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JOE TAYLOR GROUP

A Tale of Two Brokers

Joe Herrera and Taylor Prince, co-founders of the Joe Taylor Group, are not only successful associate brokers at Real Broker, but also dedicated community leaders and mentors. Their story is one of resilience, collaboration, and a deep commitment to both their professional and personal lives.

Joe Herrera entered the real estate industry at age 21, driven by a desire to help people during one of their most joyful moments, and to have the ability to build a successful financial career. A mentor in real estate, who turned out to be Taylor's uncle, guided Joe early on after obtaining his license in 2003. Since then he has built a reputation as a passionate and responsible leader in the real estate industry.

As a keynote speaker, coach, mentor, lead generator, podcast host, and associate broker at Real Broker, Herrera generates over 10,000 leads annually. His team, consisting of 50-60 agents, closes around 1,000 units per year and, at its peak, expanded to seven locations across North America. Although the team has scaled back to focus on Vegas, they still maintain satellite offices in Ohio, Utah, and Texas. Joe's responsibilities include growing the team and overall investment at Real Broker, managing a network of nearly 3,500 agents, and ensuring team productivity and success.

Taylor Prince, licensed in 2004, has deep roots in Vegas with his great-grandfather being the first sheriff in the city. After serving a mission for his church, Taylor got into land and off-site development, seeking a flexible schedule to create more time for his family and interests. Meeting Joe at church led to the formation of their partnership in 2005, with Taylor starting as a buyer's agent for Joe before quickly moving into building their team.

Nowadays, Taylor focuses more on the investment side of the business, and has purchased and sold 350 units over the past five years, with 50 units closed in the last year alone. More recently, Joe and Taylor brought Angie Lauer on as a Partner to take their team to the next level. With her extensive experience and proven track record, Angie is now running their sales production, ensuring continued growth and success for the team.

Their joint venture relationships, including title and mortgage, further solidify their position in the industry. "The other thing that separates us and empowers us to grow is our solar investment arm (rehabbs, flips, tax strategies, etc). Agents that join them learn how to create long term wealth and see a bigger world," Taylor explains.

"Work Hard, Be Kind," is a slogan Joe proudly states. Explaining that they try to do right by their clients, always. "Because Taylor and I have been working as partners for so long, we see the real estate industry as a very collaborative environment. We enjoy learning from other agents and consider the agents on our team as partners rather than employees." This ethos of "collaboration over competition" is central to their success, fostering an environment where victories are celebrated collectively, and best practices are shared openly.

That same mindset is extended to their agents as well... "We try as much as we humanly can, to blend family and finance," Joe explains. "We know people's families, kids, and spouses, and we take rewards trips with our agents that hit production goals. We try to approach it as a whole-life family-focused endeavor."

The 2008 recession was a challenging period for Joe and Taylor, but it prepared them for future crises. "Had we not been through the recession, we would have allowed the pandemic to just happen to us. Instead, we just put our shoulders to the wheel and started pushing really hard," Taylor recalls. "We were kind of born out of that." Joe adds, "Oddly enough, the pandemic was a huge moment of shift for us," referencing how their investment company was elevated to new heights during that time.

With an abundance mindset and a passion for learning, it's no surprise that the Joe Taylor Group is also dedicated to giving back to the community. It's a core value for both Joe and Taylor. Taylor gives back to

his church community and the local youth by supporting summer camps and organizing fishing and hiking trips. He also supports transitional housing, and helping with mental health and addiction recovery. Joe

notes, "Taylor has always been our community involvement captain." He also shares their involvement with Project 150, giving client care gifts from businesses like Lighthouse Charity, and other local initiatives

like purchasing and rehabilitating low income housing. "We make sure we're active in the overall community," Joe prides, offering if they are involved in something, they'll find a way to make it benefit the community.

Outside of work Joe's family is his central focus. Married to Jenny, also a lifelong Vegas resident, they have four children: Porter, Evelyn, Joni, and Phillip. Joe and his boys bond over golf, a tradition that started after

COVID-19 disrupted his son's volleyball plans. Family trips often include golf days, and Joe ensures he meets his kids where they are by learning how to play their video games and be involved in their interests.





“ We know people's families, kids, and spouses, and we take rewards trips with our agents that hit production goals. We try to approach it as a whole-life family-focused endeavor. ”



Taylor and his wife, Kira, have four children as well: Bennett, Nya, Talan, and Cohen. Talan is heading to Columbia soon, and Nya recently returned from a mission in Chile. Taylor and Kira enjoy crossfit, hiking, and traveling together, and they recently hiked the Grand Canyon rim-to-rim, climbed Mount Kilimanjaro, and went on a safari. Above all, Taylor strives to be an outstanding husband and father.

With their collaborative spirit, commitment to continuous learning, and focus on giving back, Joe and Taylor are standout leaders in real estate and their local community. As they continue to grow their business and invest in their agents' success, Joe and Taylor remain true to their core values: “Work Hard, Be Kind, Do It Right.”



“ Work Hard, Be Kind, Do It Right. ”



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Kristie Schneider

OF REVEAL INTERIOR DESIGN

CREATING SPACES THAT TRANSFORM LIVES

Ever wondered who's behind those jaw-dropping, luxury interiors you see in Vegas? Let me introduce you to Kristie Schneider, the creative genius behind Reveal Interior Design. With big plans to expand her luxury residential interior design firm later this year, Kristie is a force to be reckoned with in the design world.

Hailing from Northern California, where she spent over 11 years in the hustle and bustle of Silicon Valley, Kristie and her husband decided to trade in the high living costs and endless commutes for the vibrant, fast-paced life of Las Vegas in 2016. "We moved to build better and fuller lives for ourselves," Kristie explains, and it's clear they've done just that.

Kristie's path to interior design however, started in the most unexpected way. While attending junior college for

a general AA, she took an aptitude test to fulfill her last, singular, extra credit that she needed. And...that...test...changed...everything. "I learned that interior design was exactly where I was meant to go in life," Kristie recalls. "Prior to that I was unsure of my career direction. Learning the details of what an interior designer does clarified so many choices and interests I had as a child - such as creating floor plans with legos and rearranging my sitter's living room furniture." Little did she know these were the first steps towards her future career.

After changing course and earning her BA in Interior Design, Kristie gained invaluable experience working at various design leading showrooms and firms. Her journey included earning two prestigious certifications: Master Certified Kitchen & Bath Remodeler (MCKBR) and Universal Design Certified Professional (UDCP), which she has maintained for over a decade.

During that time she also became a member of the National Association of Remodeling Industry (NARI) and National Kitchen & Bath Association (NKBA), and served as the Secretary and Treasurer for NKBA's local chapter from 2021-2023. Continuing her education and involvement within her community is extremely important to Kristie, and she does so through the NARI and the NKBA, as well as attending local and national events to keep abreast of current trends.

In early 2019, Kristie took another step forward by starting Reveal Interior Design - specializing in everything from kitchen/bath remodeling, furniture/styling, additions, and new build design. They offer a complete curation service, including detailed 2D plans, photo-realistic renderings, material sourcing, and design management.

► meet our partner

Written by Kendra Woodward
Photography by Spaces and Portraits

Their tagline fully encompasses their passion for perfection: "We don't just create beautiful spaces, we transform lives!"

“Creating the perfect space for my clients and knowing the overall experience and final results exceed their expectations,” is what brings Kristie happiness within her business. She believes in the profound impact of well-designed spaces on her clients’ personal and professional lives. “Our commitment is to curate spaces that perfectly align with your journey to life success.”

One thing Kristie insists on in her business, above all else, is transparency in her processes. “Being the most transparent about my business processes, services, and design fees will only provide trust with my clients,” she emphasizes. Proving that integrity is at the heart of Reveal Interior Design, and it’s something Kristie prides herself on. To further expand on that notion, she recently launched a YouTube channel to share professional tips, practical solutions, and creative ideas in order to beef up her digital presence and share her love for design with a wider audience.

Alongside her husband Daren, together for 19 years and married for 12, the two are parents to their delightful daughter, Blake. Their two miniature schnauzers also bring a lot of joy and unconditional love into their lives, as well as being four-legged siblings to Blake. Kristie loves spending time with her family, whether it’s enjoying outdoor meals, hiking at Red Rock or Mount Charleston, attending Las Vegas Aviators baseball games, or watching UFC/MMA events. Travel, adventure, and relaxation are high on her list, but nothing beats hosting family and friends at their home.

Kristie attributes much of her success to networking with contractors, suppliers, fellow designers, and real estate agents. But she’s quick to point out the support from family and friends as a critical factor in her success as well. “I am lucky to have people in my life that constantly provide support that helps me establish my firm, push me to grow, assist in my reflection on the good and bad days, and be here to celebrate the wins.”

As the creator of spaces that change lives, with her unwavering commitment to integrity, a passion for design, and the support of her family and friends, Kristie is transforming the interior design landscape, one beautiful space at a time.



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Alla MargarYan



Passion in Everything

► on the rise

Written by Kendra Woodward
Photography by Spaces and Portraits

Alla MargarYan's journey to becoming a real estate powerhouse is nothing short of inspiring. Born in Armenia and raised in Germany until the age of 12, Alla's family journeyed to the United States in pursuit of a better future, leaving behind the turmoil of war. Settling in Los Angeles in 1999, Alla's parents instilled in her a deep appreciation for hard work, perseverance, and the value of family.

With a diverse background and a relentless drive to succeed, Alla's journey into real estate was as unexpected as it was transformative. "To be honest, I was not even aware of a career as

a real estate agent," she chuckles. Originally determined to become a professional swimmer, Alla spent her formative years in the water most of the time, competing all throughout high school in Germany and LA. When she stumbled

upon a flyer for county jobs for students, one of which was a swim instructor, she took the opportunity to make some money to help support her parents while they fought to obtain citizenship.

“
It brings me so much happiness and joy to be in the field every day, to be one call away from helping friends, family, and clients, and to be their source.

After being hired on at her local YMCA as a swim instructor, Alla later became a lifeguard at age 16, working before and after school. However, after visiting some friends in Las Vegas, Alla's parents decided to pack up and move once more which ultimately became the start of a journey that would introduce Alla to the world of real estate.

After marrying and starting a family, Alla was finding it troublesome to juggle work and finding enough time to spend with the kids, which led her on a search for a new career path yet again. Her husband, Robert, who was buying and selling houses at the time, suggested Alla look into real estate, knowing it suited her personality. "I never even knew

there was a career in real estate, but he pushed me because he knew I could do it." After doing some research on what real estate was as a career, Alla began taking classes at night while working during the day, and actually failed her test eight times, but she never gave up. Every time she failed she booked another test for the very next day.

“
If you have a goal, go for it!
Real estate is like a good pastry, it just gets better with every bite.

For Alla, real estate is more than a career - it's a calling. "I love everything about real estate," she beams, highlighting her passion for helping clients achieve their dreams of homeownership. With a slogan like, "Price is what you pay, Value is what you get," Alla approaches each transaction with integrity, honesty, and a genuine desire to make a positive impact. "It brings me so much happiness and joy to be in the field every day, to be one call away from helping friends, family, and clients, and to be their source."

Her unwavering dedication to her clients and her community is truly unmatched - whether it's hosting one of her annual events bringing families closer like her annual Easter Egg Hunt (which brought in 80 kids and 40 moms this year), supporting local charities, or going above and beyond to ensure her clients' needs are met, Alla's commitment to service knows no bounds. "If I can't help you, I'll find a way to help you," she asserts, embodying the ethos of service and support that defines her career. Alla's #1 goal is to make every client a client for life.

At home, Alla finds solace and joy in spending time with Robert and their four beautiful children, Vahan, Emily, Ela, and Alen. From movie nights, family vacations, and Sunday breakfasts to annual community events and biweekly scheduled girls' nights out, Alla cherishes every moment spent with her loved ones. "A minute is not a waste for me."

As she continues to make her mark in Las Vegas, Alla remains a beacon of inspiration. With her commitment to service, she not only guides dreams but also builds legacies that endure for generations to come, advising "If you have a goal, go for it!" Striving to make every interaction memorable and boasting that she remembers every moment with every client, Alla quips, "Real estate is like a good pastry, it just gets better with every bite."



Once in Vegas, Alla ventured down several career paths before eventually landing a job with Wells Fargo where she was propositioned by one of her customers to work at his law firm. He promised to teach her everything she needed to know by coaching her and sending her to seminars. Which he held true to, leading to Alla becoming a top paralegal at her office where she worked with her mentor for 10 years in pre-litigation and litigation.



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RANDY MILMEISTER



**CHANGING THE
GAME OF PROBATE**

► REALTOR® life

Written by Kendra Woodward
Photography by Spaces and Portraits

Randy Milmeister stands out not just for his expertise in real estate, but for his commitment to a niche that many shy away from: probate real estate. Licensed in 2005 and now with Keller Williams, Randy has become a trusted name among personal representatives, attorneys, and families dealing with the often daunting probate process. His tagline, "Your Probate Real Estate Specialist," encapsulates his dedication to helping families transition through one of life's most challenging times all while making it a more comfortable experience.

Born in Los Angeles but raised in Las Vegas, Randy attended UNLV where he initially ventured into land brokerage and assemblage. The real estate crash of 2008/2009 was a turning point however, and while many agents lost everything, Randy leaned into his brokerage license, taking over a friend's residential brokerage and teaching himself residential real estate over the subsequent five years.

In 2013 he sold his first probate property, but five years ago he decided to focus exclusively on this complex niche. "I wish I would've pursued it earlier," Randy reflects, underscoring his passion for helping families navigate probate real estate. "I enjoy helping families move into the next, better season of life."

So what is probate? Probate occurs when someone passes away and leaves behind assets like jewelry, houses, or cars. It's a process often mired in legal and financial complexities, taking anywhere from 1-20 years to resolve. Used as a means for the government to reclaim their taxes or as a way to pay off creditors, parties often have to wait for Letters of Administration or Letters Testamentary for an Administrator or Executor to be named in order to be able to liquidate the assets that were left behind.

For Randy, what makes his job more challenging is that almost 50% personal representatives of the files he works on aren't local...the deceased party and their property is local, but the Executors (their children or family members) are usually managing the sale of the house from out of town. Additionally, it's very common for probate cases to have a title or lien issue.



One of Randy's most challenging cases involved a deceased wild animal enthusiast whose property was full of reptiles and various animals. The deceased's daughter was threatened by occupants who refused to leave, forcing Randy to navigate evictions, utility shut-offs, and multiple clean-up crews. Once a buyer was secured, further confusion ensued

when Randy discovered that the escrow team hadn't pulled the mortgage liens, which were being held out of a business that had closed several years prior. Randy ultimately had to fire the escrow company and find a new buyer after the process continued to drag on. "I learned so much from that deal," he admits, highlighting his ability to handle even the most complex probate cases.

Now, Randy is passionate about educating people on how to avoid probate through funded trusts - "A trust will save a person's family a lot of time, aggravation, and money." However, despite the benefits, many people avoid setting up a trust due to the cost and their fear of what the end will bring.

Constantly seeking to deepen his understanding of probate and to share his knowledge with others, Randy's restructured approach to business and real estate is partly due to his coaching with Mike Ferry since 2009, which has given him a strong foundation in the industry. But he does admit he wishes he would've pursued this career sooner. "There's people in the community that need help, they need someone good who knows what they're doing."

Outside of real estate, Randy's personal life is vibrant. Now that his kids are all grown and out of the house, he loves attending raves and concerts, citing the experiences as "indescribable." His recent visit to the Sick New World festival, where he saw Alice in Chains and Slipknot, was a memorable departure from his usual scene, but nonetheless he's looking forward to the next show, possibly attending Electric Daisy Carnival again. "There's nothing else like it on the planet." Randy is also committed to health and fitness, aiming to travel more and support organizations like Copline and the Fellowship of Christian Athletes, but spends his down time hanging with his dog, Sybil.

Looking ahead, Randy's goals are ambitious. He is in the process of building a 6-unit building in the Historic West Side of Las Vegas, an area he feels passionate about revitalizing. "If I can do that, I want to duplicate it and continue building more," he prides, aiming to provide low-income housing and create a lasting impact on the community. This project is a testament to his commitment to building a legacy not just for his children, but for the broader community.

Randy's journey from land broker to probate real estate specialist is marked by his expertise in navigating the complexities of probate, combined with his compassionate approach. As he continues to educate, assist, and build, Randy's legacy is sure to leave a lasting impact on the families and communities he serves.



66
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COMMUNITY THAT NEED HELP,
THEY NEED SOMEONE GOOD WHO
KNOWS WHAT THEY'RE DOING.**



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