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We will also have updates on mortgage rates and more!

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Cover Rewind: Mark Meierdierks



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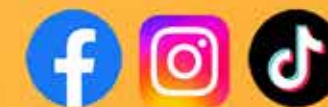
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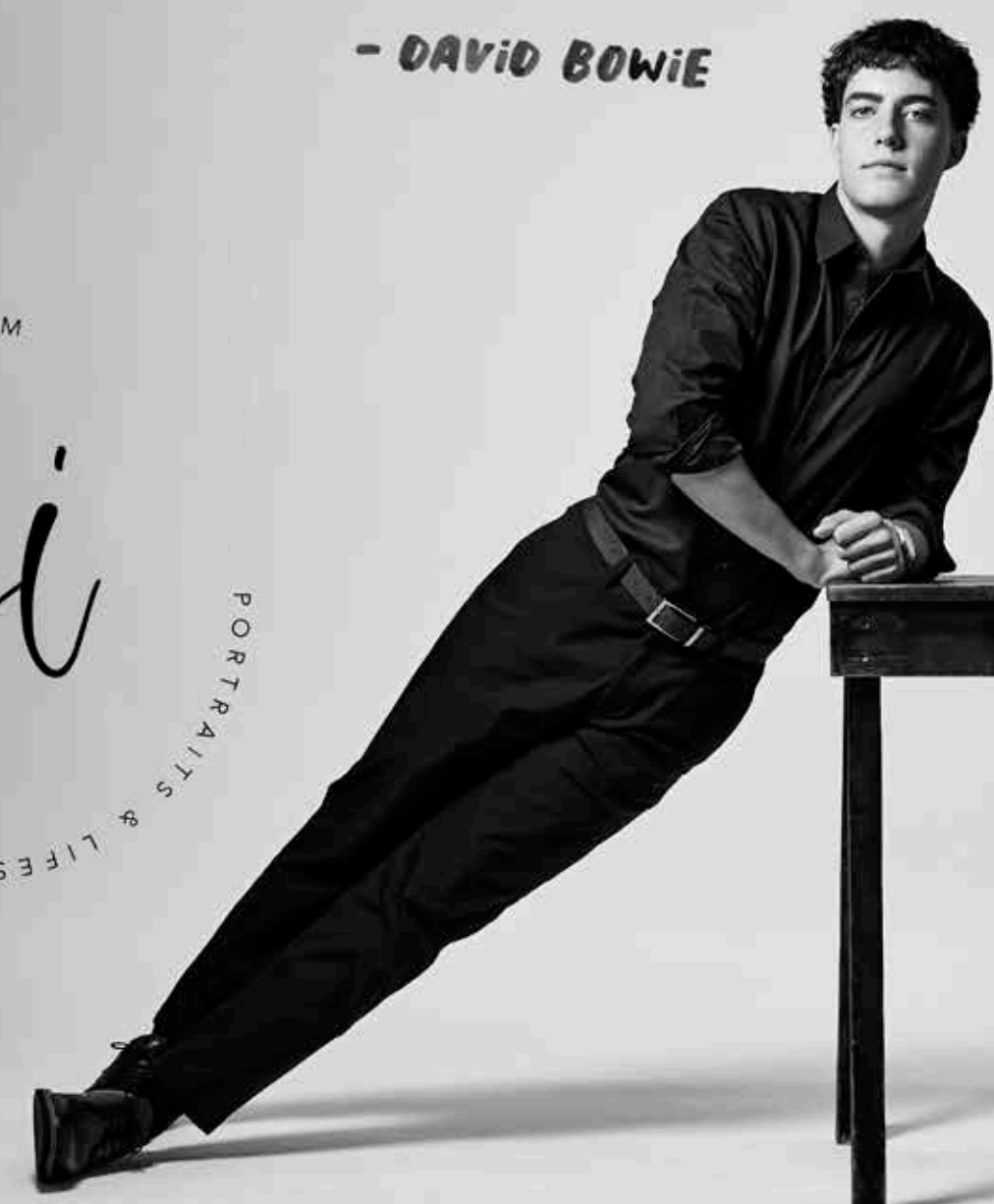
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- DAVID BOWIE

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# Welcome 2025 REAL PRODUCERS



Another year brings another opportunity for us to highlight and celebrate Lincoln's Top 300 Realtors. If you're reading this right now - you made it - congratulations! Once a year we update the rankings and our mailing list to make sure that this magazine and our event invitations go to Lincoln's Top Realtors.

This community is filled with seasoned veterans, first timers, and agents who are climbing the ranks. No matter where you land, we're glad you're here. This platform is for you.

I'm challenging myself to meet with more Realtors in 2025 than ever before - so if we have or haven't met, please

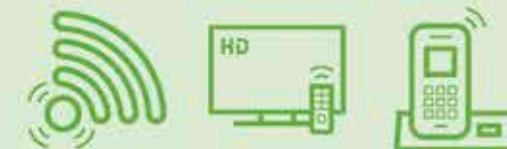
reach out, I'd love to spend some time with you soon. Please make sure and check your email inbox because we recently sent you your 2025 badge that you can use for your own marketing, if you can't find it, please let us know.

What's next? This year will be filled with amazing stories, fun & valuable events and space for you to connect, elevate, and inspire each other in 2025! See you soon.



Cheers,  
**Andrew Schindler**  
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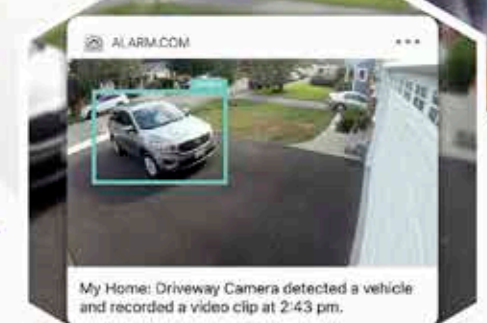


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## Heart In The Right Place

"I recently received a referral for an 87-year-old gentleman who was preparing to transition into assisted living and didn't have anyone to help him downsize. So, I stepped in to be an extra hand — I listed his furniture on Facebook Marketplace, reached out to high-end consignment shops in Omaha for the more expensive items, and provided transportation since my client doesn't drive anymore. After living in his home for over 40 years, I just wanted to make the transition as easy as possible for him."

For Miranda West, anecdotes like these continue to define her solid character as much as they define her soaring career. Compassionate, hard-working, and devoted to her

clients, Miranda has become a top-producing Realtor with Nebraska Realty's Premier Real Estate Team in Lincoln over the past five and a half years.

### A Foundation On Family Values

A proud Lincoln native, Miranda credits her parents with instilling her strong work ethic from an early age. She took her first job at age 14 as a dishwasher at a nursing home, with her parents chauffeuring her to and from work.

"I always had that drive to have financial independence, even when I was young," Miranda shares. "As the owner of several salons and spas, my mom still

loves running her own business; and my dad works for Channel 8 News in their HR department. Watching both of them pushed me to develop my own drive."

Miranda attended Lincoln High School, where she played soccer before pursuing a career in marketing. She spent over two years working for a healthcare company, honing her presentation and networking skills, while yearning for a career she loved.

It wasn't until after the birth of her third child that Miranda decided to take the leap into real estate, a dream she had danced around for years.

"I've always been intrigued by homes and design, but the idea of an all-commission job scared me, especially with a young, growing family," she recalls. "My husband really encouraged me to go for it, and I took online classes at night while everyone else was asleep."

### Diving In

After earning her license in 2019, Miranda quickly found her footing with the guidance of her colleague and mentor, Jeni Meyer.

"Jeni co-owned a team at Nebraska Realty at the time, and she took me under her wing during my first year. Her mentorship and guidance really helped me hit the ground running," she recalls.

Miranda also credits her marketing background and her husband's unending support as key factors in her smooth transition into real estate. Within just four months of starting, Miranda left her full-time marketing job to focus solely on her new career.

And the results since then have been more remarkable each year.

# Miranda West

BY JESS WELLAR  
PHOTOS BY STACY IDEUS



In 2023 alone, Miranda closed \$13 million in sales across 42 transactions, and she's on track to reach \$18 million as 2024 wraps. With awards like Top 5 and Top 10 agent at Nebraska Realty under her belt, Miranda stays humble by focusing on her clients' best interests, not her own.

"To me, success lies in the pursuit of your aspirations. Even in the face of failure or setbacks, choosing to persist is an achievement in itself," she explains.

### A Tailored Approach

Miranda's business continues to thrive on solid relationships, not transactions. Now that she's past the five-year mark, she's starting to see more and more referrals and repeat business from past clients, the best sign of a personalized job well done.

"I genuinely love helping people achieve their dreams of homeownership or take the next step in life's journey," she emphasizes. "I focus on understanding each client's unique needs and tailoring my approach to make their experience seamless.

"That passion drives everything I do," she adds.

Miranda's friendly approach includes consistent communication, quarterly pop-bys to show appreciation, and thoughtful follow-ups to check in, even if it's just a quick text message.

Her marketing chops also give her a distinct edge in the business.

"I did a lot of public speaking while presenting during my marketing career, and that helped me dive into real estate quickly," she reflects. "The skills I learned there are invaluable in



From Left: Crew, Anthony, Brea, Carter, Clay, Briggs, and Miranda

understanding how to market homes and connect with people."

To newer agents, Miranda offers sound advice — always put relationships first.

"Treat every interaction as an opportunity to build trust. Listen closely to your clients' needs, provide value, and always be honest—even if it means advising against a deal," she suggests.

### On The Homefront

Beyond the office, Miranda's days revolve around her husband, Anthony, and their bustling household. Married for nine years, Anthony runs a trucking business, giving him a flexible schedule to help support his grateful spouse. Their five children — Carter (14), Crew (9), Clay (6), and twins Briggs and Brea (4) — keep them constantly on the go with sports every season.

The West home also includes Jax, a 120-pound Rottweiler who "swears he's a little 10-pound dog," according to Miranda.

Despite her busy schedule, Miranda embraces the chaos and relishes precious downtime by being a self-described homebody.

"I know I'll miss this busy time in our lives someday when the

kids are older. I just love hanging out at home with all of them.

"My husband and I are big foodies too, and we love trying new restaurants," she continues. "We'll often drive up to Omaha to eat — our favorite spot is Mula, a modern Mexican spot."

Miranda's faith is also an important part of her life. The family attends Christ Place Church, where they find inspiration and community.

Looking ahead, Miranda has plenty of exciting plans on the horizon to keep her motivated, too.

"We're surprising the kids with a trip to Mexico this year instead of giving gifts to help create memories and spend quality time together," she smiles.

Professionally, Miranda remains intent on expanding her business and investing in properties to secure her family's future. While she's open to growing her own team and obtaining her broker's license someday, she's content to take things one step at a time for now.

"I'm focused on building my pipeline and staying consistent," Miranda concludes. "At the heart of it all, I just love helping people and building relationships, truly."

“

I genuinely love helping people achieve their dreams of homeownership or take the next step in life's journey.”





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“

Everything we have is God's, and we are simply His instruments in this journey we call life.”

# Mark Meierdierks

Mark obtained his license in June of 2015 and by 2016, he was off and running. “The passion driving me is a sincere desire to help others by keeping things fun and as stress-free as possible, and never forgetting that I work for my clients,” he says. Mark equates success

with the ability to help people. “The only way for me to feel like I’m successful is to know that I am truly helping other people,” he says.

Mark likes to keep things clean and simple in his business. He adheres

wholeheartedly to the K.I.S.S. principle (Keep It Simple Stupid). He believes that many REALTORS® complicate what they do as a way to prove their value. “I prefer to prove my worth by helping my clients enjoy a fun, simple, and less stressful homebuying or selling experience.”



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## DIVIDENDS: Reinvest or not?

BY EDWARD JONES

As you may know, some businesses pass along part of their profits to investors in the form of dividends. If you own shares of these companies, either directly in stocks or more indirectly through mutual funds, you may have a choice: Should you take the dividends as cash or reinvest them into the stocks or funds?

There's no one correct answer for everyone. So, let's look at some reasons for both choices — reinvesting or cashing out.

Reinvesting dividends offers at least two related benefits. First, reinvested dividends make up part of a stock's total return, along with price appreciation. And second, when you reinvest dividends, you are buying more shares of the investment — and share ownership is a key to building wealth. Keep in mind that dividends can be increased, decreased or eliminated without notice.

It's also easy to reinvest dividends. Through a dividend reinvestment plan, or DRIP, your dividends are automatically used to buy more shares of a company. And these new shares will generate more dividends that can be reinvested. Consequently, it's fair to say that dividend reinvesting is an economical way to grow your portfolio. However, a DRIP does not guarantee a profit or protect against loss, so you'll need to consider your willingness to keep investing when share prices are declining.

If you're mainly investing for long-term growth, you may well want to reinvest your dividends. But under what circumstances *wouldn't* you want to reinvest them?

For starters, of course, you may simply need the dividends to help support your cash flow. This may be especially true in your retirement years.

But there may be other reasons to cash out dividends, rather than reinvesting them. You might already own a considerable number of shares in a stock or mutual fund and you don't want to buy more of the same. By not reinvesting these dividends, you can use the money to help broaden your investment mix. You also might want to consider taking the cash, rather than reinvesting, if the company that pays the dividends appears to be struggling or has an uncertain future. Again, you could then use the money to fill gaps in your portfolio.

Regardless of whether you reinvest your dividends, you'll pay taxes on them if your investments are held in a taxable account. Ordinary dividends are taxed at your ordinary income tax rates, while qualified dividends are taxed at the

capital gains rate, which is 0%, 18%, or 20%, depending on your income. (A dividend is considered qualified if you've held the stock for a certain length of time.)

If your dividend-paying investments are held in a traditional IRA or a 401(k), you won't have to pay taxes on the dividends until you begin taking withdrawals from these accounts, typically at retirement. And if you have a Roth IRA or Roth 401(k), you may not pay taxes on the dividends at all, provided you've had the account at least five years and you don't take withdrawals until you're at least 59½.

In any case, you may find that dividends, whether reinvested or taken in cash, can play a role in your overall financial strategy. So, follow your dividend payments carefully — and make the most of them.

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# Kath Shield

## The Super Connector

BY JESS WELLAR  
PHOTOS BY COREY ROURKE PHOTOGRAPHY

**“My focus is on providing a great experience for my clients and getting them the best deal,” Kath Shield shares. “It can sometimes feel like Realtors are doing whatever they can to get a deal done to get a paycheck. I’m making sure I advise my clients well and that they feel comfortable with the results.”**

Kath’s approach to real estate is deeply rooted in honesty and building trust — a formula that’s skyrocketed her to early success despite the demands of parenting three young children. With over \$10 million in sales volume and 30 transactions in her first full year in the business as a solo agent at Simplicity Real Estate in Lincoln, Kath has proven that her go-getter attitude and client-first mentality are a winning combination.

### Solid Foundation For Success

A Portland, Oregon, native, Kath was a competitive swimmer in high school, winning four state championships with her team before earning a scholarship to the University of Kansas. She notes her time at KU playing sports shaped her into the tenacious achiever she is today.

“It also taught me critical and creative thinking, collaboration, time management and public speaking — all things I use daily,” she points out.

Shortly after graduation, Kath met her future husband while he was still in medical school and began her sales career with a stint as a manager at Target. A natural

salesperson, Kath eventually went to work for her father’s locally-owned company, Stages Indoor Cycling in 2016, selling bikes to fitness clubs.

The couple continued to move around the Midwest and settled in Lincoln in 2020. Kath notes her seven years selling commercial indoor bikes taught her invaluable lessons about





**“People choose you if you’re honest and a good communicator.”**

understanding customer needs, building relationships, and closing deals.

“My dad always said, ‘Everyone’s in sales and customer service,’ and that’s so true,” she reflects.

Once they started a family, Kath realized she needed a career that kept her closer to home, and real estate seemed like the perfect fit. She obtained her license in March 2023 and hit the ground running.

“I’ve always loved sales,” she shares. “As an extrovert and someone motivated by chasing goals, real estate is the perfect industry.”

**Starting Strong**

Kath wasted no time making an impact, even as she balanced the demands of new motherhood.

“I got my first house under contract before my baby was born in May of 2023,” she recalls. “I stayed busy after having him and closed \$1 million in volume and four transactions by the end of 2023.”

Kath’s impressive start earned her the coveted Rookie of the Year award at her brokerage. She credits her quick success to a combination of mentorship and networking.

“I also have an incredible transaction coordinator, Angela Haskell, who keeps me organized and compliant,” she acknowledges.

The collaborative atmosphere at Simplicity Real Estate, a smaller boutique brokerage, has also been pivotal: “Our brokers, Ryan Pierce and

Joe Kubick, are very hands-on and entrepreneurial. They focus on personal growth for all their agents,” she adds.

Aiming for \$10 million in sales volume as 2024 draws to a close, Kath’s results speak for themselves.

“I realize that while it’s sales, it is such a personal and emotional experience for clients so I never treat them like a commodity,” Kath emphasizes.

**The Simplicity Shield**

For Kath, real estate isn’t about chasing deals — it’s about building solid relationships each day. Her laid-back, genuine demeanor allows her to connect with clients quickly on a personal level.

“People choose you if you’re honest and a good communicator. I share my life on social media in an unpolished, authentic way, which builds trust,” she offers. “I also approach the business as an advisor, bringing relaxed simplicity to the deal.”

Her knack for building lasting connections stems from her history in sales and her belief in consistent effort. She focuses on daily activities that will lead to future sales such as networking, following up with clients, and attending open houses.

“I pick a few things to do every single day to remind people I’m here for them as an agent,” she explains. “The universal rule of sales always holds true: People buy from you if they trust you and then refer you to their friends because they know you’ll take care of them.”

**Off The Clock**

When Kath isn’t working, she’s devoted to her family — husband Cory and their three young sons: Griffin (6), Bo (4), and Ty (1).

“We love golfing, playing basketball in the backyard, going to Nebraska sporting events, and traveling,” she notes. “And anything else that burns the kids’ energy is a win for us!”

Kath also enjoys training for triathlons, reading (she’s in a book club), and planning elaborate parties. Her family is deeply rooted in the Lincoln community as well, attending Horizons Community Church and actively participating in Rotary Club 14.

Looking ahead, Kath plans to expand her investment portfolio, which already includes two rental properties. Professionally, her goal is to continue building her real estate pipeline and maintaining momentum while staying deeply involved in her children’s lives as her oldest son begins playing sports.

“With the chaos of being new in real estate and having young children, I’m just focused on taking it one day at a time and staying consistent to produce results,” she concludes with a smile.



From Left: Bo (4), Cory, Griffin (6), Kath and Ty (1.5)



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# Nebraska Title

## Teaming Up To Exceed Expectations

BY JESS WELLAR • PHOTOS BY STACY IDEUS

If you've worked with Nebraska Title Company before, chances are you've experienced their motto "Service Beyond Expectation" firsthand. For decades, this trusted title company has been dedicated to making every transaction easy for their clients while giving back to the communities they serve. As Alyssa Shelton, Escrow Closer and Lincoln Manager, explains, "We believe in putting people first — whether that's our team members, trusted partners, or clients."

With a rich history dating back to 1947, Nebraska

Title Company has grown into one of the state's premier full-service title insurance and escrow closing companies, with 13 locations and 110 employees across Nebraska. But what truly makes this company unique is the exceptional people behind the scenes who make the magic happen.

**A Legacy of Excellence**  
Nebraska Title Company's roots began as an abstract company started by Ray Becker of First National Bank in Lincoln. Decades later, under the leadership of Dick Johnson and then Title Midwest, Inc., the company has grown

to include locations across Nebraska, Kansas, Missouri, and beyond.

In addition to its title services, Nebraska Title is closely tied to its sister company, Safe Harbour Exchange, LLC, the leading provider of 1031 exchange services in Nebraska. Safe Harbour Exchange also holds the national designation of a Certified Exchange Specialist®, further solidifying the company's expertise in the industry.

One thing that sets Nebraska Title apart is its eager embrace of technology. The company has introduced

tools like PalmAgent for instant closing cost estimates and is set to launch Closing Lock in the coming year, a secure platform that protects sensitive documents and information.

"We continue to invest in technology to make the process as smooth as possible," Alyssa affirms. "From online earnest money deposits to remote online notarizations, we're always looking for ways to improve."

Beyond the tech, Nebraska Title's commitment to community involvement is at the core of its culture. Employees are encouraged





to use 16 hours annually to volunteer in their local communities. Casual Fridays during football season have also turned into a charitable tradition, raising over \$3,000 in 2024 for local causes.

“Giving back is part of who we are,” Alyssa adds with a smile.

**The Faces of Nebraska Title Company**

The heart of Nebraska Title is its people, who bring passion, expertise, and a deep devotion to stellar service every single day. Let’s meet several of them.

► **ALYSSA SHELTON**  
As the Manager of Nebraska Title’s Lincoln location, Alyssa has been with the company for over a

decade. Her entry into the title industry began when her manager at Caribou Coffee referred her for a role at Nebraska Title. At 21, Alyssa jumped into a career she quickly realized was her calling.

“Dealing with emotions and helping people through one of life’s biggest purchases is rewarding for me,” she shares.

With a degree in business administration and marketing from Nebraska Wesleyan University, Alyssa uses her education and decade of experience to lead her team with empathy and precision.

Outside of work, Alyssa loves traveling with her

husband, Connor, and spending time with their mischievous goldendoodle, Thor. “Our honeymoon in Key West was the most recent trip,” she elaborates with a grin. A fitness enthusiast, Alyssa also enjoys working out and cherishing moments with friends.

► **GAYLENE KRAUEL**  
With nearly three decades of experience, Gaylene serves as Nebraska Title’s Receptionist — or, as she’s fondly referred to, the “Director of First Impressions.” Her long-standing career began in Lincoln in 1989, and after a brief stint with another company, she returned to Nebraska Title in 1995, where she’s been ever since.

“The most fulfilling part of my job is seeing the excitement on families’ faces when they walk out of their closings,” Gaylene smiles.

When she’s not Greeting clients and managing office operations, Gaylene treasures time spent with her husband of 31 years, James, their daughter Danielle and son Brandon, along with their wonderful partners, sweet grandson, Deaken, and adorable “grand fur babies.”

► **DANIELLE HANSEN**  
A relative newcomer to Nebraska Title, Danielle joined the company two years ago and has already made a big impact as an Escrow Closer. Born and raised in Lincoln, Danielle’s path to the title industry was

guided by determination and plenty of grit.

“As a new mom during the pandemic, I was burnt out from working in childcare,” she explains. Taking a leap of faith, Danielle became a bank teller and quickly advanced to Commercial Loan Processor before transitioning to her current role at Nebraska Title.

“My biggest role model in life has been my mom,” Danielle reflects. “She worked hard to ensure my sisters and I had the tools to succeed and care for others. I would not have made it this far or become the woman I am without her guidance.”

Now, Danielle channels that same drive into helping

her clients navigate the closing process with ease and confidence: “Whether I’m helping a first-time homebuyer or volunteering with the Realtors Association of Lincoln, I come to work every day with a purpose,” she adds.

Danielle’s personal life revolves around her 4-year-old son, Luca, who she describes as “the light of my life.” When she’s not at work, you’ll find her tending to her ever-growing plant collection or spending time with her family.

“It’s heartwarming to watch my son and my younger sisters grow up together,” she beams. “We all love being in the kitchen — some of us stick to family recipes, while

others experiment with the latest TikTok trends.”

**Looking Ahead**  
As Nebraska Title Company continues to grow and adapt, its employees remain the company’s greatest asset. Through technological advancements, community engagement, and a focus on client satisfaction, Nebraska Title is poised to keep delivering happy clients.

“The real estate market used to be somewhat predictable,” Alyssa says. “In recent years though, it’s been a roller coaster — but we’ve learned to expect the unexpected!”

“Being on a team that not only cares about their customers but also cares about and for each other is

rewarding,” she concludes. “Our job can be stressful, but doing it alongside people who you enjoy working with makes it much easier.”

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