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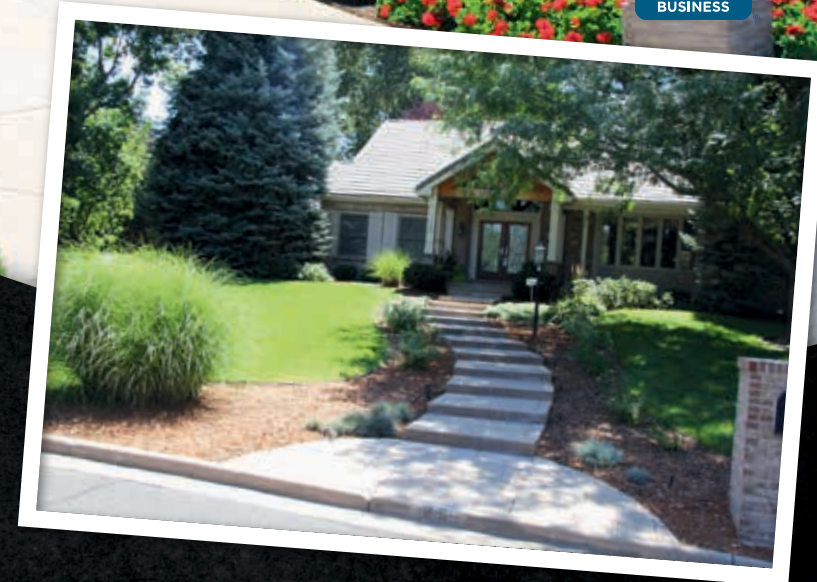
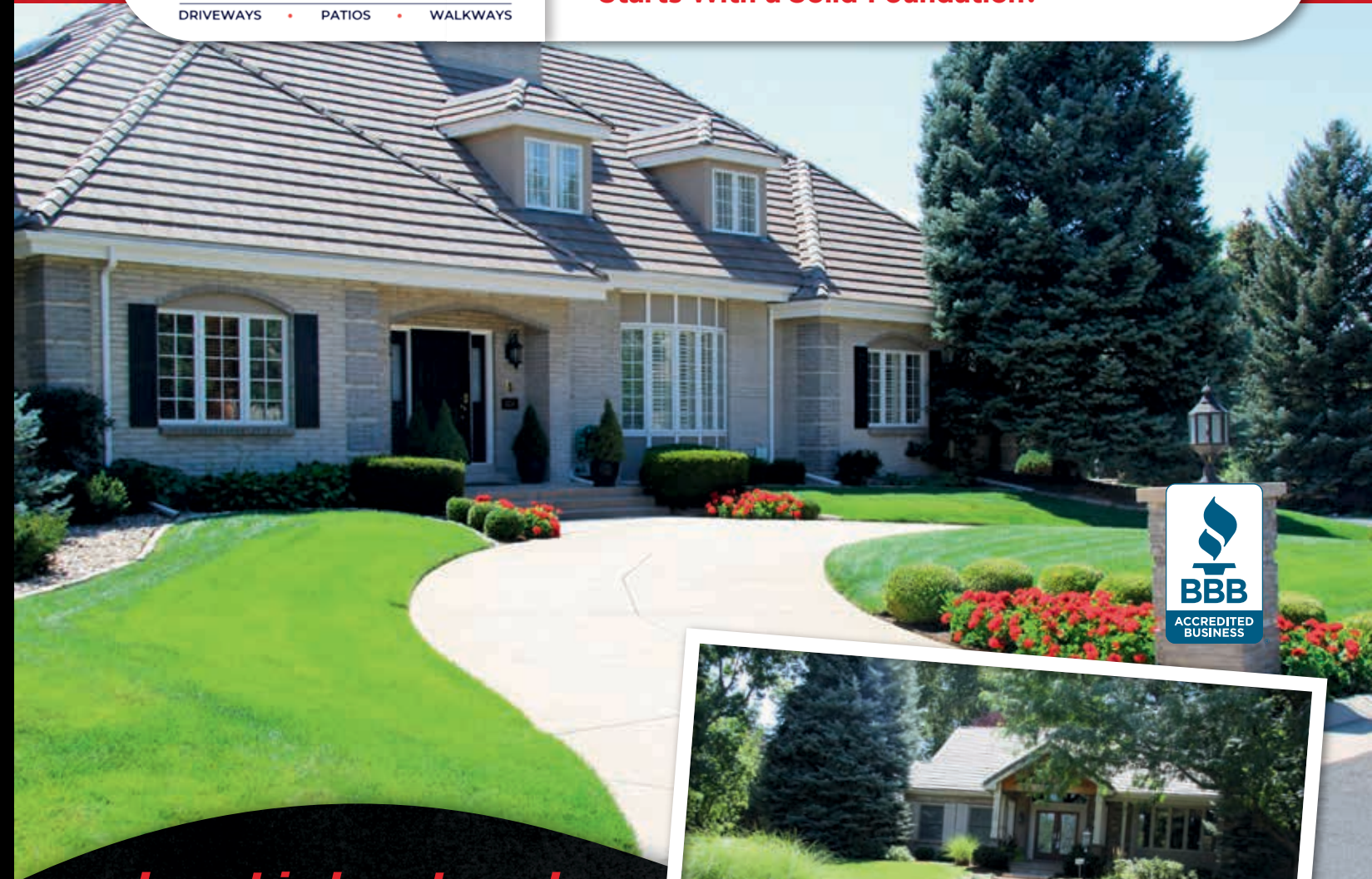
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Photos of the featured couples, including the cover photo, were taken by Natalie Jensen at The Granary and Out of the Box in Ralston. Tuxedos courtesy of Skeffington's Formal Wear.

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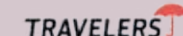
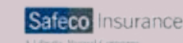
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We also regularly run “Giving Back” features on agents who are actively making a difference in the community and “Inspiration” features on agents who have a particularly inspiring story to share.

For more information, to nominate an agent or to request to be featured yourself, please email stacey.penrod@n2co.com.

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RELATIONSHIPS

The Heart of Life



Dear Real Producers of Omaha,

In real estate, we often emphasize the importance of relationships and how they drive success in our industry. But today, I want to reflect on the value of relationships beyond business — the ones that shape our lives and define who we are.

Our connections with family, friends, spouses, significant others, neighbors, and the community, including charitable organizations we support, are the true fabric of our lives. Especially in challenging times — and we've certainly faced many recently — the strength and quality of our relationships become even more evident.

As 2025 gets into full swing, I encourage you to take stock of your relationships. Just as we nurture connections in real estate, let's ensure we're fully investing in the people who matter most. Recognize, support, and give to those who enrich your life. After all, we don't live to work; we work to live — and meaningful relationships make life worthwhile.

This issue is especially close to my heart, as it features special couples and families in real estate. These stories showcase the incredible ways that personal and professional relationships

intersect, creating a foundation for success, growth, and legacy. I hope you enjoy the stories throughout the magazine.

Over the years, our magazine has had the privilege of featuring many inspiring real estate relationships. From couples who work together to multigenerational REALTORS® passing down a love for the industry, these professionals show us how to weave personal bonds into thriving, relationship-driven businesses. We'll continue to celebrate their stories and the powerful connections that fuel their success.

Wishing you a wonderful February filled with moments to cherish and time to celebrate the special people in your life. Stay tuned for your exclusive invitation to our 2025 kickoff event, coming up soon. We can't wait to connect with you all again and make it another unforgettable gathering!

Warm regards,



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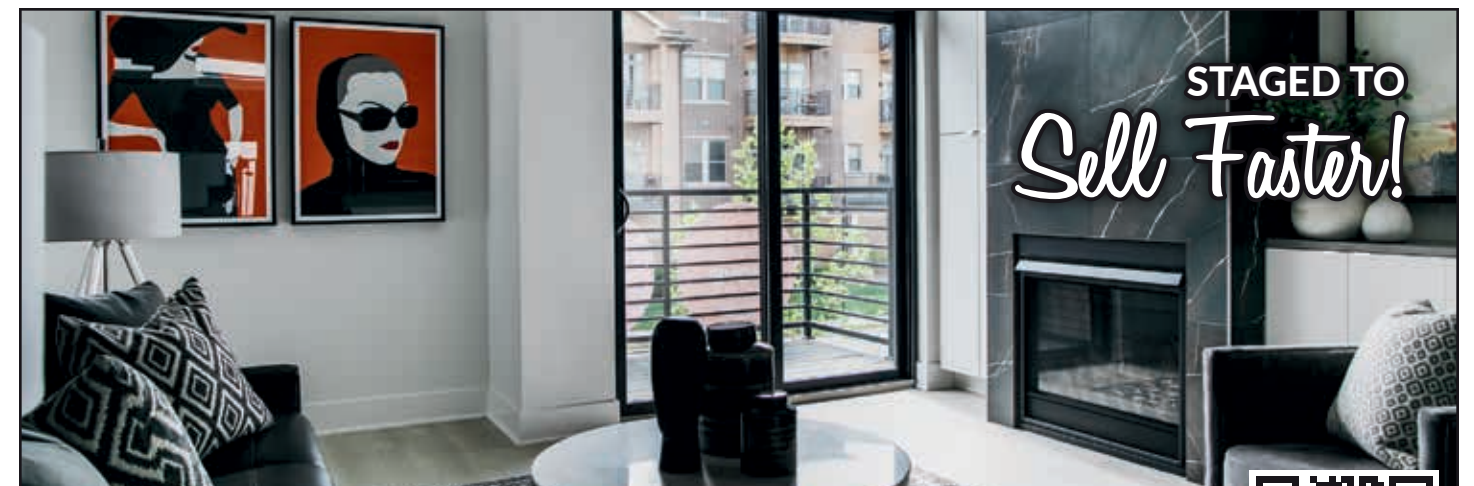
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ELECTRICAL CODES SPARK DEBATE

Written by
Melissa McElroy

Electrical Code Ordinances don't typically generate electrifying debates, unless the proposed ordinance would unnecessarily drive up the cost of a new home. Local home builders estimated the proposal would cost \$1,300. This extra cost sparked pushback from leaders in the real estate community who are concerned with the housing affordability crisis.

According to a study conducted by UNO and commissioned by the Welcome Home Coalition, government regulations now make up roughly one-third of new housing costs. Every time the cost of a new home construction increases, more individuals are priced out of the market.

The Omaha City Council initially passed the electrical code ordinance, which included updated national and state codes, in November by a 4-3 vote; Mayor Stothert later vetoed it.

Stothert stated in a letter sent to the City Council that the state found a reasonable balance of safety and affordability for electrical work in a single-family home. She advocated for the city to adopt ordinances comparable to the state's, adding that unnecessary, mandatory regulations would add unjustified costs that wouldn't make homes safer. She believes that preventing unnecessary regulatory costs keeps housing affordable and creates a more enticing environment for builders and developers to build in Omaha. The Council tried to override the Mayor's veto but fell short with only three votes from Council members Danny Begley, Pete Festersen, and Ron Hug.

The Omaha Area Board of REALTORS® has supported the Welcome Home Coalition since its inception. OABR representative Joe Gehrki said that one of the main objectives of the nonprofit coalition is to help voice concerns about how unnecessary regulation substantially increases housing costs. The Welcome Home Coalition consists of individuals, businesses, and organizations that advocate proactively to make meaningful changes to public policy to spur housing affordability in Nebraska. One key component of that objective is educating policymakers and local citizens about how seemingly small costs add up.

Gehrki said, "Any time you hear an elected official say, 'It'll only cost an additional \$1,000,' the hair on the back of your neck should stand up." He explained that every time an additional governmental cost is tacked onto a new home, the increasingly elusive American dream of homeownership becomes even more elusive. According to the National Association of Homebuilders, for every \$1,000 price increase of a home in the Omaha metro, 435 households are priced out of the market.

Gehrki has also worked on behalf of the National Association of REALTORS® as a Federal Political Coordinator with former Congressman Lee Terry, former Senator Ben Sasse, and current Senator Pete Ricketts. He is a firm believer in sharing the real estate industry's viewpoints with the elected officials who determine policies and voice any concerns about any legislation that could be detrimental to the housing market.

OABR Governmental Affairs Director and Welcome Home Coalition advocate Perre Neilan spoke out against this ordinance before the city council and will continue to speak out against unnecessary regulations that needlessly spike housing costs, in part of an ongoing battle to keep housing more affordable.



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MATT & CARRIE CARPER

Heart & Hospitality

BY DAVE DANIELSON

For Matt and Carrie Carper, real estate is more than just a job. It's a shared mission to help families navigate one of life's biggest milestones: buying or selling a home. As real estate agents with Better Homes and Gardens The Good Life Group, the Carpers bring their unique backgrounds and a family-centered approach to everything they do. Together, they've built a business rooted in service, hospitality, and a deep desire to make a difference.

A Journey Together, 20 Years in the Making

The Carpers' story began in 2005 when a mutual friend introduced them after Matt returned to Omaha from military service. "It's been 20 years together," Matt says, smiling at his wife. "We're a very well-blended family." Their bond has grown stronger over the years, not only as partners in life but also in business. Today, they have four children, including three sons and a daughter. Their oldest, Austin, has even followed in their footsteps and become a licensed REALTOR®.

Their shared commitment to each other and to their community has

guided them both personally and professionally. As they've grown their real estate business, the Carpers have managed to balance work, family, and giving back, creating a career that doesn't feel like work at all.

Blending Skills: From Health Care and Hospitality to Real Estate

Before diving into real estate, both Matt and Carrie had successful careers that helped shape their approach to the industry. Carrie spent 17 years as a nurse, where she honed her deep empathy and her passion for helping others. "I've always been driven by a desire to serve people," she says. "It's a big part of why I love real estate."

Matt, too, came from a service-oriented background, having worked for 19 years in the restaurant industry. "In restaurants, you work hard to provide a unique, one-of-a-kind experience," Matt explains. "That same approach applies to real estate. Whether we're helping someone buy a house or sell one, we make sure the experience is as smooth and personal as possible."

As the Carpers' real estate business grew, Matt realized he needed help. That's when Carrie got her real estate license in March 2022, bringing her unique skills and her nurturing nature into the business. "It's a great extension of my past in health care," Carrie says. "Real estate allows me to help people in a new way, but it's still about being there for them and guiding them through a process."

A Family Affair: Working Together to Serve Others

For Matt and Carrie, one of the best parts of being in real estate is the ability to spend more time together serving others. "We love that flexibility," Carrie shares. "It's great to work together and not be obligated to



Photo by Natalie Jensen

a 9-to-5 schedule. We can go on family trips or take time off when we need to, and we still get to help people.”

Matt adds, “It’s not just about selling houses. For us, it’s about people. We’re committed to making sure our clients find the house they really want or have a smooth and successful selling experience. It’s about helping them achieve their goals, whatever they might be.”

Their tagline, “Hospitality and Homes,” reflects their belief that a warm, caring approach is key to successful real estate transactions. “We bring hospitality to everything we do,” says Matt. “Whether it’s helping someone find the perfect home or providing support during a challenging situation, we want people to feel heard and cared for.”

Going Above and Beyond: A True Passion for Helping

The Carpers find great joy in working with clients who truly need help — especially those who may feel hesitant to ask. “When we have clients who are in tough situations, we do everything we can to assist them,” Matt explains. “If we have the resources and time, we’re always willing to go the extra mile as long as we know they are committed to making it work.”



Matt and Carrie Carper work together at Better Homes and Gardens The Good Life Group. (Photo by Natalie Jensen)

Carrie adds, “We get a lot of satisfaction from seeing those situations come full circle. When we help a family overcome an obstacle and find the home they’ve been dreaming of, it’s really rewarding.”

Family at the Core

Family is at the heart of everything the Carpers do, both personally and professionally. Their children — Austin, Caitlyn, Clayton, and Landon — are all a big part of their lives, with Austin even following in his parents’ footsteps to become a licensed Realtor.

“We’re really proud of Austin,” Carrie says. “It’s great to see him pursuing a career in real estate, and we love that we get to work together as a family.”

The Carpers also cherish spending time together outside of work. “We love traveling, especially for soccer with our youngest,” says Carrie. “And we host a lot of family events at our house. It’s important to us to create memories and spend quality time with the people we love.”

Giving Back: Making a Difference in the Community

The Carpers are also deeply involved in giving back to the community. “We try to support military groups as much as we can,” Matt says, noting his military background. “Whether it’s volunteering time or donating, we want to give back to those who’ve served.”

Carrie has a special place in her heart for the elderly. “I really enjoy adopting a few residents at local nursing homes during the holidays,” she says. “We drop off gifts and spend time with them. It’s a small gesture, but it means a lot.”

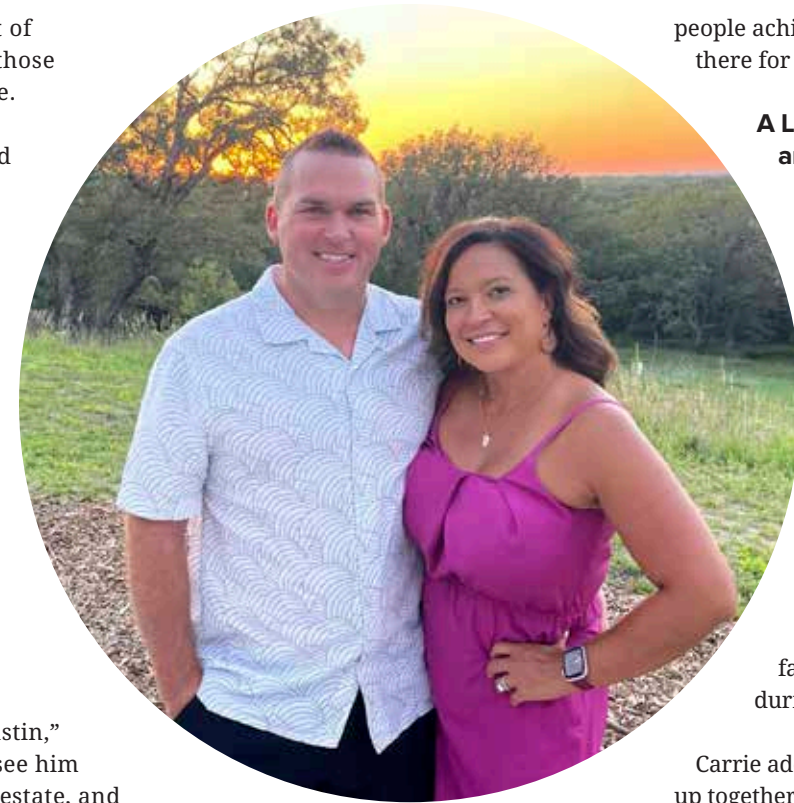
Advice for Aspiring Agents: Learning from Experience

Matt’s advice for rookie agents is simple but profound: “Spend time

people achieve their goals and being there for them.”

A Legacy of Care and Connection

As a team, Matt and Carrie Carper are known for their caring, helpful, and passionate approach to real estate. “People would say we are very caring,” Matt says. “We want our clients to rave about their experience with us, and we want to go above and beyond to do the little things that mean the world. Carrie is so good with kids, and that goes a long way in making families feel safe and secure during a stressful time.”



Carrie adds, “We really enjoy teaming up together to help people through the process. It’s such a great feeling when we can make a real difference in someone’s life.”

With their unwavering commitment to service, hospitality, and family, the Carpers are not only building a successful real estate business — they’re also leaving a lasting legacy of care and connection in the Omaha community.

“Real estate allows me to help people in a new way, but it’s still about being there for them and guiding them through a process.”



The Carpers with their son Landon on a trip to Rome, Italy.

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MARK TRINA & CIOCHAN

Strong Bonds Honed with Trust

BY DAVE DANIELSON

Trina and Mark Ciochan, leaders of the Houses in Omaha Team at Berkshire Hathaway HomeServices Ambassador Real Estate, have built a successful real estate business founded on strong values, collaboration, and a shared passion for helping others. With over two decades of combined experience in the industry, they are known for their dedication to serving their clients, guiding all clients and transforming houses through construction and design.

A Match Made on the Volleyball Court

The Ciochons' story is not just about real estate; it's about finding a partner who shares the same values and work ethic. The couple met in an unexpected place — on a recreational sand volleyball court. "Berkshire Hathaway has an intramural league, and that's where we met," Mark explains, smiling. Trina recalls, "I was just starting my real estate career, and Mark was known as the 'comedy' of the volleyball teams." Their connection, built through fun and camaraderie, quickly turned into a strong partnership, both personally and professionally.

From Family Backgrounds to a Thriving Real Estate Career

For Mark, real estate was a natural fit. "My parents were in real estate, so it was a family affair," Mark shares. His father was licensed, and with a background in construction, he had a solid foundation

in the housing industry. "Sales and real estate have always been in my blood," Mark says, noting that his expertise in construction and remodeling perfectly complements his work as a REALTOR®.

Trina, on the other hand, made a more unconventional entrance into the business. "I had a friend in real estate, and I watched him closely. I came from a corporate background and decided to make the switch," she recalls. Her passion for helping people and teaching others soon became a driving force behind her success in the industry. "Trina has a training background, and people who like to teach do really well in this business," Mark adds.

Shared Goals and a Unified Vision

What sets Trina and Mark apart is their shared focus on goals and business. "We have the same goals in life," Trina says. "We are both driven, and we've always worked hard from a young

age. That work ethic is something we share." The Ciochons have built a foundation of success, not only in their real estate careers but also through their investments. "We have 48 rental properties," Mark shares proudly.

Their business synergy extends beyond real estate to house flipping and design. "A lot of the attraction between us is that we're both business-minded," Trina says. "Mark does a lot of new construction and is a contractor, and I bring interior design to the mix." Mark agrees, adding, "I'm more focused on new construction and remodeling, but we work well together in the business because of our complementary skills."

A Passion for Real Estate and Helping Clients

While Mark is focused on the investment and construction side of the business, Trina's true passion lies in helping people, particularly first-time



Photo by Natalie Jensen



Mark and Trina Ciochon lead the Houses in Omaha Team at BHHS Ambassador Real Estate.

“We are both driven, and we’ve always worked hard from a young age. That work ethic is something we share.”

homebuyers. “I love seeing the smile on someone’s face when they purchase their first home,” she says. Mark shares a similar sentiment about his work. “For me, it’s the design aspect. I’ve been able to help people design a home that meets their needs, and that’s exciting,” he explains.

Together, Trina and Mark strive to offer the best possible experience for their clients. “Relationships come first for us,” Mark says. “When you build strong relationships with clients, the business will follow. It’s important to make sure they know that you are there to help with their needs.”

Their team reflects this ethos, with eight members, including an assistant, all focused on their individual business while collaborating to achieve success. Trina elaborates, “We have a strong foundation of faith in both our marriage and our team. We focus on our own business, but we work together to help each other succeed.”

Balancing Family, Business, and Personal Life

Despite their busy careers, Trina and Mark make time for their

family and personal interests. Mark has two children and six grandchildren, and family is at the heart of everything they do. “We love spending time with our family, and they’re a big part of our lives,” Trina says.

When they’re not working, Trina and Mark enjoy traveling. “We love the Caribbean and the Bahamas,” Trina shares. “Aruba and the Florida Keys are some of our favorite spots.”

Their Christian faith is also a big part of who they are, as they enjoy their time at Life Church.

Giving Back to the Community

Both Trina and Mark are passionate about giving back to their community. Mark is a strong supporter of the Sunshine Kids, an organization that helps children with cancer. “The work they do is incredible, and we’re happy to support them,” Mark says.

Trina is dedicated to animal welfare and supports the Humane Society. “It’s something I really care about,” she says. “Animals need help, too, and I’m happy to contribute in any way I can.”

Advice for Aspiring REALTORS®

With years of experience under their belts, Trina and Mark have valuable advice for new and aspiring Realtors. Mark emphasizes the importance of relationships in the business. “Building strong bonds first is key,” he advises. “Once you have those relationships, the business will follow. Let your clients know you’re there to help with their needs, and they’ll appreciate it.”

Trina also shares her wisdom: “Create structure and healthy habits,” she says. “Take care of yourself and stick to a good calendar schedule. Staying organized and disciplined is essential to success.”

A Lighthearted Approach to Client Service

Known for their fun, kind, and lighthearted approach, the Ciochons have built a reputation for being dependable and approachable. “Our clients love working with Trina,” Mark says. “She has such a sincere connection with them, and it goes a long way in building trust.” Trina adds, “It’s important to be fun and lighthearted so people feel comfortable and know they can rely on you.”

With a successful real estate team, a shared passion for business, and a strong commitment to relationships, Trina and Mark Ciochon are poised for continued success.



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CLOSET FACTORY NEBRASKA

Custom Storage Solutions with *Style*



Photo by Natalie Jensen

BY DAVE DANIELSON

Few businesses combine expertise, innovation, and a genuine passion for customer service like Closet Factory Nebraska.

The company has quickly become a staple in Nebraska and Western Iowa, offering custom storage solutions that go far beyond just closets. From office remodels to laundry rooms and mudrooms, Closet Factory Nebraska has been transforming homes and creating beautiful spaces that enhance both function and aesthetics.

For owners Matt and Shelby Beers, the business is about much more than just building custom cabinetry — it's about creating something that improves the lives of their clients and team members alike.

The Art of Creation

For Matt, the heart of the business lies in the joy of creation. “In real estate, it’s a lot of fun, and we get to meet a lot of great people,” he says. “What I’ve seen as we’ve gotten into this business is that what really excites me is the ability to create a vision and see it come to life. Seeing the fruits of our labor become real is so rewarding.”

Shelby echoes her husband’s sentiment, adding that one of the most fulfilling aspects of owning Closet Factory Nebraska has been providing a positive, impactful workplace for their employees. “It’s been amazing to provide a place for our staff to work that improves their lives. To share this passion and effort with our team is so rewarding,” she explains.

Their commitment to improving lives extends beyond their team and into the community. Through their partnership with Closet Factory Cares and CASA (Court Appointed Special Advocates) in Douglas County, Matt and Shelby are helping children in foster care. “For every project we sell, we partner with CASA to provide beautiful bags that can serve as either a backpack or a duffel bag,” Shelby shares. “The work CASA does is so important, and we’re proud to support them.”

Building Value for Homeowners and Investors

Matt and Shelby have developed a keen understanding of the value that custom storage solutions can bring to a home. “We’ve used our experience and knowledge in real estate as a backbone for what we do,” Matt



Photos by Natalie Jensen

explains. “We provide great value to our clients, and for homeowners, that translates into higher resale values. We know it will.”

In addition to their well-known closet designs, Closet Factory Nebraska specializes in a wide range of custom storage solutions, including office remodels, pantries, craft rooms, garages, wall beds, laundry rooms, and mudrooms. “We’re more than just closets,” says Shelby. “We pride ourselves on being able to transform any space in the home to maximize both functionality and style.”

A Team Built on Integrity and Communication

One of Matt and Shelby’s main goals is to create a company culture rooted in integrity, communication, and teamwork. “We want to be recognized as a leader in the community because of the time, treasures, and talents we provide,” says Matt. “We give ourselves to our clients, and we want to build this team like a family. We’re all about working together,

“SEEING THE FRUITS OF OUR LABOR BECOME REAL IS SO REWARDING.”



“EVERYTHING IS CUSTOM-MADE, AND OUR TEAM IS COMPOSED OF TRAINED EXPERTS WHO ARE DEDICATED TO THE WORK WE DO.”



Photo by Natalie Jensen

ensuring everyone does their part to maintain strong communication and create a culture of honesty.”

Shelby adds that creating a company culture where employees feel valued and invested in the company’s mission is a top priority. “It’s important that we work together with our team to provide the best service possible for our clients. That’s how we achieve success.”

Standing Out from the Competition

In a marketplace full of big-box stores and online retailers, Closet Factory Nebraska sets itself apart with a focus on customization, local craftsmanship, and customer service. “The box stores are competitors, but we make everything locally, and we provide a lifetime warranty on all of our products,” Matt explains. “Everything is custom-made, and our team is composed of trained experts who are dedicated to the work we do.”

Shelby emphasizes that the company handles every step of the process in-house — from the design phase to building the storage units — ensuring quality control and a personalized touch throughout. Additionally, the company offers zero-percent financing to make custom storage solutions more accessible to homeowners.

Faith, Family, and Community

At the core of their business is a strong foundation of faith and family. “Our faith in Jesus as our Savior is what guides us to make the right decisions every day. That’s the most important thing to us,” Matt shares. Family is equally important, and their two children, Avery (12) and Mason (8), play an integral role in the business. “We want to show our kids the value of hard work. They help out around the shop and see the effort



that goes into the business every day,” says Shelby.

The Beers family is also heavily involved in their local community. “We’re both very active at St. Patrick’s Elkhorn Parish,” Shelby says. “And in our free time, we love to relax and recharge at our family cabin in Missouri.”

Exceeding Client Expectations

For Matt and Shelby, the goal is always to exceed their clients’ expectations. “We want the experience to be one where clients feel informed, delighted, and that their expectations are properly set and managed throughout the process,” Matt says. “We want to go beyond what they expect and make sure they are happy with the results.”

Shelby adds that it’s important to them that clients feel heard throughout the entire design and installation process. “We want to work closely with our clients to make their vision come to life and create a space that works for them,” she explains.

Looking Toward the Future

Looking ahead, Matt and Shelby have big plans for Closet Factory Nebraska. They hope to continue growing their business while maintaining their high standards for quality, service, and community involvement. “Our goal is to keep building a business that makes a difference in people’s lives,” Matt says. “We want to be known for the time, effort, and heart we put into every project, and we look forward to helping even more clients transform their spaces.”

To further build their brand, Closet Factory Nebraska offers a referral bonus program for real estate agents, past clients, and lenders. “We value the relationships we have with our partners, and we want to encourage others to spread the word about what we do,” Matt adds.



Photo by Natalie Jensen



Photo by Natalie Jensen



Matt and Shelby Beers with their children, Avery and Mason



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Photo by Natalie Jensen

EMILY & SKYLAR LYBARGER

Made for This. Made for Each Other

BY DAVE DANIELSON

There are some things in life that seem to be pre-ordained ... as if they were meant to me. The same can be said for the life that Emily and Skylar Lybarger share together.

Their story began, in a way, by sheer luck. Emily and Skylar first crossed paths when Skylar was working an overnight job as he trained to become a professional MMA fighter. After an unfortunate accident that broke his phone, he found himself at a Sprint store where Emily worked.

Despite a long line of customers, Emily was immediately struck by Skylar's appearance and made a test call on his new phone. Little did they know, that seemingly mundane moment would lead to a lasting relationship. As Skylar texted her after leaving the store, the connection was instant. "We've been together for eight years," Skylar says with a smile.

Turning Life Challenges into Opportunities

Both Emily and Skylar were in the process of transitioning to new stages in life when they decided to take the plunge into real estate.

Emily's story began in early 2020. She decided to attend real estate school. A friend's father, a successful real estate agent, encouraged her to

pursue it. "We knew we needed to make money and provide for our son," Emily recalls. By the time she received her license, the housing market had begun to heat up, giving her a great start in a challenging year.

For Skylar, the path to real estate took a different turn. After two years of self-employment as a licensed contractor, he realized that the work wasn't fulfilling him. "We talked, and I decided to get my license," Skylar says. "The plan was that it would take six months to sell my first home, but I ended up selling 10 within the first year." Skylar credits Emily for his success, saying, "She gave me the map and the keys, and I just had to drive."

A Shared Path in Life and Business
Together, the Lybargers have not only built a family but also a flourishing business. Emily, who joined the industry in 2020, has already sold 510 homes in



Photo by Natalie Jensen

her first five years. Meanwhile, Skylar's impressive start as a new agent, having sold 10 homes in just six months, speaks to his dedication and work ethic.

"Real estate gives us the flexibility to take care of our son and the exciting news — we're expecting another child," Emily shares. "It's a blessing to have the kind of career that lets us travel and spend time together."

For the Lybargers, travel is a big part of life, especially cruises and beach vacations. "It gives us a chance to unwind and recharge," Emily explains. Skylar adds that one of the greatest

benefits of their business is being able to work together. "It's really fun. We can vent to each other, motivate each other, and bounce ideas off each other," he says. "We both push each other to be better every day."

Giving Back and Helping Others

The couple shares a deep passion for giving back to the community. Skylar, who grew up understanding the struggles some families face, has made it a mission to help those in need. For each transaction he completes, Skylar donates a bed to Sleep in Heavenly Peace, a nonprofit that provides beds to children who do not have one. "I love helping people who may not think they can own their own homes," he says.

Emily's focus is more on educating her clients, helping them understand the real estate process and making sure they feel informed and empowered. "I get so much joy from helping people make the best decisions for their futures," she says.

Family Support and Growth

In addition to their growing business, Emily and Skylar have family members working alongside them. Emily's father, Mike Ware, not only does real estate with them but also partners with them in their home-flipping business. Mike



Emily and Skylar Lybarger are REALTORS® with Better Homes and Gardens The Good Life Group. (Photo by Natalie Jensen)



“
We both push each other
to be better every day.”

got his real estate license in 2024 and is actively involved in their operations. The family dynamic adds an extra layer of support and camaraderie to their endeavors.

Advice for Aspiring Agents

As successful real estate professionals, Emily and Skylar know what it takes to thrive in a competitive industry. Emily's advice is simple: "There's no substitute for hard work. You have to show up every day, even when results aren't immediate. Top agents outwork everyone else and take care of people more than anyone else." She believes that dedication to clients and consistency in effort make all the difference.

Skylar adds that creating a daily routine is essential. "You can't drive yourself crazy when things aren't happening as quickly as you want. Stick to your plan and take care of your clients," he advises. "People will support you if they feel that you genuinely care and will go the extra mile for them, even when it's not required."

At the end of the day, the Lybargers' story is one of love, perseverance, and a commitment to their family and clients.



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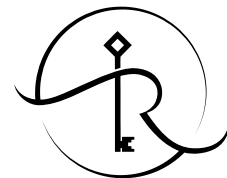
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BRADLEY & SARAH PIERCE

A Joint Focus on Service and Collaboration

For Sarah and Bradley Pierce, real estate is more than just a career — it’s a lifestyle that blends family, service, and entrepreneurship. As REALTORS® with eXp Realty, the couple has navigated the challenges of balancing a growing business with raising a young family. With their shared commitment to relationship building, client service, and community involvement, the Pierces are making a lasting impact on the Omaha real estate scene.

BY DAVE DANIELSON

A Relationship Built on Shared Values

The Pierce story began a decade ago at the University of Nebraska in Lincoln, where Sarah and Bradley met during their senior year of college. “We’ve been together for 10 years,” Sarah says, reflecting on the journey that brought them to where they are today. Together, they’ve built a partnership not just in life, but also in business, combining their individual skills to support each other’s professional growth. Sarah excels in client relations and marketing and Bradley is skilled in the business management and compliance aspects of real estate. Combined, they make a formidable team.

A Journey Rooted in Service and Family

Before stepping into real estate, Sarah had already served in the Army and had been medically discharged due to an injury. While transitioning into

civilian life, she found a new path in property management, and it was at this stage that her interest in real estate grew. “My dad has been in commercial real estate, and I’d already taken my real estate classes during college. So I decided to get licensed,” she shares.

For Sarah, real estate wasn’t just a career change — it was a way to create a career that allowed her the flexibility to support her growing family. “The first year of my career was tough,” Sarah shares. “We had our first child that year, and he was born with some medical issues. It was a hurdle, but having a career where I could be there for my family made a huge difference.”

As Sarah continued to grow her business, Bradley, also an Army Veteran, decided to join her in the real estate industry. “In 2022, after we had our



third child, my business was really taking off.

I was reaching a point where I needed help to keep scaling my business. Bradley decided to take a risk and join me in real estate, leaving his corporate job,” Sarah explains. “He started as our transaction coordinator in 2023, and then in 2024, he decided to get his real estate license.”

Family Comes First: The Heart of Their Business

With four children under the age of 6, the Pierces are no strangers to the balancing act of managing a family and a business. “Our family is at the forefront of everything,” Sarah says. “Having four kids and running a relationship-based business means we’re always focused on connecting



Bradley and Sarah Pierce are REALTORS® with eXp Realty. (Photo by Natalie Jensen)

with our clients and forming real, lasting relationships.”

Their business is 95 percent referral-based, a testament to their ability to build trust and foster connections with clients. The flexibility that comes with real estate has allowed Sarah and Bradley to work together and create a family-centered life. “It works well for us to have a business where we can both be involved while also raising our little ones,” Sarah adds.

For Sarah, the most rewarding part of real estate is the variety it offers. “We’ve had jobs in the past where every day felt the same,” she says. “In real estate, each day is different. We love being our own bosses and knowing that no two days are the same. That’s been one of the most enjoyable aspects of this career.”

Success in Real Estate: Growth and Achievements

By the end of 2024, the Pierce team was on track to complete over 40 transactions, representing more than \$12 million in sales volume. It’s a remarkable accomplishment for a couple that’s only been in the business for a few years. Sarah has been licensed since 2017, while Bradley just received his license in 2024, marking an exciting new chapter in their real estate journey.

But it’s not just about the numbers for the Pierces. They believe that success in real estate comes from truly understanding their clients’ needs and providing exceptional service. “It’s all about relationships,” Sarah says. “We focus on helping people find the right home or sell their property in a way that’s smooth and stress-free. It’s not just about the transaction — it’s about being there for our clients and helping them achieve their goals.”

Family Life and Hobbies

When they’re not helping clients navigate the real estate process, the Pierces enjoy spending time together as a family. Their four children — Mason (6), Blair (4), Callan (2), and Lydia (3 months) — keep them busy, but they



“**Our family is at the forefront of everything.**”

working with other agents,” she says. “Helping others grow helps everyone. The real estate business is built on relationships, not just transactions.”

Collaboration and Networking: Empowering Women in Real Estate

Sarah has also taken steps to create a supportive community for women in real estate. “A fellow agent, Cali Rethwisch, and I started a women’s happy hour called ‘Collaboration and Cocktails,’” Sarah says. “We’ve been doing it for over two years now, and it’s been a great way to connect, share ideas, and empower each other.”

With a growing family, a thriving business, and a deep commitment to service, Sarah and Bradley Pierce are creating a legacy of care, collaboration, and community.

also make time for hobbies and activities that they enjoy as a couple.

Bradley is an avid fisherman, spending as much time in a boat as possible. He has recently developed a passion for tournament fishing throughout the Midwest. “It’s something I really enjoy,” he says. “It’s a great way to get outdoors and challenge myself.” Bradley is also passionate about getting youth involved in the outdoors.

Meanwhile, Sarah is an active member of the CrossFit community in Omaha, where she enjoys staying fit and connecting with others. “CrossFit has been a big part of my life,” she says. “It’s a great way to stay active and be part of a supportive community.”

The Pierces also love to travel and explore new places together. “We’ve always enjoyed traveling, whether it’s for fun or for work,” Sarah says. “It’s a great way to bond as a family and experience new things.”

Giving Back: A Commitment to Community

Giving back to the community is a core value for the Pierces, and they make it a priority in both their personal and professional lives. “The most important cause to us is Children’s Hospital in

Omaha,” Sarah shares. “Our oldest spent a lot of time there, so we feel a deep connection to the hospital and the work they do.” The Pierces also support the American Red Cross, where they have hosted blood drives to give back to others in need.

Advice for Aspiring Agents: Focus on Relationships

For anyone starting out in real estate, Sarah offers this piece of advice: “Take the time to figure out who your ideal client is. By focusing on one group of people, you can communicate more effectively and build better relationships. Be open to trying different things, whether it’s farming a neighborhood or using social media to connect with people.”

Sarah also encourages new agents to collaborate with others in the business. “Be open to

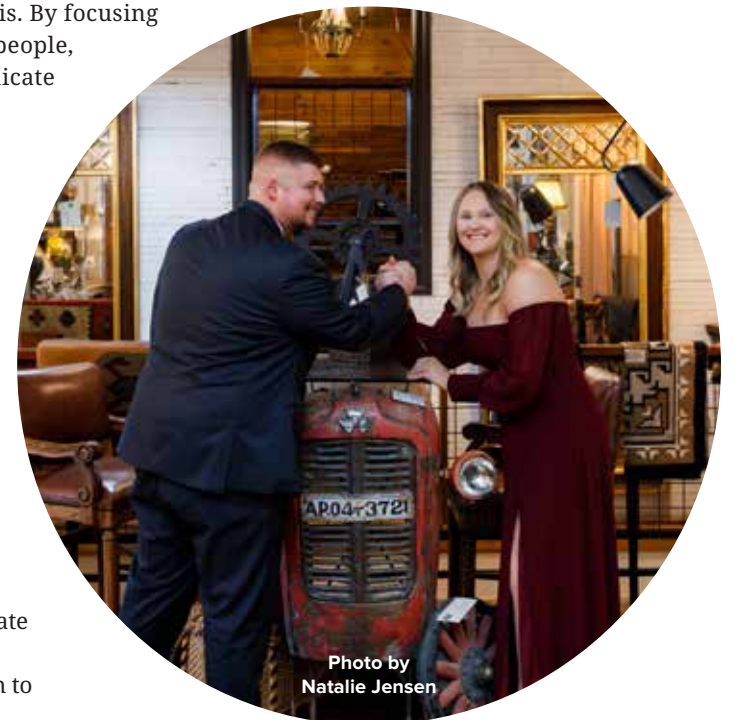


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Remote Results — From Spain

BY DAVE DANIELSON

It's not uncommon in real estate to take your work with you. But doing it internationally can be a bit rarer. And rare is a good word for it, because during months working from Valencia, Spain, Cyrus Jaffery, founder and CEO of Jaffery Insurance & Financial Services and a preferred partner of *Omaha Real Producers*, and his family experienced something very special as he led the company overseas.

Cyrus had always been curious about his father-in-law's work. One day, while visiting, he asked him about his profession. "He told me he worked in insurance," Cyrus recalls. "I thought that sounds like a good fit for me too." This initial conversation led to a career that would span years and see Cyrus open his own independent insurance agency, Jaffery Insurance.

After a time with State Farm, where he learned the ropes of the industry, Cyrus took the leap to start his own business. In the beginning, his agency was small — just three employees. But

today, Jaffery Insurance has grown significantly, with a team of around 100 people. This transition from a captive agency to an independent one was no small feat, but Cyrus's drive and ambition helped him build an agency that serves clients across various lines of insurance.

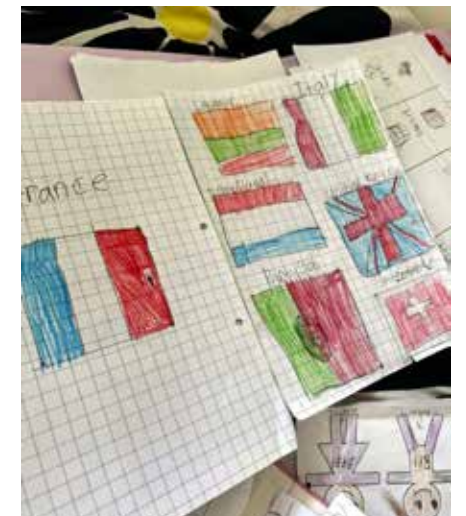
A Dream Fulfilled: Working Abroad with Family

Cyrus and his family's next big adventure took them abroad, a dream they had long shared. With three young children — Sofia, Jonah, and Mateo — the Jafferys decided to spend a few months in Europe, specifically in Valencia, Spain. "We've always wanted to give our kids a different lens to see life," Cyrus explains. "We thought the timing was right with a great leadership team back home that could support our work remotely."

For the Jaffery's, living in Spain wasn't just about enjoying the picturesque views or the delicious food. It was an intentional step to expose their children

to a different way of life. The family stayed in an Airbnb in Valencia, a city that is the third largest in Spain but still offers the charm of a smaller, more intimate setting. "We wanted to immerse ourselves in the local culture, not just be tourists," Cyrus says.

Throughout their time in Spain, they traveled extensively. Weekends were





filled with family adventures — visiting neighboring cities like Barcelona and taking trips to countries like Switzerland, France, and Austria. While exploring, they also spent a lot of time on the beaches, enjoying quality moments together without distractions.

Prioritizing Relationships

One of the most significant lessons Cyrus learned from his time abroad was the importance of relationships over the constant pursuit of success. “In the U.S., we often get caught up in the idea that life is about climbing to the top of the mountain,” he says. “But in Spain, I saw that life is really about making time for the people around you.”

In Spain, the family experienced a way of living that placed emphasis on family and personal connections. “They have dinner together every night, without screens or distractions,” Cyrus recalls. “That’s something we don’t always take the time for back home.” He was struck by how deeply people in Spain value relationships, often taking long, leisurely meals to connect with one another.

Cyrus and his wife, Michelle, were inspired by the pace of life in Spain. They spent time appreciating the simpler moments: family meals, playing at the beach after school, and being present with one another. “It was a place where we really connected,” he



shares. “There were no distractions. And in those moments, we found joy.”

Adjusting to Life After Spain

The transition back to the U.S. hasn’t been easy for the family, especially for Michelle, who still misses the lifestyle they had in Spain. “It was such a safe, happy place for us. Michelle was really happy there,” Cyrus admits. Despite the challenges of returning, the lessons they learned are still very much with them.

Cyrus believes that their experience abroad taught them something that transcends geography: “It doesn’t matter where you are. You can create meaningful relationships and



In 2024, Cyrus Jaffery, founder and CEO of Jaffery Insurance & Financial Services, spent several months living and working remotely in Spain with his family.

experiences no matter where you are in the world. It’s about being present for the people who matter in your life.”

The Experience Changed Them, Physically and Mentally

During their time in Spain, the family’s health took a positive turn. “The food was fresh, and the lifestyle was so much more relaxed,” Cyrus explains. “We’ve never felt better physically.” The Jafferys

found the Spanish approach to living, balanced with work and personal time, refreshing and revitalizing. Their days were centered around quality family time and enjoying life without the constant rush that so often dominates American culture.

Building a Better Future

Looking ahead, Cyrus and his family are already planning their next adventure



“WE WANTED TO IMMERSE OURSELVES IN THE LOCAL CULTURE, NOT JUST BE TOURISTS.”

abroad. “Now that we know what we’re doing, the next time will be even better,” he says with a smile. While they don’t plan to live in Spain permanently, they’re excited about the prospect of returning for a couple of months in the near future. Their experience has taught them that these kinds of adventures are not only valuable for personal growth but also for the health of their family relationships.

Lessons Learned

Through it all, Cyrus has come away with a few key takeaways that he encourages others to consider. “Find ways to remove distractions from your life. Build deeper connections with the people who matter,” he advises. “When you prioritize relationships, you find true happiness.”

For those considering a similar lifestyle change or career shift, Cyrus suggests being open to new experiences and seeing life from different perspectives. “It’s not about how much you achieve but about the connections you build along the way,” he says. “Work to live, don’t live to work.”

A Journey of Growth

Cyrus Jaffery’s journey — both in business and in life — reflects the power of pursuing meaningful experiences that align with personal values. From growing his insurance agency to experiencing life abroad with his family, he’s learned that success isn’t just about reaching professional milestones; it’s about fostering the relationships that make life truly rich.

For information on Jaffery Insurance & Financial Services, email Cyrus Jaffery at Cyrus@teamcyrus.com.



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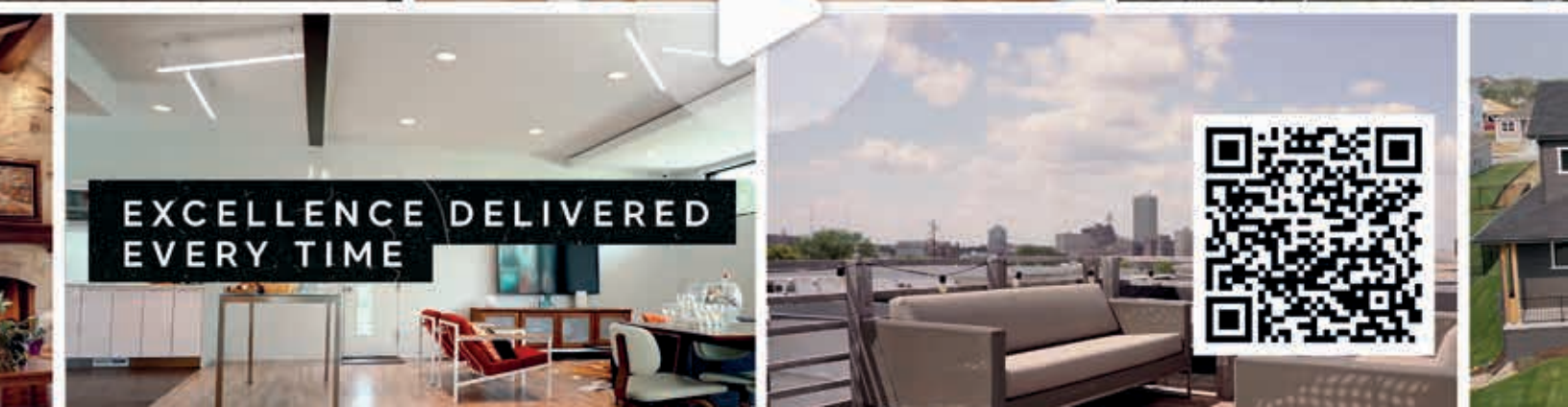


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