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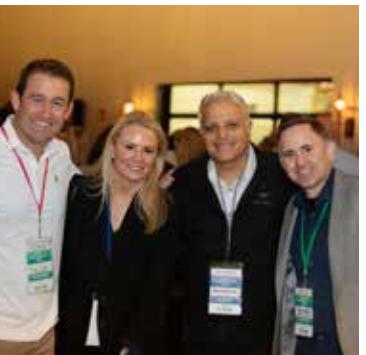
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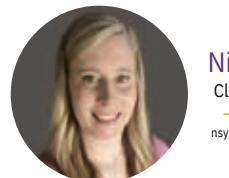
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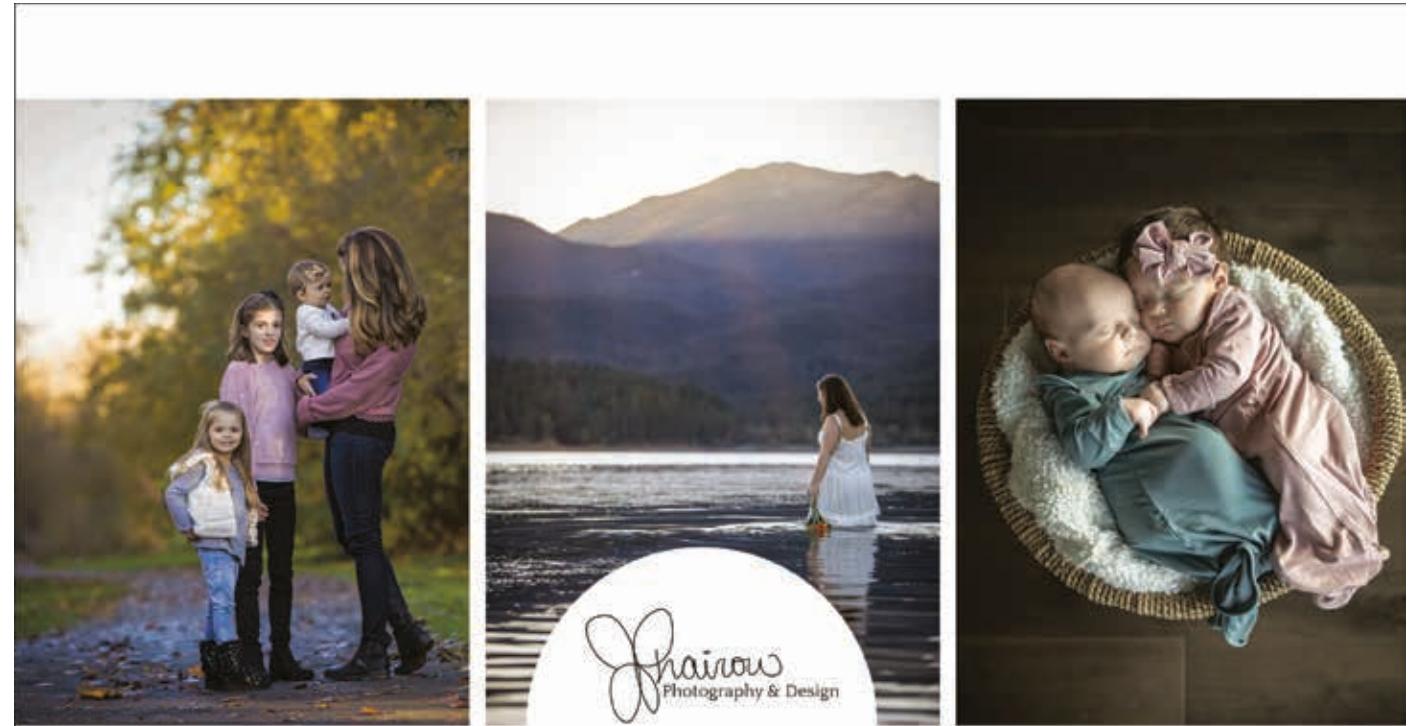


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## Welcome to the December issue of Seattle Real Producers!

Welcome to December Issue of *Seattle Real Producers*!

It's hard to believe we're already talking about Christmas plans and closing out another year! December always seems to arrive faster than expected, and with it comes the familiar juggling act between work, family, and holiday celebrations. How we spend our time in these final weeks matters—whether that means tying up loose ends in business or taking a moment to reflect and recharge.

This issue marks our final stories of 2025, and what a year it has been. The energy, innovation, and commitment of our *Seattle Real Producers* community continue to inspire us month after month. As we prepare to enter another incredible year in real estate, we're reminded that this industry is driven by people—by passion, relationships, and purpose.

Sound ADU Builders, a team adding tremendous value to clients by helping them maximize their properties and build long-term wealth. We also share the cover story of Kari Haas, whose dedication and heart shine through every aspect of her business. Plus, we revisit two of our standout fall events—the Luxury Masterclass Panel and the AI Mastermind—both of which left attendees with actionable insights to elevate their business.

Finally, a heartfelt thank-you to our incredible continued support allows us to share the stories, connections, and community that make this publication so special. Here's to finishing 2025 strong—and stepping boldly into another amazing year ahead for real estate in the Pacific Northwest.

Warm regards,

**Shea Robinson**  
Seattle Real Producers



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# PUGET SOUND ADU BUILDERS

If you're not already paying attention to Accessory Dwelling Units (ADUs), you might be missing one of the biggest shifts in Washington housing—and one of the most exciting opportunities for homeowners and investors alike. Leading the charge? Puget Sound ADU Builders (PSAB), a team that's redefining what's possible with small-scale, high-impact construction.

#### From Personal Vision to Professional Mission

It all started in 1998 when Tanya Mills, a proud Washington native, built an ADU on her first home. What began as a practical solution quickly turned into a life-altering realization: these small dwellings could be powerful tools for flexibility, connection,



and long-term stability. That spark led to the founding of PSAB, where Tanya teamed up with Morgan—a construction management expert with over \$400 million in completed projects—to create a company built on clear communication, customer-first service, and the golden rule. Today, PSAB is a go-to resource for smart, strategic ADU construction in Washington, known for combining thoughtful design, efficient execution, and a personal touch that makes clients feel like family.

#### The ADU Advantage

Puget Sound ADU Builders specializes in ADUs—whether detached backyard cottages, garage conversions, or attached additions. But what sets them apart isn't just what they build—it's how they build it. Their secret sauce? Managing the entire process from A to Z. That means zoning and feasibility studies, custom design, permitting, and of course, the build itself. This all-in-one approach removes friction, reduces surprises, and ensures a smoother ride from blueprint to move-in. But beyond logistics, PSAB understands the emotional side of building, too. "Every ADU we build has a purpose beyond the structure itself," says Tanya. "Whether it's for aging parents, adult kids, or as a rental for extra income, we're helping families solve real-life challenges."





**"WE'RE ESPECIALLY COMMITTED TO GROWING WOMEN'S LEADERSHIP IN CONSTRUCTION. REPRESENTATION MATTERS, AND THE FUTURE OF THIS INDUSTRY SHOULD REFLECT THE DIVERSITY OF THE COMMUNITIES WE BUILD FOR."**

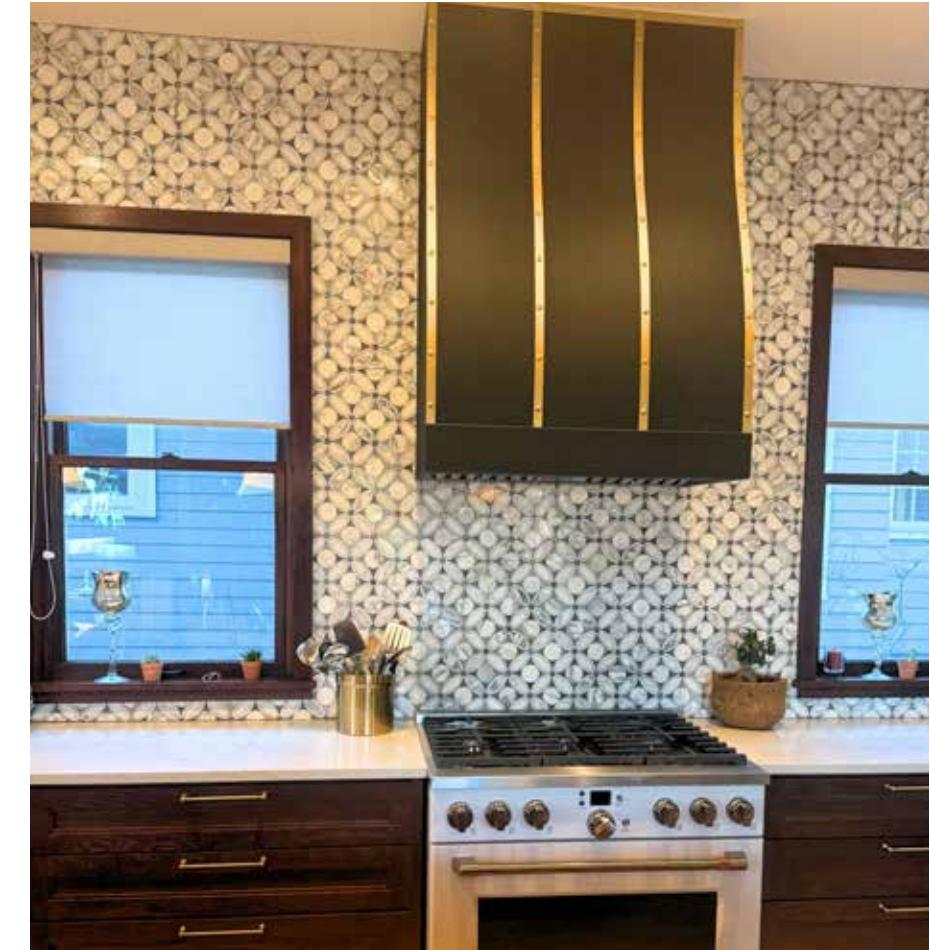
**Calling All Real Estate Agents:  
This Is Your Moment**

With Washington's new housing laws making ADUs easier than ever to build, real estate professionals are in a unique position to lead. PSAB offers this advice: get educated, get proactive, and get connected. They regularly partner with agents through webinars, lunch and learns, and one-on-one sessions, providing insights into ADU feasibility, zoning, and value potential. **Pro Tip:** Start flagging properties with large lots, alley access, or corner positioning, as they're prime candidates for detached ADUs or even future lot splits under updated codes.

Need a resource you can trust when clients start asking about ADUs? PSAB is ready to be your behind-the-scenes expert.

**More Than Construction—It's Community**

What truly drives PSAB is the belief that building better housing means building better communities. That's why they actively support Habitat for Humanity, especially through Women Build and Veterans Build initiatives. Their passion for purpose extends beyond project sites and into the heart of the neighborhoods they serve. And when it comes to the future of construction, PSAB is on a mission to



make the industry more inclusive. "We're especially committed to growing women's leadership in construction," Tanya shares. "Representation matters, and the future of this industry should reflect the diversity of the communities we build for."

**Why They Do What They Do**

Ask anyone at PSAB what their favorite part of the job is, and you'll get a similar answer: the people. From the family navigating a new multigenerational living situation to the investor unlocking their property's full potential, every project is personal. "We're not just building walls and roofs—we're building possibilities," Tanya says. And that mindset has changed their own lives, too. For Tanya, the ADU on her first home wasn't just a project—it was a perspective shift. "It taught me that housing should adapt to people's lives, not the other way around," she reflects.

**A Legacy in the Making**

Looking ahead, PSAB has big plans. Professionally, they aim to expand their reach across Washington and continue leading the way in client-focused ADU builds. They're also growing their training

programs for agents and industry partners to make ADU knowledge more accessible and actionable. Personally, they remain grounded in their values—family, integrity, purpose, and the belief that even small builds can lead to big, life-changing outcomes.

Bottom line for real estate pros? ADUs are no longer a niche—they're a movement. And if you want to stay ahead of the curve, PSAB is the partner you want in your corner. Thoughtful, strategic, and deeply human in their approach, they're not just building structures—they're building smarter solutions for the future of housing.

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## About Real Producers

*Real Producers* magazine started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. *Seattle Real Producers* launched in August 2019. Name a large city, and we are there or will be soon! In every market, we take the top 500 agents, based on the MLS production, and build an exclusive magazine around those agents. We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication. We strive to inform and inspire the top-producing real estate agents in the local market and connect them socially. The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top

performers on a level that they might not be able to achieve on their own.

**Q: Who receives Seattle Real Producers magazine?**

**A:** The top 500 agents in King and Snohomish counties. The list will reset at the end of every year and will continue to update annually.

**Q: What is the process for being featured in this magazine?**

**A:** It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the top 500 because we don't know everyone's story, so we need your help to learn about

them. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photo shoot.

**Q: What does it cost a REALTOR®/team to be featured?**

**A:** Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers. Our goal is to showcase the best and brightest and to collaborate. Elevate. Inspire.





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# AI MASTERMIND RECAP

In Collaboration with KW Bellevue

PHOTOS BY JACKIE PHAIROW PHOTOGRAPHY

In Late October we gathered to take a look at how AI can make your life easier and more efficient as an agent.

In collaboration with **Yassi Jazayeri** and **KW Bellevue**, we gathered an engaged group of forward-thinking agents for the **AI Advantage Mastermind**, a morning dedicated to exploring how AI can help agents work smarter, serve clients better, and reclaim their time.

We couldn't have done it without our sponsors — Pierce Rankin with Fairway Mortgage, Brandon Brockway-Ring with Key Home Inspection, and Andrea Hansen with Floor Coverings International — whose support made this incredible event possible.

The mastermind began with an interactive presentation that focused on practical ways to integrate AI into everyday real estate workflows — from automating marketing and streamlining content creation to developing personalized brand guides and efficient client communication systems. The core message was clear: AI isn't replacing agents; it's empowering them to operate at a higher level.

After the presentation, participants broke into smaller mastermind groups to collaborate, share takeaways, and brainstorm new strategies. The conversations were lively and idea-driven as agents discussed how to use AI tools to enhance their client experience,



improve efficiency, and create stronger marketing systems.

To help attendees continue their momentum, everyone received access to a suite of digital resources — including AI prompt frameworks, brand-building templates, and content planning tools — all designed to make implementation simple and effective.

The event was a true collaboration between technology and community.

Agents left feeling energized and equipped, ready to take what they learned and apply it directly to their businesses. The underlying theme echoed throughout the day: technology should amplify an agent's humanity, not replace it.

Thank you again to our sponsors for helping make this event possible, and to everyone who joined us for an inspiring day of learning, collaboration, and innovation.







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## 20 Years of Play and Possibility

This December, KidsQuest Children's Museum celebrates a milestone of 20 years of sparking creativity, curiosity, and connection for families across the Eastside and beyond.

PROVIDED BY KIDSQUEST CHILDREN'S MUSEUM

What began as a grassroots idea among local parents and educators has grown into a nationally recognized destination for hands-on, STEAM-centered learning, welcoming more than three million visitors since opening its doors.

### From Roots to Reach

KidsQuest Children's Museum, a 501(c) (3) nonprofit organization, first opened in Bellevue's Factoria Mall in 2005, where children could climb a towering treehouse, steer a pirate ship, splash in water or imagine life on the road in a real PACCAR semi-truck cab. Each exhibit was designed to put play at the forefront of discovery, encouraging



children to experiment, problem-solve, and create alongside their caregivers. "For children, play is an essential need—it's just as important as food, clothing, or shelter," says Putter Bert, KidsQuest's President and CEO. "As a vital educational resource, our mission is rooted in lifelong learning. We want to give our visitors the toolkit to discover and learn something new every day."

Beloved programs like the Gingerbread Workshop, Teddy Bear Clinic, and Pysanky Egg Decorating Workshop have brought families of all backgrounds and ages together to learn, connect, and play.

"We've always had a quilt of the community in terms of cultural and economic diversity," Bert adds. "Everyone is welcome here. No matter what. As long as you're kind and joyful, we want to play with you."

As the Museum's audience grew, so did its vision. In 2017, after outgrowing its original home, KidsQuest moved to downtown Bellevue, offering visitors a playfully reimagined space in the former Rosalie Whyel Museum of Doll Art. Popular exhibits now also include a 2.5-story Climber, the Story Tree, the Bellevue Mercantile, outdoor Sticks & Stones, and a dedicated Art Studio, all designed to help children explore STEAM concepts in joyful, organic ways.

### A Community's Museum

Today, KidsQuest continues to embody its mission: to create learning through the power of play and exploration that connects children to their communities and the world. Through partnerships with schools, libraries, and family service organizations, KidsQuest brings playful learning opportunities to children of all backgrounds and abilities. From distributing free educational kits during the pandemic to hosting regular sensory-friendly programs and



expanding accessibility initiatives, the Museum ensures that every family feels welcome, capable, and curious.

KidsQuest's story is one of persistence, imagination, and shared investment. Volunteers, donors, educators, and families have shaped its evolution every step of the way—proof that when a community invests in play, it's investing in its future. As Bert reflects, "We don't want to just be a museum in the community. We want to be the community's museum."

After two decades of growth, the mission remains the same: to nurture a love of learning that lasts a lifetime. For KidsQuest, this milestone isn't just about celebrating the past. It's about looking ahead to the next 20 years and continuing to be a place where every child, caregiver, and community member can discover something new, together. KidsQuest is thrilled to be visioning for the future and planning its next chapter where arts and science collide in the heart of downtown Bellevue.



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# 2025 BY THE NUMBERS

Here's What The Top 500 Agents in King And Snohomish County  
Sold From 01/01/2025-01/11/2025

**13,301**



TOTAL  
TRANSACTIONS

AVERAGE  
TRANSACTIONS  
PER AGENT



**27**



AVERAGE  
VOLUME  
PER  
AGENT

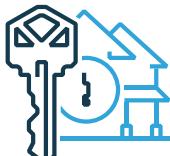
**\$36,930,817**



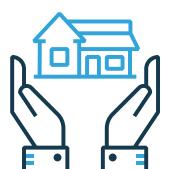
TOTAL  
BUY  
SIDES

**5,845**

**18,465,408,939**



TOTAL VOLUME



TOTAL  
LISTINGS  
SOLD

**7,456**

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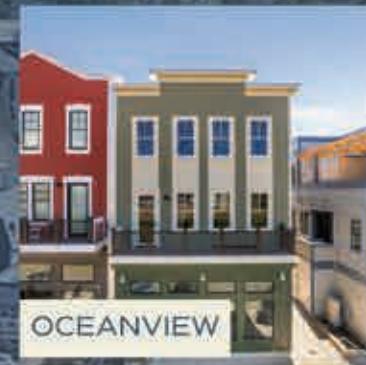
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**The Bluebell**  
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# Luxury Masterclass Panel at Sparkman Cellars

PHOTOS BY JACKIE PHAIROW

In mid-October, we got together to hear from an incredible panel of top-producing agents who shared their experiences, lessons, and strategies for navigating the luxury market. Hosted at the beautiful Sparkman Cellars in Woodinville, the event was filled with insight, collaboration, and meaningful conversation.

We couldn't have done it without our sponsors. A heartfelt thank-you to our presenting sponsors, **Adrian Webb with Milestone Mortgage** and **Scott Miller with JCC Concierge**, for making this special evening possible. We're also grateful to our check-in and food sponsor, **Stone Insulation and Crawl Space**, our supporting sponsors, **Cindy Fraioli with Cross Country Mortgage** and **Fernando Pohina with Ascent Wealth Solutions**, our gift sponsor, **Floor Coverings International**, and our photography sponsor, **Jackie Phairow Photography**.

## Preparation, Communication & Collaboration

Our **Luxury Panel** featured **Moya Skillman with Compass**, **Neda Perrina**

with **Realogics Sotheby's International Realty**, **Denise Niles with Windermere Real Estate**, and **Brian Hopper with Compass**, who spoke candidly about what it takes to succeed in the high-end market.

Throughout the discussion, one theme came through loud and clear: success in luxury real estate starts with preparation and communication. The panelists emphasized being over-prepared, setting clear expectations, and over-communicating every step of the way to ensure a seamless experience for high-net-worth clients.

"Luxury clients expect excellence," one panelist noted. "That means anticipating needs before they arise and staying three steps ahead."

Another major takeaway was the importance of collaboration. The panelists discussed the value of leaning on other agents and trusted partners to deliver the highest level of service. Whether it's another agent, a lender, or a staging professional, strong relationships

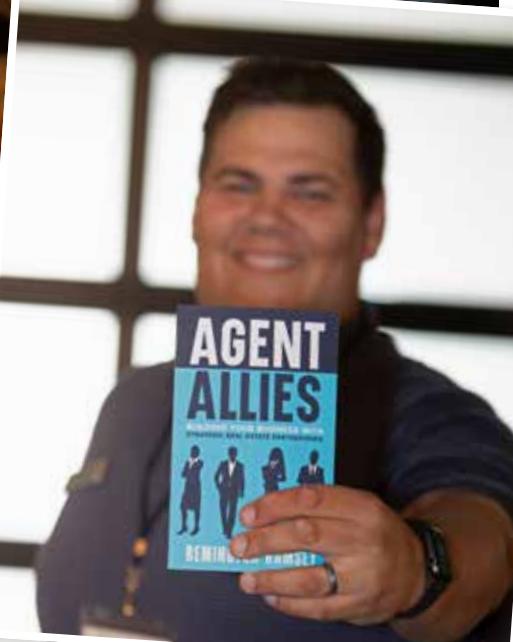
within the industry are key to elevating every transaction.

## A Vendor's Perspective

The event also featured a **Partner Panel** that offered valuable insight from the vendor side. Panelists **Cindy Fraioli**, **Fernando Pohina**, and **Kristen Wilson with Taylor Lane Interiors** shared how they work alongside agents to support high-net-worth clients. Their advice centered on trust, responsiveness, and maintaining strong, resource-based relationships with both agents and clients.

## Raising the Bar Together

The event was more than just a discussion — it was a celebration of collaboration, professionalism, and the shared commitment to excellence that defines our luxury real estate community. From agents to vendors, every voice contributed to a clear message: success in luxury real estate is about preparation, communication, and partnership — raising the bar for the entire industry. A huge thanks to everyone that participated and took part in this amazing event!



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PHOTOS BY JACKIE PHAIROW PHOTOGRAPHY

**IF YOU ASK KARI HAAS THE SECRET TO HER SUCCESS,** she won't point to her staggering 64 personal transactions last year, or her \$60M+ in sales volume. She won't even mention the awards (though she's a consistent Zillow 5-star agent). Instead, she'll tell you it's all about people.

"I love helping people," Kari says with her signature enthusiasm. "Every client becomes a friend—or feels like family by the end."

As the powerhouse behind the Kari Haas Real Estate Team with Windermere Bellevue Commons, Kari brings her full self to every deal—decades of marketing experience, deep local knowledge of the Seattle metro area (including the

Eastside, South and North Ends), and an energy that can light up the room...or maybe even the entire MLS.

#### **Real Estate was Always the Dream**

Long before she got her license in 2013, Kari was already unofficially working the market. "I have been obsessed with real estate since I was about 16," she laughs. "Back then, I'd have an agent open doors for me just so I could see homes, even though I wasn't moving. I'd tell my friends about what I saw, and they'd end up buying! I got a Costco gift basket for every referral!"

When life threw her a curveball in the form of a divorce, Kari saw an opportunity to turn her passion into a profession. "I've always believed that

when you do what you love, it's not really work," she says. "Becoming a real estate agent was the natural next step."

#### **A Client-Centric Career**

What makes Kari's business stand out isn't just the volume—it's the heart behind it. Her client base is entirely built on referrals and personal connections. "Everyone I work with is someone I know, or someone who knows someone I know," she says. "That's why I treat everyone like I'd treat my favorite relative."

She thrives helping first-time buyers step into homeownership, and also has a soft spot for seniors transitioning into smaller homes or assisted living. "It's not just about closing deals. It's about





making the process easier, less stressful, more joyful for my clients and keeping the most money in their pockets.”

#### **Art, Heart, and a Bernedoodle Named Hershey**

When she's not negotiating deals or celebrating her clients' life milestones. Every summer, she hosts a lively Seafair party at her home, bringing

neighbors, friends, and clients together to enjoy one of Seattle's most cherished traditions. During the holidays, she personally delivers festive pies to past clients. Beyond her professional and social circles, She's the Vice President of the Newcastle Arts Council, and serves on several boards. She even helped build the Bellevue Youth Theatre at Crossroads Park.

And did we mention Handsome Hershel Haas (aka “Hershey”)? Kari's beloved Bernedoodle is the unofficial mascot of the Kari Haas Real Estate Team. Hershey accompanies her to showings, open houses, and anywhere else she goes. “People love him,” she says. “Sometimes more than me!”

#### **A Skating Fox with a Mic**

There's a whole world behind the business card, too. In the mid-1980s, Kari

was the “Fox” for KFOX Radio—roller and ice skating around Seattle for promotions, performing at the King dome before a Mariners game. She's also the founder of the Professional Partners Networking Group, a collective of elite-level pros she can trust when referring clients.

Her creative roots run deep—before real estate, she ran her own marketing

and graphic design firm, Graphx, in Bellevue and Seattle. That experience continues to fuel her sharp eye for home presentation and marketing strategy.

#### **Always Learning, Always Giving**

Despite her success, Kari doesn't see herself slowing down anytime soon. “I plan to work until I'm at least 88. My grandma lived to 87, and I'm

competitive,” she jokes. “But seriously, I'm starting to think about mentoring younger agents to carry on my process and ensure my clients always get the best. I'm looking for the next generation to carry on the Kari Haas Real Estate Team. Reach out if you think you might be a good fit (go-getter) and want to help people sell their houses and find their home with a solid team. It takes more

than one personality to do this job well, and there's more to this job than just showing homes."

When asked what other agents can learn from her, her answer is simple but powerful: "Be genuine. Treat everyone like you would your favorite relative. Always take the high road. And never stop helping people."

#### Family First—and Always Expanding

Kari's proudest role? Being mom and "Bubbie" (grandma) & Bubbie K to my client's kids. She beams talking about her three grown kids—Jake, Halen, and Oliver—and her 3 grandkids: Tom (3), Lucy (1), and baby Eitan (4 months), and her extended grandkids – aka her client's kids. "They become my family, and my family is my joy," she says. "They keep me grounded and inspired."

#### Gratitude in Every Transaction

Grateful is a word Kari uses a lot. "I'm just so lucky to do what I love every day," she says. "Helping the people I care about, collaborating with agents who share my values, and making the world a little better—what more could I ask for?"

That energy is infectious. Whether she's guiding a nervous first-time buyer, volunteering for a local food bank, or simply greeting a client with a hug and a Hershey tail-wag, Kari Haas is proving that success is sweetest when it's shared.

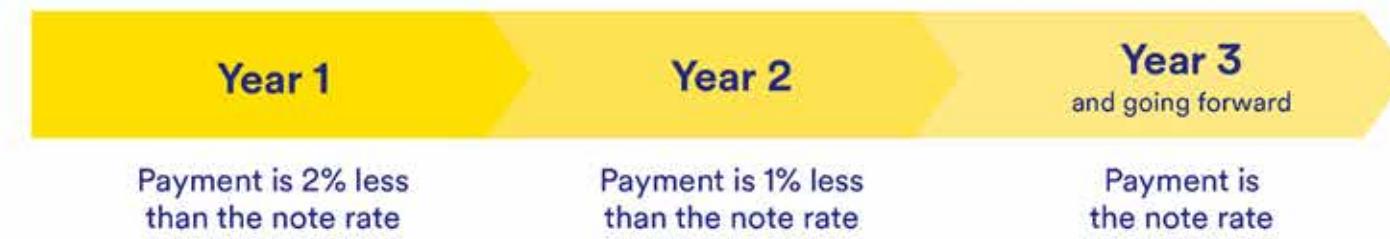


# How does a temporary buydown work?

A temporary 2 year buydown reduces the interest rate on a home loan for the first two years in exchange for a cash deposit, paid by the seller, buyer or lender.

Temporary buydowns can be added to many standard loan programs such as Conventional, FHA, USDA and VA loans.

Here's an example of how a 2-1 buydown works:



Buydown program illustration is for educational purposes only. Please contact a Guild Loan Officer with any program questions.

Let's talk details!



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