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TOP
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MARTI LILJA



▶ cover story


By Joseph Cottle • Photos by Tiffany Matson

THIS TOP PRODUCER TELLS US WHAT'S MOST IMPORTANT IN LIFE

The first thing you might notice about Marti Lilja is her quick, genuine smile. It makes you feel like you're with the exact right person to help you find a home or that you've found a friend, which is intentional. Helping buyers is much more than mere business to her. "I'm not looking just to make a deal," Marti says. "It has to be real. [I] genuinely want to be friends. I love seeing everybody's kids, I love being friends with them on Facebook afterwards, seeing their kids get older and when I run into them being so excited to see them." Her business values itself on the relationships she makes, her clients become almost family to her.



Her team is another extension of her family, and that's made the difference in her business growth over the years. She knows the value of putting family first. She's selective about who she adds to the team, which means her team blossoms with longevity. When she started her team almost 10 years ago, she had a vision of strong women and strong moms being the heart of it. "All of them have kids. They're all moms. They all understand what our core values are, and the heart of our team means giving grace and picking up the slack for each other when we need it." That is why two of her team members have been with her since the beginning.



“
I AM NOT A NUMBERS
PERSON WHEN IT
COMES TO MY SALES.
*I AM THE PERSON
THAT’S IN THIS
MOMENT ONLY.*
”



“
I’M A MOM FIGURE
BUT
ALSO, I’M THEIR COACH.
”

The team runs like a well-oiled machine. “Everyone’s work ethic is very similar,” she says. “That’s really important to me too. It’s not like people check out. Everyone’s respectful of each other. Everyone wants the same things. We all want to succeed for our families, we want to succeed for ourselves, and we want to benefit from it. We want to go on vacations, we want to retire at some point.”

Her team is proof that you can prioritize family and be successful, because business is good. The Lilja Team sold just under \$70 million last year, and they’re on track to beat that number this year. Oddly enough, Marti

has other things on her mind. “I am not a numbers person when it comes to my sales,” she says. “I am the person that’s in this moment only. I just want to keep going. I don’t really need to know what I’m at right now.”

If you caught Marti in a moment, it would be with her husband, three kids, and her pups. Vacations, quality time, and being a part of their life are what’s most important to her. “I have two girls in high school,” Marti says. “I cheered and tumbled all through my younger years and got asked to be the cheer coach at St. James Academy. I love going there and

meeting these girls, and it goes back to building relationships. Truly, I love spending time with these high school girls. They’re at an age where every [influence] makes a difference, so I enjoy being that person that checks in on them. I’m a mom figure but also, I’m their coach.”

So, whether Marti is on the football field coaching her cheer squad or taking time to coach her team, she knows the importance of relationships and core values. Not only is she successful in real estate, but successful in her engagement and relationships. She is a powerhouse to be reckoned with.



Beyond the Blueprint

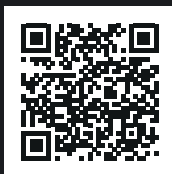
The Real Secrets to Homebuilding with Sean Flandermeyer, Owner of Elevate Design + Build

RP: Buyers have expressed a strong interest in the level of customization available when building a new home. What is the industry standard, and how does Elevate Design + Build approach this?

Sean: *In the home-building industry, it's common for builders to offer a limited selection of pre-curated design packages, allowing clients to choose from a few options for colors and finishes. At Elevate Design + Build, we believe in going beyond the standard. We offer full customization, allowing our clients to tailor every aspect of their home to match their unique personality and lifestyle. To ensure this process remains seamless and stress-free, we provide each client with a dedicated design coordinator and carefully manage the selection phase to maintain simplicity and clarity from start to finish.*



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HOME WARRANTY INC.

CREATING PEACE OF MIND

▶▶ partner spotlight

Photos by Leah Gunn Emerick

When it comes to home warranties, Mark Emerick has seen it all. With over 15 years of experience in the business, Mark is the go-to expert for real estate agents and homeowners looking for protection and peace of mind. But his journey to this point is anything but typical. From a childhood of constant moves to a degree in chemistry, Mark's path to becoming a home warranty specialist has been a unique ride, and he wouldn't have it any other way.

"I like to say I had the realtor dream family," Mark laughs. "The longest I stayed in one town was five years, and the longest I stayed in one house was three years. I guess you could say I've been preparing for this real estate-adjacent career my whole life." Born in Spirit Lake, Iowa, Mark moved all over the country as a kid, giving him a deep understanding of what it means to find—and keep—stability in a home.

Mark's educational journey took him to several universities, including Stephens College, UMKC, UMC, Columbia College, and CMSU, where he ultimately earned a degree in Chemistry in 1992. His first career path was in science. "I spent 12 years in chemistry positions, ending as a laboratory manager for R&D," he recalls. But the pull of a new direction came, and Mark soon found himself in ministry and then sales, a major pivot from the world of beakers and formulas.

His foray into the home warranty business wasn't exactly planned. "They approached me, and I thought I would give it a try," Mark explains. "Fifteen years later, here we are!" Alongside his nephew, Matthew Emerick, who worked for him during college summer breaks, Matthew built a reputation as a hard worker





Mark's focus on education and his dedication to helping others aligns with his long-term goals. "I'm passionate about helping people fulfill their calling, and supporting Realtors in enabling homeownership is a powerful way for them to achieve financial security," he says. For Mark, working with real estate professionals isn't just a job—it's part of a larger mission to support others in building stable futures through real estate.

"It's no surprise to anyone who knows me that I have twin boys," he jokes. "What might surprise them, though, is that I also have two older daughters, each with two kids of their own!" With twin six-year-olds, Joseph and Joshua, and daughters Sarah and Rebekah—both married with children—Mark's life is a mix of business, parenting, and grandparenting. He admits his hobbies have taken a backseat lately. "There's not much time left after caring for the boys," he laughs, "but I do enjoy a good game or movie whenever I can fit it in."

When asked to define success, Mark offers a refreshing perspective: "Having the freedom to pursue what you want while your finances fall into place." It's this philosophy that seems to drive everything he does, from the way he approaches his business to how he spends time with his family.

What's something most people don't know about him? Well, for starters, he was quite the athlete in his youth. "At a track meet, I got 3rd in Shot Put, 2nd in the mile, and 3rd in the 60-yard dash," he recalls with a smile. It's a fun tidbit from a man whose business acumen often takes center stage.

If there's one thing Mark wants to be remembered for, it's simple: "We are here for you and desire to make life better for all." It's a sentiment that shines through in every aspect of his career, from the partnerships he's built to the agents and homeowners he's helped along the way.

"I've been doing this for over 15 years," he reflects. "We used to introduce just one new development every two years. However, in the past year alone, we've launched about seven. If you're not staying in touch with us, you might miss out on important updates and opportunities to better serve your clients."

Whether it's through educating agents on the latest in-home warranties or simply being there for his family, Mark has carved out a legacy of service. And for that, the real estate world—and his clients—are all the better.



“THE MOST REWARDING PART OF MY BUSINESS IS BEING ABLE TO HELP AGENTS AND HOMEOWNERS.”



9

TIPS FOR ORGANIZING PHOTOS WITH SANTA OR PORTRAITS IN THE PARK

▶▶ coaching corner

Submitted by Christy Belt Grossman, CEO and owner of Ops Boss Coaching™

Organizing a successful client event, whether it's photos with Santa, portraits in the park, or another seasonal photo opportunity, requires a blend of careful planning, creativity, and client engagement. Here are 9 practical tips to ensure your event runs smoothly:

Scheduling Flexibility: Use tools like Jotform or Sign Up Genius to allow clients to reserve time slots. Offering multiple slots in the same time frame can prevent bottlenecks, and providing a window of time instead of an exact start helps manage expectations.

Activities for Waiting: While clients wait for their session, offer snacks, a coloring station, or other activities. This keeps children entertained and enhances the event experience.

Streamlined Sessions: Keep photo sessions short (5-10 minutes) and communicate this upfront. Managing expectations ensures families don't anticipate a full-length session.

Efficient Check-In Systems: For larger events, use tools like pagers to organize the flow of families and minimize long lines. Paging families in small groups helps maintain a smooth process.

Non-Timed Sessions: For more relaxed events, consider a first-come, first-serve approach without specific time slots. This can be especially helpful for children who need time to warm up to characters like the Easter Bunny.

Customized Time Slots for Special Needs: For children with special needs, offering longer time

slots with breaks between can prevent overwhelm & ensures a positive experience.

Clear Expectations: Include an FAQ page on your registration site to manage client expectations. This reduces confusion and sets clients' expectations.

Multiple Check-Ins and Touchpoints: Utilize a dry-erase board before each set of photos is snapped to track family names during large-scale public events. This allows for easy identification and organization when distributing photos.

Added Entertainment and Engagement: Provide additional touches like food trucks or tables for reviews/referrals and social media engagement. Creating a relaxed atmosphere adds to the overall experience.

By implementing these strategies, you'll create an event that not only runs smoothly, but also leaves a lasting positive impression on your clients.

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TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2024 - Sept. 30, 2024

#	FIRST NAME	LAST NAME	OFFICE NAME
1	Rob Ellerman	Team	Reecenichols - Lees Summit
2	Koehler Bortnick	Team	Reecenichols - Country Club Pl
3	Eric Craig	Team	Keller Williams Kc North
4	Bryan	Huff	Keller Williams Realty Partner
5	Spradling	Group	Exp Realty LLC
6	Dan	Lynch	Lynch Real Estate
7	Thrive Real Estate K	Team	KW Kansas City Metro
8	Kristin	Malfer	Compass Realty Group
9	Dani Beyer	Team	Keller Williams Kc North
10	Ray Homes Kc	Team	Compass Realty Group
11	Cjco	Team	Reecenichols - Leawood
12	Brooke	Miller	Reecenichols - Country Club Pl
13	Hern	Group	Keller Williams Platinum Prtnr
14	The Collective	Team	Compass Realty Group
15	Marti	Prieb Lilja	Keller Williams Realty Partner
16	Ask Cathy	Team	Keller Williams Platinum Prtnr
17	BG &	Associates	KW Kansas City Metro

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#	FIRST NAME	LAST NAME	OFFICE NAME
18	Blake Nelson	Team	KW Kansas City Metro
19	John	Barth	RE/MAX Innovations
20	Richey Real Estate	Group	Reecenichols - Lees Summit
21	Shannon	Brimacombe	Compass Realty Group
22	Wardell & Holmes	Holmes	Wardell & Holmes Real Estate
23	Andrew	Bash	Element Sothebyâ€™S International Realty
24	Austin	Home Team	KW Kansas City Metro
25	Benjamin	Lytle	Opendoor Brokerage LLC
26	Tamra	Trickey	Reecenichols - Leawood
27	LUX	Group	KW Kansas City Metro
28	Hannah	Shireman	West Village Realty
29	Michelle	Lutz	Lutz Sales + Investments
30	Loughlin & Associate	Team	Keller Williams Kc North
31	Macoubrie	Zimmerman	Weichert, Realtors Welch & Com
32	Hendrix	Group	Real Broker, LLC
33	Moore Homes	Team	Compass Realty Group
34	Reesemontgomery	Team	Aristocrat Realty
35	Dan	O Dell	Real Broker, LLC
36	The Small	Team	Reecenichols-Kcn
37	Malina	Group	Keller Williams Realty Partner
38	Ken Hoover	Group	Keller Williams Kc North
39	Jeremy	Applebaum	Real Broker, LLC
40	Brent	Sledd	Weichert, Realtors Welch & Com
41	Taylor Made	Team	KW Kansas City Metro
42	Katherine	Lee	Element Sothebyâ€™S International Realty
43	Lindsay	Sierens Schulze	Reecenichols - Leawood
44	Locate	Team	Compass Realty Group
45	Patty	Simpson	Crown Realty
46	Wade	Fitzmaurice	Fitz Osborn Real Estate LLC
47	Danny Howell	Team	Exp Realty LLC
48	Lynne	Matile	Reecenichols - Overland Park
49	Aravind	Pentapati	Platinum Realty LLC
50	Brooke	Marsalla	Reecenichols - Lees Summit

#	FIRST NAME	LAST NAME	OFFICE NAME
51	John	Kroeker	Weichert, Realtors Welch & Com
52	Vince	Walk	RE/MAX Realty Suburban Inc
53	Jeff	Tanner	Platinum Realty LLC
54	Yfa	Team	Your Future Address, LLC
55	Joe	Woods	John Moffitt & Associates
56	Missy	Barron	Reecenichols - Lees Summit
57	Kristi	Soligo Fleshman	RE/MAX Revolution Liberty
58	Hcr	Team	RE/MAX Heritage
59	Lauren	Anderson	Reecenichols -The Village
60	Sharp Homes	Team	Epoque Realty
61	Jenny	Burkhead	Keller Williams Kc North
62	Rothermel	Group	Keller Williams Kc North
63	Lonnie	Branson	Keller Williams Southland
64	Miles	Rost	Keller Williams Realty Partner
65	Audrah	Team	Real Broker, LLC
66	Jonas	Barrish	Compass Realty Group
67	George	Medina	Reecenichols - Country Club PI

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TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2024 - Sept. 30, 2024

#	FIRST NAME	LAST NAME	OFFICE NAME
68	Andy	Blake	Real Broker, LLC
69	Crossroads Re	Group	KW Diamond Partners
70	Kaleena	Schumacher	Keller Williams Realty Partner
71	Shaun Ashley	Team	RE/MAX Heritage
72	Susan	Fate	Reecenichols -The Village
73	Explore Home	Group	Keller Williams Kc North
74	Stroud & Associates	Team	Real Broker, LLC
75	Steve	Ashner	Reecenichols Wilshire
76	Krishna	Chinnam	Keller Williams Realty Partner
77	Kim	Brown	Lynch Real Estate
78	Sherry	Westhues	Reecenichols - Eastland
79	Amy	Arndorfer	Premium Realty Group LLC
80	Lisa Ruben	Team	Reecenichols - Country Club Pl
81	Rachelle	Moley	Weichert, Realtors Welch & Com
82	Nelson	Group	Keller Williams Kc North
83	Bridget	Brown-Kiggins	Weichert, Realtors Welch & Com
84	D & M	Team	Weichert, Realtors Welch & Com
85	Bill	Gerue	Weichert, Realtors Welch & Com
86	Stacy	Porto	Reecenichols -The Village
87	Molly	Hipfl	Reecenichols - Lees Summit
88	Jeff	Curry	Weichert, Realtors Welch & Com
89	Lindsey	Pryor	Compass Realty Group
90	Jessica	Smotherman	RE/MAX Elite, Realtors
91	Therese	Hinds	Reecenichols - Town Center
92	Aaron	Donner	Keller Williams Realty Partner
93	Alex	Owens	Compass Realty Group
94	Linda L	Martin	Reecenichols - Leawood South
95	Lisa	Rater	Weichert, Realtors Welch & Com
96	Kelli	Becks	Keller Williams Realty Partner
97	Brenda	Shores	RE/MAX Heritage
98	David	Van Noy Jr.	Van Noy Real Estate
99	Spencer	Lindahl	Main Street Renewal, LLC
100	Sally	Moore	Keller Williams Platinum Prtnr

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Teams and Individuals Closed from Jan. 1, 2024 - Sept. 30, 2024

#	FIRST NAME	LAST NAME	OFFICE NAME
101	Jeff	Yacos	Real Broker, LLC
102	Lauren	Engle	Platinum Realty LLC
103	Mary Beth	Schwartz	KW Kansas City Metro
104	Jason	Rains	RE/MAX Elite, Realtors
105	Sundance	Team	Rodrock & Associates Realtors
106	Sarah	Harnett	West Village Realty
107	Sarah	Page	KW Kansas City Metro
108	Tony	Long	Real Broker, LLC
109	Cami	Jones	Reecenichols - Leawood
110	Chris	Rowe	Cedar Creek Realty LLC
111	Bill	Allen	Bhg Kansas City Homes
112	Rebekah	Schaaf	Reecenichols - Overland Park
113	Peggy	Holmes	Reecenichols - Eastland
114	Quinn	Whimley	Reilly Real Estate LLC
115	Betsy	O'Brien	Compass Realty Group
116	Kitt	Halterman	KW Kansas City Metro
117	Kc Homes365	Team	Keller Williams Realty Partner

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Teams and Individuals Closed from Jan. 1, 2024 - Sept. 30, 2024

#	FIRST NAME	LAST NAME	OFFICE NAME
118	Christine	Lies	Reecenichols-Kcn
119	Majid	Ghavami	Reecenichols - Town Center
120	Simmonsales	Team	RE/MAX Area Real Estate
121	Kelly	Heaven	KW Kansas City Metro
122	Ivy Home	Group	KW Kansas City Metro
123	Dottie	Bradley	Platinum Realty LLC
124	Andrea	Sullivan	Rodrock & Associates Realtors
125	Bailey	Lyons	Lyons Realty Group
126	Candi	Sweeney	Reecenichols - Parkville
127	Madison	Harpst	RE/MAX Innovations
128	Brenda	Youness	Weichert, Realtors Welch & Com
129	Susan	Renschler	Keller Williams Kc North
130	Sherri	Hines	Weichert, Realtors Welch & Com
131	Livian Kc	Team	Keller Williams Realty Partner
132	Sherri	Cole	Reecenichols-Kcn
133	Terry Madden	Myers	Reecenichols -The Village
134	Lisa	Larson	Realty Executives
135	Annie	Kennedy	Realty Executives
136	Vicki	Smith	RE/MAX Innovations
137	Mikki	Armstrong	Reecenichols - Lees Summit
138	Veronica	Jaster	Reecenichols - Country Club Pl
139	Austin	Short Group	KW Kansas City Metro
140	Crystal	Metcalfe	United Real Estate Kansas City
141	Sal	Termini	Platinum Realty LLC
142	Tami	Lewis	Chartwell Realty LLC
143	Suzy	Goldstein	Bhg Kansas City Homes
144	Katee	Porter	RE/MAX Advantage
145	Ashley	Kendrick	Chartwell Realty LLC
146	Concierge Real Estat	Group	Worth Clark Realty
147	Murray	Davis	Bhg Kansas City Homes
148	Todd	Burroughs	Crown Realty
149	Brian	Pine	Heck Land Company
150	Steven	Roberts	RE/MAX Elite, Realtors

#	FIRST NAME	LAST NAME	OFFICE NAME
151	Rita	Dickey	Reecenichols - Overland Park
152	Kathryn	Thomas	Reecenichols - Leawood
153	Cory	Ward	Compass Realty Group
154	Tradition	Home Group	Compass Realty Group
155	Sandy	Herrick	Reecenichols - Overland Park
156	Whitney	Stadler	Element Sothebyâ€™S International Realty
157	Rachel	Kilmer	Reecenichols - Lees Summit
158	Aaron	Olla	Real Broker, LLC
159	Jennifer	Edlin	Keller Williams Kc North
160	Breeze	Team	Exp Realty LLC
161	Georgiane	Hayhow	Seek Real Estate
162	Michael	Yeates	The Real Estate Store LLC
163	Eva	Norton	Real Broker, LLC
164	Mike	O Dell	Real Broker, LLC
165	Shelia	Hampton	Reecenichols - Granada
166	Rollene	Croucher	KW Diamond Partners
167	Jennifer	Barth	RE/MAX Auction House, LLC.

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TOP 200 STANDINGS

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#	FIRST NAME	LAST NAME	OFFICE NAME
168	Just Say Home	Kc Team	Keller Williams Platinum Prtnr
169	John	Simone	Reecenichols-Kcn
170	Tim	Seibold	Coldwell Banker Regan Realtors
171	Janie	Snider	Keller Williams Realty Partner
172	Bill	Hightower	Reecenichols Excelsior Spgs
173	Melissa	Irish	Reecenichols -Johnson County West
174	Kbt Leawood	Team	Reecenichols - Leawood
175	Heather	Philip	Reecenichols-Kcn
176	Denise	Sanker	Reecenichols - Lees Summit
177	Matthew	Webb	Keller Williams Realty Partner
178	Jo	Chavez	Redfin Corporation
179	Tami	Froehlich	Reecenichols - Lees Summit
180	Rob	Lacy	Weichert, Realtors Welch & Com
181	Aly	Plunkett	Reecenichols -Johnson County West
182	Randi	Pereira	KW Kansas City Metro
183	Mark	Fraser	Reecenichols - Town Center
184	Leslie	Feedback	Reecenichols - Leawood
185	Bob	Washburn	Compass Realty Group
186	Laurie	Barnds	Reecenichols -The Village
187	Steve	Larue	Mcgrew Real Estate Inc
188	Scott	Swaggart	Keller Williams Southland
189	Debbie	Fleet	Weichert, Realtors Welch & Com
190	Janelle	Williams	Reecenichols - Overland Park
191	Jodie	Brethour	Compass Realty Group
192	Sherry	Timbrook	Bhg Kansas City Homes
193	Diana	Bryan-Smith	Speedway Realty LLC
194	Patty	Farr	RE/MAX House Of Dreams
195	Derek	Payne	Midwest Land Group
196	Monogram Real Estate	Team	Reecenichols - Leawood
197	Christine	Dunn	Keller Williams Realty Partner
198	Debbie	Sinclair	Prime Development Land Co LLC
199	Peter	Colpitts	Reecenichols - Leawood South
200	Shannon	Lyon	Reecenichols - Leawood

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Landen Hawk, Global Real Estate Advisor

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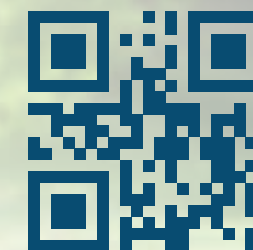
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