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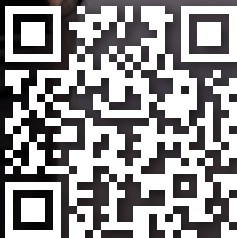
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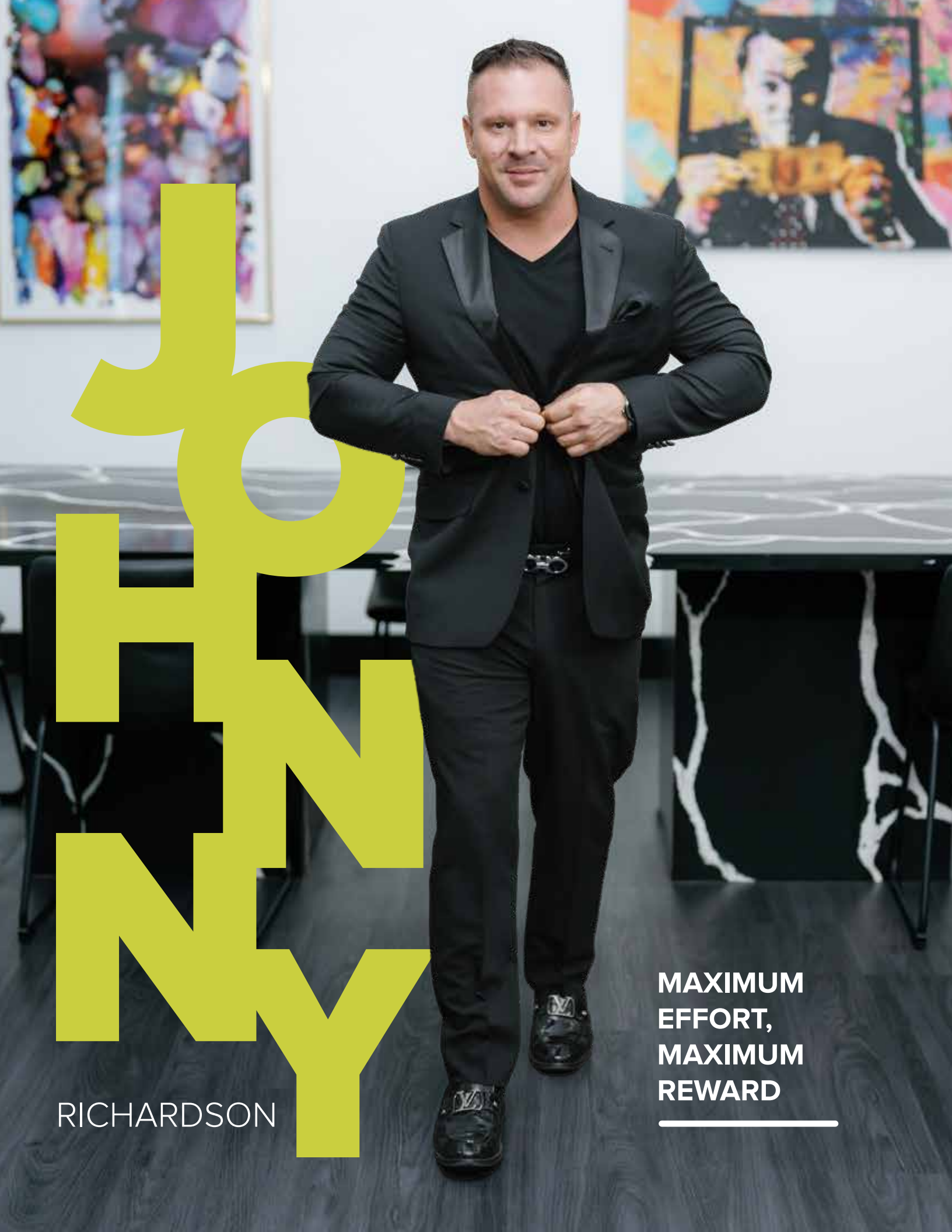
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RICHARDSON

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» cover agent

Written by Kendra Woodward
Photography by Spaces and Portraits Photography

Johnny Richardson, often referred to in the industry as “The Shark,” is a force to be reckoned with in the world of real estate. With his slogan “Live Hard, Play Hard,” Johnny epitomizes a lifestyle of going all out in everything he does. Whether it’s his dedication to his clients or his relentless pursuit of success, Johnny lives by the principle of doing everything...to the max.

Johnny’s journey to real estate success started with a strong foundation in sales while growing up in South Jersey. “I’m a sales guy,” he states, reflecting on his early career in car sales. However, the economic downturn in 2008 hit the car industry hard, pushing him to explore new opportunities. It was during this time that real estate caught his attention, and though he initially planned to follow in his uncle’s footsteps, while balancing a career at the fire department, fate had other plans for Johnny when his uncle advised him to take an opportunity with a timeshare company. Despite being completely broke at the time, so broke he was driving around in a broken down Accord that was falling apart, Johnny leaned on fate. And six-year years later, running the timeshare company ultimately brought Johnny from Atlantic City to Las Vegas in 2012, setting the stage for his future in real estate.

In 2017, Johnny took another leap of faith and obtained his real estate license. He remembers those early days vividly, working from a cubicle covered in thousands of post-it notes, unaware of the importance of CRM systems. “I had hardly any

training and wished I would’ve had a mentor,” he recalls. Despite the challenges, his tenacity paid off, and he quickly made a name for himself by closing a large number of deals in his first year.

Today, Johnny is now leading The Richardson Group, a powerhouse team of 12 agents under the umbrella of Real Broker LLC. With 156 additional agents nationwide, Johnny’s mission is clear: to change the lives of REALTORS® across the United States by guiding them toward financial independence. He leads by example, conducting scripting and training sessions every Monday, one-on-one training every Wednesday, and deep dives into developing strong skill sets to help his agents succeed.

“I’m really one that lives in adversity,” Johnny explains. Real estate, with its ever-evolving landscape, keeps him on his toes and fuels his drive to beat the resistance. But more so than the thrill of the chase, Johnny values the relationships he builds along the way. “Real estate is a challenging career,” he admits. “I love that aspect of it, but real estate is about relationships at the end of the day.”



**“ REAL ESTATE IS A
CHALLENGING CAREER.**

**I LOVE THAT ASPECT OF IT, BUT REAL
ESTATE IS ABOUT RELATIONSHIPS AT
THE END OF THE DAY. ”**



“ IF YOU WORK HARD, IT’LL GET YOU THE MAJORITY OF THE WAY THERE. **SKILL WILL GET YOU THE REST OF THE WAY.** ”



Legendary among those who know him, is Johnny’s unwavering work ethic, as he is almost always the first one in the door and the last one out. “If I’m going to spend time on something, I want everything out of it,” he admits. This relentless pursuit of excellence is a trait he inherited from his father, who instilled in him the belief that hard work is the key to success. “If you work hard, it’ll get you the majority of the way there. Skill will get you the rest of the way.”. His mother, on the other hand, influenced his relationship-building skills, which have become a cornerstone of his expansive network. This mindset and drive to do everything and be the best at all of it, has also seen Johnny opening up his own mortgage company and title company as well, in order to assist his clients from every angle.

Outside of real estate, Johnny’s life is as vibrant as his career. He’s a gym enthusiast and an adrenaline

junkie, often found racing his Lamborghini at his friend’s racetrack. And he jokes about his dream of eventually owning a four-foot tiger shark named Sharkie, a fitting companion for someone known as The Shark. He also has a deep commitment to giving back to those in need through his support of Operation Underground Railroad, an organization dedicated to preventing underage sex trafficking.

Johnny’s approach to life and work is summed up by one of his many taglines: “Let’s Sell Some Houses.” While the focus isn’t necessarily on the houses themselves, Johnny is committed to building a legacy - both for himself and for the countless agents whose lives he’s impacting across the nation. With his sharp instincts, unwavering dedication, and a mindset geared for success, Johnny is truly a shark in the waters of real estate, ready to go all in and take on the next challenge.



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Natalie's passion lies in discovering and implementing groundbreaking ways to weave technology into the fabric of the real estate industry. From automating routine tasks to save precious time, to refining marketing strategies with precision, she's dedicated to exploring the latest AI advancements. Her mission? To push the boundaries of what's possible, ensuring her partners not only keep up but lead the charge.

But there's more to Natalie than just her tech expertise. Her two Chihuahuas, both rescues, are the heart of her world. Whether she's developing the next big idea in tech or unwinding after a busy day, they're always by her side, offering reminders of the importance of dedication and care—values that Natalie brings into every professional relationship.

Natalie's commitment to innovation extends to building and nurturing a strong team. She has handpicked and trained two technology-driven sales representatives, each equipped to share her expertise and elevate the success of their real estate partners. This dynamic trio forms the core of Landmark Title's new Technology Team.

As the new Technology Director at Landmark Title and Escrow, Natalie Turley is transforming the way real estate professionals approach their business. With an extensive background in technology and



MEET THE TEAM: *Tyler Olenak and Angela Arkin*

Tyler Olenak, a native of Las Vegas, brings a unique blend of digital savvy to the team. With a major in Digital Marketing and a minor in Real Estate, Tyler is a self-proclaimed tech geek who has built, coded, or mastered just about anything digital.

Outside of work, Tyler's passions include his mini dachshund puppy, Thor, and staying in top shape through fitness and nutrition. Depending on the season, you'll find him snowboarding or surfing, and when he needs a creative escape, he turns to photography and videography.

Angela Arkin, a UNLV graduate with a major in hospitality and a minor in dance, is as versatile as she is driven. A world traveler, Angela spent two months in Bali last year, where she studied yoga and became an expert scuba diver. Her



love for adventure is matched by her dedication to her two beloved cats and her weekends spent hiking through Nevada's stunning landscapes.

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DWELLNESS

HOME WARRANTY

Written by Kendra Woodward
Photography by Spaces and Portraits Photography

RENEE MUNIZ

►► meet our partner

Renee Muniz, now a key figure at Dwellness Home Warranty, has always been driven by a deep sense of empathy and a desire to help others. Born in Fresno and raised in San Diego, Renee spent her early years juggling multiple jobs, working as a physical and massage therapist across two chiropractic offices and at a local Massage Envy. “I’m an empath at the end of the day, so people’s wellness and care is always top of mind,” she says. This commitment to care and well-being eventually led her to Las Vegas in 2013, seeking a better life for her family.

In Las Vegas, Renee found herself exploring new career opportunities and eventually applied for a sales position with Dwellness Home Warranty. What began as a sales role quickly morphed into her current position, where she combines her innate empathy with a passion for helping others. Reflecting on her transition into the home warranty industry, Renee shares, “I like to be able to know what I’m buying, especially when I’m not knowledgeable about something.” With that mindset being matched by the education she received regarding the company’s processes and programs, Renee was convinced that Dwellness was a place she could trust and recommend to others.

A locally owned and operated company, Dwellness Home Warranty offers a comprehensive range of services akin to those of larger home warranty companies, but with a personalized touch. Renee explains, “Everything you would find in a larger home warranty company, but being locally owned and operated means they’ll fight more for their clients.” It’s Dwellness’s commitment to customer care sets them apart from the pack however, ensuring that clients are never left waiting for a resolution. “We want to be able to offer that 24-hour turn-around window,” Renee emphasizes, underscoring the company’s mission to change how home warranties are viewed and managed.

For Renee, the most fulfilling aspect of her work is the opportunity to connect with new people every day. “Knowing that I’m able to meet new people every day... that’s what gets me going,” she prides. She thrives on building relationships, absorbing and reciprocating positive energy, and sharing her passion with others. “I’ve been very fortunate; a lot of the people I’ve made connections with through them are amazing because we share the same view. It’s so much fun.”



BE HONEST.

I appreciate honesty more than anything else, because I would never want to waste someone's time.

”

Renee's dedication to honesty and integrity is reflected in Dwellness Home Warranty's company motto: "Be Honest." She values transparency above all, stating, "I appreciate honesty more than anything else, because I would never want to waste someone's time." This commitment to honesty is also mirrored in Renee's interactions with her real estate agent connections, whom she strives to educate about the intricacies of home warranty coverage.

Through Dwellness Home Warranty Renee is educating ambassadors, giving back to the community through food drives, and working on getting approval to offer home warranty classes for their team and clients. They're trying to simplify the process of home warranty through helping others to better understand the

intricacies of what they offer, and the creative verbiage companies try to use in order to mislead their clients. "We're always focused on growing."

Beyond her professional life, Renee is deeply influenced by her father, a Vietnam survivor who instilled in her the values of resilience and perseverance. "He always pushed me to be a better version of myself, never settle, and meet great people," she beams. These lessons have shaped her approach to life and work, driving her to continually grow and give back to her community.

At home, Renee's life is just as full and vibrant as her professional life. She and her husband, Freddy, are parents to seven children - Isaiah, Sedelia, David, Meah, Jacob, Victoria,

and Aliana - whom she affectionately refers to as "the team." The family also includes a black pit/lab named Mary Jane and a black cat named Bagheera, after the beloved Jungle Book character. In her free time, Renee enjoys jogging, is an avid runner, and for fun, the family often attends concerts, museums, aquariums, and other interactive outings.

As 2024 unfolds, Renee remains focused on compassion and connection in both her personal and professional life. "It's 2024 and feelings have been getting hurt," she notes candidly. "Compassion is lacking out there, and we need more." Through her work at Dwellness Home Warranty and her everyday interactions, Renee Muniz is committed to making a difference - one honest, caring conversation at a time.

Billy, Renee's Border Collie/Rottweiler mix, is Dwellness's security watchdog.

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Jeanette

Martinez

*Sparking Joy
In Real Estate*

Jeanette Martinez has built a remarkable career since obtaining her license in 2015, but her experience within the industry began long before that. Originally from St. Louis, Missouri, Jeanette's introduction to the industry began in college while working as a mortgage broker. She loved making a difference in the lives of others by saving them money through debt consolidation, and refinancing them out of their high interest adjustable rate mortgages.



After graduating with degrees in Psychology and Marketing in 2007, Jeanette was faced with a major decision - pursue a PhD in Psychology or begin a career in marketing. A college friend who had recently relocated to Las Vegas suggested Jeanette make the move as well, to be closer to her dream destination of Southern California, which began the next chapter of Jeanette's real estate journey.

Soon after relocating, Jeanette met her former husband and was married in 2008. Together they began buying and renovating homes to turn into rental properties. As her husband was a busy doctor, Jeanette handled the entire process from pre-occupancy tenant renovations to qualifying and placing tenants, and managing the properties thereafter. Jeanette quickly grew fond of the process and decided to get her real estate license with intentions of starting a property management company.

However, upon obtaining her license, Jeanette soon discovered that helping people buy and sell homes was far more

“Whether it's listing a home or helping a buyer, I enjoy using my expertise and skills to ensure that everything is done at the highest level possible, achieving as stress-free of an experience as possible.”

exciting and rewarding than managing properties and tenants, explaining, “I love being in real estate, because I take care of my clients with the white glove service that I'd expect, and I am very particular.”

“Whether it's listing a home or helping a buyer, I enjoy using my expertise and skills to ensure that everything is done at the highest level possible, achieving as stress-free of an experience as possible,” Jeanette prides. “I want it to be an experience that the client looks back

on and thinks ‘I would do that again in a heartbeat!’ instead of ‘Glad I don't need to do that again for a while’.”

This mentality naturally led Jeanette to specialize in luxury homes, as well as residential and commercial real estate for medical professionals. “I started a medical professional niche in Las Vegas about eight years ago and I'm passionate about using my expertise to help ensure a seamless and stress-free experience for busy physicians and my VIP clientele.”

Now with her new brokerage Luxury Living Las Vegas, Jeanette continues that passion. This curated approach focuses on quality over quantity, with a concierge service style. With this new venture, Jeanette admits she prefers the strategic marketing, creative advertising, pre-listing planning, set up, and negotiations that go into the selling process more so than the boots-on-the-ground, in the trenches, side of buying. “Regardless of which side I am representing, I most love the relationships I develop with my clients.”



“This is a BUSINESS,” Jeanette explains. Without an entrepreneurial mindset or a business perspective, novice agents often fail. She believes success as an agent comes when you are prepared and ready for the cyclical nature of the industry, and that your focus must always be on the client’s best interests. Underscoring the importance of financial preparedness, Jeanette comments, “How can you be a true fiduciary to your client if you need their upcoming closing to pay your rent or mortgage payment?”

“
Regardless of which side
I am representing, I most
love the relationships I
develop with my clients.
”



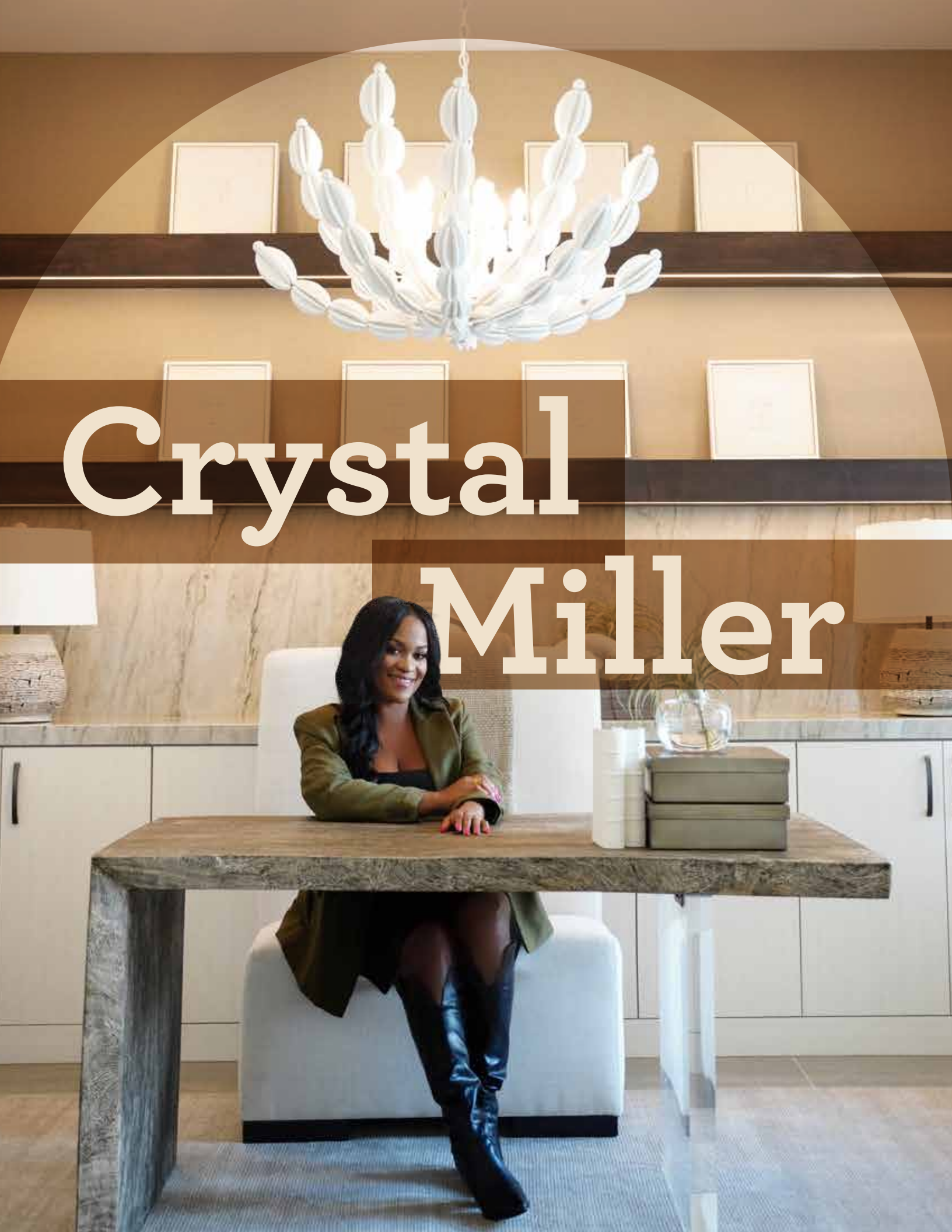
Passionate about working with people and properties that spark joy, Jeanette believes in living an authentic life characterized by integrity and consideration for others, following the Golden Rule. “Life is too short to not focus on inspiring work.” She also places a heavy emphasis on continued education and skill sharpening.

In her personal life, Jeanette values involvement within her community and family, as shown through their service with several organizations as kitten foster parents. Jeanette also participates in the National Charity League with her daughter and aspires to become a CASA volunteer when her children, Roman and Gemma, get older.

The family enjoys traveling, exploring new places, and spending quality time at home by the pool, watching movies, and cooking. They have

three cats - Magee, Prince, and Dino - and take great joy in preparing their foster kittens for new lives in great homes. Roman plays tennis and aspires to attend Stanford, and Gemma, a fierce competitor in flag football and gymnastics, dreams of becoming an attorney and attending UCLA. In her free time, Jeanette loves playing tennis, practicing yoga, and relaxing at home, and also enjoys discovering new lounges and restaurants both on and off the Strip.

Jeanette’s commitment to her clients, her family, and her community is a testament to her integrity, passion, and dedication to living a life filled with purpose and joy. Whether she’s spending time with her family, helping her clients navigate the buying and selling process with ease, or tending her new brokerage, Jeanette finds joy in nurturing those she cares for and helping others grow.



Crystal Miller

» trailblazer

Written by Kendra Woodward
Photography by Thais Vieira Kennedy

A Leading Light in Las Vegas Real Estate

Crystal Miller, known for her unwavering dedication and exceptional customer service, has been an industry leader and award-winning REALTOR® since obtaining her license in 2015. A standout professional with The Miller Group at the Jason Mitchell Group, Crystal is known for developing extraordinarily strong bonds with her clients - whereas they become long term friends, attending each other's baby showers, birthday parties, weddings, and beyond.

A Las Vegas resident since age four, Crystal's vast knowledge of the area has become one of her strongest assets. While pursuing a degree in Marketing from the University of Las Vegas, she obtained her real estate license. During this time, the market crashed and Crystal leveraged the opportunity to focus on her school work while starting a career in hospitality. Working in nightclubs and lounges enabled Crystal to purchase her first house at age 23, while still attending school.

Despite pursuing her degree, she remained drawn to real estate and set out to get her brokers license. Following which, she joined a team to help her better understand the market, develop her brand, and focus on a business model that suited her style. Crystal spent the first five years in real estate continuing to balance a successful career in the Vegas nightlife - getting off work at 5am, showing houses at 9am, door knocking on the weekends to build her sphere, then heading back to work at 9pm.

Ironically, it was the COVID-19 pandemic that finally shifted her focus solely to real estate. Crystal already had plans to make the transition soon, as she was burnt out from juggling two full time careers, so the timing was perfect. And in 2022 she accomplished an amazing feat by completing 52 solo transactions all-the-while racking up numerous awards and accolades, and then a year later decided she wanted more out of real estate and started her own team.

Having started her career on a team, Crystal emphasizes the importance of mentorship and accountability

which helped her tremendously in the beginning stages of her career. She credits mentors like Judee and Joy for being a pivotal support in her career, and Joy, in particular for helping Crystal transition into luxury sales by focusing on lifestyle marketing and branding.

For Crystal, real estate was always about the relationships she made and nurtured, both through her fellow agents and her own clientele. When she decided to grow her own team it allowed her the opportunity to mentor others and pour her knowledge into her agents, while teaching them how to leverage their own skill sets.

Beyond helping her fellow agents, Crystal's relationships with her clients are often described as "unusual" simply because they create such strong bonds and long lasting friendships. "I've been told I'm not normal," she laughs, referring to her hand-holding-style of real estate that has nurtured these beautiful friendships. "Some of my clients went to my wedding, I go to their kids' birthdays, I organize events throughout the year, it's relational. I'm not entitled to their business and their referrals, it's an honor. Their trust in me is very important. So that's what I value over anything."

Having accomplished such amazing goals throughout her career, Crystal's passion now lies in growing her brand, mentoring others, and developing a concierge-type service for her clients. "Luxury is about delivering an exceptional experience, it's a lifestyle, not just about a price point." She is constantly innovating the buying experience and leveraging her background in hospitality to provide high-end, concierge-style service that extends beyond the transaction.

When clients reach out to Crystal after their transaction is completed, she remains committed to their success, helping provide answers when needed and streamlining systems with technology where possible. “I want clients to feel like they have someone on their side long after the transaction has closed.”

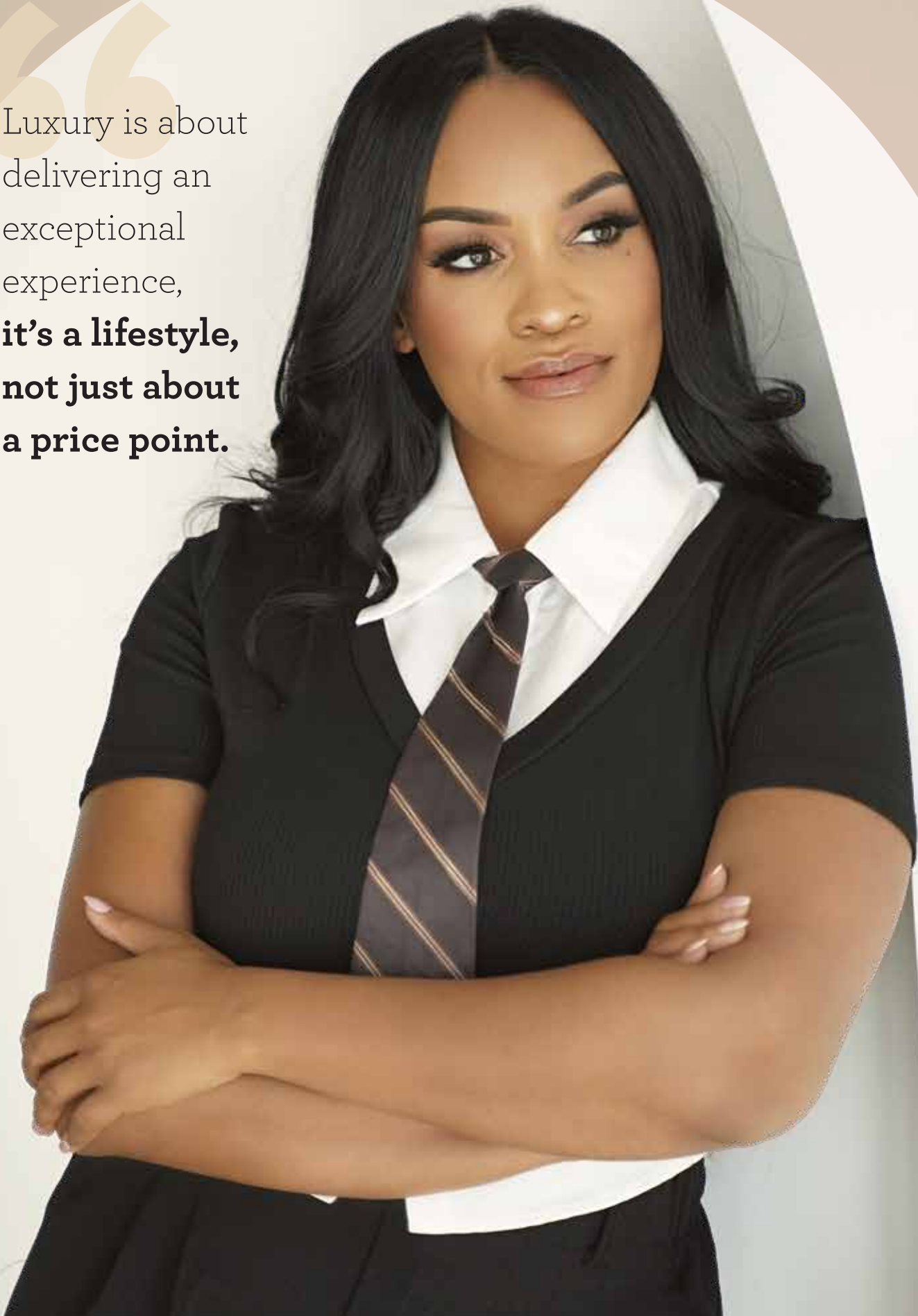
Despite her demanding career, Crystal always makes time for family, friends, and personal interests. She enjoys hiking the scenic trails around Las Vegas and cherishes moments at home with her husband, Armen, and their two Yorkies, Baby and Bandit. The couple loves traveling, frequently visiting Mexico and road-tripping to Los Angeles, and with Armen pursuing an Executive MBA in New York, they anticipate more trips to the East Coast.

Crystal’s journey has been one of resilience, dedication, and a relentless pursuit of excellence. Recognized with the Top Producer Award by NAREB, consistently ranked as a Top REALTOR® by Property Spark, and a President’s Club member within her brokerage, Crystal’s tagline, “clients for life,” reflects her commitment to cultivating lasting relationships. She also recently acquired her Military Relocation Professional and Certified Luxury Home Marketing Specialist designations. Her affiliation with Realm (a membership of elite professionals selected based on ethical standards and sales history) further highlights her commitment to excellence.

“My business thrives on building connections,” Crystal emphasizes. “Guiding individuals through the significant decision of buying or selling a home is an honor. Understanding my clients’ desires and needs is crucial during both the buying and selling processes.”



“Luxury is about delivering an exceptional experience, **it’s a lifestyle, not just about a price point.**”





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SHARING A PASSION

Thomas Seubert, the founder of Seubert Media, has carved out a niche in the Las Vegas real estate photography and videography scene, leveraging his unique background as a former real estate agent. And although he began his career in real estate, where he spent four years as an agent and eventually became a team leader for the Caldwell Group, Thomas found his true calling in real estate photography, starting Seubert Media in 2023 and going full-time with the business in January 2024.

Born in Oregon but raised in San Diego from just one month old, Thomas moved to Las Vegas in 2003. He initially spent 13 years in banking, working his way up to Bank Manager at Wells Fargo - his time there having a profound impact on shaping his work ethic and leadership skills. Thomas recalls that they had great leadership training and their management team really worked with him, and mentored him, into becoming a strong leader and customer-focused person. He also credits the book *Eat That Frog* by Brian Tracy with helping him prioritize his tasks and accelerate his leadership growth.

After leaving banking, Thomas found that real estate was a natural next step, given his customer service background and knowledge of loans and mortgages. He did well in real estate, quickly rising to a leadership position, however, his passion for photography ultimately led him to pivot his career. While still working as an agent, he began taking photography classes at the New York Institute of Photography and quickly built up a clientele through his real estate connections.

“Being an agent has helped me understand the importance of the photography and the branding an agent needs,” Thomas explains. His experience and insider knowledge as a former REALTOR® give him a unique perspective on what potential buyers are looking for in property listings,

which benefits the listing agent in a major way! “I have an eye for what a real estate agent is looking for in their pictures as well, from my time as a REALTOR®,” he adds.

Seubert Media offers a comprehensive suite of services, including real estate photography, videography, drone photos and videos, virtual tours, 3D walkthroughs, twilight shoots, and virtual edits. Additionally, the company provides marketing packages designed to enhance an agent’s branding and online presence. “Our Marketing Kit includes branded and unbranded property websites, Reels/TikTok templates, social media graphic templates, print-ready flyer templates, and video slideshows,”

Thomas explains, a testament to his dedication to helping fellow agents present their listings in the best possible light.

Although currently the sole member of Seubert Media, Thomas has ambitious plans to expand his team in the future. He finds great fulfillment in the relationships he has built with REALTORS® through his work, many of whom he now considers friends. “Seeing them on a daily basis in a more casual setting than working side by side with them in an office, they get to see my passion and we build strong friendships,” he admits proudly.



Outside of work, Thomas enjoys a fulfilling family life with his wife of 12 years, Niurka (or Nikki as many of her friends call her), and their two children, Lily Ann and William Henry. The Seuberts are also proud pet parents to three dogs: two German Shepherds, Seau and Tati, and a King Charles named Sammy. On weekends, they explore different restaurants around Las Vegas, always eager to try new foods, and they are also big baseball fans, particularly of the San Diego Padres, often taking road trips to San Diego to watch games. While the Seuberts never miss an in-town game for the Padres' affiliated Triple A team, the El Paso Chihuahuas, their goal is to start exploring new areas by traveling to catch Padres road games in cities beyond San Diego.

Thomas' creative approach and eye for detail extend beyond real estate photography as well, as he has a particular interest in landscape and drone photography, often going on adventures with a group of desert photographers to hone his skills. "I feel using my drone in landscape photography gives me an advantage with real estate photography – I try to make every image look like fine art," he explains.

With his unique blend of real estate knowledge and photographic expertise, Thomas Seubert is well on his way to making Seubert Media a standout name in Las Vegas real estate marketing. He adds, "Our passion for photography and videography drives us to continually explore new techniques and perspectives. Whether it's a breathtaking drone shot or a meticulously composed interior photo, our creative approach will make your listings unforgettable."

“Whether it's a breathtaking drone shot or a meticulously composed interior photo, our creative approach will make your listings unforgettable.”



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