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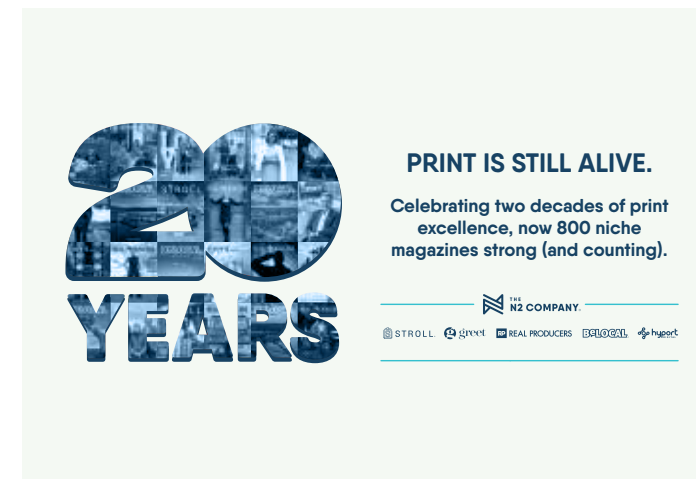
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See photos from this event in the November issue!

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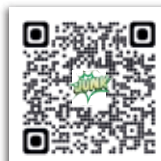
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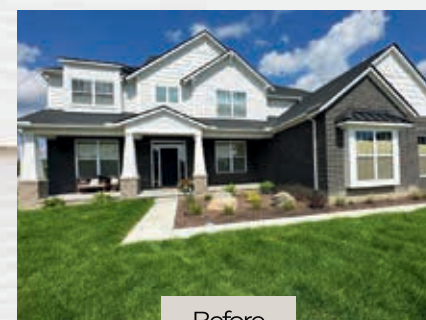
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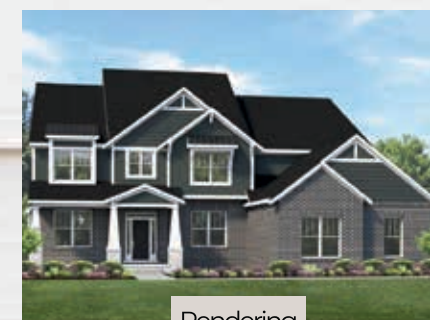
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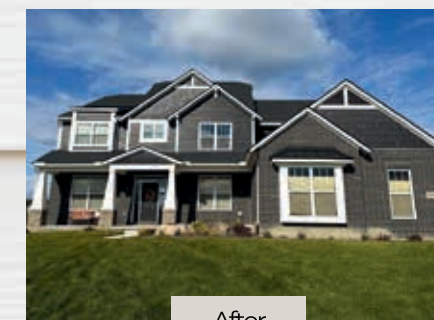
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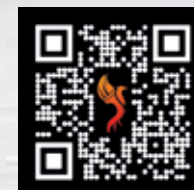
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LUYAO

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Technological Expertise Fused With Passionate Service

In 2019, Luyao Jiang embarked on a transformative journey as a full-time real estate agent, a role that seamlessly melds her passion for people and her solid technological prowess. Her path into this dynamic industry was inspired by a series of life-changing events and decisions.

Originally from China, Luyao moved to the U.S. in 2012 with a vision to broaden her horizons and deepen her knowledge. She pursued advanced education, earning both a bachelor's and master's degree in computer science, which laid a robust foundation in technology and honed her problem-solving skills, preparing her for the challenges ahead.

After her educational journey, Luyao ventured into the tech industry as a software engineer in a leading company. However, in 2017, a new exciting chapter in her life commenced — motherhood. “I embraced the joy and responsibilities of being a mother,” Luyao recalled. “I prioritized my daughter’s upbringing and decided to step back from my blossoming career to focus on full-time parenting.”

During this time of caregiving, Luyao explored new interests and a career path that offered flexibility while also allowing her opportunities to leverage her skills and professional goals. “I was drawn to real estate because of the dynamic nature of the industry, the opportunity to help people navigate significant life transitions, and

the potential for personal and professional growth,” she shared.

Luyao’s husband, Ni, has been an unwavering source of support. His encouragement and belief in Luyao’s dreams have been invaluable, allowing her the freedom to pursue a career and chart her own course. “While I dedicate myself to serving clients and managing various aspects of our business, he selflessly manages family responsibilities and actively participates in our real estate ventures,” Luyao shared. “Together, we collaborate on investment property management and industry research,





I strive to uphold my business operations with ethical standards and a sense of social responsibility, aspiring to establish a legacy defined by integrity and service.



fostering a shared commitment of staying informed and ahead in the housing market. Our daily exchanges of thoughts and ideas serve as a testament to our mutual dedication to success in the real estate industry.”

When she’s not working, Luyao and her husband cherish moments with their 7-year-old daughter, Lynni. Together, they enjoy skiing, tennis and swimming.

Luyao’s inclination toward social interaction has always been a driving force in her life. Within two years after graduation, Luyao founded a Chinese foodie lover group, which aimed to connect young professionals who shared enthusiasm for exploring culinary delights across the Metro Detroit area. The group flourished, boasting an active membership of over 1,000 Chinese young professionals by 2017, with more than 70 events held throughout 2015 to 2020. “What began as a pure interest during my days has evolved into a valuable resource network in my career as an agent,” Luyao explained. “These connections not only enrich my personal life but also serve as critical leads and referrals, enabling me to forge meaningful connections within the real estate community and beyond.”

Luyao is presently affiliated with eXp Realty. In a commendably brief span of five years, she has reached an impressive career volume of \$41 million. Notably, \$18 million of this total was secured just in the past year. “I prioritize networking and community engagement to establish trusting relationships with potential clients,” Luyao said. “By aligning myself with local events and organizations, I’ve positioned myself as a valued advisor in the industry. My approach is marked by professionalism, efficiency, and expertise as I assist clients to find their ideal properties.”

By dedicating herself to remaining at the forefront of industry trends, Luyao harnesses the power of advanced technology and data analytics to elevate the client experience and optimize results. “I am able to offer innovative solutions that are specifically tailored to the unique needs of each client,” she said. “My approach includes embracing technology to streamline processes, enhance client experiences, and maintain a competitive edge. I actively engage digital tools and platforms that support efficiency and effectiveness in all aspects of my work.” Luyao’s digital marketing strategies include social media campaigns, targeted advertising and email newsletters to reach a broad audience to showcase her capabilities. “I recognize the importance of personalized communication, striving to understand and cater to each client’s unique needs,” she added.



Luyao’s professional journey was significantly shaped by the mentorship of Jack Liang, a former broker at Autocity Realty. “His thorough mentorship spanned the spectrum of real estate knowledge — from the careful examination of market properties to the effective communication with clients — helping them find their ideal homes and understanding the intricacies of investment properties,” she shared. “My success today is largely attributed to his mentorship; I am profoundly appreciative of his guidance and support.”

With a deep commitment to her community, Luyao’s engagement in the real estate industry enables her to positively influence her local residents by promoting homeownership, stimulating economic expansion, and enhancing the overall welfare of individuals and families. “I strive to uphold my business operations with ethical standards and a sense of social responsibility, aspiring to establish a legacy defined by integrity and service,” Luyao said. “I believe that understanding and prioritizing the unique needs and aspirations of everyone are fundamental to success in the real estate industry. By fostering trust, communication, and empathy, I strive to create an exceptional experience for every client.”





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By Robbyn Moore | Photos by Renae Frances Photography

Winning Imprints & Custom Trophies is a locally revered, woman-owned business, thriving in Metro Detroit for over three decades. They specialize in crafting custom-engraved awards and trophies for a diverse clientele, including schools, businesses, nonprofits, sports teams and individuals. Beyond trophies, their licensed promotional products services allow for a wide selection of custom-decorated apparel and branded giveaways suitable for any size project. In January of 2024, they doubled in size when they opened up a showroom attached to their production space.

Co-owners Emma Zerkel and Stacey Columbus, two educators from the same school — albeit, with a six-year gap — only met the day they became business partners. “Prior to this venture, I had spent close to two decades contributing to my husband’s family business, which is dedicated to selling American-made clothing and promotional items,” Emma shared. “For the last four of those years, we rented space in a building owned by Stacey’s husband’s family.” Along with Stacey’s experience as a teacher, she had a background in corporate business and was a devoted stay-at-home parent. “When my husband brought me the opportunity in the form of a unique job purchase, it marked the start of a decade-long partnership in business, which has matured into a cherished friendship,” Stacey said fondly. “And besides, I wouldn’t want to be a ‘Trophy Wife’ to anyone else.”

The office space was once a trophy shop owned by a retiring gentleman and now serves as the production

room and showroom. Given Emma’s background in decoration and wholesale promotional products, the addition of personalized trophies complemented her existing skills. As a team, they have collectively expanded their competencies to include trophy building, apparel decoration, and graphic design as well as engraving — which include using multiple machines to imprint on various materials. Currently, they employ three dedicated staff members and look forward to further growth.

Real estate agents are among the company’s repeat customers, frequently seeking personalized closing gifts and branded giveaways. “These items serve as effective advertising tools, helping agents to remain memorable to their clients,” Emma explained. “This is particularly crucial given that 70% of homebuyers forget their agent’s name within a year. Our team excels

in creating branded gifts that foster long-term recognition and connections. Additionally, these promotional products boost brand visibility, facilitate networking, and express gratitude toward clients, promoting loyalty.”

Despite being an affordable marketing solution, branded items yield a significant return on investment, surpassing other advertising methods. “We think that our full range of services help our customers to ‘brand like a champion,’” Stacey said. “We can really help our customers personalize nearly any physical product from one to one million.”

Both women concurred that the most rewarding aspects of their work are the creative journey and the resultant positive impact on their clients. “The process of devising custom solutions enables us to immerse ourselves deeply in the creative process, pushing the boundaries and exploring new



concepts,” Emma said. “The thrill of sourcing new products introduces a layer of discovery and innovation, keeping each project fresh and engaging. However, beyond the creativity and discovery, the relationships we cultivate with small businesses bring us the most gratification — the opportunity to aid businesses in establishing and evolving their brand is immensely fulfilling.”

Emma highlighted the impact of the digital transition on customer preferences, as clients increasingly opt for online transactions and self-service solutions in pursuit of cost savings. However, the potential decrease in quality often leads customers to appreciate the critical role of professional expertise. “In response to this, we have prioritized educating clients about the advantages of engaging professionals over relying on digital shortcuts, underscoring that true cost-effectiveness lies in the quality and strategic expertise they provide,” Emma said. “This approach acknowledges the ongoing digital transformation while emphasizing the significance of professional guidance for achieving superior results, above the temptation of cheaper online alternatives.” Stacey added that one of the most significant changes over time has been the escalating cost of materials. “We frequently receive updates from our vendors and warehouses regarding price increases, which help us prepare our project quotes more accurately.”

A unique gift that is popular among real estate professionals include personalized bamboo cutting boards. “As part of an exclusive deal, we offer a purchase of five and receive an additional one at no extra cost,” Stacey said. “This offer applies to a selection of cutting boards readily available in our store inventory. We meticulously record customer orders, guaranteeing a swift turnaround, making these cutting boards an ideal closing gift.



Furthermore, we provide customization options, enabling personalization on the front and your logo or contact information on the reverse side, all included in the price.”

Emma aims to expand the business to a level that creates significant employment opportunities for individuals with disabilities. “With a background in autistic studies and personal experience as a parent of a son on the spectrum, I deeply understand the significance of fostering an inclusive environment where everyone feels they belong and can contribute effectively,” she said. “My vision extends beyond mere numerical growth. I want to focus on a nurturing space where diversity is celebrated and individuals with disabilities thrive professionally. This initiative aims to overcome employment barriers often faced by these individuals, underscoring the value of their unique skills and perspectives, thereby making a substantial difference in their lives.”

Stacey envisions success as building a business known for its exceptional service, personalized touch and memorable experiences. “I look forward to engaging with all customers, old and new, and creating special memories,” she shared. “My hope is to be recognized for the strong customer relationships we’ve built and the successful partnership I have with Emma, which is a reflection of our shared passion.”

Personalized gifts, particularly as closing or holiday gestures, are an effective means to reinforce your brand while also delighting your clients for years, providing a consistent reminder of your service, blending personalization and brand recognition seamlessly. For more information about Winning Imprints & Custom Trophies, visit winningimprints.com or follow them on Facebook or Instagram.

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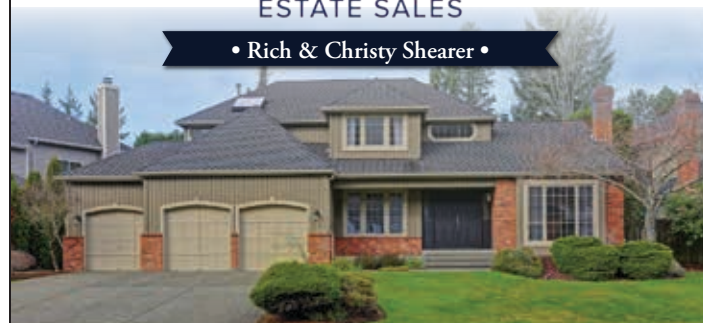
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DANNY & AMBER LAUER

► dynamic duo

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A COUPLE'S EMPOWERMENT FROM RENTING TO HOMEOWNERSHIP

When Danny and Amber Lauer formed The Lauer Power Team at 3DX Real Estate, they brought with them corporate sales experience, in-depth leasing knowledge and understanding, and their combined passion of helping others. "It was during our time working at an apartment community that we discovered how well we complemented each other's strengths," Amber recalled. Today, Amber and Danny are redefining the real estate landscape with their empathetic and unique approach. They believe in leading with understanding and compassion rather than mirroring the challenges that come their way, proving that they are a dynamic husband-and-wife team, and a force to be reckoned with in the industry.

Danny and Amber's journey to business ownership began while leasing apartments in Ypsilanti. Years later, when Amber made the decision to step away from work — driven by her desire to spend more time with their growing family — Danny took a position as an account executive at United Wholesale Mortgage (UWM) while also obtaining his real estate license. "We were always inspired by our love for the leasing world," Amber said. "We recognized that becoming agents was the natural progression in our careers, so when the timing was right, I secured my real estate license and began focusing on building our real estate brand. Once my business began to flourish, Danny joined forces with



me to create a balance between work and family life."

Soon, Danny and Amber's jobs didn't feel like work, because they enjoyed doing it so much. "By synergizing our abilities, we believed we could achieve far greater results working together rather than independently," Danny shared. "Collaborating to pursue a shared objective seemed like the logical choice." In 2017, they embarked on their joint real estate career.

The Lauers find immense joy in making a significant impact on people's lives through their real estate endeavors. "Our work is more than just a job," Amber explained. "It is a fulfilling and enjoyable experience. Thanks to Barbara Corcoran, we learned the importance of persistence and how overcoming the fear of failure were the keys to achieving success."

Life events have shaped who Amber and Danny are today. Amber's early



exposure to different cultures during a trip to Malta with her mother instilled in her a desire for a balanced life and a passion for mental health. “I wanted to create a lifestyle that allowed me to enjoy life while helping others, and being an agent made that dream a reality,” she shared. Danny drew inspiration from watching his mother build her business from home, igniting his confidence in his ability to do the same. “Real estate became my chosen path where I could leverage my passion for making a difference in the lives of others while utilizing my knack for navigating complex transactions,” Danny explained.

From a young age, Amber thrived on engaging with people, captivating audiences, and making sales experiences memorable. “Amber’s outgoing personality and natural sales ability perfectly aligned with her aspirations to be a leader and a sought-after consultant,” Danny said of his wife. Similarly, Danny was born with a natural inclination toward sales and a genuine desire to assist others. “His passion for educating people about the products they buy extended beyond his own sales endeavors,” Amber said proudly. “In the real estate realm, Danny goes above and beyond to gather information for clients, even in challenging situations where resources are scarce. His dedication to help clients find their dream home has been unwavering.”

Amber and Danny are on a mission to empower people to transition from renting to homeownership. They believe that media narratives often discourage individuals from pursuing homeownership while investors capitalize on the market. “We are determined to challenge this narrative and emphasize the importance of owning a home as one of life’s greatest assets,” Amber said.

In addition to Amber and Danny, The Lauer Power Team consists of two agents and a transaction coordinator. Their team approach guarantees that every aspect of a transaction receives meticulous attention. Danny focuses on the financial aspects, ensuring that clients make informed decisions based on bottom line numbers and

list prices. As for Amber, she excels in communication and negotiation, securing smooth transactions and effective marketing strategies for the sale of clients’ homes.

Real estate is more than just a job for Amber and Danny: It is a dream and future goal that intertwines beautifully with their personal lives. A priceless advantage of their chosen profession is being able to be present in the lives of their daughters — Savanna, 10, and Nina, 8. Outside of their professional lives, Amber and Danny are just as active. Amber is a culinary enthusiast, constantly learning new recipes and organizing different corners of their home. Danny, on the other hand, is a Jiu-Jitsu practitioner who is training hard to earn his purple belt with aspirations to coach others in the future.

Danny and Amber’s advice to fellow agents is simple: stop “selling” real estate. “We believe in guiding clients toward their best purchase possible,” Amber stated. “We invest time in thorough research, understanding our clients’ wants in detail, ensuring that they know precisely what they are buying.”

While the couple is known for their fun-loving personalities and generosity, they have also proven themselves with their relentless work ethic. “We operate our business meticulously, but we firmly believe that fun coexists with professionalism,” Danny said. “We have found that the more we enjoy our work, the more we organically attract our clientele.”

Amber and Danny bring professionalism, expertise and a genuine passion for helping others in their real estate business. According to the couple, real estate is not for the faint-hearted. “The work is challenging and can lead to burnout if pursued solely for monetary gains,” Amber said. Danny echoed her thoughts by saying, “The real reward lies in digging deep for information, going beyond the job description to assist clients, and showing them the real value of having an agent.” With the right mindset and attitude, Amber and Danny have truly illuminated the importance of being an agent and of making a significant difference.



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EMPOWERING DREAMS

Nicole Abbiss is a force of nature. A real estate agent for nearly five years, she has amassed an impressive career volume of \$28 million all while raising two children as a single mom. She is a proud member of Keller Williams Metro and the National Association of REALTORS® (NAR), and has not only achieved professional success but has also become a role model for many aspiring agents.

Nicole began her real estate career in October of 2019. Prior to becoming an agent, she juggled a part-time job in marketing while raising her children. Her decision to enter the real estate industry stemmed from when she was dissatisfied with the service her agent gave her while she was relocating. Nicole then decided to take matters into her own hands and found her new home by herself. This experience ignited her passion to make sure that others would have a seamless experience when buying or selling their home.

Nicole finds fulfillment in various aspects of her business. From helping farmers sell their properties to assisting buyers in finding their dream homes, she approaches each task with vigor and dedication. "I love meeting new people," she said. "Envisioning how I can help them achieve their housing dreams is incredibly rewarding."

As an agent, Nicole stands out for her dedication to her clients. "I am a very fast-paced individual," she said. "Helping others fulfill their goals and dreams, especially in the realm of homeownership, requires



strategic planning, and that's where I excel." Her ability to strategize and execute plans has not only earned her accolades, including being in the Top 300 in Oakland County, but has also built her a reputation for reliability and excellence.

Photos by Jay Dunbar of Great Lakes Aerial Video Services
Photos taken at Lombardo Homes Model at Stillwater Crossing in Macomb Township





For Nicole, success is about creating a better future for her family and her clients. “Success is working hard to provide for my family and ensuring that my children have a secure future,” she said.

Family is at the core of Nicole’s life. Her children, Rhianna and Isaiah, are not just her pride and joy but also her inspiration. “They are my heart and soul,” Nicole said, smiling. “I want to show them what hard work and dedication can achieve.” As a family, they enjoy traveling, working out, and indulging in movie nights.

Despite her busy schedule, Nicole remains committed to giving back to her community. “The form of charity that is the dearest to my heart is helping those in my community directly,” she explained. “Finding a local family in desperate need and giving to them directly is what motivates me to keep working so hard. There are single mothers with children in desperate situations, grandparents who are sick, and elderly raising their grandchildren with barely enough to eat. I can share some resources on how to locate these families directly.” Whatever the cause she’s supporting, Nicole’s philanthropy knows no bounds.

Nicole envisions expanding her horizons and possibly starting her own brokerage. “I want to be remembered for my integrity, morals, and dedication,” she added.

For aspiring agents, Nicole leaves a message of inspiration: “Be a good person, work hard, have integrity, and you will be rewarded. No obstacle is insurmountable with determination and faith in God.”

For Nicole, a huge accomplishment in her thriving career was when she was chosen to assist local athletes and celebrities with buying or selling confidentially. “I was referred by a past client to the head of the Keller Williams Sports + Entertainment division,” she explained. “They select only one agent from each market center to be a part of this program, and I have been selected.”

Nicole’s journey, however, hasn’t been without difficulties along the way. “Every day poses new challenges, but I sincerely love what I do, and I can’t imagine stopping now!” she said. Her resilience stems from a foundation built on independence, shaped by early life experiences and the loss of loved ones. “Being so young and losing a parent made me very independent,” she shared. “That independence has been instrumental in my success.”

“

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