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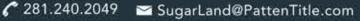
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# RIJIE SCHROEDER

#### Driven by her Passion

Driven by her passion for the business, real estate powerhouse Rylie Schroeder is known to deliver exceptional client service and expert guidance that adds value to every home search or sale. She's a tenacious negotiator and a savvy dealmaker, and clients praise her ability to create winning strategies and solutions for every challenge. With her superior market knowledge and extensive industry connections, Rylie is the kind of realtor every buyer and seller wants by their side.

Rylie had set her sights on real estate from a young age both as a career and a long-term wealth creation strategy. She purposefully started her professional life in sales roles, where she honed the hands-on, responsive service and people skills that have become her hallmark. Once she entered the real estate world, Rylie closed over 150 transactions totaling more than \$50 million in just her first two years in the business and now, going into her fifth year, leads a real







estate team of 10 rockstar agents. An astute, dedicated advisor and a skilled investor herself, Rylie is a reliable, 24/7 resource for all things real estate before, during and after the transaction has reached its successful conclusion.

In 2022, Rylie established Schroeder & Co. with a goal of creating a group of like-minded agents determined to be true real estate resources for the public, without obligation - a need she recognized in the market very early on in her real estate career. Together, with her growing team, she is determined to redefine and elevate the real estate experience.

When she's not hard at work for her clients, she enjoys relaxing with her significant other, Creighton, their three dogs, exploring great restaurants, traveling and spending time outdoors and on the water.

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# COVER RELEASE



Thank you to all those who attended our Cover Release Party and helped to make it such a success!

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property...BUT I can confidently tell you that I will work harder than any other to sell your home." Amy's friend said she fully trusted her and believed in her work ethic, and her character, and believed in Amy 'as a person'. Amy stated, "Behind any successful career is that first person who believed in them enough to hire them."

From that first successful listing, Amy acquired three immediate referrals, and it's been smooth sailing ever since. "I was beyond fortunate," she shared. "Everything has been organic in the way my business grew and my team formed..and for that, I am thankful every single day."

"I didn't have intentions of forming a team," Amy recalled. "We were making a transition from one brokerage to another, and Elizabeth Wallace and Amy decided to make the transition together; that's how the team started. I've been very blessed by how everything has happened in my career and the formation of this amazing team." "I don't even like calling it MY team, or a calling myself a team LEADER it is OUR team... we all work together and help each other, celebrate each other's successes, and are there to collaborate with each other." "WE ARE BETTER TOGETHER." Amy explained, "After all, the definition of a team is individuals coming together to achieve the same goal, and I feel that is what we do."

The Hersey Home Group is currently a nine-person team, including Amy, consisting of five full-time REALTORS®, two part-time REALTORS®, a commercial REALTOR®, and an assistant/

transaction coordinator, Brittnye Stroup. Amy and Brittnye have worked together for over 10 years, and Amy humbly states that she credits a lot of her success to Brittnye, "She has not only kept me organized, and managed my transactions, but, she has also taught me so much. Having Britt as a part of our team has given me the freedom to have the time to focus on the clients. Britt is the organization behind the curtain, and she makes me look good."

On the Hersey Home Group Team, everyone has their niche. "Every one of us brings something different to form a successful team," Amy said. "Every real estate professional on our team aligns with similar values of work ethics, morals, and character, but everyone has their strong suit. Elizabeth Wallace is great with Compass technology and

training. Liz is always there to help us out at any time and her knowledge of real estate is unmatched. Caroline Gonzales is a locomotive. She is tireless, organized, and works sun-up to sundown, always training to further her real estate knowledge, all while managing the team's social media. Jenn Johnston gives 110% in everything she does, Jenn always puts people first; she gives her all to each and every one of her clients and has a proven track record that proves that her way works. Jenn is a leader in marketing, and has a knack for turning leads into clients." Lin Budd, is a seasoned realtor who joined our team a few years ago and brings knowledge, experience & established clientele. Bobby Gonzales is our commercial realtor that is a wealth of knowledge in that arena. Amy Lusk and Shastyn Stewart are part-time realtors on our team who have had some

amazing success throughout the years. "We all work really well together, enjoy collaborating with each other, and truly have each other's back. I firmly believe this is what makes any team successful...in any industry. We are better together! Not to mention, we really enjoy each other's company." Amy recalled a team-building weekend they had in Fredericksburg with spouses and how much fun they all had together. She said, "It is great when teammates become friends/work family."

Regarding marketing, Amy stated, "In the beginning of real estate careers, many REALTORS® pay for advertising and leads, and I support paying for marketing and realize that it works for so many, but it's just not me. I've never wanted my face on a shopping cart or a billboard," Amy laughed. "I feel I have been fortunate



#### WE ARE BETTER TOGETHER.



that my business has always been 100% referral-based."As they say, referrals are the best compliment that anyone can give you and I feel this every single time it happens. Those referrals hinge on the outstanding reputation Amy and her team have built. Amy believes, "It comes from communication, work ethics, integrity, knowledge, experience, character, and an outstanding team beside me..not behind me," she shared.

What makes the Hersey Home Group stand out is their commitment to customer service. "You must have a love for helping clients navigate each step that is involved in the process. It doesn't change if you are a first-time home buyer or an investor client that has bought and sold many times, I

help them every step of the way" Amy explained. "There are a lot of emotions in selling your largest asset. We can alleviate frustrations by facilitating a smooth transaction, and we're also there to deal with the bumps in the road; every transaction is different."

Just as every transaction is different... so is every real estate team. What sets Amy and the Hershey Home Group apart are the countless reviews that go something like this: Even though we've sold many homes throughout our life, it was so different with you...You made us feel comfortable the whole way; you didn't price it low just to sell fast, you protected our investment and fought so hard in negotiations, you explained every step before it happened, and

communicated with us like no other realtor ever has. We have never felt so little stress in selling a home in the past. "That's the biggest compliment," Amy said, "to know that we helped our clients in a way no one has done before."

Hersey Home Group has had successful annual sales numbers to boast, over \$49 million in sales, but that is not how Amy looks at success. "Throughout my real estate career, I have won many awards through my brokerages, and while these are great accomplishments, I truly feel that sales numbers/awards aren't a comprehensive measurement of true success, but rather the greatest accomplishments are testimonies, reviews, or referrals from our clients...this is everything to me! This is why I love what I do. "

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