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Thomas Jussila's top hobbies are traveling, hunting, and relaxing at the beach or pool. He enjoys exploring new places, finding peace in nature, and unwinding with family and friends by the water.

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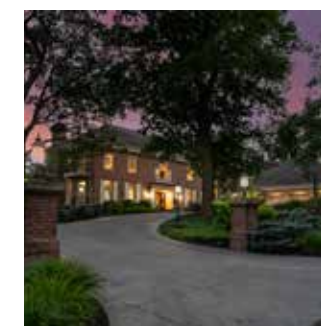
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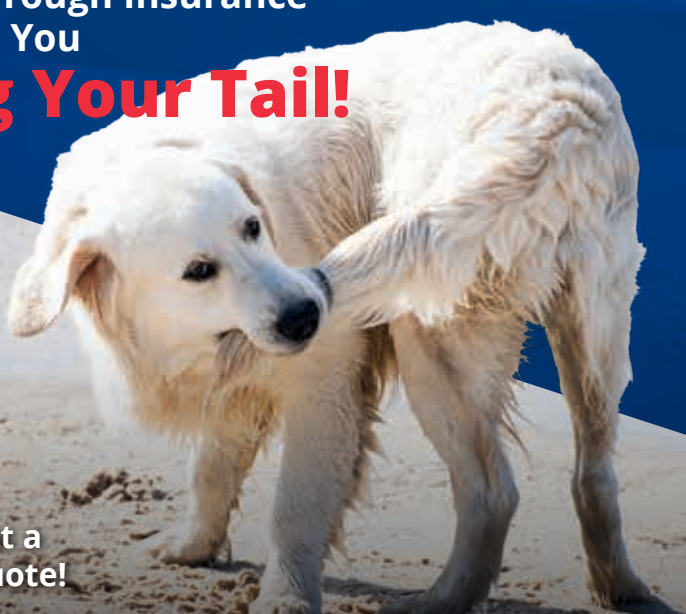
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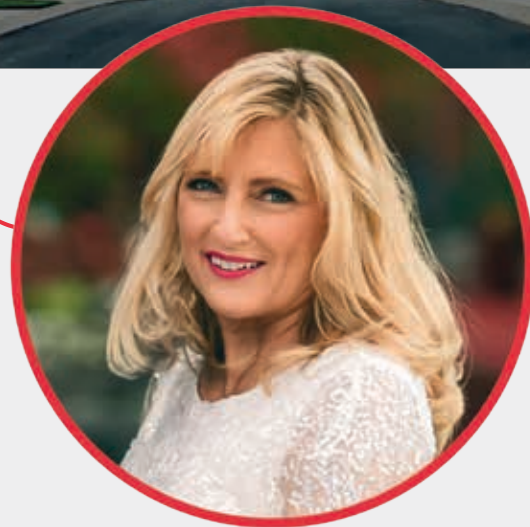
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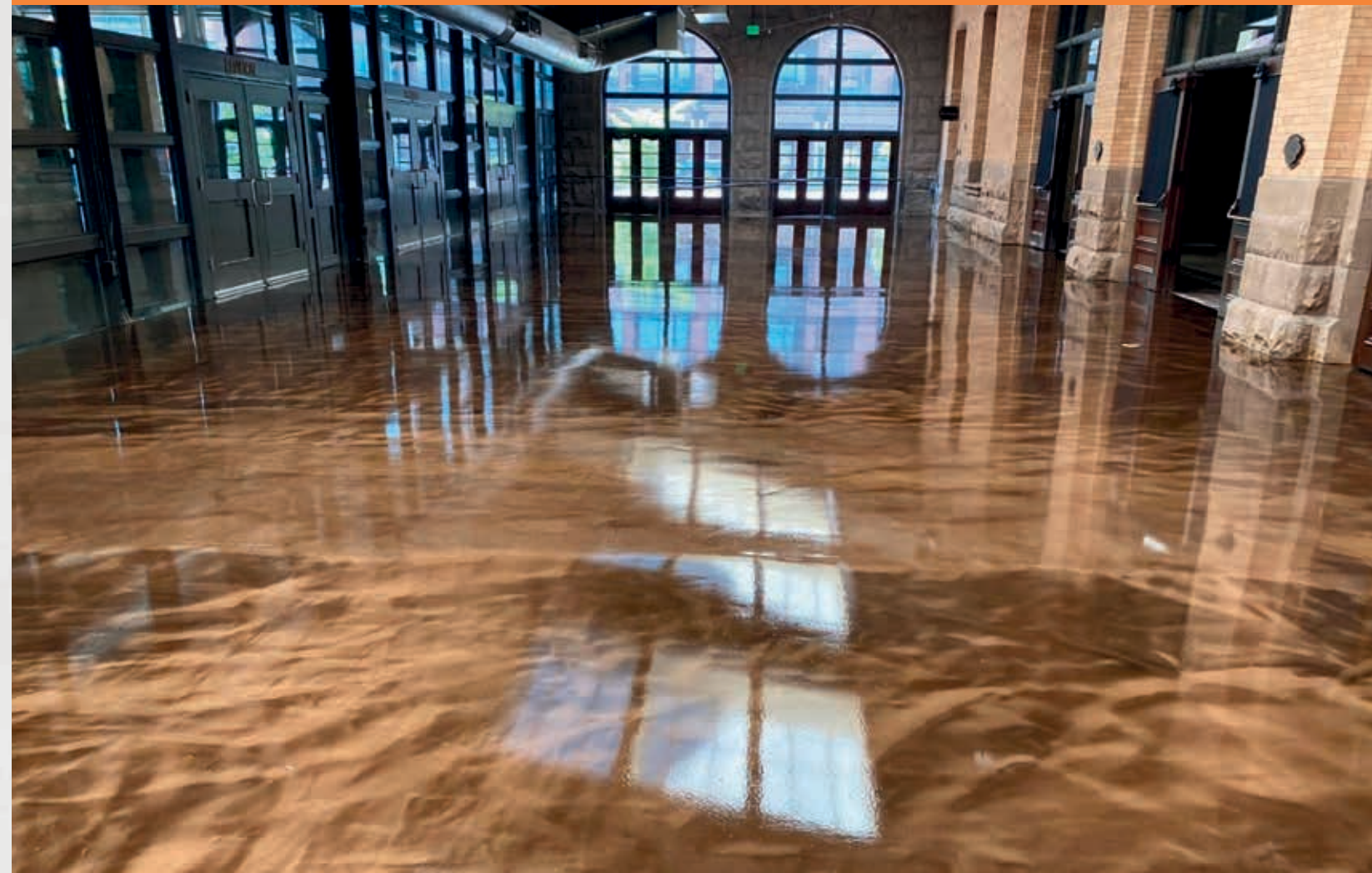


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Mastermind Panels — We have an educational series of events that will feature some of the real estate experts in our market. The panels will be your way to access not just *who* is doing it but *what they are doing*.

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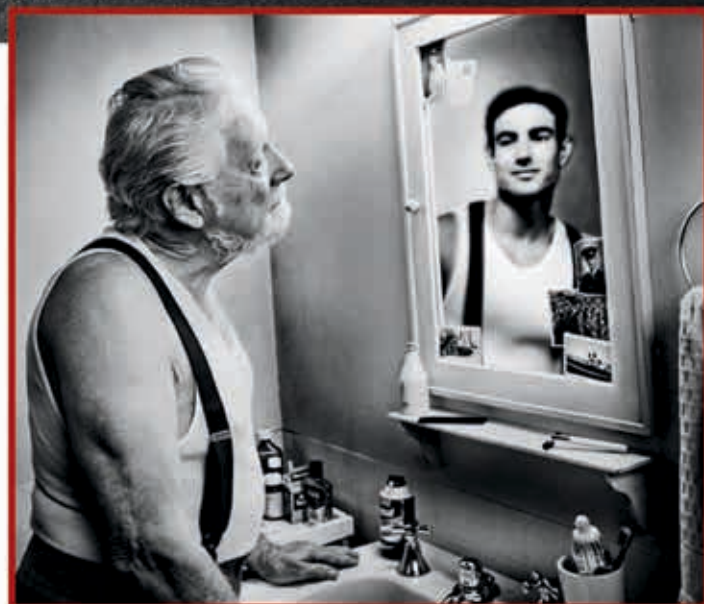
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He has Almost a Half Century of Experience in Real Estate!

“I have been a licensed Broker since 1977,” says Richard Tucker, Broker of Record, Sales Director, and Managing Director at Compass.

Richard’s real estate journey began back in Massachusetts where he was born and raised. He explains, “My father had a smaller brokerage of about twenty agents. He came home one day during the summer between my junior and senior year in college and gave me a book, then said, ‘Read this. You are taking a test in Springfield on Saturday.’ It was not part of my plan, but I passed the exam and secured my Broker’s license, marking the start of a long and interesting career.”

After graduating from Bates College, Richard spent eight years with General Electric, working in information technology sales and marketing before returning to Massachusetts in 1986. He became a Realtor and joined his father at the family brokerage, where he wore many hats—selling real estate, overseeing agents,



Richard and his wife, Donna Nesbitt, with Beth Ulrich and Mike Pahl at the 2024 Twin Cities Real Producers Realtor Choice Awards

and even managing IT and the relocation department. “It was pretty rudimentary IT— nothing like what we see today,” Richard recalls. “I oversaw the transition from books to digital for our association, and I know that really dates me!”

In 2002, Richard made a life-changing move to Minnesota. He connected with Robin Petersen, President of Coldwell Banker, and ultimately accepted a position as Manager. “I didn’t know a soul in Minnesota, so I decided managing would be the best

option,” he explains. Richard managed multiple offices for Coldwell Banker over the years, staying with the company until 2020.

I ran for public office in 2020, because I had an itch I needed to address. I have always believed that we have responsibilities to serve and participate in the institutions that we are part of. As my wife, Donna, will tell you, losing was the best thing that could have happened to me.

Shortly after the election, Compass approached him, seeking a Broker of Record to lead their expansion into Minnesota. Richard agreed, becoming the first employee Compass hired in the state. “Compass launched here in Minnesota three years ago,” shares Richard, “We’ve grown from me taking calls in my basement to having two offices, one in Edina and one in Wayzata.” Under Richard’s leadership, Compass has flourished. He adds, “We have grown to 170 agents, and have an amazing staff and leadership team. I’ve never been prouder of what we’ve accomplished. Being part of the launch of this brokerage has been the most fun and fulfilling part of my career.”

Richard’s dedication to the real estate industry extends beyond Compass. He has been a pivotal figure in the Minnesota real estate community, serving as President



Compass Minnesota 3 Year Anniversary Party



Richard speaking to the NAR Professional Standards Committee



Richard with Founding agents John F. Adams and Mike Steadman

interpersonal connection. If you know the agent on the other side of the transaction, it goes better, and we represent our clients more effectively.”

Richard’s secrets to success are rooted in his admiration for agents. “I love agents—they are the point of the spear for the industry. They deal with tremendous challenges, but they go out every day and do their best for their clients. Real estate is a lifestyle, and people don’t always appreciate how hard agents work.”

Outside of work, Richard enjoys spending time with his wife, Donna, who has been an agent for over 30 years, and their blended family. Between the two of them, they have 6 children and 10 grandchildren. Richard’s four are all located in New England, and Richard and Donna travel there as often as they can. “One of my most favorite places is the coast of Maine,” Richard smiles, “There is just something about mountains and the ocean that ground me.” While none of Richard’s children have become Realtors, Donna’s daughter, Amber, has joined her in the business.

Though he misses selling real estate, Richard believes his current role is a better fit for his career. “I absolutely love this industry and the opportunities it provides. I’m excited to continue leading, teaching, and helping agents succeed.”

“ I love agents—they are the point of the spear for the industry. They deal with tremendous challenges, but they go out every day and do their best for their clients. Real estate is a lifestyle, and people don’t always appreciate how hard agents work. ”

of the St. Paul Association of REALTORS® and playing a key role in merging several local associations. Richard has also served on numerous local, state, and national committees, including the National Professional Standards Committee and the Interpretations and Procedures Work Group. His efforts have earned him multiple awards. “I have never been one to sit on the sidelines. If you want to have an impact on anything, you show up and you get involved,” advises Richard.

Richard’s passion for the industry is driven by its unique opportunities.

“Real estate is one of the few industries where you don’t need a specific degree or higher education to succeed. It rewards initiative and hard work,” he notes. “It’s also an industry that requires cooperation. No one agent and no one brokerage can survive on their own. We need each other to grow, support each other, and thrive.”

Reflecting on the changes in the industry, Richard fondly recalls the days when agents would shake hands at closing and see each other face-to-face. He says, “So much is done electronically now that we’ve lost that

Richard's roles at Compass have allowed him to fulfill a number of passions. "As Broker of Record, I ensure that everyone is on the straight and narrow, particularly now with all the changes the profession is undergoing," he states. Richard always wished he had gone to law school, so his profession also hits the frustrated lawyer within himself. He continues, "As Sales Manager, I try to motivate and lead, especially during challenging market conditions. I'm sort of a teacher at heart, and this role helps me fulfill that need. Lately as Managing Director, I tap into my strategic planning skills I learned so many years ago at GE. Without a doubt, this opportunity has been the most challenging and rewarding time in my career. It has brought all the various experiences together to help me be in the best position to help Compass and— more importantly— my agents continue to grow."



Richard and his wife in Mexico



Richard and his son and oldest grandson after a ski race in Maine

knowledge, and ability to help others is admirable. He leads a life of engagement and continues to pursue real estate with passion and purpose.

Are you a leader in the real estate industry? Do you have a great leader who you look up to and gain great advice from? If so, we want to recognize them! Email us at tc@realproducersmag.com or reach out via social media to enter your nomination!

Richard continues to impart his mark upon real estate, impacting countless clients and agents. His wisdom,



Richard with Linda Rogers
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MELISSA CLAWSON

has Made her Mark in
Minneapolis Real Estate

“Failure is not an option; success is the only way. I am a single woman who has built a real estate career, a real estate team, and rental portfolio,” says REALTOR® Melissa Clawson with the Clawson Home Group. She has built her business from the ground up.

Gone are the days of putting rent on a credit card. Melissa has worked hard to get where she is in real estate, which wouldn't be possible without her drive, discipline, and dedication.

Life Before Real Estate

“I've done everything from bottle service to life-guarding, to being a TV extra to being a Naturalist (nature teacher),” says Melissa. After graduating college, she went to teach English in Barcelona.

“It was a life-changing experience for me, but teaching English in Europe just doesn't pay very well,” she laughs. However, the experience was priceless and one that she will always treasure.

An entrepreneur at heart, Melissa is very proud of the Spanish business that she built. At the highest point of her career, she had five teachers at over 15 different schools. When COVID happened, she

pivoted during the pandemic. “It allowed me to ramp up my real estate business and build a successful team,” she says.

Why real estate? “Somebody told me that real estate was an easy way to make money. I laugh at that now, but I'm so happy that I started my career when I did,” she smiles. Melissa actually got her real estate license in 2012, but went full steam ahead with the pandemic. “I was really able to grow my career from a market that was mostly short sales and foreclosures to the booming market we see today.”

Building a Team

The Clawson Home Group, now boasting 10 agents, continues to expand. Melissa's passion for real estate extends beyond just transactions. She is proud to serve not only Minneapolis, but the extended metro area. “This year, we've worked everywhere from North Branch all the way down to Rochester!”

Melissa named her business after her father, taking her father's name. “If you know him, you know a man who shows kindness and has the strongest work ethic. His values of being trustworthy,





The Clawson Home Group



treating everyone with consideration, and making sure that you execute all tasks in a timely fashion build the foundation of Clawson Home Group,” she explains.

Recognized as one of the “Best of Eagan” and Star Tribune’s “Best of Minnesota,” Melissa’s success isn’t going unnoticed.

Making Dreams Come True

Real estate is a rewarding profession for Melissa. “I love getting deals done that nobody else could,” she shares. “I love it when I get a buyer who has been

rejected before and I can find them a house.” When houses have difficulty selling and Melissa can find a buyer, it’s very fulfilling.

“I also love it when I can save a transaction before it falls apart,” she beams. A self-described deal doctor, Melissa doesn’t mind the complicated situation. “I will find a way to make it work,” she says with confidence.

Life Outside Real Estate

When she’s not working, Melissa enjoys staying connected to her community by attending events and trying new restaurants. “I’m a huge foodie, so definitely reach out if you have any restaurant recommendations!”

Her days often start with a Peloton ride, and she recently launched a podcast called SuccessMN. “I interview local entrepreneurs, and we talk about how to build better businesses,” she explains. What she’s found is that the most successful people are driven by a desire to build something that allows them to live the life of their dreams.”

To relax, Melissa enjoys watching television. “I’m addicted to true crime and supernatural podcasts,” she says. She also feels fortunate to have two little cats that she adopted from Cafe Meow in Minneapolis. “I only wanted one, but I guess one of them had an attitude problem and the center told me I needed to take her sister, too!”

Words of Wisdom

For those looking to follow in her footsteps, Melissa’s advice is simple yet powerful: “Do not limit yourself by refusing to change. The world is constantly evolving, and if you’re not changing with it, you’ll get left behind. Keep trying new things, and when you find something that works, refine it and make it better.”

From her humble beginnings to leading a successful real estate team, Melissa Clawson has truly made her mark in Minneapolis real estate!

Do you know of any awesome real estate professionals who have worked in the industry for 5 or more years and are still crushing it, or are one yourself? Email us at tc@realproducersmag.com to get the word out.



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» realtor on the rise

Greta FAY

Former Birth Doula Births New Career in Real Estate

Written by Elizabeth McCabe

“I was a birth doula and a yoga instructor for over 10 years,” says REALTOR® Greta Fay with Anderson Realty. “I loved being a part of a community of people taking care of themselves and understanding more about their choices during a crucial milestone.” Throughout her career, she supported over a hundred women as their doula and witnessed many new lives come into the world.



Photo by BLOOMA



Photo by BLOOMA

cliff,” jokes Greta. However, she enjoys advocating for clients and their choices. “I feel empowered by the opportunity.” People need someone to love them, care for them, inform them, and help manage their expectations. “And then they can focus on how it feels when they enter a home they feel connected to or excited by.”

The Right Fit

At Anderson Realty, Greta found a supportive environment that aligns with her values of compassion, community, and human-centered service. As part of a small boutique brokerage in south Minneapolis, Greta is surrounded by like-minded professionals who prioritize

relationships over transactions and collaborate to achieve collective success.

“I wanted to be in an environment of people who had a range of backgrounds and are highly emotionally intelligent,” she shares. “I wanted to be around people who were human-centered versus sales-centered, and I feel like I found my real estate home.” Within a brokerage of integrity and a high standard of professionalism, Greta couldn’t be happier finding the right fit.

“We all show up to support each other and a supported REALTOR is a better REALTOR,” she adds. “We are fierce advocates to support our clients.”

Striking a Balance

Greta aims to nourish herself with movement and fresh air daily, enjoys group exercise and a speed walk with a friend, spontaneous friend dinners with kids running around, and crawling into bed early when she can.

“So much of real estate is integrating it into your life,” she comments. “I gain a lot of intimate trust with

the people that choose me to be their REALTOR. They trust me with their time, their resources, and their family. It’s important to me that they also can experience me as a whole person, so I do my best to ‘keep it real.’”

Greta and her two sons, Anderson (10) and Lumen (5) reside in South Minneapolis.

Words of Wisdom

Greta has tasted sweet success as a real estate professional. As an independent agent, she had over \$12 million in sales last year. She has some advice for others, “Whether or not you are actually busy, you need to go to work full-time. You also have to work really hard to take care of yourself as the days can often unfurl in an unexpected way.” Another top tip is finding a mentor to support you. Greta enjoys working from the Anderson Realty office on East Lake Street in order to be surrounded by more agents, talk strategy, and find support from one another. “It would be really easy to work from home, silo myself a bit.”

Final Thoughts

Although Greta is no longer helping to bring new life into the world or regularly instructing downward dog poses, she finds it rewarding to help people reach their dreams and do something they might not think they could accomplish, such as buying a home. “It is an honor to help them do it,” concludes Greta.

Do you know of any up-and-coming real estate professionals who are gaining speed within the industry, or are one yourself? Email us at tc@realproducersmag.com to get the word out.



Photo by UAV Vision Media



Photo by UAV Vision Media

“I really enjoyed that job and the people I was surrounded by,” smiles Greta. “Sometimes it didn’t even feel like a job,” she admits. Prior to real estate, she was the Director of Yoga and Fitness at Blooma, a Minneapolis based yoga + education studio. “It was difficult to leave something so rich, but I was eager for a new challenge,” she says.

In 2020, she pivoted during the pandemic and entered real estate. “I had always enjoyed architecture, homes, and design,” she candidly comments. “I had a doula client years ago tell me that I would be a great REALTOR; they had just purchased a new home prior to having their baby. I filed the comment away and it definitely piqued my curiosity.”

“In my first year of real estate, I realized the parallel between being a doula and a REALTOR®. The roles are complementary, navigating a big decision with time being of the essence. I help people make informed decisions and navigate interpersonal relationships.”

Getting into real estate wasn’t necessarily easy. “I felt like I jumped off a



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Keynote Speaker: Jill Morrison

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Panel #2: Billy Webber, Alex Murray, Sara Capecchi, & Caleb Carlson





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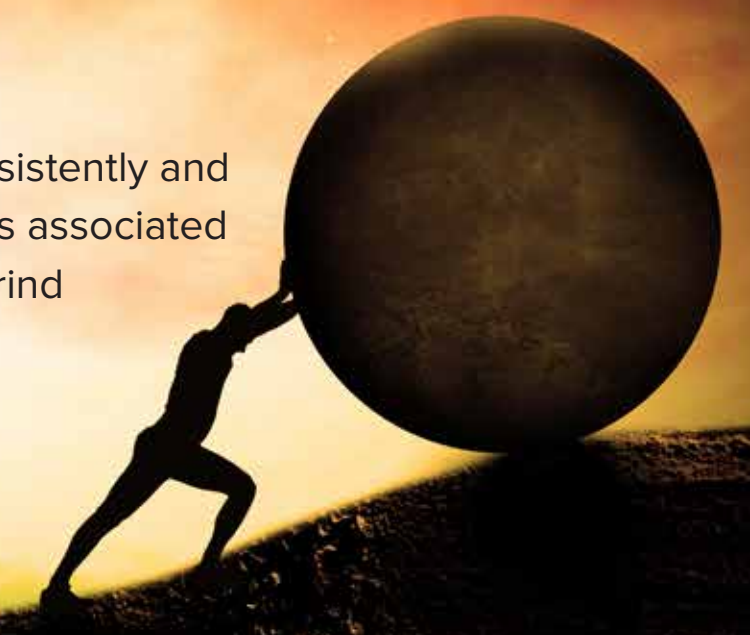
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Submitted by Mike Arvold, Contract for Deed, LLC



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Written by Elizabeth McCabe & Tara Myers
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“One of the most memorable new-construction inspections I conducted was an 11-month warranty inspection,” says Reuben Saltzman, CEO of Structure Tech. “The builder had convinced the buyer that a home inspection wasn’t needed. The buyer dealt with indoor air quality problems, frosted windows, and an overall feeling that something was wrong with her home, but the builder was dismissive of her concerns. When the builder’s rep came out, he made this single, retired woman feel like she was going crazy.”

“I found several problems with her home when I inspected it, the most notable being an improperly installed air exchanger, which was at the root of most of these problems,” he continues. “Builders love to tell home buyers that there is no need for private home inspections and their warranty will cover everything. But this was a perfect example of why none of that matters if the builder won’t take client concerns seriously.”

EXCEEDING EXPECTATIONS

When it comes to home inspections, it is important not to leave anything to chance. Reuben and his dedicated team at Structure Tech shine above their competition. With their knowledge, training, and customer service, they delight in exceeding their clients’ expectations. Customers rave about the level of service that they provide. “From the first interaction to the last, we deliver a world-class experience,” says Reuben.



“
MY MOST IMPORTANT WORK
IS TO LEAD MY COMPANY
AND GIVE DIRECTION TO THE
LEADERS ON MY TEAM.”



The professionals at Structure Tech are able to find problems that others don't, especially in identifying water intrusion problems. Reuben says, "We teach classes on this to other home inspectors at the national level, and we also specialize in intrusive moisture testing."

DISCOVERING HIS PASSION

Reuben's passion for home inspection dates back decades. As a child, he grew up doing carpentry with his dad, who got into home inspections in the very early 1990s. Reuben says, "He purchased Structure Tech in 1997, and that's when I got into this field. Our passion has always been to deliver the best home inspections money can buy, with a focus on education."

Education comes naturally to this business owner. Reuben comments, "I love teaching. I'm drawn to it. I thought I would be a teacher when I grew up; in a sense, I am. I love teaching homeowners about their homes, I love teaching classes to real estate agents and home inspectors, and reaching larger audiences through our blog, YouTube channel, and podcast."

A QUEST FOR SELF-IMPROVEMENT

"My most important work is to lead my company and give direction to the leaders on my team. The only way to be an effective leader is to continually improve myself; I've been on a quest to do that for a long time," points out Reuben.



Each week, he goes through nearly one book. Topics might focus on God, parenting, marriage, relationships, business leadership, or health. If it wasn't for his profession and role as CEO, Reuben doesn't think he would have the same drive for continuous personal growth.

"Growing myself helps me to be a better teacher, and I chose this profession because it allows me to teach," he says. His goal is to help home buyers, real estate agents, and home inspectors up their game through education.



ADVICE FOR AGENTS

Being a successful entrepreneur and leader of the community, Reuben has some advice for real estate professionals.

"Start your day off right and everything else will follow," he says. The best advice he has read on how to do that was from the book "The Miracle Morning." He comments, "This was a game-changer for me, and I've since given this book to dozens of people. There's even a version of this book just for real estate agents, which was the first version I read."

Taking advantage of drive time to further your skills can also be life-changing for real estate agents. As Reuben says, "There's a never-ending supply of audiobooks and podcasts to help you improve your game." Five years ago, he started the Structure Talk podcast to help deliver educational content to real estate agents, home inspectors, and savvy homeowners.

OUTSIDE INTERESTS

When not working, Reuben enjoys CrossFit. "I want to take first place in a CrossFit competition someday," he smiles.

He is also highly involved with his church, helping with services on Sundays and leading a weekly men's small group called Every Man a Warrior. Reuben also has a heart for others. He comments, "I'm also a big supporter of Feed My Starving Children; we support them through my family and Structure Tech."

FOR MORE INFORMATION

Reuben is an inspiration, elevating the level of knowledge and service in the real estate community through solid home inspections, helping home buyers purchase with confidence.

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Do you have a luxury listing that is rich in history, has some fun facts or is just downright cool? We'd love to share it with the real estate community! Email us at tc@realproducersmag.com or reach out via social media to learn more.



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