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COVER STORY
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O'Hare

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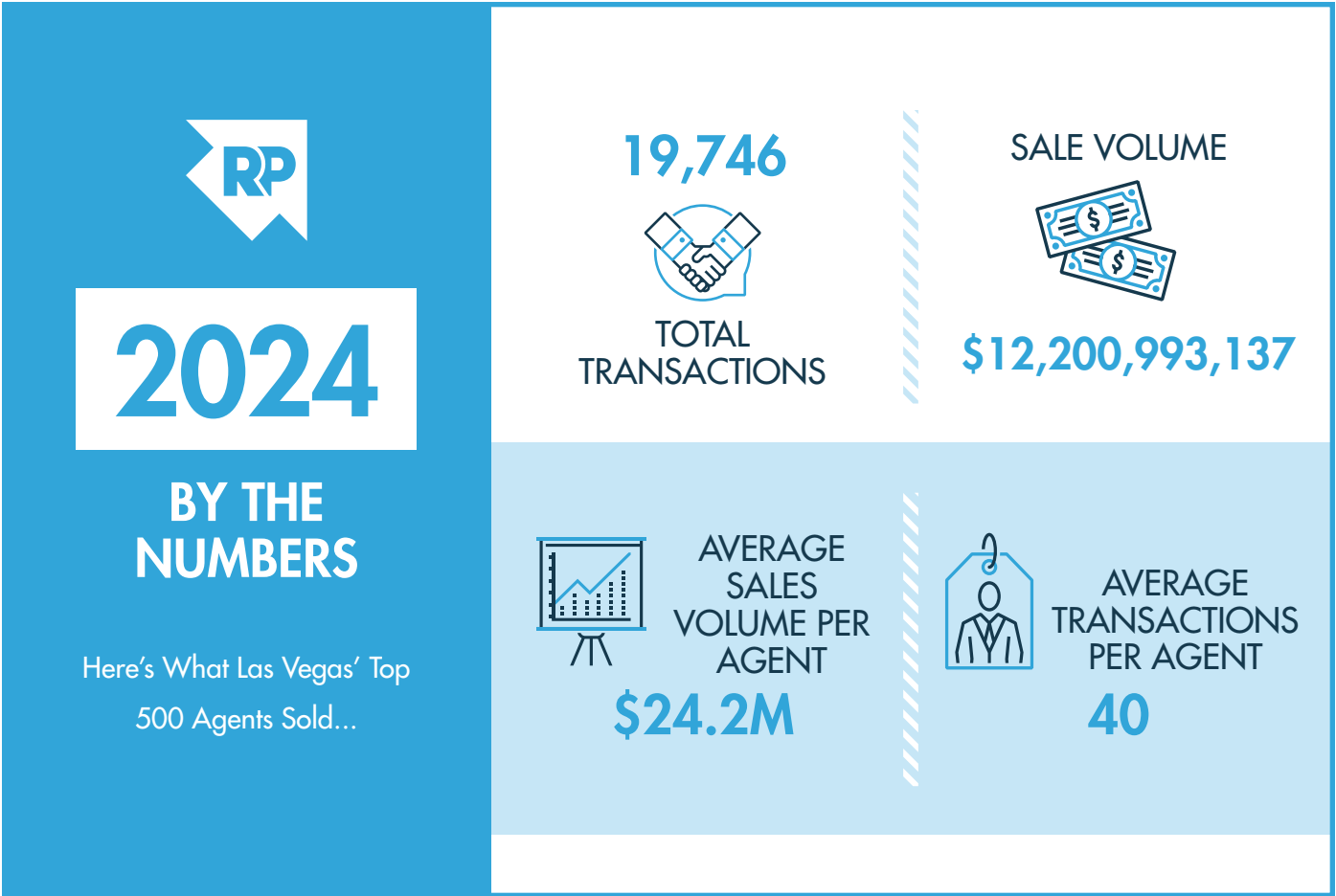




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Angela O'HARE

HOW YOUTUBE CHANGED THE TRAJECTORY OF HER REAL ESTATE CAREER

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY SPACES AND PORTRAITS • PHOTOGRAPHED AT REAL BROKER LLC AT URBAN NEST

In a world where algorithms determine our view count and attention spans have shrunk, Angela O'Hare has figured out how to stand out. With nothing but determination and a deep knowledge of the Las Vegas neighborhoods, she has turned her YouTube channel into a client magnet, growing her brand not through ads or trends, but through trust. And in the process, she redefined what it looks like to build a business in today's modern real estate.

As we mentioned in her previous article two years ago, Angela isn't the kind of agent who stumbled into success by accident. From the start, she was calculated in how she positioned herself by targeting specific neighborhoods, developing clear niches, and slowly but steadily building a recognizable name: "Your Favorite Las Vegas

REALTOR®." It's a tagline she now wears with pride, backed by a body of work that includes countless educational videos for out-of-state buyers looking to relocate to Las Vegas with a deep familiarity and a focus on all of the Summerlin neighborhoods, retirement communities, new construction communities, as well as communities

in the northwest part of the Las Vegas Valley. For many, finding her YouTube channel is the first step in a life-changing move to Southern Nevada.

For Angela however, when her journey first began back in 2016, she knew she wanted to take a less conventional route towards success. And while many agents



**EVEN WITH A
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ANGELA REMAINS
DEEPLY ROOTED
IN HER FAMILY...
DESPITE JOKING, “LIFE
OUTSIDE OF WORK,
WHAT’S THAT?”**

were relying on traditional tactics, Angela saw the digital shift coming long before it ever made its debut. Door-knocking and cold calling wasn’t going to build the niche-driven clientele that Angela was aiming for, so she dove into various social media platforms to market herself, including YouTube where she found her stride. “I think I was ahead of the curve at the time, not many agents in the Las Vegas market were doing YouTube. It opened a lot of doors,” she recalls.

And open doors it did! To clients from across the country who found Angela’s videos informative while researching their next move and retirees looking for that perfect resort-style neighborhood. It also resonated with new construction buyers eager for someone who knows the terrain and clients who simply wanted an agent that felt familiar having watched her guide them through a dozen different communities online.

But opening doors to potential buyers wasn’t the only reason Angela began posting on Youtube...it was an extension of her mission to educate buyers (especially out-of-state buyers) on the different neighborhoods around Las Vegas. She finds fulfillment in breaking down the options, translating the vibe of each area, and giving her clients - especially those who are relocating - a real sense of place.

With a competitive internal drive that wasn’t designed by mentorship or a specific event growing up, Angela has always been one to push herself...striving to do better than the previous day. Following this same mindset of achieving more with each day, she also decidedly changed brokerages as well, to Real Broker LLC at Urban Nest, in order to cast a wider net and create a bigger footprint. A change she saw as an essential to scaling her business to the next level.

With more reach, more visibility, and more support, Angela continues carving her own path now, with her





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sights set on the luxury market. While Angela leads The O'Hare Team into this new venture, she's quick to clarify that she doesn't consider them a team in the traditional sense...it's just Angela, her husband Damian Barton, and her assistant Lena Ramirez. "Lena does a lot of the backend items like phone calls and walk throughs when I need her help, and Damian helps guide and tour homes, providing a more hands-on service and luxury feel for every client."

Even with a growing brand, Angela remains deeply rooted in her family... despite joking. "Life outside of work, what's that?" She and Damian share a blended family of three - Evan, Autumn, and Alexis - as well as a small collection of furry companions, including their three cats, Mochi, Kai, and Ruby, and their senior dog, Ozzy. When time does permit for some fun, Angela and Damian enjoy flying their drone over the various different Las Vegas neighborhoods and communities, heading to the shooting range, relaxing by the pool, and taking mini vacations to provide brief moments of recharge in an otherwise packed schedule.

And while her competitiveness may drive the business, Angela remains grounded in a desire to grow and connect, recently joining the Women's Council of REALTORS® to become more involved and give back to the industry that's given her so much. And as YouTube continues to bring fresh faces her way, she's committed to keeping her content, and her relationships, real.

From neighborhood deep dives to luxury listings, Angela is looking forward to guiding a new generation of buyers with confidence and clarity, with a little help from Damian... affectionately known on her YouTube channel as "The Sidekick". And for those still searching for their next property in Las Vegas, chances are, "Your Favorite Las Vegas REALTOR®" is already waiting in their YouTube recommendations.

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Aaron TAYLOR

Just One For One: Giving Back, One Dollar At A Time

It started with a simple real estate transaction...just another piece of land changing hands in Las Vegas. But for Aaron Taylor, “The Real Estate Guy,” it turned into something much bigger.

The land belonged to his best friend, Ruben Anaya, who owns a local Hispanic grocery store chain, and the buyer was a nonprofit called The Just One Project (TJOP), an organization that feeds thousands of meals each week to children, families, and seniors across the valley. Aaron sold the TJOP four acres of Ruebn’s land situated next to their operations hub, and as the deal closed, so did the gap between a deeper calling for Aaron...planting a seed of what was to come.

After connecting over the land transaction, Aaron and Ruben began mulling over more ways they could make an impact...more importantly on their local community. And in doing so, Aaron convinced Ruben to alter his charity golf tournament just slightly - taking it from a nationwide fundraiser and funneling it directly into their own community through TJOP. Always looking to make a bigger impact, the two began thinking on an even deeper level and created a way for Ruben’s grocery stores to get in on the action as well, coming up with a system that would donate almost-expired food from Ruben’s grocery stores to the TJOP.

Not long after, Aaron launched Just One For One, a nonprofit that helps to further fund The Just One Project’s efforts and extends their impact to counseling and housing for teens and children. To accomplish this, he asked his agents to

donate \$1 from their monthly paycheck to the cause. A movement which has since turned into something much greater than just his team’s efforts.

So where did this desire to help others come from? Where did his drive and determination to help others create a better life for themselves, and in the process, help people understand the metaphysical benefits of giving to others? Well, to understand this, is to understand Aaron’s history and how he triumphed in the face of failure.

Long before he became a powerhouse in Las Vegas real estate, Aaron spent his teens dealing with abuse and homelessness. He started working at a young age, grabbing any job he could, not always by ethical means. Dishwasher. Janitor. Shoe salesman. There were no silver spoons in sight. “I did whatever I had to do to put food in my stomach and earn a couple bucks,” he admits.

At age 15, when his mother tried to leave the man who had tormented them for so long (his stepfather), the fallout ended with Aaron’s belongings strewn about his front lawn after a long day at work. It was the final straw. He

knew he wanted more out of life and was determined to reach it...even if it meant sleeping in the dressing rooms of a theatre he was a janitor at. Which inadvertently earned him the reputation of always being the first one in to work and the last oneout...a reputation he carries to this day.

Unfortunately, trouble continued to follow Aaron for a while. Using a relationship for stability and shelter, he became a teen father and despite trying to make things work, the on and off relationship didn’t last long. Having moved to a new area, Aaron began working as a shoe salesman and spent





the next decade climbing the managerial ladder. Eventually he obtained an executive leadership role when the company launched their next brand, Foot Locker. But the constant travel wore Aaron down quickly.

Good friends George and Eileen O'Brien were in new home sales at the time so Aaron pivoted from the constant-travel lifestyle, deciding to give it a try. The only hire picked out of a group interview, Aaron's magnetic personality quickly connected with the hiring manager, Bart Sloan, and in an ironic turn of events...Bart is now working on Aaron's team! It was the start of something new, which continues to expound to this day.

Four years later, in 1998, he took his sales training and experience and dove into general real estate, admitting his early departure from high school influenced his unique ability to socialize and connect with others. "I've always been good at creating relationships with people. All my clients become my friends and I keep in contact with them. That's how I built my business." Early success came when he began using that ability to his advantage, creating a database of all the people he had ever worked with, citing, "Real estate was a memorization game...and I was good at it."

In 2003, he branched out even further and started his own company, Coast to Coast Real Estate (now 048Realty), while launching a moving company alongside it called Airborne Express (now DHL). They

started out buying semitrucks, eventually offering to move clients anywhere in the country for free...so long as they bought a house through his team. The company was an instant success, opening offices across 14 states. But the 2008 market crash hit hard and by 2010 Aaron had lost everything including all but one of his offices and 28 rental properties, eventually filing for bankruptcy.

But Aaron was big on the law of attraction, and as he faced this new chapter he became more spiritual, pouring himself into DVDs like The Secret. It was that mindset which changed everything and he began embracing the power of positive thinking, founding The Real Estate Guy brand in 2010. He was determined to build a brand of service - blood drives, feeding first responders, supporting charities, and more - and giving back became the cornerstone of his business. "Everything works because everything we put in place revolves around helping people."

Just One For One is a natural extension of that philosophy. It's the accumulation of everything he's lived through and everything he believes in. Now, Aaron continues to focus these efforts on helping others alongside his team and eXp Realty. His "Real Estate Guy" reputation continues to reach far beyond the borders of Las Vegas through Google ads, social media, TV commercials, 28 radio stations, and a podcast that he runs with his son, Jacob, called Real Estate Live with The Real Estate Guy.

With every member of his team having been by his side from 10-30 years, if you ask Aaron what keeps them all together he'll tell you it's the culture. "Our team members, our staff, and their families come first. We have a really strong group of people that all buy into our culture. I'll always back my team on anything they do or say." And like most successful real estate agents... there's no distinction between work life and home life, but for Aaron, it's perfect that way. He enjoys everything he pours his heart into and it all blends together seamlessly. His five children and 13 grandchildren are woven into everything he does, with his son working beside him as his broker and eventually set to take over the team when he's ready.

As he looks ahead, Aaron sees his future narrowing in on one thing...nonprofits, admitting the thousands of dollars he has poured into marketing and spreading the Just One For One mission will never amount to the passion he has for helping others. Eventually, he hopes to transition into a full time role of helping youth reach their full potential and helping families in need. But until then, Aaron will continue to make an impact by helping others find joy in the act of giving back...one dollar at a time.

It only takes a dollar to make a difference. If you would like to join the Just One For One movement, Aaron is making sure it's as easy to give as it is to care through their website JustOneForOne.org.



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Jaimee OLIVER

Refining Real Estate: Making Real Life Dreams Come True

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY SPACES AND PORTRAITS
PHOTOGRAPHED AT 5225 VILLA DANTE
AVENUE - AN OLIVERS TREE RENOVATION

Before Jaimee Oliver ever held a real estate license, she already knew how to find homes with potential ROI, renovate properties, and navigate high-stakes negotiations. She didn't need a title to prove she could handle the pressure - she had already lived it!

Whether coordinating complex investment deals, launching restaurants in the eleventh hour, or turning fixer-uppers into one-of-a-kind family homes, Jaimee has always thrived in the chaos, calmly making sense of things others might run from. But if you ask her, the real story isn't about how she got here. It's about the people who helped her along the way.

Born in Texas and raised between the small-town pace of Maryland and the city buzz of Las Vegas, Jaimee credits her adaptability to variety and experience. Growing up she was surrounded by entrepreneur-minded family members, recalling how her grandparents' house was even attached to the restaurant they owned. Some of her earliest memories involve folding napkins as a kid and watching the whole family chip in, working hard to obtain their dreams. It was this very upbringing that planted the seeds for

a relentless work ethic, reinforced by a family who emphasized showing up and doing her best...a mindset that followed Jaimee everywhere.

With an entrepreneurial mindset that had become engrained in her everyday life, Jaimee started her career by purchasing a pet sitting business. But her relationship-focused approach quickly turned into something much greater when a client asked for extra help one day. That one opportunity would be the start of something special as Jaimee's pet sitting company began to morph, transitioning into a concierge service, then as a personal assistant, and finally as a business manager for an investment company that focused on building businesses and revitalizing downtown Las Vegas.

In her new role Jaimee laughs, explaining, "We didn't even know what we were doing at the time." But she learned as she went, taking the opportunity to absorb knowledge from the high-level thinkers around her - tech leaders, restaurant owners, and investors with big visions. She was in the big leagues now, a far cry from her pet sitting days.

Entrusted with multi-million dollar projects, Jaimee recalls taking over a restaurant her company had invested in that was struggling to keep its doors open. She stepped in, renovated and revamped the entire concept, hired a new staff, and launched in time with a local event to maximize success. Part of that job also saw her scouting residential properties to purchase, renovate, and flip as well. Admitting

it was a high-pressure, trial-by-fire position that was truly formative in her career, Jaimee is proud to have played an active role in the growth of several up and coming businesses.

"Every chapter of my career has shaped who I am today. The support I've received along the way - from those who believed in me, challenged me, and shared their knowledge - has been invaluable."

When the pandemic hit, Jaimee had to lay off her entire team...including herself. And instead of crumbling under the pressure of a new world, she pivoted and used her experiences to her advantage. Having worked with various commercial and residential properties in her previous position, dealing with subcontractors, managing renovations and remodels, and having already renovated one of her own personal properties, real estate was a natural next step. With a deep network of high-net-worth clients and extensive experience within the field already, Jaimee's transition into real estate was as simple as breathing.

Now, Jaimee and her husband, Lorenzo (her high school sweetheart) are leaning into their shared love of transforming homes, a hobby they had been dabbling in prior to Jaimee obtaining her real estate license. Together, they've bought and renovated numerous properties in Southern Highlands, focusing on high-end, million-dollar-plus homes. "We share a passion for re-creating homes for families to enjoy and love the process of making each home unique to provide

“

We share a passion for re-creating homes for families to enjoy and love the process of making each home unique to provide a one-of-one kind of experience.”

a one-of-one kind of experience.” And even their kids get involved! Having initially resided in the homes they were renovating, their children, Graysen and Asher, have become accustomed to reaping the rewards of hard work, vision, resilience, dedication, and responsibility.

As Jaimee began turning over houses and helping more and more clients, her clientele quickly caught on to her mix of grit and grace, as well as her foresight to see the potential within a property...altogether earning her the nickname “The Pitbull,” which she admits still makes her laugh. “I’m easygoing and kind, but I’ll always fight for what my clients want - even when they don’t see it yet.”

Part of her specialty also comes in her ability to adapt and communicate with her clients... on their terms. Whether that’s a detailed phone call or a quick text, Jaimee



“

I’m easygoing and kind, but I’ll always fight for what my clients want - even when they don’t see it yet.”



adapts to her client's needs and makes them feel understood. For Jaimee, launching Olivers Tree Realty isn't just a business move, it's a culmination of everything she's experienced and built so far. It's also an opportunity to pay it forward, to be the kind of mentor others were to her with some of her biggest inspirations - Fred and Meghan Mossler and the late Tony Hsieh - having modeled what it meant to keep your word and never give up on people. "They truly sparked something in me that I didn't know I had."

With a firm foundation and growing reputation, Jaimee continues helping others no matter their situation...still providing a kind of concierge service to those in need by supporting causes like Ms. Mary's Project (by providing care bags with essential items and connecting with people experiencing homelessness) and Living Grace Homes (helping underserved families and kids access basic needs and brighter futures). "Showing a little bit of love has the power to move a mountain for another," Jaimee prides. "There's always a way to the finish line - you just have to be creative, stay resilient, and never lose sight of the goal."

At home, Jaimee's life is a loud, joyful extension of that same philosophy. With a dog named Oreo, five chickens, and a house full of laughter and guests, the Olivers live for connection. They prioritize experiences over material objects, love traveling, and enjoy raising their kids in the community they've helped build.

If Jaimee's journey shares anything, it's that success doesn't come from one bold move, it comes from showing up, day after day, staying open to new experiences, and never forgetting the people who lifted you up...echoing her motto: "Just show up, stay curious, and put in the work. There's no telling how far you'll go."



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LELAND WONG

Full Steam Ahead



WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY SPACES AND PORTRAITS
PHOTOGRAPHED AT 7 STONESHEAD COURT, HENDERSON NV, 89012

The highest elevation home located in Ascaya. If it weren't for Chris and Dan Coletti - friends and the visionary owners behind Sun West Custom Homes and Sun West Luxury Realty - Leland says this stunning shoot location wouldn't have been possible. He's deeply grateful for their continued support and generosity.

There's a certain buzz to Las Vegas. It's a unique type of energy that pulses through the city, one which seems to echo Leland Wong's approach to life and business as well. He moves through his days with curiosity and momentum, always chasing the next opportunity with wide-eyed optimism and an open mind. "Full steam ahead," he says - always with a strategy in motion, even if it means

taking a less conventional route. Whether he's closing new investment deals, forging new connections, or diving into a fresh challenge, Leland commits to his goals.

Licensed just over two short years ago, Leland has already helped clients close more than 120 transactions - totaling over \$32 million in sales volume - including a range of off-market flips, long-term holds, and creative deal structures. It's a pace that most agents dream of accomplishing and one he's earned by doing things differently. "I closed over 40 transactions as a traditional agent in my first year, and even with that success I still chose to dive head first into the investment side of real estate," he explains.

While most agents find the client and then search for a home to place them in, Leland admits he almost works backwards... always looking for a good deal and then finding a client to suit

it. It's a strategy rooted in his role in real estate acquisitions, where his ability to scout, assess, and deliver value is just as important as his charisma and charm. For Leland, finding the next opportunity is both an art and a challenge, which he embraces with infectious enthusiasm.

Originally from Wahiawa, Hawaii, Leland always had a sense that there was something bigger waiting for him beyond the islands. When he finally decided to chase that instinct, he obtained his BA in Fitness and Health Education, BS in Kinesiology and Exercise Science, and a minor in Entrepreneurship while attending Colorado Mesa University.



He credits much of his mindset and ethics to his mom, describing her as a relentless workaholic who instilled in him a sense of discipline and empathy. As a kid, Leland admits he never really stayed inside the lines, always thinking about the future and coming up with new ways to get ahead. It was that same creativity and foresight that shows up in his business today, whether he's structuring an investment deal or finding ways to connect with new clients.

Having earned his CSCS and BLSC certifications while working as a Physical Therapy Technician, Leland acknowledges they may not have been designations related to real estate specifically, but they conditioned a mindset that aligned with his desire to always be focused on higher goals...much the same as an athlete preparing for their next game. His time there also honed his ability to connect

with others, citing that the industry was very "relationship-focused", which translated really well into real estate. "You have to be sharp, adaptable, and willing to learn fast, especially in this market," Leland says. "If you're not evolving, you're falling behind."

While facing the inevitable burnout that the pandemic presented within the healthcare industry, Leland realized his momentum towards his future goals were being stunted. So, for Leland, real estate wasn't just a career change - it was a declaration of independence from the corporate grind. He already had a few property investments under his belt, so when the timing aligned, he was ready for the change. "I wanted to take charge of my future. Everyone who becomes their own boss goes through that phase of realizing they no longer want to be told what to do, and they want to take control of their lives."

Today, Leland's approach to real estate is rooted in positivity, perseverance, and a willingness to do things outside of the norm in order to accomplish your goals. Part of this includes surrounding himself with like-minded individuals and being intentional about fostering new relationships - not just with clients, but with fellow agents, investors, and community members alike. "Teamwork in this industry is huge. Find people that are going to align with your goals and then surround yourself with that crowd."

When he's not immersed in real estate, Leland's curiosity for knowledge finds him traveling to new areas and exploring different cultures. With each place he visits and every person he meets, Leland adds yet another layer to the way he thinks and operates. Looking ahead, Leland's not worried about predicting the future, citing, "COVID taught me that you

never know what's going to happen next." Instead, he's focused on building more tangible items and foundations like his relationships, knowledge, and a career he's proud of.

Learning new niches, expanding his reach, and staying open to whatever comes next is at the root of why Leland loves the industry so much. "I'm passionate about real estate and approach every deal with creativity, determination, and a "whatever-it-takes" mindset to ensure my clients achieve their goals. There're so many dynamics and alternatives to real estate that I learn something new every day. Every morning is a new mystery, every deal is a new puzzle to solve, and that's exactly what keeps it fun."

For Leland, real estate isn't just a career, it's a vehicle to build long-term wealth, deep relationships, and a legacy. One bold move at a time, he's pushing forward, full steam ahead.

"TEAMWORK IN THIS INDUSTRY IS HUGE. FIND PEOPLE THAT ARE GOING TO ALIGN WITH YOUR GOALS AND THEN SURROUND YOURSELF WITH THAT CROWD."

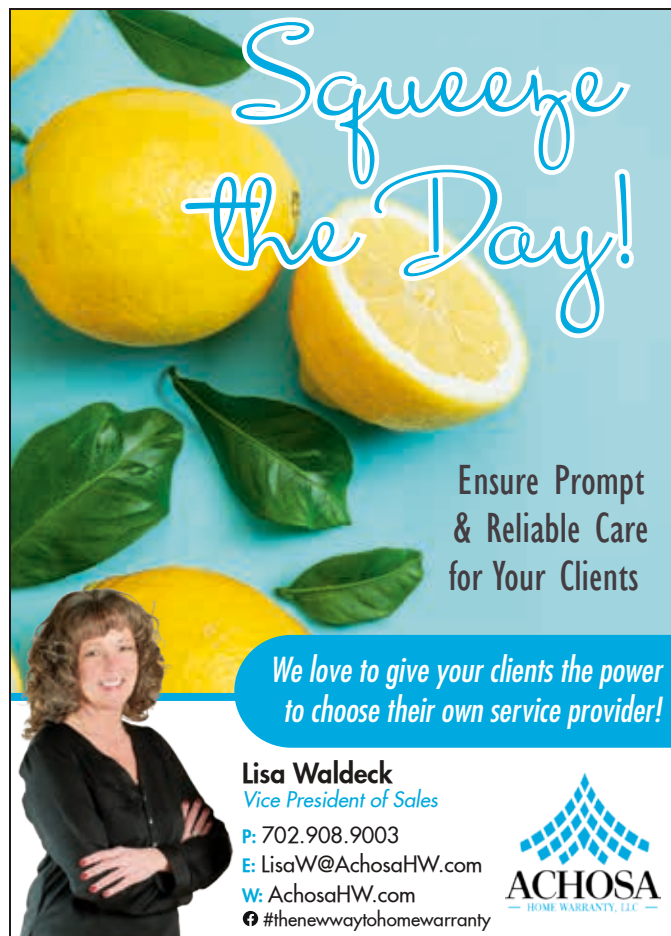




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