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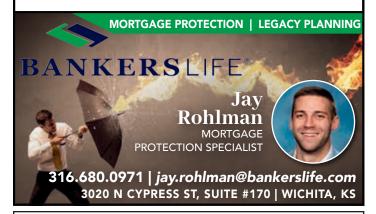
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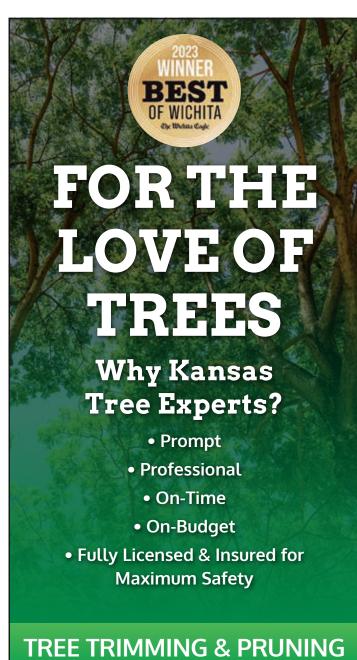
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function she found in her own home, she launched Sweet Oakes Designs & Home Staging.

#### Why Home Staging Matters

For MaKayla, staging isn't just about arranging furniture or decorating—it's about creating a story for potential buyers. She understands that first impressions are everything in real estate, particularly when buyers scroll through online listings.

"One thing I love about this job is the emotional connection you're establishing with potential buyers," she explains. "When someone walks in, they want to feel invited. When they see a vacant home, they tend to notice little things they might want to change. Staging brings the space to life, turning perceived negatives into perceived positives."

By staging homes, MaKayla transforms them into warm, inviting spaces that help prospective buyers envision their lives there. "It's about helping people recognize the possibilities in every space," she says. "When a home is well staged, it allows buyers to concentrate on the overall feel and potential of the property rather than getting caught up in the small imperfections."

#### A Trusted Partner

Though Sweet Oakes Designs & Home Staging is still relatively new,

MaKayla has quickly built a reputation for making the lives of Real Estate Agents and sellers easier.

"I know this industry comes with its fair share of stress," MaKayla says. "My mission is to alleviate that pressure by ensuring each home is expertly staged. Together, we can create a seamless experience that helps clients feel confident and excited about their selling journey."

Her staging services include both vacant and occupied homes. Whether a property is empty or fully furnished, MaKayla knows how to present it in the best light.







"For vacant homes, we carefully curate our own selection of furniture and accessories to transform the space into a warm, inviting, and lived-in environment," she says. "For occupied homes, we work with homeowners to expertly rearrange and declutter their existing furniture to maximize the potential of what is already in the home. Our goal is to help present the property in the best possible light, boosting its appeal to potential buyers."

This hands-on approach has made MaKayla a trusted collaborator not only for Agents but also for builders and investors looking to get the best return on their properties.

"I collaborate with Real Estate Agents, sellers, builders, and investors," she explains. "The goal is to maximize their investment and make sure they get the best possible outcome."

#### Running a One-Woman Business

As the sole owner and operator of Sweet Oakes Designs & Home Staging, MaKayla juggles many roles, from client consultations to managing her warehouse full of staging furniture in Kingman.

"I'm the sole person handling every aspect of my business" she says, noting that while she hires help for moving and other tasks, she remains involved in every aspect of the business.

Her commitment to her clients is reflected in the personalized care she brings to each project. "I want my Agent partners to feel that I'm not just alleviating their workload, but actively amplifying their success." she says. "My goal is to assist them in achieving top dollar offers and decrease their days on market. By emphasizing the importance of home staging, I aim to distinguish their listings in a competitive market, showcasing properties in a way that resonates with potential buyers and highlights their full potential"



I WANT MY AGENT PARTNERS

TO FEEL THAT I'M NOT

JUST ALLEVIATING THEIR

WORKLOAD, BUT ACTIVELY

AMPLIFYING THEIR SUCCESS.



#### The Emotional Side of Home Staging

While the real estate market can be competitive, MaKayla sees her work as more than just a business transaction.

"I love being able to transform an empty house into something warm and welcoming," she says. "I aim to create an atmosphere where people can feel at home, where every corner reflects comfort and every detail invites a sense of belonging." This emotional connection is what sets Sweet Oakes Designs & Home Staging apart.

MaKayla isn't just staging a home for sale; she's creating a vision for potential buyers to fall in love with.

"When potential buyers step into a beautifully staged home, they are envisioning their future life within those walls," she says. "This visualization is the key that unlocks their desire to purchase, making home staging an essential part of the selling process."

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That approach is personified by Lisa Mayfield, as well. As

a Commercial Advisor and Licensed Agent with Berkshire Hathaway HomeServices PenFed Realty, Lisa puts winning strategies in place for herself and those around her.

Her journey from serving in the U.S. Navy for over 20 years to becoming one of Wichita's leading real estate professionals is nothing short of inspiring. Since earning her real estate license in March 2019, Lisa has quickly made her mark with her passion for helping others, her dedication to her clients, and her love for houses and architecture.

#### A Natural Transition to Real Estate

Before starting her real estate career, Lisa served in the Navy, dedicating more than two decades of her life to her country. After retiring from the military, she took a two-year break.

"I was learning how to become a civilian again. It's very hard transitioning back to civilian life from being in such a structured, totally different life for 20 years. I also took care of my dad during that time on a daily basis due to him having liver cancer, then him dying," she remembers.

"During those two years though I had lots of family and friends telling me about the stresses of buying a home, so I'd break down the process and contracts and finance side of things helping them understand the process. During that time is when I decided to get my license. I found that people had a hard time understanding the process and financing side of things. I thought I could help them by getting my real estate license."

Her love for houses and architecture was evident even from a young age.

"Growing up, I loved looking at houses," she recalls. "I'd ask my mom to stop by open houses just so I could see them. It was like visiting a toy store."

Today, Lisa is not only a successful residential Agent but also an experienced Commercial Advisor. Her love for the intricacies of buildings, both new and old, combined with her desire to help people, has made her a trusted resource.

#### **Passion for People**

In just a few years, Lisa has achieved remarkable success.

"I've had the privilege of helping people achieve something they never thought possible," Lisa says. "Whether it's a family buying their first home or someone purchasing a property for their business, being part of that chapter in their lives is incredibly rewarding."

Lisa's empathy and drive to help others come from her own experiences.

"I've faced a lot of challenges in my life and career, but I always remember the strength my family taught me," she shares.

As a single mother who spent years in the military, Lisa understands the importance of perseverance and having a backup plan—a lesson she often shares with others.



**Family Foundation** 

One of the things Lisa values most about her real estate career is the flexibility it offers.

> "I love that I get to be more involved in my sons' lives," she says.

Her three sons, Kyle, Kaleb, and Jakob, are a central part of her world. Despite her busy schedule, Lisa makes sure to be present for the little moments with her family.

As she points out, "Real estate allows me to work and still be there for them. It's a balance I'm grateful for."

Family has always been a source of strength for Lisa, and she carries that influence into her professional life. She fondly remembers her grandparents, who taught her the value of hard work, the importance of relationships, and practical skills like maintaining homes. Her grandfather, a city inspector, was a significant influence, as was her grandmother, whose nurturing nature still inspires Lisa today.

#### **Serving the Community**

Lisa's commitment to service extends beyond her clients. As a Wounded Warrior representative and volunteer at the Wichita Animal Action League, she remains dedicated to causes close to her heart. She also teaches a home-buying class at the Air National Guard, helping service members understand the home-buying process.

"I've always been passionate about giving back," Lisa explains. "Whether it's through my work with Wounded Warriors or helping someone buy their first home, it's about making a positive impact in people's lives."

Her military background has shaped her approach to real estate, particularly in how she handles challenging situations.

"The Navy taught me to stay calm under pressure, to think quickly, and to always have a plan," Lisa says.

This mindset has been invaluable in her real estate career, where negotiations and problem-solving are a daily part of the job.

#### A Vision for the Future

While Lisa's achievements in residential real estate are impressive, she's equally passionate about the commercial side of her business.

"I'd love to get involved in more commercial projects," she shares. "It's exciting to help businesses grow and see how they contribute to the community."

Her long-term goal is to continue growing her business while maintaining the core values that have brought her success—integrity, hard work, and a genuine desire to help others.

"I don't see other Agents as competition," Lisa says.
"We're all part of the same network, and we can
accomplish so much more by working together."

Her advice to aspiring real estate professionals is straightforward.

"Make sure you're passionate about this business, and don't treat it like a hobby," she says. "If it's your passion, go all in. If not, have a backup plan."

#### A Personal Approach to Success

For Lisa, success isn't just about sales volume or awards, though she has earned many, including the Berkshire Hathaway Leading Edge Award and the RSCK President's Club recognition. Instead, it's about staying true to her values and helping others achieve their dreams.

"Success is reaching the goals I set for myself," she says. "And those goals are always changing."

Lisa definitely stays involved. She is on the Board of Directors for the Walton State Bank. She has also volunteered for the Wichita Animal Action League through time.

When asked what she wants to be remembered for, Lisa's answer is clear.

"I want to be known as someone who genuinely cared about her family, her friends, and her clients. Someone who never gave up, no matter what life threw at her."

Lisa Mayfield's journey from the U.S. Navy to real estate is a testament to her resilience, dedication, and passion for helping others. As she continues to grow her business, both in residential and commercial real estate, one thing remains constant—her commitment to making a positive impact on the lives of those she serves.









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This personal connection is what makes his work meaningful and fulfilling.

#### FINDING SUCCESS

For Boone, success is multi-dimensional. It's not just about closing deals but about building lasting relationships.

"I see success as securing a lifelong relationship with people," he says.

Boone's competitive nature drives him to excel in real estate, but his focus is on creating enduring connections with clients.

"I like the challenge that real estate provides of winning someone over," Boone explains. "I like to open people's eyes to the fact that their property is their home, but also a vehicle for so much more in their lives."

#### **REWARDING LIFE**

Away from work, Boone enjoys spending time with his partner, Branden. Together, they explore the local area, particularly enjoying rural America and small-town experiences.

"We love cruising around, looking at houses and land," Boone shares.

Their weekends often include visits to county fairs and demolition derbies, reflecting Boone's rural upbringing in Southeast Kansas.

Boone's connection to his roots is evident in his hobbies and interests.

"I grew up on a farm and ranch," he says, and this background influences his appreciation for the simpler, more authentic aspects of life.

#### LEADING THE WAY FOR OTHERS

Boone's advice for those entering the real estate field is both practical and encouraging.

"First, be yourself," he advises.





"You have to be humble enough to start over and learn something new every single day. You don't have to be the best. You just have to be consistent. You will learn. You just need to consistently show up and you will learn everything you need to know."

He also emphasizes the importance of enjoying the process.

"I believe in having fun," Boone states.

"Find the fun in working with clients. Having fun is a core value of mine."

#### CORE VALUES OF CARE

Boone's approach to real estate is marked by thoughtfulness, loyalty, and a touch of humor.

"I am extremely thoughtful, loyal, and loving," he says. "Yet my love for people will come across a little differently."

Boone's high expectations for himself and those around him are balanced by his commitment to creating a positive and enjoyable experience for his clients.

"I like to laugh and have fun," Boone adds. "Humor is such a big part of my every day."

This blend of professionalism and personal touch is what makes Boone stand out in the real estate industry.

#### IN CONCLUSION

Boone Downing's journey from a quest for a new challenge to a successful real estate career is a testament to the impact of embracing new opportunities and building meaningful relationships.

His dedication to understanding his clients' stories, his commitment to creating lasting connections, and his approach of integrating fun and humor into his work all contribute to the success he has built that all started by being in the right place at the right time.

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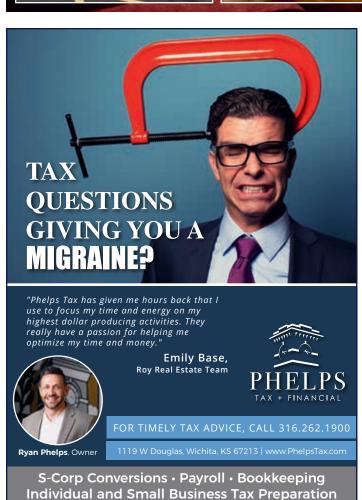


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One day, she called her broker, Bud Cortner, then at Keller Williams Signature Partners, to sell him phone services. What she didn't expect was that Bud would turn the tables and sell her on a career in real estate. His confidence in her abilities, combined with her husband Steve's ongoing involvement in the real estate world through rental properties and house flipping, led Tina to take the leap.

"We were used to making a good income in corporate America," Tina reflects, "but the transition into real estate was a challenge."

Starting out in real estate often means a rollercoaster of emotions and finances, and Tina's experience was no different. The



"We work hard so our Jeep can have a better life." "Tina Bell

first year was tough, and the uncertainty was difficult to navigate. However, her determination carried her through, and by the end of that year, she had earned the title of Rookie of the Year—a clear indication of the success that would follow.

#### A FAMILY AFFAIR

Real estate, for Tina, is not just a career—it's a family endeavor. Together with her husband Steve, who brings years of experience in buying, flipping, and managing rental properties, and her daughter Keyra, who joined the team after being laid off during the COVID-19 pandemic, Tina has created a close-knit and highly effective team. Each family member brings unique skills to the table, and Tina credits their teamwork as one of the major reasons for their success.

"My husband and I really balance each other out," Tina says. "That's what makes us such a strong team."

Their complementary strengths allow them to approach each transaction with a blend of practicality, creativity, and care, ensuring that their clients always get the best possible service.



Together, they've built a reputation for trustworthiness, integrity, and exceptional client service.

## BUILDING RELATIONSHIPS WITH CLIENTS

Tina's passion for real estate is evident in her work, especially when it comes to helping clients.

"I really love working with first-time homebuyers and older clients who are downsizing," she shares. "There's something special about helping people through such significant transitions in their lives."

Whether it's the excitement of buying a first home or the emotional process of downsizing after decades in a family home, Tina is there to guide her clients with patience and understanding.

Her ability to connect with people on a deeper level is one of her greatest strengths. Tina's background, growing up with deaf parents, also adds a unique layer to her skill set. Fluent in sign language, she's able to assist deaf clients with their real estate transactions, providing them with a level of service and communication that many others in the field cannot.

"It's important to me that everyone, regardless of their circumstances, feels comfortable and informed during such a big decision," she says.

#### **INTEGRITY & DETERMINATION**

Tina's competitive nature drives her to improve year after year, and she's constantly pushing herself to reach new heights in her business. But at the core of her work is a commitment to doing right by her clients.

"I want people to remember me as someone with high integrity," she says. "I hope they see that our team does the best we can, and we provide them with the information they need for one of the biggest investments of their lives."



"You need to have the determination.

When you get knocked down, get up and keep going."

This mindset has served her well in her career, especially during those difficult early days when the transition

her career, especially during those difficult early days when the transition from corporate America to real estate was full of uncertainty. Her resilience and perseverance paid off, and she encourages others to keep pushing forward, even when things get tough.

"Giving back is a big part of who I

am," Tina explains. "I believe that

helping others, whether through my

work or in my free time, is incredi-

For those considering a career in real

estate, Tina offers simple but power-

bly important."

**ADVICE FOR** 

ful advice.

**ASPIRING AGENTS** 

Tina's love for real estate shows no signs of slowing down. She and her family continue to set new goals and strive to outdo themselves each year.

When they're not working, the Bells enjoy traveling, with a particular fondness for their lake house in Grove, Oklahoma, where they can relax and recharge. Tina and Steve enjoy time with their seven children, 10 grandchildren and one great-grandchild and their dog.

As Tina looks to the future, she remains focused on what matters most: providing exceptional service to her clients and working closely with her family.

"Real estate has given us the opportunity to build something together," she says. "It's not just about the transactions—it's about the relationships we've built along the way."



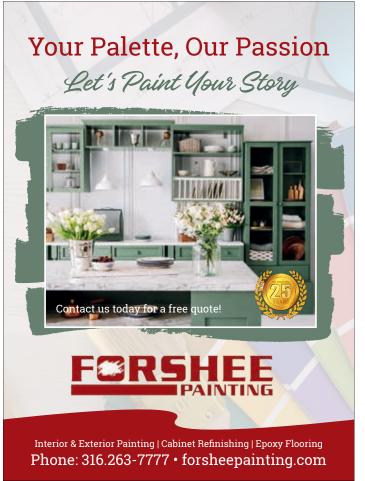


This commitment to integrity is also reflected in her involvement with charitable organizations.

Tina is highly active in the community, supporting causes close to her heart, including the Wichita Children's Home and a local hospice organization where she volunteers.

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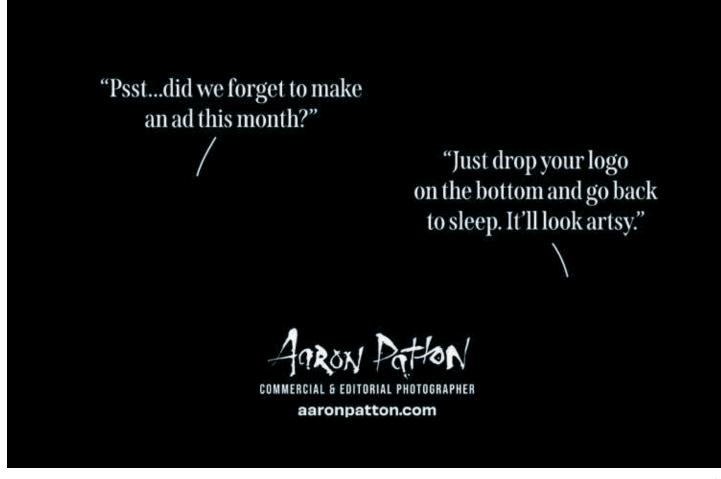














#### PASSION FOR THE PROFESSION

Those who have had a chance to work with and get to know Jayna Reece know one thing for certain. She is totally committed to the people she works with day by day.

When Jayna Reece graduated from Wichita State University in 2018 with a degree in Exercise Science, she was well on her way to a career in physical therapy. But life had other plans.

Today, Jayna is a highly successful Agent with Keller Williams Hometown Partners, known for her deep dedication to helping first-time homebuyers and investors.

#### Making a Change

Jayna's early professional years were spent in physical therapy, working for Advanced Physical Therapy, and her original plan was to earn a Ph.D. in the field.

"I always knew I wanted to help people," Jayna explains. "I thought I would do that through physical therapy."

The desire to impact people's lives in a different way began to grow stronger.

"With physical therapy, it was usually not a positive point in someone's life. It was sometimes met with pain, frustration, and sadness even," Jayna says. "I realized I want to help someone with a more exciting part of their lives. Something happy, something they get to look forward to, and I thought I could do that through this career more than PT or the health care industry."

Despite having no experience in sales, Jayna had a natural advantage—her outgoing personality and her drive to succeed.

"I've always had a lot of determination," she says.
"I knew that if I applied myself and aligned with the right people, success would follow."

Jayna wasted no time getting started. In late 2018, the same week she took her college finals, she passed her real estate license exams.

"It was stressful, to say the least, but I was determined to make it happen," she recalls.





By the first week of 2019, Jayna had joined The Roy Group at Keller Williams and started her career.

#### **Strong Foundation**

Jayna's entry into real estate came at just the right moment. A chance introduction to a neighbor of her parents set the stage for her to connect with Megan, a real estate professional who introduced her to Ashley Haynes, a key figure at The Roy Group.

"I interviewed with Ashley, and she really helped me understand the steps I needed to take to get licensed," Jayna recalls.

That introduction proved to be life-changing, as it was the start of Jayna's real estate career, which has blossomed into a remarkable journey.

"I started at The Roy Group and have been here ever since," Jayna says with pride. "Those early relationships helped me grow into the top buyer's agent role. It also helped me buy my first home at just 20 years old, which was a huge milestone for me."

#### **Lifting Others**

Today, Jayna specializes in working with buyers, particularly first-time homebuyers, those looking

to relocate, and investors. Her niche lies in building strong relationships with her clients, ensuring they feel supported and educated throughout the home-buying process.

"Buying a home should be a fun experience," she says. "There will always be bumps in the road because it's real estate, but with the right agent, you can navigate them with excitement and confidence."

For Jayna, it's all about building lifelong relationships with her clients. She believes in turning the stressful parts of real estate into opportunities for connection and growth.

"My goal is for the experience to be so positive that my clients become lifelong friends," she says.

This approach has earned her a reputation as an Agent who truly cares, leading to repeat clients and numerous referrals.

#### **Overcoming Challenges**

Jayna's journey hasn't been without its challenges. One of the biggest hurdles she's faced is learning not to tie her self-worth to the outcome of her transactions.

MY GOAL IS FOR THE EXPERIENCE TO BE SO POSITIVE THAT MY CLIENTS BECOME LIFELONG FRIENDS.

"It's something a lot of professionals struggle with," she admits. "As someone who's very competitive, I often found myself comparing my success to others, which can really steal your joy."

The turning point for Jayna came through conversations with other real estate professionals, including her mentor, Josh Roy.

"Josh always told me not to get attached to things I couldn't control," Jayna says. "That advice, along with talking to other agents and getting help from coaches, really helped me find balance."

Through personal growth and professional development, Jayna has learned to release the stress of outcomes and embrace the process.

"Now, I understand that part of what makes me successful is that drive to succeed, but I don't let it consume me," she says.

#### Mentorship and Paying It Forward

One of the most rewarding aspects of Jayna's career has been the opportunity to mentor new agents. As a leader within The Roy Group, she takes pride in helping other Real Estate Agents find their footing in the industry.

"I really enjoy developing leadership skills and mentoring new agents," she says. "It's a way for me to give back, just like my mentor, Emily Base, did for me when I first started. She showed me that you have to show up and do the work to see results—no excuses. She was patient, kind, and always willing to help. I wouldn't be where I am today without her guidance."

Jayna's passion for real estate continues to grow, and she knows that her future lies firmly in the industry. "The potential for growth in real estate is incredible," she says. "I've done a few flips, and I'd like to continue working on investment properties and rentals in the future."

In the meantime, Jayna Reece continues making a difference for those around her with her true passion for the profession.













## **WENDY MAYES DESIGN**

#### **ELEVATING KITCHEN AND BATHROOM FORM & FUNCTION**









ask the expert

Written By Dave Danielson

At the heart of your clients' success in selling and satisfaction with their homes are kitchens and bathroom spaces.

Recently, Wendy Mayes ASID, CKD (with Wendy Mayes Design) visited with us to share her thoughts on elevating kitchen and bathroom form and function.

## Q: You have a strong passion for what you do and you have a lot of expertise in the kitchen and bathroom design areas. Could you share how you got to this point in the business?

Wendy: "I've never done anything else other than design. I knew early on in school that this was the direction I wanted to head in terms of interior design. A high school advisor guided me to Kansas State University for an interior design degree. That's where I earned my Bachelor of Science in Interior Design. I knew early on that I wanted to focus more on residential than commercial. I got involved with kitchen and bath organizations."

## Q: What are your views on form and function in the kitchen space?

Wendy: "Select your countertop for your function not only your aesthetic desire. We also get asked about brand continuity. It's okay to break a brand package of appliances for the functions you want to live with. Unless of course it's an amazing package price deal. In general, appliances are not beautiful focal points."

## Q: When it comes to current styles, what are your thoughts about white cabinets? Are they still 'in?"

Wendy: "That's a question I've consistently been asked for over 20 years. They've never been in or out. They are always requested. And always classic though the white may vary a bit."

## Q: What would you say to homeowners to help with the aesthetic appeal of a space when renovations are done?

Wendy: "One of the main things that doesn't take much work but that can make a big aesthetic difference is avoiding 'wall acne.' If you have say during the process in working with an electrician, take care to avoid things like white light switches on dark colors or outlet plates cut into walls, backsplashes or cabinets that can stick out like a sore thumb."

#### Q: What's your favorite part of what you do?

Wendy: "My favorite is remodeling a space that a homeowner may be dissatisfied with ... working with them to solve those problems and turning the space into something that is much more functional and something that they love in their house."

## Q: Could you share the process of how you like to work on projects?

Wendy: "There's an initial contact for a meet and greet. That is valuable for me and the people I meet with. During that time, we determine if we're right for each other. I can get a general idea of scope and budget during that meeting. There is no charge for that meeting. From there, we have a second appointment at the home to determine if we are going to enter into a design phase. During that, we do a complete design phase. That phase is helpful for them, whether or not I am involved in running the entire job through to completion. Sometimes a client will already have a contractor that they may choose to work with. I am very flexible with how I work with people. What keeps me going for so many years in the field Is the joy using my creativity and interior design, working with people and in custom remodeling. No two jobs are the same. We're always solving issues and never stop learning."

Away from work, Wendy treasures time with family, including her children. Her daughter is in high school, and her son is beginning his career in the electrical trade.





In her free time, she has a passion for travel and sports. She's also involved with the industry she loves, as an NKBA Board Member, as well as being engaged with the American Society for Interior Designers.

As she says, "I'm very passionate about reconnecting and re-establishing myself as a top professional

in my field. I enjoy giving back to the industry to contribute to our professional organizations. For quite a few years, I've been on the advisory board of WSU Tech's Interior Design Program, I used to teach as an adjunct professor there."











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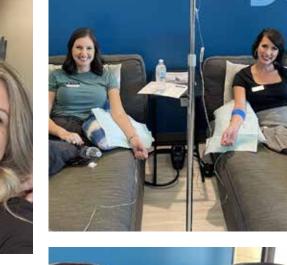


























































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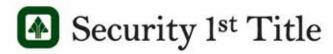
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Happy Thanksgiving and special thanks to our Veterans

and active service members.







**Rick Rangel** Loan Officer M: 316.806.4892 NMLS: 2140196 rrangel@guildmortgage.net



Jamie Wohlgemuth Loan Officer M: 316.305.5390 NMLS: 2558992 jamiew@guildmortgage.net