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THIS MONTH

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Cari Jo Parham



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TABLE OF CONTENTS

	06 Preferred Partners		07 Meet the North Houston Real Producers Team		08 Top 300
	10 Real Producer: Jon Shuler		16 Team Spotlight: Cari Jo Parham		22 Real Producer Cover Story: Jose Nieto



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Publisher
Jason Sheldon
512-535-1949
jason.shelden@
realproducersmag.com



Content Director
Erin Rystad



Operations
Emily Eyob



REALTOR® Relations
Mazie Martin



Photographer
Jason Dotson



Photographer
Michelle Butler



Staff Writer
Elizabeth McCabe



Staff Writer
Megan Taylor-DiCenzo

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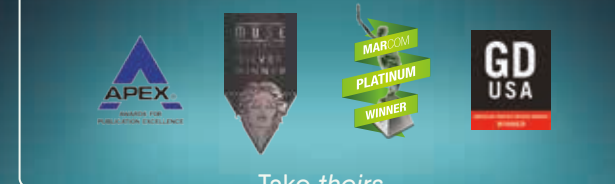


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JON SHULER

SINK OR SWIM

Photography by Jason Dotson with Dotson Photography

Sink or swim. Those are the possible outcomes for a new agent entering the Real Estate industry. When Jon obtained his real estate license in January of 2021, mortgage interest rates had just hit an all-time low and the real estate market was HOT. A buyer's affordability was higher than ever, and sellers were capitalizing by selling their homes for inflated values. "Navigating multiple offer situations on both the buy side and the listing side was the only market I knew during my first year in the business," says Jon. "It was a challenge competing against experienced agents who possessed tenured relationships within the industry and knew how to properly negotiate with listing agents to win in multiple offer scenarios". Nevertheless, Jon prevailed. He wrapped up his first year in the business with \$3.5M in transaction volume, earning him "rookie of the year" honors for sales volume at his brokerage in 2021. "My first year was such a whirlwind with the extremely competitive market. There was no time to learn at a slow pace. It was trial by fire, and I loved it. It felt like I gained years of real-world real estate experience in less than 12 months." Jon adds.

The momentum continued for Jon following his rookie of the year campaign. In 2022, he closed out the year with nearly \$7.5M in sales earning him Top 5 honors in sales volume and Top 3 honors in total units sold at his brokerage of over 70 agents. "I was pleased with my year-two numbers as I was able to eclipse the goals I set, but I still have a long way to go!" says Jon. His next milestone is getting to the \$10 Million mark for annual sales and maintaining that mark as a sales "floor" while organically increasing his sales volume year over year.



Jon was born in Houston and raised in Spring. After graduating from Spring High School, he attended Texas A&M University where he received a bachelor's degree in Agribusiness. Outside of his 4 years in College Station, Jon has maintained his permanent residence in the North Houston area and currently resides in The Woodlands with his wife, Shelby, and two daughters, Ashtyn and Palmer.

Prior to becoming a REALTOR, Jon worked in the Oil and Gas industry for 7 years as a Project Manager. "My previous job required me to be on-site and client-facing, so building and maintaining relationships was crucial. Real Estate is no different; it's a customer

service business. I pride myself on networking and creating new relationships while nurturing existing ones. My goal is to give each client my full attention regardless of transaction size. Going the extra mile for my clients is what I hang my hat on, and it has paid dividends for me through referrals that have led to more closed transactions." Says Jon.

Jon serves his clients by providing open and honest communication. He believes that it is imperative for his clients to understand the current state of the market before making the decision to buy or sell. According to Jon: "Educating my clients on where the market stands during those initial conversations



I LOVE HELPING PEOPLE ACHIEVE THEIR REAL ESTATE GOALS AND I PLAN TO CONTINUE THIS JOURNEY FOR A LONG, LONG TIME!



is key. It allows me to taper client expectations and helps us formulate an action plan that we are all comfortable with. The Real Estate market is extremely volatile and it's important that buyers and sellers understand that."

Jon states that his transition to the Real Estate industry is the best thing that could have happened to him from a career standpoint. "Real Estate is not for everyone. It is a serious grind that is beyond stressful at times. I appreciate the hustle and I thrive knowing that I will get out exactly what I put in to my business. I love helping people achieve their Real Estate goals and I plan to continue this journey for a long, long time!" says Jon.





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» team spotlight

Cari Jo

PARHAM

And The Parham Team

» I KNOW A GOOD REALTOR «

Photography by Jason Dotson with Dotson Photography
Written by Megan Taylor-DiCenzo

Cari Jo Parham met her husband, Jason, in an AOL chatroom in 1995. He was in the Marine Corps at the time, and they dated off and on until 2000 when Jason decided to leave the military and go to school; he and Cari Jo got married in 2001, and they had two children: Dillon and Sean.

In the years to come, Jason graduated with his bachelor's degree from the University of Arizona, earned a master's degree in educational leadership, and eventually moved to Michigan where he pursued a Law Degree with a focus on Real Estate Law.

While Jason was enrolled in law school, Cari Jo, who had previously spent time working as a successful executive assistant and as a marketing representative for Budweiser, continued to work in support of the family.

"I met a real estate investor at the end of 2004," Cari Jo remembered. "He asked me to manage his books and help him with marketing. In turn, he promised to introduce me to property management

and real estate. It was a good opportunity because he allowed me to have a flexible schedule since Jason was in school full-time."

In 2005, Cari Jo's boss and mentor enrolled her in real estate licensing classes. "It was Monday through Thursday, 8 am - 5 pm," she remembered. "He even paid me hourly for being there."

That Friday, Cari Jo took and passed the real estate exam. "It was something that just fell in my lap," she shared, "but it turns out I absolutely loved it."

Her boss had five or six personal properties as well as three different apartment complexes throughout the city. "I managed those homes and helped him find rentals," Cari Jo recalled. "I managed the managers of the apartment buildings. He taught me so much about real estate, and honestly, while the classes to become an agent are necessary, doing the actual work and learning from somebody with real-world experience is more important than any test or class."





“
When
you put
out the
good,
**THE
GOOD
COMES
BACK.**
”

In 2006, the Parhams moved to Texas to care for family, where they both took jobs in the school system; Jason teaching and coaching, and Cari Jo in administration. But because she had been bitten by the real estate bug, Cari Jo continued marketing and transaction coordinating part-time for a local real estate brokerage in Central Texas.

Later, the family moved to Fort Worth and then eventually settled in Houston in 2015.

“Houston is our last stop!” Cari Jo laughed. “I’m not moving anymore. Since 2000, we’ve had about 15 homes, but we also know the ins and outs of buying and selling, and it makes us knowledgeable and empathetic REALTORS.”

When their youngest, Sean, graduated from high school, Cari Jo was still marketing for the Central Texas brokerage. “I was doing all their transactions, entering the MLS, submitting social media stuff, and running comps,” she recalled. “But with our children no longer in the school system, I decided it was time to return to doing it full-time for myself.”

Although Cari Jo had heard that the licensing and testing process was difficult in Texas, she passed everything without a problem. “It wasn’t nearly as bad as I had been led to believe!” she said. “Within months, I was selling properties. I already had a sphere of influence in the community and it just took off. I’m grateful for the time I had in the school system with my kids, but I often wonder how much further along in real estate I’d be had I started full-time when we first moved to Houston.”

Cari Jo and Jason possess a variety of personal and business experience. “We know what it’s like to be in education, to be in the military, to suffer paycheck-to-paycheck,” Cari Jo shared. “Now, having put in the time and effort to grow a successful business we’re finally taking a breath of relief. We’ve built a brand, and people are trusting us with their business.”

They also know what it’s like to be parents. Their eldest son, Dillon, is a successful engineer. His wife, Elizabeth, is a doctor. They live in Massachusetts and recently gave Cari Jo and Jason their first grandchild in October 2023.

Their younger son, Sean, graduated in December 2022 with a bachelor’s in marine biology whereupon he went to work with the federal government on fisheries in Alaska; he is currently pursuing his master’s at Auburn University and scouting overseas doctoral programs.

Jason is focused 100% on the commercial aspect of Parham Realty Team, handling all asset types and servicing both tenants and landlords in the lease or sale of commercial properties. Cari Jo focuses her business on serving local heroes such as veterans, first responders, healthcare workers, and teachers, ensuring they receive exceptional support throughout their home-buying or selling journey.

“When you put out the good, the good comes back,” Cari Jo said. “We put our heart into everything we do, and it ends up showing. To highlight that, we’ve even incorporated a heart into our logo.”

Cari Jo sings with as much heart as she sells. She was initially recruited at a karaoke bar in Waco by the owner/operator of a variety show called the Stars Over Texas Jamboree to sing with their band. “It’s like Branson, MO,” Cari Jo explained. “We performed in a theater with 300-400 seats, typically filled with people 55 years and older. The bands played classic country, oldies, and gospel. Once a month, they put on a big show.”



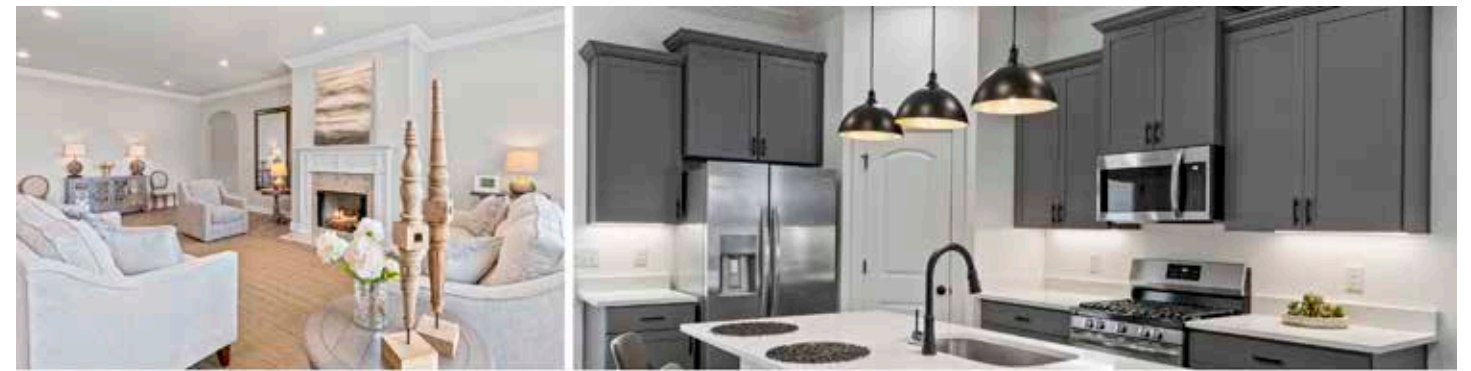


Cari Jo started as a backup singer for the band, donning wigs, costumes, and the works. “We had so much fun,” she said. “I did it for about six years. After we moved to Houston, it was too far to travel, so I auditioned as a backup singer for a local band called Vinyl Arcade. I got the gig and when the lead singer moved on, I became the lead vocalist.”

She has been singing with Vinyl Arcade Band for about seven years singing oldies, 70s, classic rock, blues, pop, country—a whole variety of music. “In addition to getting to do something I love, it’s also a great way to meet people,” Cari Jo said. “We

might chat with the bar owner who wants to sell or expand. I also invite clients to come to my gigs and continue to interact with them in a social setting. I consider many of them friends.”

One side of Cari Jo’s business card features her real estate business, while the other is her band. “There’s a song by Amy Winehouse called *Valerie*. The lyrics are, *Did you have to go to jail and put your house up for sale? Did you get a good lawyer?* When I sing it, I change that last line every time to, *I know a good REALTOR*. Then I point to myself,” Cari Jo laughed.



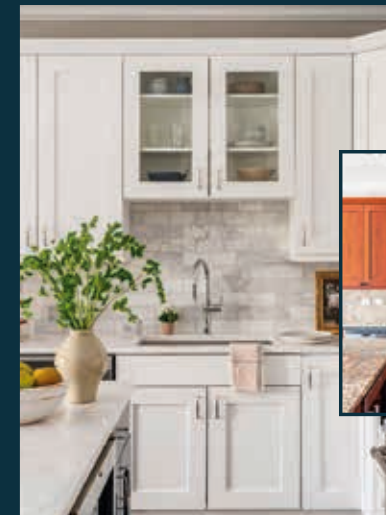
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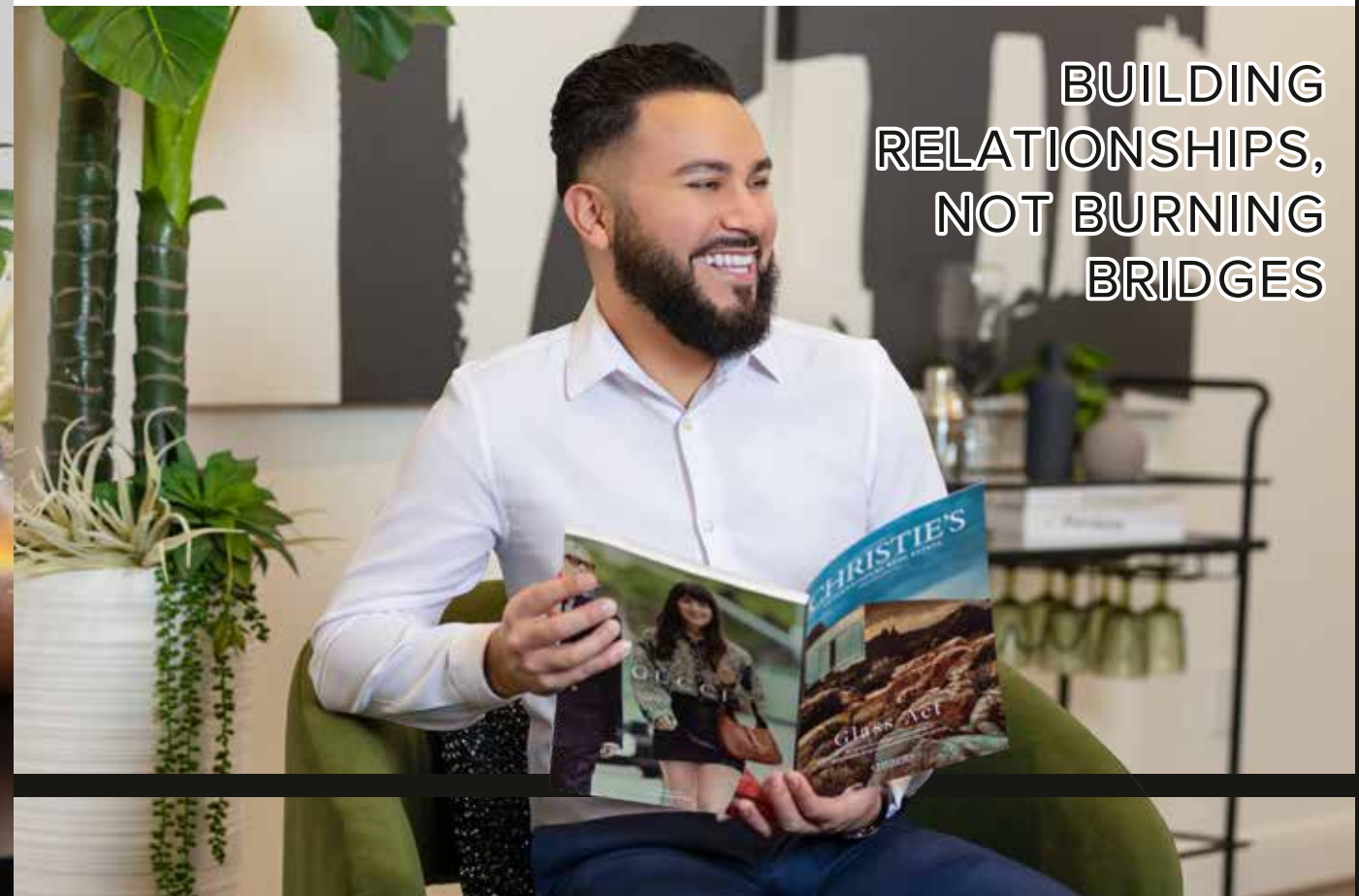




JOSE *Nieto*

Written by Megan Taylor-DiCenzo | Photography by Jason Dotson with Dotson Photography

Raised in Spring, Texas since he was six months old, Jose Nieto is the son of hardworking immigrants from Mexico who believed in a better life for themselves and their children. As the eldest of his brothers and sisters, Jose combined street smarts, savvy, and experience to continue that dream—always building relationships and never burning bridges.



**BUILDING
RELATIONSHIPS,
NOT BURNING
BRIDGES**

Before earning his real estate license in August 2019, Jose managed multiple retail clothing stores including Express, Men's Wearhouse, and Journeys. "I loved sales and working with people," he remembered.

In addition to holding a co-manager position at Express, Jose became a personal banker at Woodforest National Bank headquartered in The Woodlands, Texas. "After a while, I wanted a career with more freedom; banking has a lot of restrictions," Jose explained. "I found it limiting to be stuck in the office for 40 hours a week and wanted to build my own schedule."

In 2019, Jose decided to leave his management position at Express; he worked full-time at the bank and went to school for his real estate license. That year, he also attended a real estate event invited by his friend, Joseph. "The people in the room were glowing," Jose recalled. "They were all happy and they were all REALTORS®." It was then Jose knew what he wanted to do.

After obtaining his license, he joined Keller Williams Professionals, which was a great start. Next, he met Kelly Simon and interviewed with her. Within the year, Jose began work with Kelly in the Heights. Everything was falling into place.

In 2020, Jose left Woodforest Bank to pursue real estate full-time. "June and July were my two best months even during the pandemic," Jose shared. "I helped 12 families with new construction." He ended the year at \$5.8M and serving 32 families in total. "I was super excited," he said. "I felt ready to grow."

Jose did just that. In 2021, he started building rapport as a top producer and ended the year at \$10M—nearly double his previous production.

In 2023, Jose joined Nan & Co Properties, one of the biggest luxury real estate companies, affiliated with





Christie's Real Estate, which granted him a larger platform. He attained his personal goal of \$20M for the year.

While Jose's production is impressive, it isn't just about the money for him. Jose's business is entirely referral-based, a testament to the quality of his service. He takes pride in creating a joyful experience for each client, founded upon integrity. His communication skills are unparalleled, ensuring that clients are never left in the dark.

Jose's exceptional service has been previously recognized by Houston's Real Producers, who named him one of the top 40 under 40. He has also received a certificate of special recognition from Congresswoman Sylvia Garcia for his hard work, dedication, and service to his community. "That recognition was my proudest accomplishment of 2023," Jose shared. Jose is a member this year of the Young Professionals Networking Group of Houston's Association of REALTORS®.

He enjoys a beautiful life with his two dogs, Bella and Nico. "Bella, my chihuahua, is territorial with me, and Nico is friendly and loving to everyone," Jose said. When he is not fielding calls, showing houses, and spending time with his pups, Jose loves to entertain. Jose also enjoys bike riding, yoga, and spending time in nature.

As his business grows year after year, Jose recognizes that his excellent service in the past has turned into referrals in the present. He manages his team of five with professionalism and poise, and he serves his clients throughout Houston, Austin, and Beaumont with a luxury beyond measure. He couldn't have done this without his right-hand "woman" Ashley, who takes care of all the paperwork. She is a reason for his success in the industry and his best friend.

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