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Spotlight:**
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Personal Gifts

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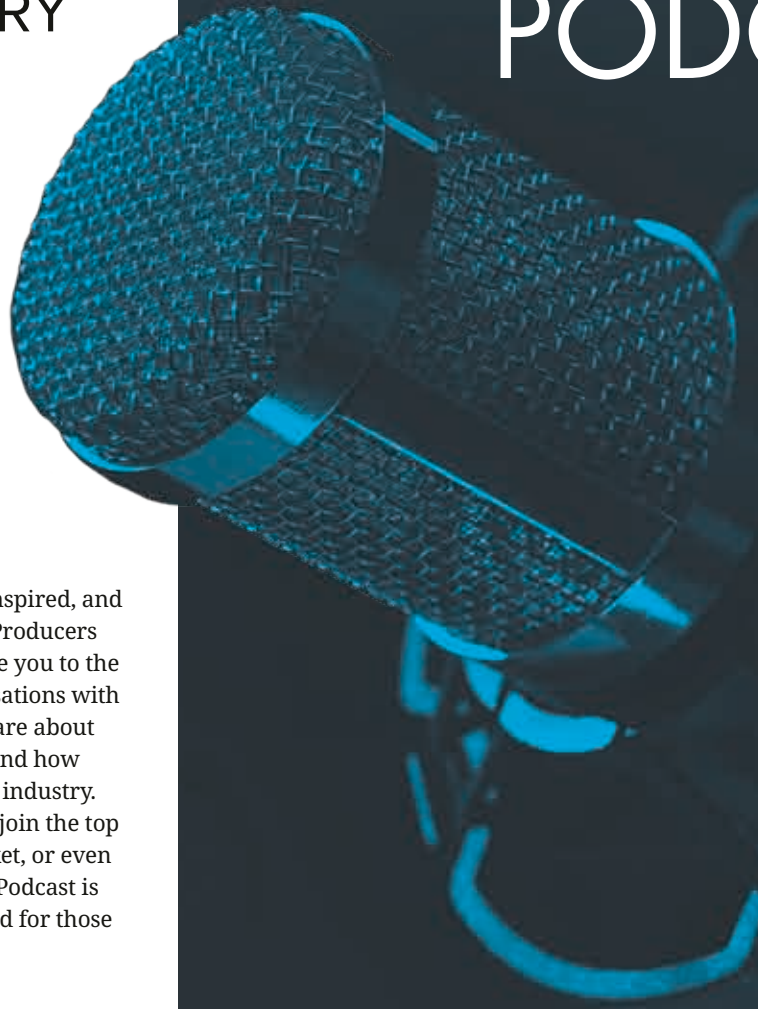
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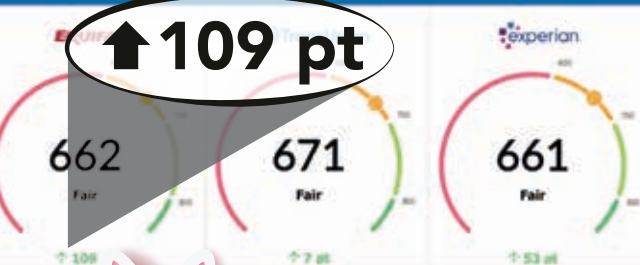
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Preferred Partner Spotlight:

kiendly

BY KATLYN SOL, OWNER

BY KATLYN SOL, OWNER

Kiendly helps real estate professionals strengthen client relationships and grow their business through meaningful, personalized gifting. We offer closing gifts, housiversary gifts, referral gifts, thank-you gifts, and VIP client gifts—each designed to foster loyalty, generate referrals, and enhance an agent's reputation.

Our gifts feature laser-engraved personalized items—such as coasters, tumblers, keychains, and cutting boards—paired with locally sourced products from Pacific Northwest businesses. We handle everything from sourcing to delivery, allowing agents to give thoughtful, high-quality gifts without the extra work. Free porch pickup is available for local clients in Spokane Valley.

Partnering with Kiendly helps
REALTORS® build stronger client
relationships, leading to higher



retention, increased referrals, and more positive online reviews. A well-crafted, meaningful gift doesn't just express gratitude—it ensures clients remember their agent, feel valued long after the sale, and are more likely to refer friends and family.

Additionally, our service eliminates last-minute stress for agents. Instead of scrambling for a closing gift, REALTORS® can count on Kiendly for high-quality, curated gifts that feel thoughtful and well-planned—far beyond something quickly picked up at a store.



Beyond closing, our strategic gifting approach includes housewarming and VIP client gifts, keeping agents consistently engaged with past clients. This ensures they stay connected in an authentic, non-salesy way, reinforcing their reputation as a trusted professional who values their relationships, not just their transactions.

I started Kiendly because I understand the power of gifting—not just as a kind gesture, but as a strategic tool for building long-term relationships.

I've always been passionate about helping people feel valued, and when my husband and I invested in a laser engraver through another business venture, I quickly realized how personalization could elevate a simple gift into something truly memorable and meaningful.

As I explored this world of custom gifting, I saw a clear gap: Real estate agents wanted to give meaningful gifts, but many struggled to find the time to curate something truly

special. I created Kiendly to solve that problem—to make gifting effortless, impactful, and a powerful driver of referrals and client retention.

At the heart of Kiendly is the idea that gifting should be effortless yet meaningful. I love helping professionals strengthen their relationships in a way that feels personal, thoughtful, and completely stress-free. A well-timed, meaningful gift isn't just a thank-you—it's a lasting impression that keeps clients engaged, builds loyalty, and creates new opportunities for referrals.

What I love most about my work is seeing the impact a thoughtful gift can have—not just on the recipient, but on the person giving it as well. Helping people express their gratitude in a way that feels effortless yet deeply personal is incredibly rewarding. Real estate agents work hard to build trust with their clients, and I love knowing that my gifts help reinforce those relationships.



I also love the creative side of my work. One of my favorite recent gift additions is a custom-engraved poem I wrote, designed to be paired with a stuffed animal for any client moving into a new home with young children. The poem introduces the stuffed animal as a new friend, excited to explore their home with them, making the transition feel a little less overwhelming. It's a heartfelt touch that turns a simple gift into a special keepsake, helping children feel comforted and welcomed in their new space.

Seeing an agent's excitement when they receive their client's beautiful and impressive gift, knowing it will make

a lasting impact, is one of the most satisfying parts of my job.

Kiendly's gifting approach is a strategic system designed to help agents maintain meaningful client relationships long after the sale. By delivering gifts at key milestones, agents stay connected in a thoughtful, memorable way—without the stress of last-minute gifting.

Welcome Home Gift – A polished, ready-to-go gift that ensures agents never show up empty-handed at closing. It includes a branded candle and keychain attached to the keys at handoff, along with practical move-in essentials like snacks for unpacking, trash bags, and toilet

paper—small but thoughtful details that make a big impact on move-in day.

Personalized Closing Gift – Mailed or hand-delivered two weeks after closing, this personalized gift arrives when the client is settled, making it a more memorable and positive experience. Closing and moving can be overwhelming, and gifts given too soon risk being lost in the chaos. By timing it after they've unpacked and begun enjoying their home, the gesture is associated with excitement rather than stress.

Housiversary Gift – A thoughtful way to check in beyond the first year. A well-timed gift on the client's home anniversary celebrates their milestone while keeping the connection with their agent strong.

VIP & Referral Gifts – Personalized gifts for top clients and referral partners ensure continued appreciation and meaningful touchpoints over time.

By incorporating strategic gifting throughout the homeownership journey, Kiendly helps agents make lasting impressions effortlessly. Every gift is carefully curated to be meaningful, high-quality, and perfectly timed, allowing agents to focus on their business while we handle the details.

CONTACT US!

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Nominations will be cast by members of the public, real estate agents, and our magazine partners for awards such as Community Champion, Industry Icon, Social Media Star, Leader of the Year, and even People's Choice for favorite male and female agents, and more!



MEET RISING STAR

Nik
MICHEL

How many years have you been a REALTOR?
4 years, 5 months, and 18 days.

What is your career volume as a REALTOR®?
\$18 Million

What was your total volume last year?
\$6.73 Million

- What awards have you achieved as a REALTOR®?
- Top Producer at Dream Team 2024
 - Agent of the year 2023
 - Biggest work ethic 2021
 - prospect of the year 2020

Photo by Libby Allen

When did you start your career in real estate?

I got my license on September 21, 2020, and started taking it very seriously in January 2021.

What did you do before you became a REALTOR®?

I would consider myself a jack of many trades, truly coming from a blue-collar background, raised by a bunch of very hard workers. The most recent line of work before I became a realtor was as a sales professional at Dave Smith Nissan, where I learned how to work with many different walks of life. I truly enjoyed working with people and found myself in a leadership position very quickly.

What were the life events that led you to become a REALTOR®?

The stars and the moon just slowly aligned, and real estate was the vehicle that would allow me to not only achieve my personal dreams and goals but also to help others do the same. It all started when I left my small hometown in Republic, WA, where I worked at the gold mine, working very long 12-plus hour shifts anywhere from 5 to 7 days per week, rotating with night shifts. I realized that was not the route I wanted to take. When I moved to Spokane, a good friend of mine named Dan Slagle introduced me to some business owners who gave me a different perspective on how to navigate work. Reading the book Business of the 21st Century was a pretty big “ah-ha” moment for me and the shift that I needed. I then had a journey of self-development and hardships that gave me the skills I needed to take the leap into real estate, where I could truly become a business owner and take control of my life and destiny.

Why did you become a REALTOR®?

When I worked at Dave Smith, I watched a lot of Grant Cardone, a big-time investor who always talked about freedom and taking control of time and money, as well as over-delivering and giving the best client experience possible. I liked that. When the world got locked down and I left the car business, it gave me a lot of time to reflect on what the next step might be. I read the books Discover Your True North by Bill George and Claim Your Power by Mastin Kipp. I really wanted to do something big, and real estate was just that. I knew that I enjoyed working extremely hard, taking extreme ownership, and making sure that people are taken care of.

What has been the most rewarding part of your business?

There are many, but as of the current state of my business, being able to help home sellers who failed to sell their home the first go around is extremely rewarding. I sit down with them, present a fully customized plan to get the job done, and am 100% honest about what it is actually going to take. When they end up getting their home sold and off to a new destination, and I see how happy the clients are and knowing they’re getting a high-level experience, it’s truly rewarding.

How does real estate fit into your dreams and goals?

While I am in the early stages of my career, I eat, dream, and sleep all things real estate. I know that eventually, when I have paid the price and created some strong business foundations by making sure people come first and that the experience is unforgettable, I will have a bit more flexibility. But for now, it is grind time. I always looked at real estate as Monopoly for adults. The more properties that people acquire, the more financial freedom and flexibility they can have. But aside from that and more importantly, I am a team player and want to be able to share my knowledge with others. I want to ensure that I can eventually have a great balance.

What’s your favorite part of being a REALTOR®?

Having new conversations every single day, forming new relationships, and just being the best guide possible to help people accomplish their goals, as well as change their perspective on Realtors.

“WHEN THEY END UP GETTING THEIR HOME SOLD AND OFF TO A NEW DESTINATION, AND I SEE HOW HAPPY THE CLIENTS ARE AND KNOWING THEY’RE GETTING A HIGH-LEVEL EXPERIENCE, IT’S TRULY REWARDING.”



Define success.

“To give anything less than your best is to sacrifice the gift,” quoted by Steve Prefontaine. If you’re truly giving your all, pushing through the darkness to reach the light, the rewards of your hard work will follow. True success isn’t just about what you achieve; it’s about sharing those victories with the people who matter most. Celebrate it with your friends, family, and loved ones.

Being new, what advice would you give to someone else who is interested in becoming a REALTOR®?

The first step would be figuring out your “why,” and it has to be a very meaningful one. After that, to be a true business owner, build out a schedule and track all of your activities. Reverse-engineer your entire year so you know exactly what steps to take each day. You will fine-tune this as time goes on.

Do not be afraid to fail, and don’t let FEAR hold you back, which really stands for False Evidence Appearing Real.

The very best investment you can make in the beginning is coaching. Whatever coaching program you choose, make sure to lean in and absorb as much as possible. As you evolve, you will know what to do next!

What are your hobbies and interests outside of the business?

I’m the typical outdoor type of guy! I love camping, hiking, riding my mountain bike, and just being active while taking care of my health. I enjoy cooking all kinds of crazy dishes that most people would think are insane. I even have an anti-aging smoothie that most people would need to be force-fed to drink. You could say I’m one of those wacky biohackers. I also enjoy watching sports—UFC is probably at the top of my list.

Favorite books or favorite music?

I can go from relaxing Celtic music to Notorious B.I.G. in seconds—that should tell you everything about my music taste! As for books, my favorites are *Boundless* by Ben Greenfield, *How to Win Friends and Influence People* by Dale Carnegie, and *The Closers Survival Guide* by Grant Cardone.

Tell us about your family and what you like to do together.

My Spokane family is The Dream Team, my girlfriend Kaylee, and our dog Dexter. We love the outdoors and enjoy hiking some of Spokane’s best trails, like Bowl and Pitcher, Rocks of Sharon, High Drive, and the Centennial Trail. When we’re home, you’ll probably find us watching Cops on YouTube or experimenting in the kitchen, trying to cook something delicious!

Amanda, Dave, Justeen, Troy, Aaron, Dylan, Brenda, Mike, Jerry, Jarred, Dan, Ann and Mariana are my immediate family. When we’re all together, we love camping, riding, floating the Kettle River, and enjoying life’s simple joys.

My dad, Dave Michel, worked some of the toughest labor jobs to support us and taught me the value of appreciating the little things and cherishing every moment. Raised by Bo and Sandy Michel, I was truly blessed with the best family anyone could ask for.

I could go on for days about my incredible family and all the stories we’ve shared, but that would be a book. Let’s grab some coffee instead so I can learn more about you!

“TRUE SUCCESS ISN’T JUST ABOUT WHAT YOU ACHIEVE; IT’S ABOUT SHARING THOSE VICTORIES WITH THE PEOPLE WHO MATTER MOST. CELEBRATE IT WITH YOUR FRIENDS, FAMILY, AND LOVED ONES.”



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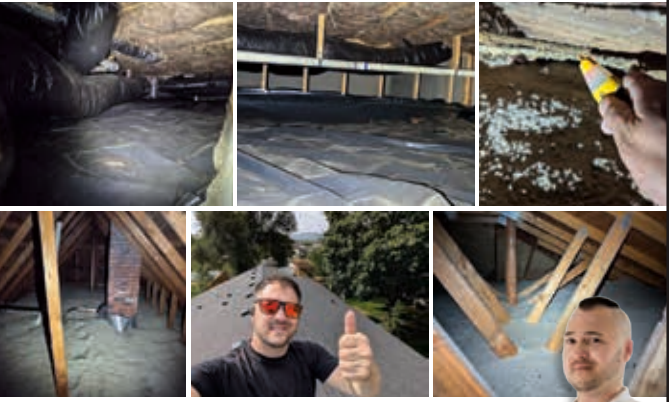


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BEYOND PINK SPOKANE

Empowering Women Through Early Detection

In the heart of Spokane, a nonprofit is making waves in women’s health by revolutionizing the way we approach breast cancer screening by revolutionizing the way we approach breast health. Beyond Pink Spokane is more than just an organization—it is a beacon of hope, empowerment, and proactive healthcare. Dedicated to improving lives, Beyond Pink provides education, funding, and access to cutting-edge breast screening technologies, ensuring that early detection is within reach for all women, regardless of financial constraints.

At the core of Beyond Pink’s mission is the belief that knowledge is power, and early detection can be life-changing. Through their thermography grants, they offer a groundbreaking screening tool that has been FDA-approved as an adjunct screening method since 1982. Unlike traditional mammography, thermography detects heat and vascular activity, identifying potential breast disease at its earliest stages—sometimes as soon as 90 days old. This means women can take proactive steps before a lump is ever formed, potentially preventing a cancer diagnosis entirely.



The comprehensive grant package provided by Beyond Pink includes thermal imaging, a detailed physician report, a MammaCare breast exam, and a 30-minute follow-up consultation to discuss next steps. Recognizing the need for additional screening for those at higher risk, the organization has recently expanded its services, offering ultrasound grants through Kvinna Care in Liberty Lake for individuals whose thermogram results indicate a higher level of concern.

The impact of Beyond Pink is profound. In 2024 alone, the organization assisted over 400 individuals in Spokane and surrounding areas. This work is critical because, despite its remarkable potential, thermography is not widely covered by insurance. Through education and community support, Beyond Pink is committed to making this life-saving technology accessible to as many people as possible.

Beyond Pink’s influence extends beyond the women they serve—it touches families, friends, and future generations. For many, including Executive Director Jessica Southwick, the mission is deeply personal. Having been introduced to the organization through its renowned Designer Fashion Show & Auction, she was moved by their dedication and became a volunteer for four years before stepping into her current role. For her, and for countless others, Beyond Pink is not just about screenings—it’s about peace of mind, empowerment, and a future where breast cancer diagnoses are significantly reduced.

Looking ahead, Beyond Pink envisions a world where thermography is a standard part of annual breast health checkups, leading to earlier



Photo by Dillon Campbell with Kootenai Creative

interventions and fewer cases of late-stage breast cancer. Their commitment remains unwavering: to say “yes” to every qualified grant request, ensuring that financial barriers never stand in the way of proactive healthcare.

For women in Spokane and beyond, Beyond Pink is a reminder that early detection saves lives, and that knowledge, combined with action, is the most powerful tool in the fight against breast cancer.



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I grew up in Chattaroy, WA and now live in Kennewick, WA with my fiancé, two step-daughters, and our two fur babies. The Pacific Northwest has always been my heart's home. I've lived in Chattaroy, Spokane, Seattle, Tacoma, and now Kennewick, experiencing the full spectrum of Washington State living. The best part is being just a quick trip from Spokane to spend time with my team, clients, friends and family, while also having easy access to other treasured places like my personal favorite, Walla Walla.



Photo by
Cascadia Designed

With six months of severance providing a rare safety net, I had the luxury of reimagining my future without immediate financial pressure. A friend who had recently joined a real estate team saw potential in me that I hadn't fully recognized in myself. With her encouragement, I enrolled in the required education, passed my exam on April 30, 2018, and became licensed—launching my real estate career literally the very next day.

Defying Convention: Creating My Own Playbook

From my first day in real estate, I recognized that my path would diverge from industry norms. My sales background had provided a clear understanding of what energized me—and what depleted me. Cold calling and chasing paid leads? Those approaches felt inauthentic to who I was. Instead, I envisioned building a business founded on genuine connections and organic referrals by leveraging my natural marketing instincts and authentic social media presence.

This unconventional approach initially created friction with my team lead, whose established model didn't accommodate my vision. But sometimes, the most valuable career lesson is recognizing when to trust your instincts enough to forge your own path. That recognition led me to eventually venture out independently—a decision that transformed everything. By honoring my intuition and playing to my strengths, I more than doubled my business from my first year, validating that authenticity could indeed be a powerful business strategy.

Industry veterans weren't shy about sharing their skepticism. Top producers

confidently informed me that social media and sphere marketing alone could never sustain a serious business. Now? REALTORS® are generating millions in sales directly from Instagram, just as I had imagined. We were told that being both REALTORS® and investors couldn't coexist within a high-end brand. Yet we proved that integration not only works—it thrives. This reinforced the beautiful truth about real estate—success doesn't follow a singular prescribed path. The key is identifying what genuinely works for you and committing to it with unwavering dedication.

The Invisible Battle: Conquering Self-Doubt

What no one tells you about real estate is that your greatest competition isn't other agents—it's yourself. The industry has an extraordinary way of magnifying every insecurity and amplifying every doubt. My first year coincided with profound personal upheaval, including the end of my marriage, creating a perfect storm of professional learning and personal reckoning.

I made the crucial decision to invest in therapy, confronting my deepest fears and recognizing that I faced a fundamental choice—either allow circumstances to define my story or take control of my own narrative. The mental shift that followed changed everything, not just professionally but in every dimension of my life. I adopted an abundance mindset, deliberately choosing to lead with faith over fear and fundamentally altering the dialogue I had with myself.

Breaking down limited beliefs was not an overnight transformation but an ongoing practice of active self-reflection. In a world where everyone's curated success is just a scroll away, it's easy to fall down the comparison rabbit hole. My breakthrough came from



Breaking the Mold:

The Extraordinary Journey of a Top-Producing REALTOR®. How a Leap of Faith Led to \$150M+ in Sales and a Revolutionary Real Estate Model From Corporate Comfort to Real Estate Revelation

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A Few of My Favorites:

- 1 / Restaurant: Chicken Osaka from the Mustard Seed (if you know, you know)
- 2 / Drink: Champagne, always! Maryhill has a great sparkling.)
- 3 / Quote: "Don't believe in the highs, and don't believe in the lows. Stay grounded."
- 4 / Local Coffee Place: Thomas Hammer holds a special place in my heart
- 5 / Charity: FailSafe for Life (mental health awareness & suicide prevention advocacy)
- 6 / Vacation Destination: Cabo San Lucas, Mexico
- 7 / Years as a REALTOR®: 7 years as of April 30, 2025

I never imagined real estate would become my passion and purpose. My journey began when I purchased my first home with a top-producing agent who, like me, had a sales background.



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recognizing this tendency and developing the skill to catch myself mid-spiral, consciously redirecting those destructive thought patterns. I began to truly believe that there is enough business for everyone—that someone else’s success does not diminish my own, but can actually inspire and motivate me.

This mindset revolution completely turned my life around. I haven’t just survived the challenges; I’ve learned to thrive through them, viewing each obstacle as an opportunity for growth rather than a roadblock. By cultivating a perspective of abundance and possibility, I transformed not just my business, but my entire approach to life.

Pivot and Thrive: Building Through a Pandemic

May 2020 brought another seismic shift. I relocated from Spokane to Tri-Cities the same week Washington shut down due to the pandemic. With profound uncertainty about how real estate would function, I knew adaptation wasn’t optional—it was essential for survival.

I had been absorbing knowledge about real estate investing from my personal trainer at the time, Josh McDonald, who was successfully wholesaling properties. The deeper I went into this world, the more I recognized that wholesaling carried a reputation as the “dirty underbelly” of real estate. But I saw the potential to transform that perception and create a legitimate diversification strategy in my new market. That vision became RealVantage— a revolutionary concept where we could conduct wholesaling with uncompromising ethics while simultaneously delivering traditional real estate services at the highest possible standard.

Our first modest marketing campaign— just 50 postcards—landed us a deal, and mere months later, the market exploded. The rapid growth quickly revealed that maintaining quality service in two markets simultaneously was unsustainable as a solo practitioner. I invited my sister, Lennie Rasmussen, to get licensed because I recognized I was stretching beyond my capacity. Who better to maintain my exacting brand standards than family? She embraced

the opportunity and, as I knew she would, excelled immediately.

From there, it didn’t take long before I began receiving messages asking to join our team, not even realizing that we had created one. Josh and I also expanded into flipping houses in March 2021, and before I could fully process the transformation, we had built something truly extraordinary—a comprehensive real estate powerhouse in Spokane that defied conventional categorization.

Beyond a Team: Creating a Movement

RealVantage evolved from a clear vision, not a desperate desire to recruit bodies. Josh and I methodically built a brand and a business model before we ever considered building a team. We intentionally blended traditional real estate services with strategic investing, remaining faithful to our foundational values: making a tangible impact, elevating industry standards, and always putting people above transactions.

Our team isn’t merely a collection of agents—we’re a collective of high-caliber professionals who operate with uncompromising integrity and relentless excellence. What sets us apart is our unwavering commitment to genuine collaboration, consistent mentorship, and a philosophy of leading through contribution. We don’t just serve our clients, community, and colleagues—we want to elevate them. This creates more than an ecosystem; it’s a dynamic environment where

agents aren’t just surviving, but discovering their full potential and redefining what’s possible in real estate.

The truth is, I am writing this article because of my team. Creating RealVantage and attracting such extraordinary individuals has made me a better person, a more impactful REALTOR®, and a true believer in the power of collaborative excellence. This recognition is as much theirs as it is mine.

The Foundation: Four Pillars of Extraordinary Service

I built my business on four core principles that remain my guide today: authenticity, transparency, contribution, and grit. In an industry sometimes criticized for superficial marketing and high-pressure tactics, I deliberately chose a different approach.

My clients know they’ll always receive the unvarnished truth from me—even when it’s not what they want to hear, but what they need to hear. That level of honesty might cost me in the immediate term, but it builds the foundational trust that sustains lasting relationships.

Every client interaction becomes an opportunity for education. Real estate may be my everyday world, but for most clients, it’s unfamiliar territory filled with complex decisions and emotional investment. Taking the time to explain processes, clarify options, and share market insights empowers my clients to make truly confident choices.



Photo by Jory
Mack Photography

And underneath it all is pure, unapologetic grit—the promise that I’ll work relentlessly to find solutions, pursue results, and do everything within my power to help clients achieve their goals, regardless of obstacles.

Wisdom From the Journey

To new REALTORS® trying to find their footing in this complex industry, my most heartfelt advice is this: Ask yourself what you genuinely love to do and what you’ll actually commit to consistently. Build your business around those honest answers. If you don’t find joy in an activity and won’t show up for it every single day, it simply won’t generate sustainable results, regardless of how well it works for others. And don’t forget to be your true self and have a little fun too!

As for my legacy, I hope people remember that they’re capable of achieving far more than they ever imagined possible. When life knocks you down, when you feel like you’re being tested to your limits—you absolutely are. That moment becomes your opportunity to choose whether you’ll rise from the ashes transformed or allow fear and defeat to define your boundaries. My journey proves that real estate success isn’t about rigidly following the established industry playbook—it’s about having the courage to write your own. By remaining true to your unique strengths, creating a business with genuine purpose, and leading with resilience through inevitable challenges, you can make an impact far beyond what you once thought possible.



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