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# FAQ



## All about Grand Rapids Real Producers

**RP** Real Producers magazine started in Indianapolis in 2015 and is now in more than 130 markets across the nation.

- Q: WHO RECEIVES THE MAGAZINE?**  
A: The top 300 real estate agents in the Grand Rapids area. We update our mailing list annually to ensure Real Producers reaches our area's top-producing agents.
- Q: WHAT IS REAL PRODUCERS ALL ABOUT?**  
A: Real Producers is a platform that brings together the most elite individuals and affiliates in Grand Rapids real estate. Every month we share stories of some of the area's most recognizable names in real estate, as well as the rising stars in the industry and the preferred partners that are highly recommended by top agents. Beyond the magazine, we host exclusive events that bring titans of real estate together.
- Q: HOW DO YOU GET FEATURED IN THIS MAGAZINE?**  
A: You have to be on the top 500 list to be a featured agent. We welcome nominations for other real estate agents, businesses, brokers, owners, or yourself. Office leaders can also nominate real estate agents. Though we can't guarantee a feature, we strongly encourage you to meet our team and attend our private events so we can get to know your story.

More info at [www.grandrapidsrealproducers.com](http://www.grandrapidsrealproducers.com)

- Q: HOW MUCH DOES IT COST TO BE FEATURED AGENT?**  
A: Absolutely nothing! Real Producers is not a pay-to-play model. We share real stories of Real Producers – no price tag attached.
- Q: WHO ARE THE PREFERRED PARTNERS SHOWN IN THE MAGAZINE AND AT EVENTS?**  
A: The businesses that sponsor the magazine and attend our events are some of the best vendors in Grand Rapids in their category. Find them listed in our index. We partner with businesses that top agents have recommended to us, so every single business you see in this publication has earned its "stamp of approval." Our team also vets every business to make sure they are a good fit and bring value to our powerhouse network.
- Q: HOW CAN I RECOMMEND A BUSINESS?**  
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# Mike MOELKER

## A PASSIONATE ADVOCATE FOR PEOPLE & PROPERTY

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At just 25 years old, Mike Moelker — an agent and REALTOR® with RE/MAX of Grand Rapids — has already amassed an impressive career volume of over \$14 million in three years. His journey, shaped by a strong work ethic and a love for people, shows what dedication and a positive attitude can achieve.

“I started my career on July 14, 2021, and joined the Glover Home Group to kick-start my career,” Mike said. “Graduating from Grand Valley State University with a bachelor’s degree in economics with an emphasis in real estate in May of 2021, taking the 40-hour course while working full time at my old job, and passing the state exam on the first try was all a whirlwind.”

Before diving into real estate, Mike honed his work ethic through various jobs. “I worked for Decked Out N’ More, a deck maintenance and house washing company, from my sophomore year of high school to my senior year of college. During that time, I also worked on a farm in Wayland to help pay for college tuition,” he shared. “I was working more than 60 hours a week for four and a half years straight with no vacations.”

Mike’s path to real estate was influenced by his father, who owns a home inspection company.



“My dad has owned his inspection company for over 20 years. That’s pretty much my entire lifetime that I have been around the home inspection process. With that, I learned about real estate and how agents help guide people through the process of making the biggest purchase of their lives,” Mike explained. “I can’t say that I’ve always wanted to be an agent, because for the longest time, I wanted to be a veterinarian. During my senior year of high school, however, I realized being a vet wasn’t going to work for me, so I looked into other career paths and found real estate to be a perfect fit.”

Mike’s journey is also deeply rooted in his personal values and family upbringing. “My mom and dad have always supported

me and called me out when I was making foolish decisions. They taught me about how to be responsible and still enjoy life, which is a hard line to walk,” he said. “My grandpa was the hardest worker I know. He taught me that even if you don’t feel like waking up in the morning, you get up and get your work done. He was waking up at 6 a.m. to go to the gym at 70 years old. That’s a pretty good role model!”

A key aspect of Mike’s business philosophy is his commitment to his clients. “I pride myself on communication. I don’t like it when people leave me in the dark, so I make it my goal to ensure that my clients always know what is happening and what to expect in the future,” he said. “There are a lot of emotions when buying a house, and making sure your clients have all of the information they need to make educated decisions is important.”

When it comes to Mike’s real estate interests, it extends beyond the traditional sense. “I am very passionate about selling land, especially hunting land, as I am an avid outdoorsman. Helping clients find the right piece of land that fits their needs and helping them plan out their property is really rewarding,” he said. “First-time homebuyers are also a specialty of mine. Being 25 years old, I work with a lot of





Photos submitted by Mike Moelker

"THERE ARE A LOT OF **EMOTIONS** WHEN BUYING A HOUSE, AND MAKING SURE YOUR CLIENTS HAVE ALL OF THE INFORMATION THEY NEED TO MAKE EDUCATED DECISIONS IS IMPORTANT."

people my age looking for their first home." Mike isn't afraid of traveling to sell houses and land, either. "Part of what I love about this career is that I get to learn and see many different parts of Michigan. I'm not an agent who only sells real estate in a certain part of Michigan," he added.

Like many other young agents, Mike dealt with some challenges in his career due to his age. "When you're just starting out in this business, it can be hard to build up your business, because you're competing against a lot of experienced agents. The trust and support that people have given me has been amazing," he shared. "When I sit back and see how far I've come and how

much I've learned, I can really see how God has blessed me."

When asked about his future dreams and goals, Mike is clear about his vision. "Real estate is my full-time career. I love this job and the challenges it provides, so I don't have any plans of changing jobs anytime soon," he said. "I'm looking to get into the investment side of real estate and start my rental portfolio in the near future."

For up-and-coming agents, Mike wants to remind them to treat people well and be authentic. "This business is all about relationships," he said. "If you treat people well and build meaningful relationships

with them, you will see success. If you want to succeed, work hard and grind every day."

In every interaction, Mike's vibrant personality shines through. Known for his smile and happy demeanor, he believes in making the real estate process as enjoyable as possible. "You won't see me in a suit and tie, showing homes. A button-up and blue jeans are fine by me," he said, chuckling. "Buying a house is a big deal and can be stressful. If I can lighten the mood and make you laugh along the way, I've done my job."

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# Patti Grover Gabrielse

## A LEGACY OF SERVICE

When it comes to navigating the complex world of real estate, Patti Grover Gabrielse is a seasoned guide with deep roots in the industry. As the broker and owner of West Michigan Realty Professionals and Florida Suncoast Realty, Patti is nothing short of extraordinary. With 22 years of experience, she has managed over 13,000 transactions alongside her brokerage teams as well as supervised more than 300 real estate agents — proof of Patti’s expertise and leadership.

Patti was born and raised in Grand Rapids, and her path into real estate was almost predestined. “Real estate was a natural choice for me,” she said. “It’s my family heritage, and I’m proud of what we have accomplished.” Growing up in a household where real estate was the family business, Patti was exposed to the industry from an early age. Her father, Marold Grover, owned Grover Company REALTORS®, one of the largest brokerages in Grand Rapids at its peak. “My father and mother were amazing

role models,” Patti added. “They taught me to respect and appreciate all people, live with strong personal values, and always practice ethical virtues.”

Patti’s career began in 2002 when she decided to dive full time into real estate. “I was a top rookie in sales my first year with Reece and Nichols REALTORS®, the largest company in Kansas City,” she recalled. Her ambitions didn’t stop there, however. In 2004, Patti transitioned into a leadership role with



Keller Williams, where she became the launching team leader of a new KW office. “We grew to over 150 agents in the first two and a half years and ranked #17 out of hundreds of brokerages in the Kansas City area during our second full year,” she said. This accomplishment was one of many that highlighted Patti’s knack for leadership and her ability to drive success.

Before she became a powerhouse in real estate, Patti took a different turn with her career. With a degree in communications and theater, she worked as a professional talent for Talent Unlimited, the #1 talent agency in Kansas City. “I was a top booking female for several years, doing voice-over, on-camera film, video, and voice work,” she explained. When her youngest child started school, Patti sought a full-time career that would allow her to use her skills and her deep knowledge of real estate. “I chose real estate because I was raised in the business and already knew it very well,” she said.

Today, Patti is not just an agent but a mentor, a leader, and a passionate advocate for her clients. Her experience working with senior and elderly adults has shaped her approach to real estate, particularly in Florida, where she has owned a brokerage since 2013. “I



am passionate about our senior adult community,” she said. “There is a whole different set of skills and personality traits that an agent must have in working with our older clients. It takes one to know one, and I am one!”

Patti’s approach to working with seniors is all about understanding their needs and providing a personal touch. “Forget about emailing documents to an elderly client over dotloop,” she said with a laugh. “No, you go and hand-deliver them so they can personally read and sign the hard copy. Build into your schedule enough time to sit with them, listen to a life story, and leave them with an encouraging word.” For Patti, the time spent with her clients is as important as the transaction itself. “I know that the time I spend with them is almost more important than the job I am doing for them,” she added.

“There is a whole different set of skills and personality traits that an agent must have in working with our older clients. It takes one to know one, and I am one!”

Patti’s dedication to her clients and her profession is evident in the way she has structured her business. “I am the lead agent in my new brokerage, but I have chosen to add agents gradually,” she said. “I have an awesome support team, including a handyman and a downsizer/organizer, which makes me unique.” This “one-stop-shop” approach, as Patti calls it, is particularly beneficial for older clients who may need help with home improvements before listing their homes for sale. “I guide them and coordinate services for them,” she explained. “I am a certified professional stager, and this service is complimentary for my listings.”

As Patti looks to the future, she is clear about her intentions. “I’ll always be an agent. I’ll never retire,” she said. “This profession has been so good to me, and the beautiful thing about having a real estate license is the many ways in which you can create income from it.”



Her plans include continuing to grow her team and offering new services to clients in both Michigan and Florida.

When asked to define success, Patti reflected on her life’s journey: “Success is having a life that you love. We have one life, and we get to choose what we do with it.” For Patti, that choice has been to serve others, build a legacy in real estate, and continue to learn and grow. “My favorite part of being an agent is the people I meet

and form lifelong friendships with,” she said. “Serving and protecting them with their generational wealth through real estate is a family’s legacy that I have a part in supporting.”

With a career spanning over two decades, Patti has a passion for real estate, her clients, and her family — which remains as strong as ever. “I strive to live an ‘others-focused’ life,” she said. For Patti, that focus has made all the difference.



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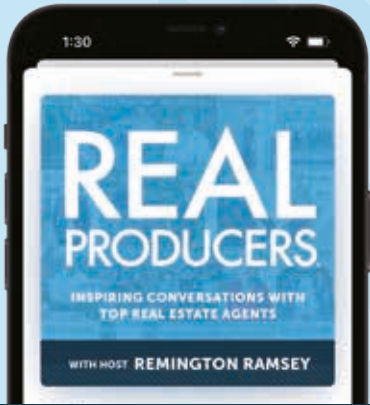
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# Steve & Shelley

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**Name #2 and Title:** Steve Frody, broker/owner of City2Shore Impressions Group  
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**Career Volume as a Couple:** \$225 million

**Building an Empire Together: The Frody Duo Behind City2Shore**

In 1980, Shelley and Steve Frody met at a church youth group volleyball event. Shelley was 13, Steve was 16, and little did they know, this would spark a partnership that would shape both their personal and professional lives. Today, they are the driving force behind City2Shore National Franchises, a real estate brand that not only provides agents with career opportunities but also offers franchisees the systems and tools needed to build lasting success.

Shelley entered the real estate world in 1999, starting as a licensed assistant before transitioning to a full-time agent in 2000. Steve, working in corporate America at the time, joined her in 2004 when his company moved its operations to Mexico. The timing was perfect — they had already built, bought, and flipped homes together, making the leap into real estate as a couple a natural next step.

“We’ve always loved real estate,” Shelley said. “We knew we had something special to offer, and it felt like the right time to take our skills to the next level.”

**City2Shore: Empowering Agents and Franchisees**

What started as a partnership between Shelley and Steve has evolved into City2Shore National Franchises — a growing real estate company built on the foundation of empowering agents and franchise owners. It is a platform for agents and entrepreneurs to build sustainable, thriving careers. “Our franchise model was designed to be flexible but robust,” Shelley said. “We provide everything from marketing templates to operational support, so franchisees can focus on growth without getting bogged down by the small stuff.”

A big part of this success comes from the C2S Academy, which provides agents with the comprehensive training and mentorship they need to excel. From new agents to seasoned professionals, the Academy offers the tools and resources to sharpen their skills and grow their business. “We don’t just want agents to succeed for a year — we want them to build careers they can count on,” Shelley explained. The Academy’s focus on education — from sales techniques to market trends — ensures that City2Shore agents are always ahead of the curve.

City2Shore also provides franchise owners with



a powerful set of tools designed to make their brokerages run smoothly and efficiently. First among these tools is the company’s proprietary software, C2Ssuccess. This system was developed to streamline brokerage operations, allowing franchisees to focus on growing their businesses without getting hindered by the administrative work.

“C2Ssuccess isn’t just about efficiency — it’s about making sure things run like clockwork,” Steve shared. “It integrates directly with our REAP (Real Estate Advantage Plan), which is a revenue-sharing program. What makes this plan so special is that all agents involved in a transaction, including the REAP sponsors, are paid within 24 to 48

hours of closing! Much unlike other profit-sharing models that may only pay out on a quarterly basis. That level of reliability and speed is something we take a lot of pride in.”

The C2Ssuccess platform was designed to support both franchise owners and agents by simplifying day-to-day tasks, tracking transactions, and guaranteeing prompt payments. The system’s automation frees up time for brokers and agents to focus on their clients and grow their businesses, helping everyone involved achieve more with less stress.

**The Franchise Advantage**

City2Shore does not stop at building successful agents: They also provide entrepreneurs with the tools



“WE’RE NOT JUST BUILDING BUSINESSES:  
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**SUCCEED.”**

designed to ensure that every franchise has the foundation it needs for success.

#### **Defined Roles and Clear Communication**

When it comes to running a business together, Shelley and Steve agree that their success lies in their clearly defined roles. Shelley oversees the franchising, education, and system development side, while Steve focuses on managing brokerages and supporting agents on the ground. “We’ve learned that having specific responsibilities helps us avoid stepping on each other’s toes,” Steve said. “It allows us to operate like a well-oiled machine.”

Their distinct roles also play into their shared vision for City2Shore. Shelley and Steve do not see themselves as simply business owners: They view their role as mentors and leaders, guiding their agents and franchisees toward success. “We’re passionate about helping others build something great,” Shelley added. “Whether that’s an agent growing their business or a franchisee expanding their brokerage, we want to provide them with the tools, systems, and support they need to make it happen.”

are getting proven systems, a roadmap for success, and a dedicated support team that is invested in your growth.”

Franchisees also have access to C2S Marketing Tools, which includes everything from social media templates and advertising guides to personalized website setups and CRM systems. “Our franchisees don’t have to start from scratch,” Shelley explained. “We provide all the resources they need to create visibility and attract agents and clients alike.”

With a focus on providing strong support, City2Shore allows franchisees to grow their businesses without the administrative or operational hurdles slowing them down. It is a hands-on approach

to open their own franchise locations. “We designed City2Shore as a scalable, flexible franchise model,” Shelley explained. “Our goal is to help franchisees build their own teams and brands under the City2Shore umbrella.”

City2Shore’s franchisees benefit from the extensive tools that Shelley and Steve have developed. From in-house marketing materials to operational systems, franchise owners can focus on what matters most — growing their businesses — while City2Shore manages the backend. “We wanted to take the guesswork out of running a brokerage,” Steve said. “When you purchase a City2Shore franchise, you are not just getting a name: You

#### **Balancing Work and Life**

Outside of real estate, Shelley and Steve enjoy unwinding together on their boat with their King Charles spaniel, Dexter. They know the importance of balance and are available for each other amid their busy schedules. “Building an empire is fun,” Shelley said with a laugh, “but spending time with each other, away from work, is just as important.”

For those considering a career with City2Shore or looking to open a franchise, City2Shore offers a community in addition to a business model. “We’re not just building businesses: We are building an empire,” Shelley said. “We want everyone who joins City2Shore to feel like they are part of something bigger, with the support and resources to succeed.”

#### **One Last Piece of Advice**

“We learned that we can never assume anything between the two of us — in communication personally or in business,” Shelley said. “In life, there are so many things that we try to control on our own, but when you realize that you have very little control over anything and trust in God through the process, it really makes a difference in so many areas of life and brings freedom.”



# Thank you for joining us!

## WINTER MINGLE: Toast to the Top!

Our Winter Mingle: Toast to the Top! and first Grand Rapids Real Producers event of the year kicked off at the beautiful KSI Kitchen & Bath showroom in Byron Center. Attendees enjoyed food and beverages, made connections, and, of course, toured the incredible showroom provided by KSI Kitchen & Bath!

Thank you to KSI Kitchen & Bath for being our Host & Sponsor, Morse Moving & Storage for being our VIP Sponsor, CertaPro Painters of Grand Rapids for being our Support Sponsor, Jacob Harr with harr Creative LLC for taking photos, and Brian McDonald with Brian McDonald Photography for taking videos!

Check out our social media pages for photos from the event and in next month's issue!





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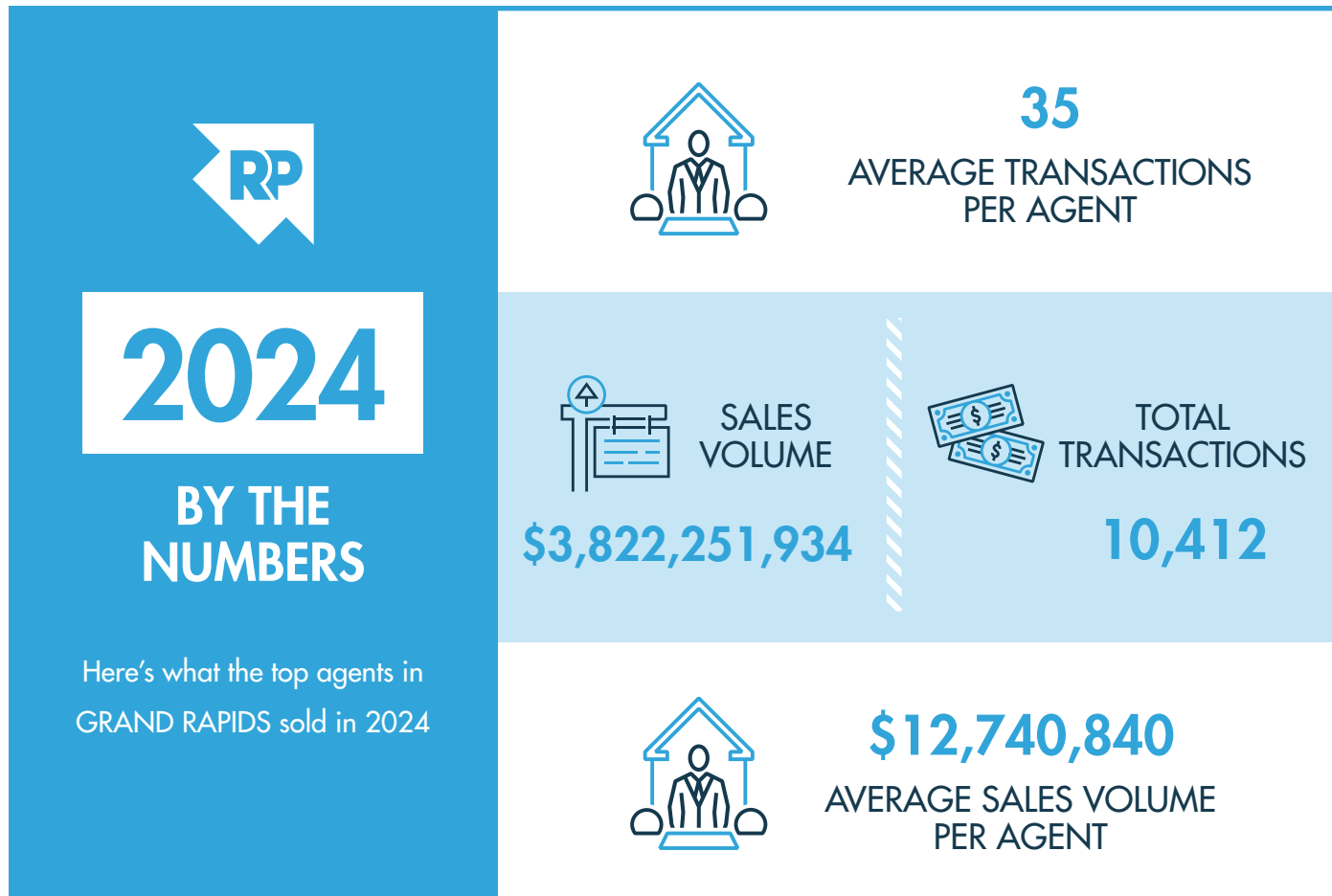
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