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Spotlight:**

Cindy
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Agent on the Rise:
Lauren Ashley

Sponsor Spotlight:
The Hallford
Mortgage Team

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A portrait of Sherri Sanders, a woman with long, wavy blonde hair, smiling. She is wearing a bright yellow blazer over a black top. Her hands are clasped in front of her, resting on a light-colored surface. She is wearing a ring on her left ring finger and a pearl earring.

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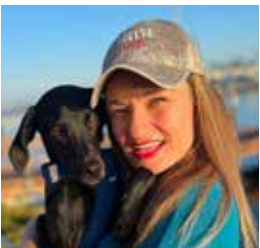
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Please join us and Tulsa's Top 500 agents at Sidecar in Jenks on May 1st, from 5:00 pm - 7:00 pm, for the *Tulsa Real Producers* Giveaway event! Enjoy the views from Sidecar while networking, meeting the RP vetted business partners who sponsor the magazine, and connecting with other top agents. Food and beverages provided. Look for more info in your inbox soon!





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It's our BIRTHDAY!



It's our BIRTHDAY!

It's completely unbelievable that 5 years have passed since *Tulsa Real Producers* was born! In early 2020, we assembled our preferred partners, planned some massive events and introduced Real Producers to the community. I was answering a lot of questions like, "how much do I pay?" from agents which I was thrilled to let them know our stories and distribution of this publication is FREE to our agents who qualify on production alone. We got everyone excited, mailed that first issue, and then... the unthinkable.

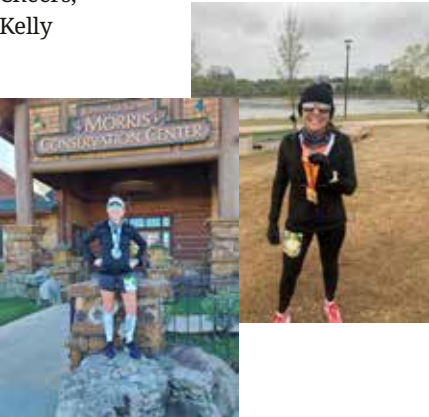
The world shut down for two weeks. Then four. Then indefinitely. We postponed events and then cancelled. I remember a moment after we had moved our opening event for the second time sitting in the parking lot of my office, in tears, because I couldn't fix this.

As you know, our publication made it out every month, and at the end of 2020 we opened up some smaller events and by early 2021 we were in full swing and operational, however at that moment, I wasn't sure.

2020 was a time of lessons for many of us and for me it was two big ones. #1 was that I can't control everything, only myself. The world shut down and I couldn't stop it. I COULD however take ownership of my mental state and fitness, train up and run a full marathon! #2 was that consistency of work ethic will always prevail. It doesn't matter what the world or market was doing at the time, or in the years following for that matter, what does matter is personal consistency. We pivoted, changed strategies quickly, kept the faith and pushed through one of the most dizzying rides in real estate that I've ever encountered.

Now that we are here in 2025, I'm proud that we have a community of overcomers that after the last five years are ready for whatever life has in store for the next five, with consistency and faith. Happy Birthday *Tulsa Real Producers*!

Cheers,
Kelly



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People Helping People





Lauren Ashley

WRITTEN BY ELIZABETH MCCABE • PHOTOS BY EZEKIEL E. PHOTOGRAPHY



“My grandmother was in real estate and I felt like it was in my genes and in my blood. *I was destined for it.*”

Hustle and Heart in Every Home Sold

“You miss 100% of the shots you don’t take!” – Wayne Gretzky

Live life with passion and purpose. Lauren Ashley, a real estate agent with Chinowth & Cohen REALTORS®, understands how important it is to embrace every opportunity in life. One such opportunity was real estate.

Twelve years ago, she said yes to real estate and hasn’t looked back since.

“Before real estate, I was in the service industry for most of my life,” explains Lauren. This experience gave her the opportunity to hone her customer service skills. “I worked at a country club for a while and then started working for a lighting and furniture company.” Little did she know that this would spark an interest in homes.

“I mainly worked with builders and people who were building. They would come in with their electrical plans, and I would help them pick out the lighting for their whole house,” explains Lauren. Following that, she worked as an assistant for an interior designer for several years. “It led me to real estate,” Lauren smiles, “which I am thankful for.”

At the advice of her friend, she made the leap to real estate. “He told me, ‘You should get into real estate,’” she shares. “I thought about it. My grandmother was in real estate and I felt like it was in my genes and in my blood,” she points out. “I was destined for it.” Although her grandmother passed

away when Lauren was 7, the impact on her life was profound.

“I decided to go for real estate,” she shares. “It turned out to be really good for me.” Her background in interior decorating gave her an edge in the industry, where Instagram-worthy photos get people’s attention long before they step foot in a listing.

“I love design and helping people, and it goes hand in hand,” she smiles. Lauren also uses her creative eye to help her clients. “If a listing needs staging, I will help with that,” she shares. With her expertise, she knows how to make properties pop. “It’s the little things,” she comments. Adding greenery in the bathroom can make a world of difference when it comes to creating the right first impression with potential buyers.

One thing that sets Lauren apart from many other agents is her focus on leasing. “While many agents concentrate solely on buying and selling, I offer leasing services, which provides my clients with more options and flexibility. This additional expertise allows me to help people in a variety of situations, whether they’re looking for a rental property or considering leasing before making a long-term commitment. I believe in offering a well-rounded approach to real estate, ensuring my clients have the support they need at every stage of their journey,” she says.

Finding Her Niche

Originally from Broken Arrow, Lauren graduated from Broken Arrow High School. She knows the area well and is happy to help people put down roots in the community.

“I like helping first-time homebuyers,” she smiles. “They are probably my happiest clients.” Seeing their smiles at the closing tables and watching their excitement throughout the process means the world to Lauren. It makes her career fulfilling. It also leads to referrals. “The majority of my business is through referrals,” she points out. That speaks volumes about the trust and relationship that she has built over the years.

Secrets to Success

Lauren attributes her success to her social nature, strong network, and unwavering integrity. “I’m fun to work with, and I genuinely care about my clients,” she says. “Doing the right thing is important to me.”

Her work ethic is another driving force. “I’ve always worked multiple jobs—I’m a hustler and a go-getter,” she shares. “I’ve been working since I was 13, and I don’t like sitting still. I prefer knowing that I have money coming in from multiple streams of income.”

Another secret to her success is relaxing and recharging, which is key to work-life balance.

“When I’m not busy with real estate, I love to spend my free time doing things that bring me joy and help me unwind,” she shares. When she’s not selling homes, Lauren immerses herself in Tulsa’s vibrant music scene.

“Music is a big part of my life—I enjoy going to festivals, discovering new artists,

and always looking for the next great show to attend.” She enjoys collecting vinyl records. She has turntables at home and plays records all the time.

“At home, I also love cooking and experimenting with new recipes,” she smiles.

Her appreciation for Tulsa extends to its architecture, particularly the Art Deco buildings downtown, which continue to inspire her real estate career.

Endless Potential

As Tulsa’s market continues to grow, fueled by incentives like the Tulsa Remote program, Lauren sees endless potential. “More and more people are moving here, bringing fresh creativity and diverse perspectives,” she says. “It makes me even more excited to be in real estate. Tulsa is a city on the rise with endless potential for growth.”

With her passion, perseverance, and dedication to doing right by her clients, Lauren Ashley has turned every shot she’s taken into a winning move.



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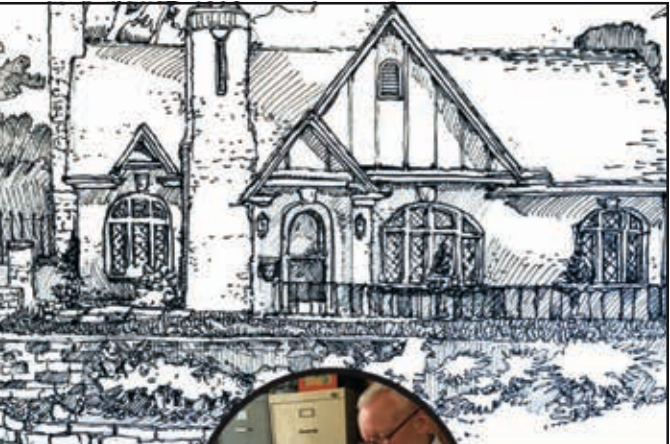
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The Hallford Mortgage Team

Service and Strategy at Work

WRITTEN BY DAVE DANIELSON • PHOTOS BY PEAK RES



In a world where the mortgage business can often seem transactional and impersonal, Josh and Jamie Hallford have made it their mission to create meaningful, long-term relationships with the families they work with.

As branch manager and business development coordinator of Guaranteed Rate, the Hallfords have built a reputation not only for their expertise but for their commitment to educating and empowering families in the journey of homeownership. Their passion for helping families build generational wealth through homeownership is at the core of their business, and it's what drives them every day.

From Rental Property Management to Mortgage Expertise

Josh Hallford's entry into the mortgage industry was a natural evolution of his career in finance. He and his wife, Jamie, were already running their own business in rental property management and commercial construction when they decided to dive into mortgages. "I've always been in the finance industry, but in 2014, Jamie and I decided to expand into the mortgage world," Josh explains. "We knew that owning property was one of the best ways to build wealth, and we wanted to help others achieve that."

It wasn't just about facilitating transactions for the Hallfords—it was about creating a path to financial independence for families. Their expertise in property management gave them valuable insight into the real estate market, while their deep commitment to helping others made them a perfect fit for the mortgage world.

Educating Families on Generational Wealth

The Hallfords' approach to mortgage lending goes beyond simply securing loans—it's about empowering families to grow their wealth through real estate.

"Our passion is educating families on how to build generational wealth by purchasing homes," Josh says. Jamie, who leads training classes and events for real estate agents, plays a key role in this mission. "Jamie focuses on

educating agents and helping them develop the trust they need with families, while I work directly with the families to create a solid strategy for them to be successful," Josh adds.

This solution-oriented approach has helped the Hallfords stand out in a competitive industry. "We are always focused on how we can help our clients achieve their goals," Josh says. "The goal isn't just to close the deal—it's to help families achieve long-term success. We do everything we can to make sure they understand the process and feel supported every step of the way."

For the Hallfords, communication is key. They are committed to providing "legendary customer service" by being there for their clients not just during the home-buying process, but well beyond it. Their focus on education ensures that families are not only well-informed but also confident in their decisions.

The Hallford Team: A Family-Oriented Approach

While Josh takes the lead as branch manager, he is quick to acknowledge the vital role his team plays in their team's success. "We couldn't help as many families as we do without our team," Josh says. Their licensed sales assistant, Elena Miyazato, is essential to the operation, making sure to ensure a smooth and efficient process for their clients."Having the right team in place allows us to focus on what we do best—helping families—and it's been instrumental in our success."

Their teamwork and commitment to each other's success are a reflection of the values they want to instill in the families they serve. "We're all invested in the same goal," Josh explains. "We are focused on creating a family-oriented environment, and that extends not just to our clients but to our team as well."

An Advisor for Life

One of the distinguishing factors of the Hallfords' business is their long-term approach to client relationships. Unlike many mortgage professionals who disappear once the closing is complete, the Hallfords make it a priority to stay connected with their clients throughout their homeownership journey.

"We're not just here for the transaction—we're here for the long haul," Josh says. "We consider ourselves to be advisors to our clients. After the closing, we stay in touch with them to ensure that everything is on track."

Their commitment to long-term client success goes beyond just checking in. "We do annual reviews of our clients' loans, and we monitor interest rates for them," Josh explains. "We proactively reach out to set things up so they don't have to worry about it. We want to make sure that they are always in the best possible position, whether that means refinancing or taking advantage of better rates."

This ongoing engagement is a testament to the Hallfords' commitment to building lasting relationships with their clients. "We're invested in their future," Josh says. "Our goal is to help families make the most of their homeownership

journey, and that means staying connected long after the paperwork is signed."

Family First

Family is at the core of everything the Hallfords do. "My focus is on spending time with my family," Josh says. "They are the reason I do what I do every day."

The Hallfords' commitment to their own family is reflected in the way they run their business—putting family values and relationships first in all they do. Jamie plays an integral role in both their personal and professional lives. "Jamie is my partner in everything," Josh says. "We make decisions together, and our focus is always on what's best for our family and for the families we work with."

Rooted in the Community

Josh and Jamie are deeply committed to the communities they serve. "We live and work here, and we're invested in this community," Josh explains. "We've been around for a long time, and we plan to be here for a long time to come." Their dedication to building lasting relationships extends beyond their clients to their broader community.

In an industry where professionals may come and go, the Hallfords are focused on creating a legacy of trust, education, and service. "We're not disappearing overnight," Josh says. "We are here for the long run, and we want people to know that we are committed to being part of this community for years to come."

Authenticity and Sincerity in Every Step

Josh's advice to others in the industry is simple yet powerful: "We want our clients to know that we are authentic and sincere. We are committed to doing the very best we can for them, and we will always have their best interests at heart."

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Cindy Crawford

Integrity and Impact

WRITTEN BY DAVE DANIELSON • PHOTOS BY PEAK RES

Cindy Crawford’s journey to becoming the Broker/Owner of Model Realty is one built on a solid foundation of business experience, personal drive, and a deep commitment to serving her clients. As a seasoned professional with a passion for helping others, Cindy has made a mark in the world of real estate since 2006, using the lessons she learned from her diverse career path and her dedication to lifelong learning. Now, as a respected leader in her field, she’s making a difference not only in the real estate world but also in her community.

A Career Built on Experience

Before Cindy entered the world of real estate, she explored a variety of careers that would later help shape her approach

to business. In the 1990s, Cindy and her husband, Jerry, owned a small sporting goods store. Her experience running the store provided valuable insight into the day-to-day operations of a business. She also worked for a concrete company for the first 10 years of her career. In the process, she learned the ins and outs of bookkeeping, payroll, and more. Then, in the 1990s, she would go on to serve as the president of a manufacturing company, a role that solidified her leadership capabilities. Her sales experience comes from owning the sporting goods store. She also sold steel later in her career.

“I decided if I was going to work that hard, I was going to work for myself,” Cindy reflects. That entrepreneurial drive led her to pursue real estate, a field

that had intrigued her since 1983 when she first obtained her license. However, it wasn’t until 2005 that she decided to dive into the industry seriously.

The Road to Real Estate Success

While Cindy’s early experiences in the business world gave her a strong foundation, transitioning into real estate required time, patience, and dedication. “When I got into the business, it took me a few months to get going,” she admits. Determined to succeed, Cindy dove into education, reading books and attending training sessions to build her knowledge. She found a supportive environment at Keller Williams, where their exceptional training program helped guide her through those early stages.

“Training really helped me,” Cindy says. “I was with Keller Williams, and they had a great program that really set me up for success.”

As she developed her skills, Cindy realized that her strength lay in handling the intricate details of the real estate process, particularly the paperwork. “I’m good at paperwork, so I like working with the contracts,” she shares. But, for Cindy, the heart of her work is her clients. She enjoys building relationships with both buyers and sellers and in many cases, helping a seller also means assisting them in buying their next home. “I like spending time with them and getting to know what they want,” she says with a warm smile.

A Strong Partnership with Her Husband, Jerry

Cindy’s professional journey is further enriched by her partnership with her husband, Jerry. Their relationship dates back to high school, and they’ve now been married for 45 years. Jerry, an accountant by profession, brings a level of organization and financial expertise that complements Cindy’s real estate skills. “He is also very organized and very smart,” Cindy notes. “We bounce things off each other.” The couple’s strong partnership extends to their real estate business, where they work together seamlessly.



Jerry and Cindy’s shared commitment to their business is reflected in the way they approach each deal. “I like having the two of us working together,” Cindy explains. “We both bring something to the table, and it works well.”

A Family-Oriented Life and a Love for Giving Back

When Cindy is not busy working on real estate transactions, she enjoys spending time with her family, especially their three children, and their families, including nine grandchildren. Family is at the core of everything Cindy does, and she treasures the moments spent with loved ones. “We like going to our grandchildren’s sports events,” she says. “They range in age from 8 years old to 19 years old, so it’s a lot of fun.”

Cindy also finds joy in connecting with old friends, particularly through planning high school reunions with her husband. Traveling is another passion for the Crawfords, as they take the opportunity to explore new places and create lasting memories together. But one of their favorite activities is playing pickleball, which they enjoy together in their free time.

Giving back to the community is also a central part of Cindy’s life. She volunteers for the Boy Scouts of America sporting clays event and has also volunteered for the John 3:16 sporting clays event that raises funds for their nonprofit organization that helps those in need. Additionally, she has participated in Relay for Life in the past, lending her time and energy to causes that matter to her deeply.

This dedication to her clients and her community shines through in everything she does.

Advice for New Agents

Cindy’s advice for those starting out in real estate is straightforward and grounded in her own experiences. “Get with a good company that offers regular training and go to the training,” she encourages. “Go into it with an open mind. You will need to invest



I’m thankful for the parts of my life that have prepared me for the last 20 years of real estate.

I’m thankful for all the people I’ve met along the way.”

in your business. It’s not just about showing houses.”

She emphasizes that success in real estate requires more than just technical knowledge; it’s about cultivating relationships and being committed to learning. “Invest in yourself, and don’t expect it to be easy,” Cindy adds. “But if you stay dedicated, you will see the results.”

A Legacy of Integrity and Care

When asked how she would like to be remembered, Cindy points to the qualities she holds dear: care, honesty, and integrity. “I would hope they would say I’m a very caring person... honest,” she says thoughtfully. “Integrity is what they count on. I will help them understand all the facts and details they need to know to successfully buy or sell their house. I want to make sure they are taken care of properly.”

Cindy’s approach to business has earned her a loyal following of clients, many of whom return for multiple transactions. “I have a lot of repeat business, with people that I’ve done several deals with,” she says. “I love them all. I’m really thankful for the people who have worked with us and have sent other people to us.”

Through it all, Cindy remains grounded in her faith and trust that God will take care of her. “I’m thankful for the parts of my life that have prepared me for the last 20 years of real estate,” she reflects. “I’m thankful for all the people I’ve met along the way.”

Cindy Crawford’s journey in real estate is a testament to the power of hard work, continuous learning, and a deep commitment to both family and community. Her legacy is one of integrity and impact.





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Toast TO THE TOP

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The 2025 Toast to the Top was a great event celebrating Tulsa's TOP producing real estate professionals! A good time was had by all on February 13th at Ruby Red.

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Sherri SANDERS

Balancing Grandmotherhood & Real Estate

WRITTEN BY KEVIN GREEN • PHOTOS BY KENNETH BAUCUM PHOTOGRAPHY

Sherri Sanders isn't just one of Tulsa's top real estate agents — she is also a devoted grandmother managing a busy life filled with birthday parties, ballgames, and family events.

Although many may struggle to balance career and family, Sanders thrives in both worlds, maintaining a demanding real estate business while staying deeply involved in her nine grandchildren's lives.

With 20 years of experience in the industry, Sanders has built a strong client base, largely through referrals and open houses. Despite the challenges of being a top-producing agent, she enjoys the fast-paced world of real estate, often navigating multiple transactions while making time for her family.

"I think after 20 years in this business, my priorities have changed a little bit," Sanders said. "I have a really solid base of clients — people I love working with, their family and friends — so it's fun. I love the job, and that makes it a lot easier."

Early Career

Before stepping into real estate, Sanders had a diverse professional background.

She earned a degree in marketing and computer science from Oklahoma State University, which led to early jobs in newspaper printing and as a legal assistant, which gave her a strong foundation in contracts and negotiations. These experiences shaped her strong communication skills and meticulous attention to detail, qualities that later helped her excel in real estate.

"Once my two boys were in college and I had an empty nest, I decided I wanted to do something new," Sanders said. "So, I took on real estate, and it's definitely the best career I've ever had. I have three degrees, and this one doesn't even require a degree, but it's been my favorite. With my legal background and my father being a contractor—he built most of the houses we lived in—I was always around homes. I just love houses and love helping people."

Real Estate Journey & Client Relationships

Sanders found early success in real estate, winning Rookie of the Year during her first year on the job.

She credits her achievements to dedicated networking, attending open houses, and working closely with builders. She also learned the value of persistence, especially in an industry where building a strong reputation is key.

"I've always been among the top producers," Sanders said. "When I first started, I worked for a lot of builders,

which is really hard work. You're constantly sitting in open houses. The upside is that you only have to please one client—the builder. I worked for three or four different builders over the years, and a couple of them had a lot of homes. I actually got my start when I showed a house for a builder and sold it. Then, I started building my business from open houses. People would come in, we'd start talking and before I knew it, I was listing their house or helping them buy. It all grew from there."

Over the years, her business has flourished thanks to client referrals.



Many of her clients return for repeat transactions or recommend her to friends and family. Sanders prides herself on forming deep connections with buyers and sellers, ensuring they feel supported throughout the process.

“Most of my business comes from referrals—probably 95% of it,” Sanders said. “It’s the greatest compliment when people refer me. I end up becoming friends with most of my clients. I go to their kids’ birthday parties and baby showers—it’s a blessing.”

Personal Challenges & Professional Success

Despite her professional success, Sanders has faced personal challenges.

She cared for her mother during a battle with cancer while simultaneously selling \$19 million in properties last year. One of her biggest sales was a \$5.5 million home, a significant achievement in Tulsa’s market.

“That was really busy, taking her to a lot of appointments, but it was very rewarding to be able to spend the last six months with her daily,” Sanders said.

She acknowledges the financial rewards of real estate but also recognizes the pressure of constantly performing at a high level.

However, one of the greatest rewards of her job is the flexibility it provides. Being her own boss allows her to balance real estate and family, even if the two worlds occasionally collide.

When she is in a pinch, her son, Hunter, serves as a trusty teammate.

“I talked him into getting into real estate, and he’s actually with McGraw also,” Sanders said. “He sells mainly land and recreational properties. He lives and breathes land. We’re really a team in a lot of ways. If I want to go out of town or something, he takes over all my clients if I need help, and I take over his clients as well.”

Community Involvement

Beyond real estate, Sanders is deeply involved in her church, CommonGround, where she heads the greeter team and participates in outreach programs that help low-income families.

Giving back to the community is important to her, and she finds fulfillment in volunteering.

“I’ve been there probably about 15 or 16 years, and I’m the co-head of the greeter team,” Sanders said. “(CommonGround) is situated in the middle of low-income housing, so we do a lot of food ministry, clothing ministry—it’s like a mission trip in town. That’s really, really rewarding to me. I just love doing that. I volunteer on Sunday, and I’m there all morning on the greeter team, just making sure everyone that comes through the door (feels welcome).”

Her personal life has also evolved, for she has remarried and navigates the complexities of a blended family.

With nine grandchildren, family gatherings are never small, and managing everyone’s schedules is a challenge she embraces.

“If you have family over for a birthday, there’s 21 of us,” Sanders said. “It’s like Thanksgiving.”

Future Plans

Looking ahead, Sanders has no plans to slow down.

She remains committed to her real estate career and is excited about helping more clients navigate the housing market. However, she also wants to continue volunteering at her church and spending time with her growing family.

For Sanders, success is about more than just closing deals — it is about building relationships, maintaining balance, and giving back to the community. Her journey from marketing and legal work to becoming a top-selling real estate agent in Tulsa is a testament to her determination, adaptability, and passion for helping others find their dream homes.

“I think it’s a job you can do forever,” Sanders said. “I’m still in it for the long haul. I love it.”



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