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APRIL 2025

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IMPACT AGENT:  
JOEY KECK

# Alaina Legendre

FROM TRAMPOLINE CHAMPION  
TO REAL ESTATE LEGEND

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**Partner  
Spotlight:**  
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COVER STORY

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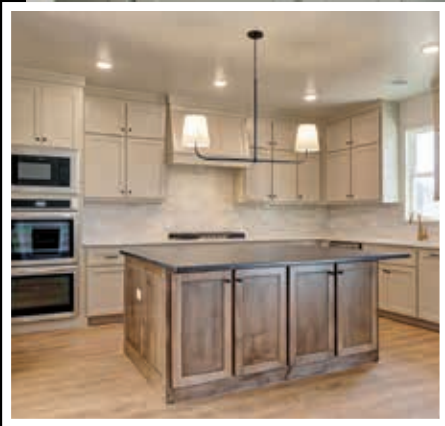
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SAVE THE DATE



# OKC Real Producers GIVEAWAY EVENT

## DEVON BOATHOUSE

Please join us and OKC's Top 500 agents at the Devon Boathouse on April 29th, from 5:00 pm - 7:00 pm, for the *OKC Real Producers Giveaway* event! Enjoy the views of the Oklahoma River while networking, meeting the RP vetted business partners who sponsor the magazine, and connecting with other top agents. Food and beverages provided. Look for your invite in your inbox!



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# JOEY KECK

## All-In Action

WRITTEN BY DAVE DANIELSON • PHOTOS BY NESTED TOURS

**R**esults in real estate come about as a direct result of your experience and expertise ... the same type of gifts that Joey Keck brings to life each day with his clients.

As a real estate agent with Keller Williams Elite in Oklahoma City, Joey has grown his business rapidly since earning his license in 2021, driven by his deep desire to make a positive impact in his clients' lives.

### From Finance to Real Estate

Joey's career path didn't begin with real estate, but rather in a completely different field. With a finance degree in hand, he found himself feeling unfulfilled and uncertain about his future. That's when a pivotal conversation with his wife helped him find his true calling.

"I had reached a point where I was at an impasse with my job," Joey explains. "I told my wife I needed a mentor to help guide me, and she gave me a book to read. I loved it, and I ended up meeting the author. He agreed to mentor me and started giving me things to sell, including jet skis. I paid him, sold them the same day, and made a profit. He then had me sell a 1938 Buick, which I also sold successfully. That's when he told me, 'You should check out real estate at Keller Williams.'"

Intrigued, Joey looked into the real estate world, and it was there that he found his true passion. "When I looked into Keller Williams, it just clicked for me. It felt like the culture was such a great fit, and I knew this was where I needed to be," Joey says.

### Making the Transition and Getting Started

Even before he officially earned his real estate license, Joey was already laying the groundwork for his new career. He made it known to those around him that he was entering the real estate world and began preparing for his future business. "I had some business lined up even before I got my license, and I kept learning and growing," Joey shares. "By my first full year, I had already done \$6 million in sales volume. I was determined to hit the ground running."

His quick success in the industry can be attributed to his proactive attitude, strong work ethic, and commitment to providing excellent service. Joey's background in finance and problem-solving was a great foundation for real estate, but it was his passion for helping people that truly set him apart.

### A Love for Real Estate and Helping Others

For Joey, real estate is more than just a career—it's an opportunity to make a difference in people's lives. "I





“I want to make a difference, not just in my clients’ lives, but in the lives of others as well.”

love meeting people,” he says. “At the end of each day, I feel rich from the interactions I’ve had with others. Everyone has a problem, and I love looking at those problems like a Rubik’s Cube—figuring out how to solve them.”

Whether helping someone find their dream home or guiding a seller through the complexities of the market, Joey takes great pride in providing his clients with a positive, fulfilling experience. “The work I do in real estate gives me a sense of fulfillment,” he adds. “Being able to help people get into their first home, or helping a family sell a home they’ve loved for years, is incredibly rewarding.”

His drive to solve problems and create value for his clients has been a key factor in his success. “Real estate is all about helping people solve problems,” he says. “There are so many challenges along the way, and I love the process of finding solutions. That’s what keeps me motivated every day.”

**Achieving and Exceeding Goals**

Joey’s dedication to his clients and business has led him to set ambitious goals for himself—and achieve them. “In 2024, I set a goal of \$12 million in sales volume,” he says. “I ended up exceeding that goal and reached around \$13 million in sales volume. I was thrilled to achieve that and continue to grow my business.”

Setting goals is a key part of Joey’s approach to success, but he emphasizes that his primary focus is always on providing exceptional service. “The volume and numbers are great, but my main goal is always to create value for my clients and help them navigate the real estate process with ease.”

**Family and Personal Life**

Outside of work, Joey values spending quality time with his family. He enjoys fishing and hunting, and they make it a priority to spend time together and create memories. “My wife and I really cherish our time together,” he says. “We have two kids, and we love getting out and spending time with them outdoors. It’s important to have that balance in life.”

Family is a central part of Joey’s life, and he works hard to maintain that balance while continuing to grow his real estate career.

**Giving Back to the Community**

Joey’s passion for helping others extends beyond his work as a real estate agent. He’s also involved in charitable organizations that make a positive impact on the community. One such organization is Heart for Home, an initiative that focuses on giving back through home-related donations and makeovers.



“We put together home kits with cookware, bedding, pillows, and other essentials, and we get donations to assemble those kits for people in need,” Joey explains. “We’ve also done home makeovers for families who need assistance. It’s an amazing feeling to be able to give back and help those who could use some help. Our ALC chose the organization to help out. It’s been great to be part of. Simon Shingleton spearheaded this and has done a phenomenal job.”

Joey believes that giving back is an essential part of his work, and it helps him stay grounded and connected to the community. “I want to make a difference, not just in my clients’ lives, but in the lives of others as well,” he says.

**Advice for Aspiring Agents**

For those looking to break into the real estate industry, Joey’s advice is simple but powerful: “Create value. Go out and dig up a problem, find a solution, and that’s your business. If you can find a real estate problem and solve it, then you have a business. Come up with a few solutions, and you’re set.”

His advice reflects his approach to real estate: focused on relationships, problem-solving, and providing value. Joey’s success is a testament to the power of hard work, dedication, and the drive to make a positive impact.



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# Marisa Maher of Cutco

## THE SHARPEST GIRL YOU’LL MEET

WRITTEN BY DAVE DANIELSON • PHOTOS BY NESTED TOURS

In the world of business, where relationships matter as much as results, Marisa Maher has carved out a unique niche for herself—literally. As a Cutco Gifting Professional, she helps businesses elevate their client relationships with high-quality, American-made products designed to leave a lasting impression. But her journey to success wasn’t a straight path; it was filled with unexpected turns, challenges, and a relentless drive that has defined her career and personal life.

### From Basketball Courts to Business Success

Marisa Maher’s story begins on the basketball court. As a freshman at York College, she had a promising future ahead of her. Her coach saw her as a foundational player and was building the team around her. However, a summer game changed everything. Marisa tore her ACL, an injury that abruptly altered her athletic trajectory.

While recovering, she received a letter in the mail from a marketing company about a job opportunity. That interview led her to Cutco, a company she would grow to love. What started as a part-time gig quickly turned into an unexpected success. “I was what I would call accidentally successful,” Marisa recalls. “I hit the ground running and loved that my work ethic was rewarded.”

Balancing school and work, Marisa found Cutco’s flexible schedule ideal. She was able to focus on her studies while building a business during breaks. But basketball wasn’t completely out of the picture. She was invited to try out for professional teams, making the all-star

team at two combines. Although she never signed with a team, the experience fueled her competitive spirit and taught her valuable lessons about perseverance and adaptability.

### Embracing a New Passion

In the midst of her basketball pursuits, Marisa stumbled upon another passion—CrossFit. She fell in love with the sport and its community, eventually co-owning a gym. This love for fitness paralleled her work with Cutco, where she realized she could combine her business acumen with her innate desire to help others.

“I had thought about being a doctor because I wanted to help people,” she says. “But then I realized that through Cutco, I could impact people in a different way—by helping them strengthen relationships with their clients through meaningful gifts.”

That realization led her to fully commit to Cutco, and her dedication paid off. She became one of the company’s top

representatives, earning a spot in the Cutco Hall of Fame.

### The Cutco Experience: More Than Just Knives

For Marisa, Cutco is more than just selling high-quality knives—it’s about the relationships she builds along the way. “There’s never a dull moment,” she says with a smile. “I’ve made some really great friends because of my clients. Those relationships mean everything to me.”

One of the things she loves most about the company is its mission-driven approach. “Cutco is not just about selling products; it’s about providing a lasting, high-value experience. The forever guarantee and







the fact that our products are American-made are things I truly stand behind.”

Marisa specializes in helping business owners strategically gift their clients. “Most gifts are consumed and forgotten,” she explains. “But when you give a high-quality product like Cutco, customized with your name and logo, it becomes a lasting reminder of your business. It’s an effective way to cut through the noise and create meaningful connections.”

**A Commitment to Hard Work and Excellence**

Marisa credits her strong work ethic to her parents. “They instilled in me the belief that hard work beats talent,” she says. This mindset has driven her throughout her journey, whether it was recovering from an injury, pushing herself in CrossFit, or growing her business.

“  
I want to be known as a  
giver, a healer—someone  
who helps people feel  
better emotionally  
and physically.  
**Bringing joy  
wherever I go is  
my ultimate goal.”**

She also values the supportive community she has built around her. “My family, my gym community, and my Cutco peers have been incredible. I’m really grateful for them.”

**More Than Business: A Light to Others**

While Marisa is undoubtedly a sharp businesswoman, what truly sets her apart is her kindness and generosity. “I would hope that people see me as someone who is kind and a light reflecting love in what I do,” she shares. “I want to be known as a giver, a healer—someone who helps people feel better emotionally and physically. Bringing joy wherever I go is my ultimate goal.”

Marisa’s journey from athlete to entrepreneur is a testament to resilience, adaptability, and the power of hard work. Whether she’s helping a business owner make a lasting impression or pushing herself in the gym, she embodies the belief that success is built on dedication and passion.



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# Toast TO THE TOP

## WELCOMING THE 2025 TOP 500!

PHOTOS BY SHAWNA MCDUFFIE, PEAK RES & CALEB COLLINS, NESTED TOURS

The 2025 Toast to the Top was a great event celebrating OKC's TOP producing real estate professionals! Thanks to Brooke Massey for

posting about our event with the best quote ever — “Where Facebook friends become real life friends.”

Our networking events are set up to do exactly that, so thank you to all those who show up and take a minute to celebrate with us!

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Let's raise a glass to your success and the incredible future ahead. Looking forward to 2025!









# ALAINA

## Legendre

WRITTEN BY ELIZABETH MCCABE  
PHOTOS BY SHAWNA MCDUFFIE, PEAK RES

## From Trampoline Champion to Real Estate Legend

### Alaina Legendre has always been in the business of reaching new heights—literally.

Before she became a successful real estate professional with 360 Realty, she spent years soaring through the air as a world-class trampoline athlete, flipping through the air with ease. A natural at her sport, her talent brought her around the world, dazzling and delighting audiences with her triple front flips, double back flips, twists, turns, and more.

“I would eat, sleep, and breathe trampoline,” she smiles. She thrived on the adrenaline rush before performances. Now she has a new “rush” – moving deals to the closing table. Her transition from an elite competitor to a top-producing REALTOR® in Norman is nothing short of extraordinary, shaped by discipline and dedication.

### A Life in Flight

“I started trampoline when I was 3,” shares Alaina. “I got on the USA national team when I was 11. When I was 17, I moved to Colorado Springs to live at the Olympic Center to train for the Beijing Olympics in 2008.” Traveling the world for competitions, she competed in prestigious events such as the Pan American Games, held in Rio de Janeiro in 2011, five World Championships, and various World Cup events around the globe, including Japan and Switzerland—two of her favorite places to visit.

Despite training six hours a day, five to six days a week, and enduring five ankle surgeries, Alaina’s passion for trampoline never wavered. “I loved competing,” she shares. “If I’m going to put in all those hours, it’s nice to show it off at some point.” While she didn’t make it to the Olympic Games (since only one athlete competes per country), the experience was life-changing.

“Trampoline formed me into the person I am today – my work ethic and how I live my day-to-day life,” reflects Alaina. “I am a very driven person and always have been.” She knew how to work hard for something she wanted and see the rewards of that pursuit.

“I got a lot of life experience for the average person at such a young age” she comments. Traveling, training, and competing broadened her horizons and she’s grateful for who she has become. Along the way, she’s had a lot of unforgettable moments. From meeting the friendly locals in Japan to waking up in Switzerland and seeing the snow-topped mountains outside, Alaina is thankful for the journey.

### From Gymnastics to Real Estate

As her athletic career wound down, Alaina pursued a degree in health and exercise science, graduating with a Bachelor of Science at the University of Oklahoma. It was during this time that she discovered a new passion—real estate.

Inspired by her mother, who was already in the industry, Alaina initially worked as an assistant to a top-producing agent while in college. “I was waitressing at the time and loved talking to people, but it was difficult to make ends meet,” she recalls. Her mother suggested she try real estate, and from that moment on, she never looked back.

After earning her real estate license in 2013, Alaina dove headfirst into the business. “I just jumped into it,” she says. Her natural ability to connect with people, coupled with her firsthand knowledge of remodeling homes, made her a standout in the industry. Over the years, she has built a thriving career, specializing in first-time homebuyers and luxury listings. “I love







helping people see how real estate can build wealth over time. It's incredibly gratifying."

As a Broker Associate and co-owner at 360 Realty, Alaina takes a full-circle approach to real estate. She and her business partner, Rob Schaerer, have created a boutique brokerage that handles everything from buying and selling to remodeling and investing. "We want to stay small and be very intentional about who we bring onto our team," she explains. Their hands-on expertise in home renovations gives them a unique edge in the market.

#### Advice for Aspiring Agents

For those looking to break into the real estate industry, Alaina offers this advice: "Work as an assistant first. A lot of people think you can just jump in and make a ton of money, but they don't see the day-to-day grind. Real estate is about relationships and consistency. You have to get up every day, put in the work, and not wait for opportunities to come to you."

#### Building a Business and a Family

Alaina's competitive spirit extends beyond real estate. She and her husband, Steven—a former

artistic gymnast for the University of Oklahoma, 2012 Olympian, and now a lieutenant firefighter for OKC Fire Department—share a passion for fitness and home renovation. Together, they remodel one to two homes a year while also managing their growing real estate brokerage, 360 Realty. They also own several investment properties.

Their family life is just as active as their careers. Their daughters, Camryn (9) and Charlee (7), are deeply involved in gymnastics, while their son, Henry (3), is the beloved "baby doll" of the family. "We're an outdoorsy, athletic family," Alaina says. "If we're not working, we're swimming, walking, or hitting the gym."

#### Passion + Purpose

Whether she's flipping homes, mentoring new agents, or helping first-time buyers land their dream homes, Alaina Legendre approaches real estate with the same passion and purpose that once propelled her to trampoline greatness. For her, success isn't just about reaching new heights—it's about the dedication, hard work, and connections made along the way. With her drive and determination, anything is possible. Stay tuned for what Alaina accomplishes next.



# OKC UPCOMING EVENTS

**Tuesday, April 29**

5:00pm - 7:00pm

**OKC Real Producers Giveaway Event!**  
Devon Boathouse, 608 Riversport Dr., Oklahoma City, OK 73129

Please join us and OKC's Top 500 agents at the Devon Boathouse for the OKC Real Producers Giveaway event! Enjoy the views of the Oklahoma River while networking, meeting the RP-vetted business partners who sponsor the magazine, and connecting with other top agents. Food and beverages provided. Look for your invite in your email inbox!!

**Monday, May 5**

All Day

**NBR Annual Golf Tournament**  
The Trails Golf Course, 3200 South Berry Road, Norman, OK. 73072

We are having our NBR Annual Golf Tournament in May! Event begins at 8 AM with a tee time of 10 AM. All the proceeds from this event will benefit the Norman Public Schools Crisis Fund. Go to [normanboardofrealtors.org](http://normanboardofrealtors.org) for more information and to register for the event.

**Tuesday, May 6**

5:30pm - 7:30pm

**EBR 39th Annual Auction**  
The Bower, 4600 W Covell, Edmond OK 73012

EBR is hosting the 39th Annual EBR Auction...The Return of the Greatest Show! There will be food trucks, booze board, silent & live auctions, and much more. We hope to see everyone there! Food trucks and drink tickets will be provided with registration cost. Cost: \$25 for members & \$35 non-members.

**Monday, September 29 - Tuesday, September 30**

All Day

**Real Producers NATIONAL EVENT: RP ELEVATE**  
Loews Arlington Hotel, 888 Nolan Ryan Expressway, Arlington, Texas 76011

RP ELEVATE National Event will be held SEPTEMBER 29TH-30TH in Arlington, TX. You do NOT want to miss the national event with amazing speakers and networking! For more information and to register, visit <https://www.rpelevate.com/>



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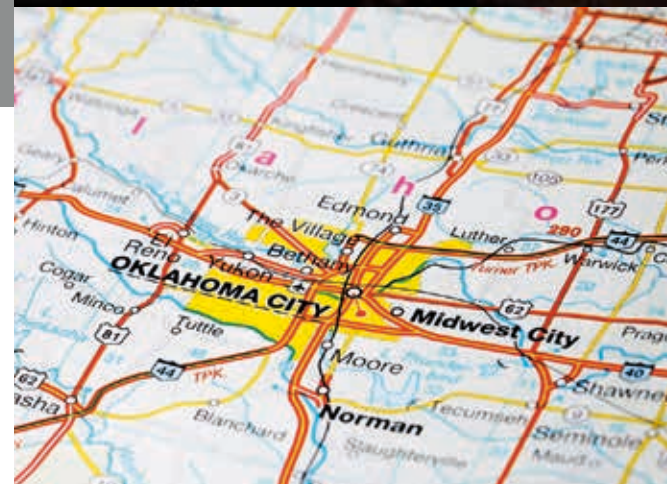
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