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# Contents

## IN THIS ISSUE

- 6 Meet The Team
- 10 Preferred Partners
- 14 Cover Agent: Zach WalkerLieb
- 22 Meet Our Partner: High Tech Lending - Charisse (Char) Palazzolo
- 28 Agent Life: Ashley McCormick
- 34 Agent Life: Derrick Keller



14

COVER STORY

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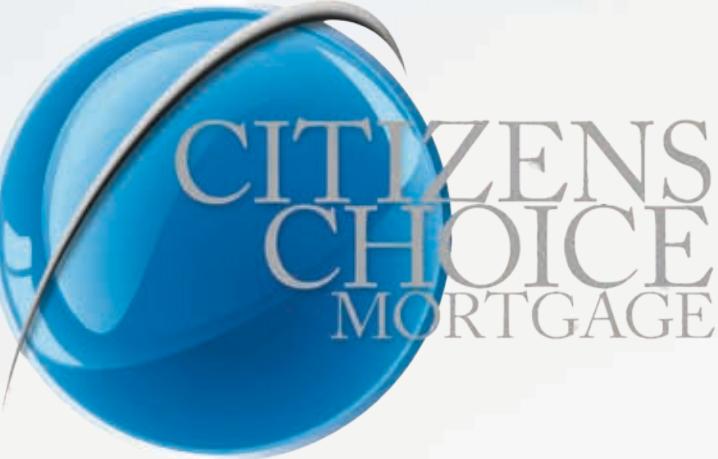
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# ONE HOME, ONE POLICY, ONE FAMILY AT A TIME:

How **Zach WalkerLieb** Is  
Changing Real Estate In Nevada

WRITTEN BY KENDRA WOODWARD  
PHOTOGRAPHY BY SPACES AND PORTRAITS

The city of Las Vegas has always been more than just a place to call home for Zach WalkerLieb...it's part of his DNA. A fourth-generation Las Vegas native, he comes from a lineage as varied as the city itself: where his mother runs a major accounting firm, his father dedicated his life to coaching and teaching, his grandfather dealt blackjack in the city's famed casinos, and his grandmother even once graced the stages as a showgirl. While the neon lights of the Strip may tell one story of the city, Zach has spent his career telling another...the one about the people who call it home and the communities that shape it.

With a degree in Political Science from Santa Clara University, Zach had the chance to take a different path, as we learned in our previous article about him. However, despite an offer from Goldman Sachs in the Bay Area, which could have led him into the world of high finance, something about the promise of his hometown and its potential for growth and transformation, kept him firmly rooted. He saw a city on the verge of something greater and wanted to be part of that evolution.

In 2012, Zach earned his real estate license and quickly made a name for himself by securing a spot on Coldwell Banker's Top 30 under 30 list...twice! By 2021, he and his business partner Mike McNamara had formed Willow Manor, a division of Keller Williams, built on a vision of real estate as something much more than transactions and sales, and he's been fighting for change in the industry ever since.

For Zach, real estate was a vehicle for change - every deal, every client, every policy he advocates for is another step toward shaping the community he loves so much. "I am doing everything I can to protect and improve our state and community by being a part of the most critical organizations and efforts to accomplish that goal," he explains. And he means it, as he also sits on the Board of Directors for Nevada REALTORS®, serves on the Legislative Committee, and actively works to shape housing

policies that impact Nevadans. His advocacy doesn't stop at boardrooms and committees though, he's also deeply involved with Habitat for Humanity and working to make homeownership more accessible, particularly for those who need it most.

"The industry is constantly changing - with new law changes, regulations, technology, and market fluctuations - it demands staying well informed and productive. If you don't put in the appropriate amount of effort, you lose ground quickly. So, I enjoy the constant push to continually better myself and those around me." That relentless drive and spirit is what has propelled Zach to the top of his field, now leading the #1 luxury real estate team for Keller Williams in Las Vegas as the top-producing agent for the company in the region.

But success for Zach isn't measured in sales, it's measured in the partnerships and relationships he builds, the agents he's mentored, and the lives he's helped improve along the way. As those closest to him would describe; he's a shield - protective, principled, and unwavering in his commitment to the people in his life. "When someone in my circle needs support, I give it my all to show up as the best version of myself for them," he prides.

That same sense of responsibility and commitment however, extends well beyond his inner circle and sphere...it

extends itself to the entire city and those who call it home. "I want to be one of the main reasons that Nevada gets control of its land from the Federal Government. The largest barrier to affordable housing and continued economic expansion/diversification in Southern Nevada is the limit of available land to develop on. We need the Federal Government to release our land so that our destiny can be prosperous and within our control."

Outside of the office, this dedicated and determined Nevadan is a devoted husband and father to three young sons - Ryker, Weston, and Shepherd. Family is at the core of everything he does, shaping not just his personal life, but the values he brings to his business as well. In his free time, Zach continues to give back through his work with organizations like Ronald McDonald House, Habitat for Humanity, Keystone Corporation (Nevada's largest pro-business PAC), and as a Fellow with The Club For Growth Nationally.

For Zach, real estate has always been about more than just opening doors and signing contracts. Whether he's negotiating a luxury home sale, fighting for fair housing policies, or working to ensure his children grow up in a stronger, more vibrant Nevada, the goal remains the same: to leave things better than he found them. And as long as there's work to be done, Zach is sure to be the one leading the charge, determined to make a lasting impact - one home, one policy, and one family at a time.





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# Charisse (Char) Palazzolo

COLORING OUTSIDE THE LINES: HIGH TECH LENDING'S GUIDE THROUGH THE GREY - BECAUSE MORTGAGE ISN'T SO BLACK AND WHITE.



WRITTEN  
BY KENDRA  
WOODWARD  
PHOTOGRAPHY  
BY SPACES AND  
PORTRAITS

Charisse (Char) Palazzolo has never been one to back down from a challenge. Whether she was sticking a landing in a gymnastics routine, throwing stunts in cheerleading, or navigating the chaos of a Vegas hospitality shift at some of the city's most iconic casinos...she has always been fueled by motion. With the drive to do more, push harder, and rise above expectations. It's part of her DNA - a fierce internal rhythm that has taken her from the flashing lights of the Las Vegas Strip to the more nuanced world of mortgage lending, where the stakes are just as high and the satisfaction just as sweet.

Having grown up living in two vastly different city backdrops, Las Vegas and New York, Char was able to experience the best of both worlds first hand. Surrounded by a large Lebanese-American family that lived by the values of hard work, gratitude, and resilience, she learned not to take anything for granted. This mindset, focused on family and continued growth, is ultimately what shaped Char, her character, and her determination at a very young age.

Long before she would ever step foot into the realm of real estate professionally, Char began investing her earnings from working in the hospitality industry throughout many of the Las Vegas Strip's most renowned casinos into her investment properties. The Cosmopolitan, Bellagio, Venetian, and The Wynn were just a few of the legendary places where she learned the importance of service, relationships, and timing...all skills that remain important in her career now as a lender.

However, it was her own experience refinancing a property that sparked something new in Charisse. Juggling properties within her own investment portfolio, she saw how confusing and frustrating the process could be for everyday people. She was also having troubles finding genuinely good help,

so she set out to fill that gap for others - a decision which would ultimately lead her to joining Hightech Lending. Char quickly found her footing within the team, eventually growing into a role where she now has employees who support her in helping clients navigate the lending maze.

"Mortgage isn't so black and white" is a sentiment that resonates with anyone who's had to jump through hoops to secure financing, but for Char, that gray area is where she thrives. She's become known for handling complicated loans with ease and helping clients who might be turned away by big banks. "I'm helping people get into their homes! I've done a lot of complicated loans and together with Hightech Lending, we're able to approve people that oftentimes can't get a loan with a bigger



“

I'm helping people get into their homes! I've done a lot of complicated loans and together with Hightech Lending, we're able to approve people that oftentimes can't get a loan with a bigger bank. Or maybe they have a more complicated loan and need someone who's more creative in lending.”



“

I enjoy being able to *provide* for myself and my family, while also helping others who may be in a tough spot.”



bank. Or maybe they have a more complicated loan and need someone who's more creative in lending.”

After years of hands-on experience during one of the industry's most volatile chapters, combined with Charisse's athletic background and competitive spirit, she has become quite the advocate for her clients. The physical discipline, the mental resilience, the habit of getting up and showing up every day...these aren't just old memories from competitive sports...they're the building blocks of her career. It's how she keeps her edge and maintains mental clarity and

balance. “I enjoy being able to provide for myself and my family, while also helping others who may be in a tough spot,” Char shares. “Family is the most important thing to me, and that's what keeps me motivated.”

Whether she's at a closing table, mentoring someone new to the industry, or poolside with friends and family, Char shows up with the same blend of grit and grace that she learned as a child and has compounded on every day since. Her appearance in major marketing campaigns with Nutrishop, including Men's Health magazine and billboards on The Vegas Strip, continue

to solidify her presence in both of her favorite worlds - fitness and lending.

At the end of the day, it's about the possibilities she is able to provide her clients with. It's about creating something tangible from a string of what-ifs. It's about coloring outside the lines in a black-and-white industry and giving people the tools they need to build a life that feels entirely their own. She wants to be able to help others obtain their dreams and act as an inspiration to others who juggle the challenges of career and family providing that with the right mindset, anything is possible!

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# Ashley McCormick

FUELED CAREER,  
ROOTED IN PURPOSE

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY SPACES AND PORTRAITS

*Ashley McCormick never planned on pursuing a career in real estate... in fact, it wasn't even on her radar. But life has a funny way of steering people toward their true calling.*

Originally from North Carolina, Ashley lived in several East Coast cities before attending high school in the Bay Area - a formative experience that shaped her adaptability and people-first perspective. She then began her college education at the University of Tampa and later relocated to Las Vegas in 1995 - without ever stepping foot in the city.

While pursuing a degree in interior design, it was a part-time role in high-end retail that opened the door to a completely unexpected opportunity. A client mentioned her son, one of the nation's top-producing agents - was seeking an assistant in his real estate business. Sensing possibility, Ashley stepped into a new chapter that would blend her creativity, discipline, and instinct for human connection. On her very first day in her sales support role, Ashley scheduled three listing appointments - an extraordinary start for someone brand new to the industry. That early success revealed a natural instinct for real estate and ignited the passion that would ultimately shape her future.

After obtaining her real estate license in 2000, Ashley built a thriving practice while drawing on the interior decorating business she had previously founded. What began as a creative complement, had evolved into a dual-career advantage for nearly a decade, giving her clients a rare combination of

bespoke market insight and aesthetic expertise. That foundation still shapes her work today, offering a refined eye for potential and the ability to help clients reimagine spaces with both beauty and intention.

Today, Ashley is a trusted Global Real Estate Advisor with Las Vegas Sotheby's International Realty, known for her depth of knowledge, sharp negotiation skills, and a relationship-driven approach that inspires long-term trust. "I don't ever go away," she jokes, a playful nod to her commitment to maintaining her client connections well beyond the closing table.

Appreciated for her discreet service style, Ashley ensures every client feels understood, seen, and expertly represented regardless of the price point. Often praised for her ability to guide investment-minded buyers and sellers through the various nuances and strategies with ease, Ashley's twenty five year career experience, coupled with an intuitive grasp of portfolio growth and legacy planning, make her a sought-after advisor. "Helping people through major life transitions is a privilege. My role is to bring clarity, advocacy, and confidence to every step of the process."

"Whether I'm working with a first-time buyer or a seasoned investor, the level of care and service never changes," Ashley says. "Luxury is about experience - not the price point." This mindset, unwavering drive and work ethic can be credited to Ashley's father, and trusted mentors who helped shape her early path. Today, she quietly pays that

wisdom forward, mentoring emerging professionals within the industry.

Described by friends and colleagues as deeply loyal, intuitive, and driven, Ashley also draws strength from her personal journey - including her experience as a cancer survivor and single mother. That chapter instilled a level of resilience and grace that continues to define her approach today. "When I first started in real estate, all you needed was a glamour shot," she laughs. "Now, it's all about brand recognition, digital presence, and meaningful evolution." Her ability to adapt in the ever-shifting landscape is one of the many reasons clients consider her an indispensable asset.

At home, family remains the foundation of Ashley's world. She shares her home with her spirited Golden Retriever, Daphne, and cherishes time with her son, Ryan, and young granddaughter, Aubrey. Her home is a reflection of what she values most: warmth, connection, and laughter. Whether seated around the dining table or at the negotiation table, relationships are always at the heart of her work.

As Ashley is constantly looking for new ways to grow and become grounded with nature. She finds balance through travel, yoga, hiking, and the occasional round of golf - though she admits she's more enthusiastic than skilled. Years ago, she even trained for and completed several triathlons, an experience that taught her the value of discipline, structure, and pushing past limits.



**"HELPING PEOPLE  
THROUGH MAJOR  
LIFE TRANSITIONS IS  
A PRIVILEGE. MY ROLE  
IS TO BRING CLARITY,  
ADVOCACY, AND  
CONFIDENCE TO EVERY  
STEP OF THE PROCESS."**

A passionate advocate for cancer-related causes, she also dreams of founding a nonprofit dedicated to supporting single mothers rebuilding their lives after cancer and continues to support her community through her eight year service on the LVR Professional Standards Committee reflecting her dedication to integrity and excellence within the real estate community.

Looking ahead, Ashley remains focused on building a legacy rooted in family, purpose, and impact. Her commitment to lifelong learning and personal evolution positions her as not just a real estate expert, but a trusted partner in life's most meaningful moves.

What once began as an unexpected pivot, has evolved into a purpose-



driven career fueled by passion, authenticity, and vision. "The harder you work, the luckier you get," she shares, a guiding philosophy passed down by someone whose love and wisdom still shape her journey. It's a mindset she brings to every relationship, every challenge, and every opportunity to grow.

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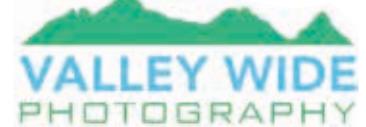
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# The Timing Of It All:

WRITTEN BY KENDRA WOODWARD  
PHOTOGRAPHY BY SPACES AND PORTRAITS



## How **Derrick Keller** Is Rising To The Times And Preparing For The Future

*While some kids dreamed of becoming astronauts or firefighters, Derrick had a front-row seat to the world of real estate, watching his father navigate the industry with precision and care. As a broker and business owner however, his father didn't just build a career, he built a legacy, one which Derrick always knew he'd follow.*

Unlike many of his counterparts, by the time Derrick had officially entered the real estate industry in 2014 he was already steeped in knowledge and experience, mentored directly by the people who had set the foundation for his future...his parents, Rick and Kristin Keller. Side by side, he learned the intricacies of property management and sales, not just as an observer but as an active participant in the business.

Having spent years focusing exclusively on property management in the beginning, The Keller's brokerage, Keller n' Jadd, is rooted in those experiences. However, with the addition of years of experience now under their belt, as well as the addition of Derrick to the brokerage, the focus has since been divided equally between property management and resale. Derrick, who is now in the process of taking over the company, is balancing that legacy while also planning to evolve the business with his adept understanding of social media.

Having garnered so much information through his father, Derrick's decision to obtain a degree in Business Finance from UNLV was a strategic move on his part. While the university offered real estate as a degree, it seemed more commercially focused and therefore wasn't a right fit for Derrick's long term goals. Instead, a degree in finance provided him with a broader understanding of investments, insurance, and economic principles that would complement his real estate career in the long run while also benefitting his clientele. This proved to be a solid

foundation for Derrick and by 2019, after years of working part-time while finishing school, he hit the ground running while simultaneously building a team.

"That was the game-changing moment for me," Derrick recalls. "I felt like I had built a pretty good base being part time in real estate for those five years. The knowledge I gained between getting my degree and my hands-on experience in real estate during that time, allowed me to hit the ground running. I started to really see my career taking off and growing."

Now, Derrick is stepping into a new chapter in real estate as he prepares to take the reins of the brokerage his parents built. It's a transition that's been years in the making - one he doesn't take lightly. "Growing up, I played sports and my dad was always coaching my teams. He wasn't just my dad - he was my coach and my real estate mentor. I learned so much of my character, principles, and morals from him and my mom, who was the driving force behind launching the brokerage. From them, I learned how to do business the right way and how to take care of people. As a business owner and a coach, my dad was always a leader."

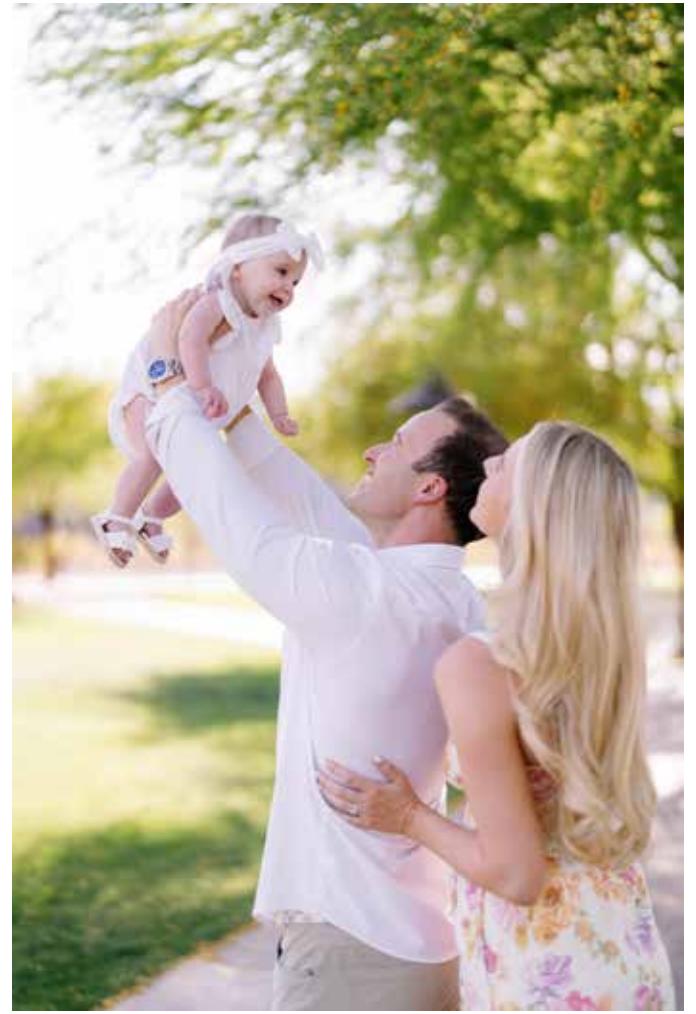
As 2025 unfolds, Derrick continues leaning into new strategies while focusing more and more on creating great relationships with their clients. Still maintaining a 50/50 split between property management and residential resale, the team at Keller n' Jadd is leaning into social media to connect with a new generation of buyers and sellers... but they'll never lose sight of where they came from. "Property management is a big part of how we manage our business and how we grew our business," Derrick prides. "I have a passion for helping my clients sell their homes and grow their wealth through real estate investing. It is such a special milestone in my clients life

that I get to ensure they are treated to the highest standard."

Beyond the brokerage, Derrick's world has also recently expanded...in the best way possible. He and his wife, Abigail, welcomed their first child, Sophie, last October, bringing with it a new sense of purpose and joy. They still enjoy working out together (though they have to take turns with a baby now), traveling, wine tasting in Napa, relaxing in Newport Beach, and exploring the endless culinary offerings Las Vegas has.

"Since becoming a father and growing our family, my vision has never been clearer," Derrick prides. "The birth of my daughter, and the love I have for my wife and family, have given me a renewed sense of purpose. I'm more focused and driven than ever - every move I make is with their future in mind."





Derrick is also a strong supporter of the Ronald McDonald House Charity, serving on its maintenance committee and helping find homes for families whose children are receiving critical medical care. “The founder started it when he saw parents sleeping in their cars just to be close to the hospital,” Derrick explains. “Now, the property functions like a hotel, but it’s built like a large home so families have a place to stay near to their babies.”

Looking ahead, Derrick has a clear vision: to continue growing the brokerage and guiding agents with the same integrity and leadership his father exemplified while ensuring his clients receive the best possible service. For the Keller family legacy, timing has always been on their side and Derrick is no exception, admitting, “I’m very grateful for the way everything worked out for me, the timing was right.”

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