he's the one who makes sure I get paid," she laughs. "And he hasn't let me down yet, knock on wood".

For Joie, real estate is about a culmination of several things - the feeling of being needed within her chosen field of work, the feeling of completion through successful transactions, and the journey she gets to take every day with her clients. She loves hearing her clients' stories and being a part of their lives. The everlasting relationships she gains through this field has brought her so much joy and fulfillment.

"I love being a REALTOR®, because I get to be part of my clients' journey - be it their first home, retirement home, vacation home, investment home - and selling their home for whatever



reason. It's all a journey that they choose me to be a part of. It's handing those keys to their new property that is so rewarding to me, or giving them that call saying congrats we just recorded. Hearing the thrill and happiness is so great."

Reflecting on her journey, Joie advises her younger self to take a chance on yourself, stand outside the box, embrace patience, and be a sponge for learning. She emphasizes the importance of absorbing knowledge from every agent's experience, staying open to continuous learning, and not following someone else's guidelines if they don't suit your goals.

Beyond real estate, Joie is devoted to her family - her husband, DeJuan (aka Dee), their three daughters, Jayda, Kaia, and Kennedy, and a Pug/French Bulldog they named Yoshi. Her involvement in community service is currently channeled through fundraisers hosted by her brokerage, and her daily life is dedicated to raising strong females - "they are my world."

Joie's journey exemplifies resilience, adaptability, and the pursuit of success in the ever-evolving landscape of real estate.

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► REALTOR® life

Written by Kendra Woodward
Photography by Chernogorov Photography
Photographed at Skye Canyon Park



Born in Cleveland, Ohio, and raised under the sun soaked skies of Scottsdale, Arizona, Traci Rivera and her family relocated to Las Vegas in 2001, after being presented with a wonderful job opportunity. She and her family were instantly drawn to the beauty and vibrant energy of the city and decided to call it home. Traci's journey to real estate was no surprise, having found her true calling to real estate in 2005 from her love of HGTV and other real estate related networks. She explains how she truly enjoyed watching real estate agents make homeownership a reality for buyers, helping them find and purchase their dream homes.

Rooted in a family legacy of strong work ethics and determination, Traci attributes much of her drive and character to her father, who has always been a successful business owner and entrepreneur. And at age 82 he is still working and filling his free time as President of his HOA, always leaning on the traits he learned from *his* father, who was a successful entrepreneur in the fur industry. "So, my dad likes to joke that I get my drive, determination, and work ethic from them both," Traci chuckles. "And I believe that to be true."

A product of the customer service industry, which gave her great insight into how certain aspects of client-centric businesses functioned, Traci called upon all of her previous knowledge to build what has become the foundation of her

style over the years. From her experience in the credit card industry, retail sales, new home sales, and even cosmetology; it was through those experiences, she gleaned first hand skills and knowledge on how to both relate to and treat her customers and clients with great care and intention.

Traci's passion for real estate lies in building relationships, facilitating dream home acquisitions, and educating clients on market trends. Her commitment to excellence has continued to propel her into the top 1.5% both locally and nationally. "I believe that having a caring and dedicated agent can make a significant difference in the buying or selling process. I always go the extra mile, constantly putting in the effort and passion in order to achieve my goals."

“

There is so much satisfaction in leading a buyer or seller through the homebuying or selling process, and at the end of it, handing them the keys to their new home.

”



Today, as part of the Redfin team with 18 agents, she is not only motivated to excel professionally, but also to become the best version of herself. “Choose a job you love and you will never have to work a day in your life,” she asserts. “There is so much satisfaction in leading a buyer or seller through the homebuying or selling process, and at the end of it, handing them the keys to their new home!”

Reflecting on her journey, Traci acknowledges the industry’s demanding nature, stating, “Real estate is not a 9-5 job. You have to be willing to work seven days a week, sometimes until late in the evening.” But her passion for meeting new people every day and learning about their hopes, dreams, and goals for the future is what keeps her obsessed with her career. “I take so much pride in how hard I have worked to get here.”

Her advice to her younger self echoes a sentiment of resilience and perseverance. “Don’t sweat the small stuff and never give up or think you will never make it or amount to anything. Failure is actually a positive thing. Everyone has to fail to succeed. Just keep trying to figure out what it is you love and go for it!”

Proudly described by family and friends as passionate, hardworking, and driven, Traci’s positive attitude and

dedication to her clients’ confidence in their purchase is of the utmost importance to her. No matter the market, she remains dedicated to guiding her clients through the complexities of their pursuit, keeping them in the loop of the constant changes in interest rates, loan programs, home prices, and inventory. One of her mottos encapsulates this sentiment perfectly, “Pursue excellence, and success will follow.”

Outside of real estate Traci enjoys being surrounded by family, friends, and her two dogs, Bentley (an eight-year-old lab mix) and Delilah (a five-year-old Golden Retriever). She has three wonderful daughters ages 29, 31, and 33, as well as one amazing son-in-law and two beautiful granddaughters who all live nearby and bless her regularly with their time.

A lover of the beach, 80’s music, concerts, Broadway musicals, traveling and playing piano, Traci also recently discovered a new passion for playing Pickleball. From Mexico to the Bahamas, Turks and Caicos and Hawaii, Traci’s favorite travel destinations reflect her appreciation for diverse experiences and the beauty of life.

As Traci continues her journey, she remains a testament to the transformative power of passion, hard work, and a positive outlook in the world of real estate.



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