

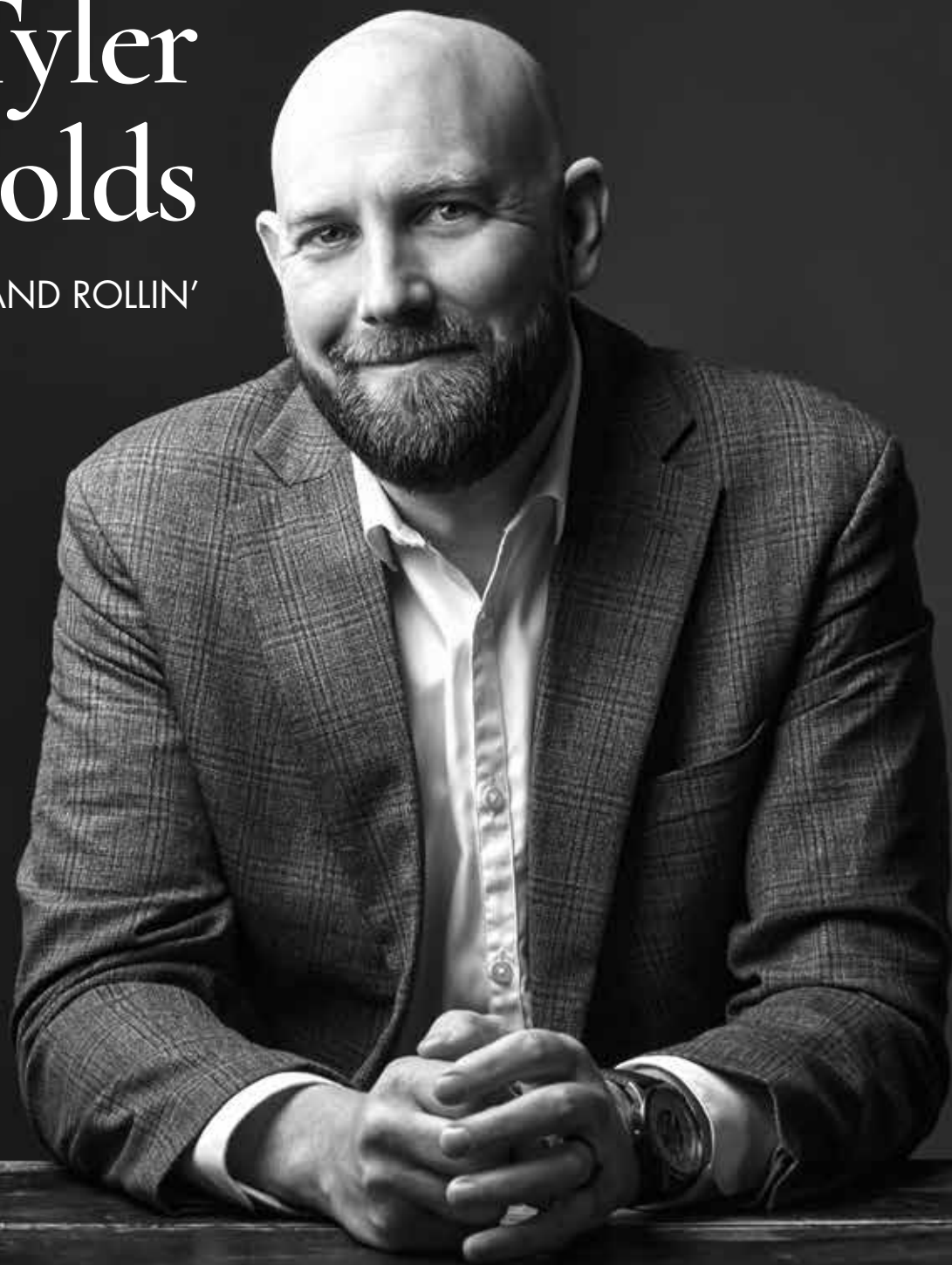
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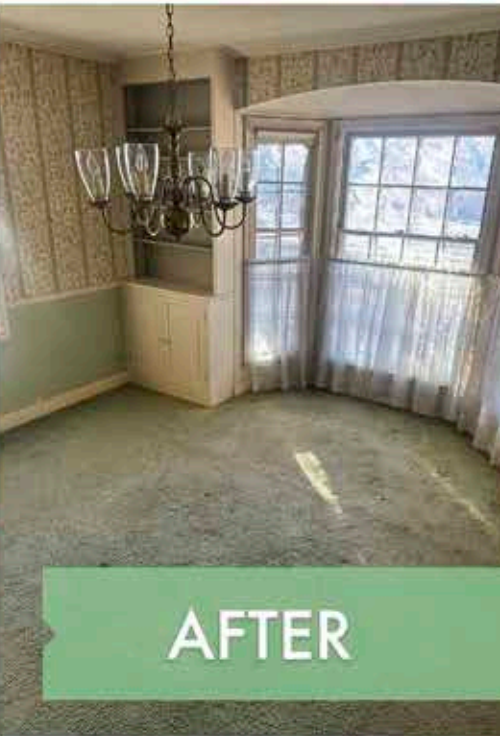
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Tyler Reynolds

If you told Tyler Reynolds during college that he'd end up a successful Realtor in Lincoln, he probably would've burst out laughing.

"I have a good friend that became a Realtor right out of college and encouraged me to do the same. I told him 'no way' because you wake up every day unemployed," Tyler recalls with a chuckle. "I tried my hand at many other things first before discovering my true passion — it certainly was an obscure journey."

Wild West

That journey included earning a degree in theatre from Nebraska Wesleyan and then working several obscure jobs locally before relocating to Los Angeles to work in artist management. After responding to an ad on Craigslist, Tyler landed a gig with music mogul Irving Azoff's team, where he assisted in the management of The Eagles, among other artists.

"That was a wild chapter of life! I helped plan the Eagles 40th anniversary

tour and worked closely with Glenn Frey and Joe Walsh who had both just come out with solo albums as well" he reminisces.

Living in LA and working with rock legends was certainly "a once in a lifetime experience," but Tyler's priorities shifted after the passing of a family member back home and he began contemplating his own future.

He realized he missed 'The Good Life' and being near family. "I also always knew in the back of my mind that Nebraska was where I wanted to eventually start my own family" he elaborates.

Tyler came back to Lincoln in 2012, where he worked for the family business, Reynolds Design & Remodeling.

And that's when things started to click.

The Calling

"When my parents decided to sell the remodeling business, my dad and I got licensed together, really

with the primary purpose of making it easier to expand our own rental portfolio," Tyler explains. "However, I quickly discovered a passion for helping people and felt as though I had found my calling."

With over a decade now under his belt, Tyler's built a solid business in his hometown with Woods Bros Realty. He is among the top 20% of Realtors citywide and has been recognized in the Woods Bros Realty's Chairman's Club (Top 10%) five times. In 2018 he was honored to be named the Home Builders Association of Lincoln's Affiliate of the Year.

"My background in remodeling gives me and my clients a unique perspective to better understand the inner workings of a home and more easily identify potential pitfalls or great assets it may have," he points out.

But it's not just experience Tyler brings to the table, it's his trademark integrity and team player mentality.

"I strive to be transparent and honest; and I want each transaction to be a collaborative experience." Tyler emphasizes. "Everyone involved ultimately has the same objective so I always keep that in mind and find in doing so, everyone wins and I maintain great relationships with my fellow Realtors."

Devoted Dad

Tyler now lives in Gretna with his wife, Mikaela, and their two young kids: Henry (4) and Lucy (4 months).

"We love being outside and we mostly just do whatever Henry's little brain thinks up each day," Tyler shares. "He has an imagination out of this world and loves using us as his students when he plays school, customers when he plays store, or patient when he plays nurse."

According to Tyler, his son is currently aspiring to be both a nurse (Mikaela's profession) and a Realtor — or maybe a police officer.

His top priority is crystal clear: "My children are my

Still Rockin' & Rollin'

BY JESS WELLAR
PHOTOS BY STACY IDEUS





‘why,’ my guiding principle is to be someone my kids will look up to and to always conduct myself in a way they would be proud of,” he shares. “And my wife, Mikaela, is my ‘how,’ without her support and patience, I would not be able to do this. I think any partner that puts up with a Realtor is a saint!” he laughs.

Giving His All

Despite the demands of prioritizing work and fatherhood, Tyler still finds time to be deeply involved in his community.

He enjoys volunteering his time to causes like Habitat for Humanity. Several years ago, as part of his role with the Home Builders Association of Lincoln (HBAL), he was involved in a Habitat for Humanity ‘blitz build’ in which a home was built quickly for a deserving family.

He is currently treasurer of the Realtors Association of Lincoln’s (RAL) Board of Directors and is set to serve as president of the association in 2027. One of his priorities as President will be to find a way for RAL to participate in an annual Habitat for Humanity build project and would love to see at least one more ‘blitz build.’

His passion for affordable housing and housing affordability has also led him to serve on the Nebraska Housing Resource board for the past five years. “I believe everyone who



wants to, deserves to be a homeowner but too often, cost and lack of education on the subject prevent it. I think we as Realtors have a duty to change that” he adds. “That is why first-time homebuyers are one of my favorite groups. Educating someone for the first time on how they can create generational wealth and stability for their family is incredibly satisfying.”

Eyeing his future as a licensed broker, Tyler sees his passion for lifelong learning featuring prominently in his career eventually.

“Everyone involved ultimately has the same objective so I always keep that in mind and find in doing so, everyone wins and I maintain great relationships with my fellow Realtors.”

“I love educating myself and mentoring others,” he affirms. “I don’t know exactly what the future looks like, but down the road, I could see myself mentoring other agents in some sort of broker capacity.”

His advice to aspiring agents in closing rings true to his own egoless approach.

“Identify your ‘why’ and never divert from that path,” he suggests. “Never compromise your principles for a deal either; and remember, your client is the priority, not you. Treat them well and your success will follow.”



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Victoria KECK

A few years ago, Victoria Keck ruminated on a life-altering question: What does someone with business degrees, people skills, and technological savvy do when seeking a career change?

“It came down to either becoming a therapist or a REALTOR®,” says Keck. Obviously, she chose the latter but has since learned, “There is a stronger connection between those two than I would have guessed!”

After mulling over her options and her strengths, and at the urging of her partner, Keck reached out to her close REALTOR® friend, Tim Francis, about her desire to get involved in real estate again. Francis connected her to his broker and became her mentor, but cautioned her not to expect overnight success. “Tim told me I might sell \$1 to \$2 million in my first year,” says Keck. “When I hit \$5 million about halfway through that year, he said, ‘You know, maybe I should be your assistant!’”

“I want everyone to be happy leaving a transaction,” she says. “and I’ll never give up on a client or a problem. No problem is unsolvable if you’re patient and work with the other side. Both sides have the same goal, to close that transaction. It works great when both REALTORS® work together to achieve that goal.”

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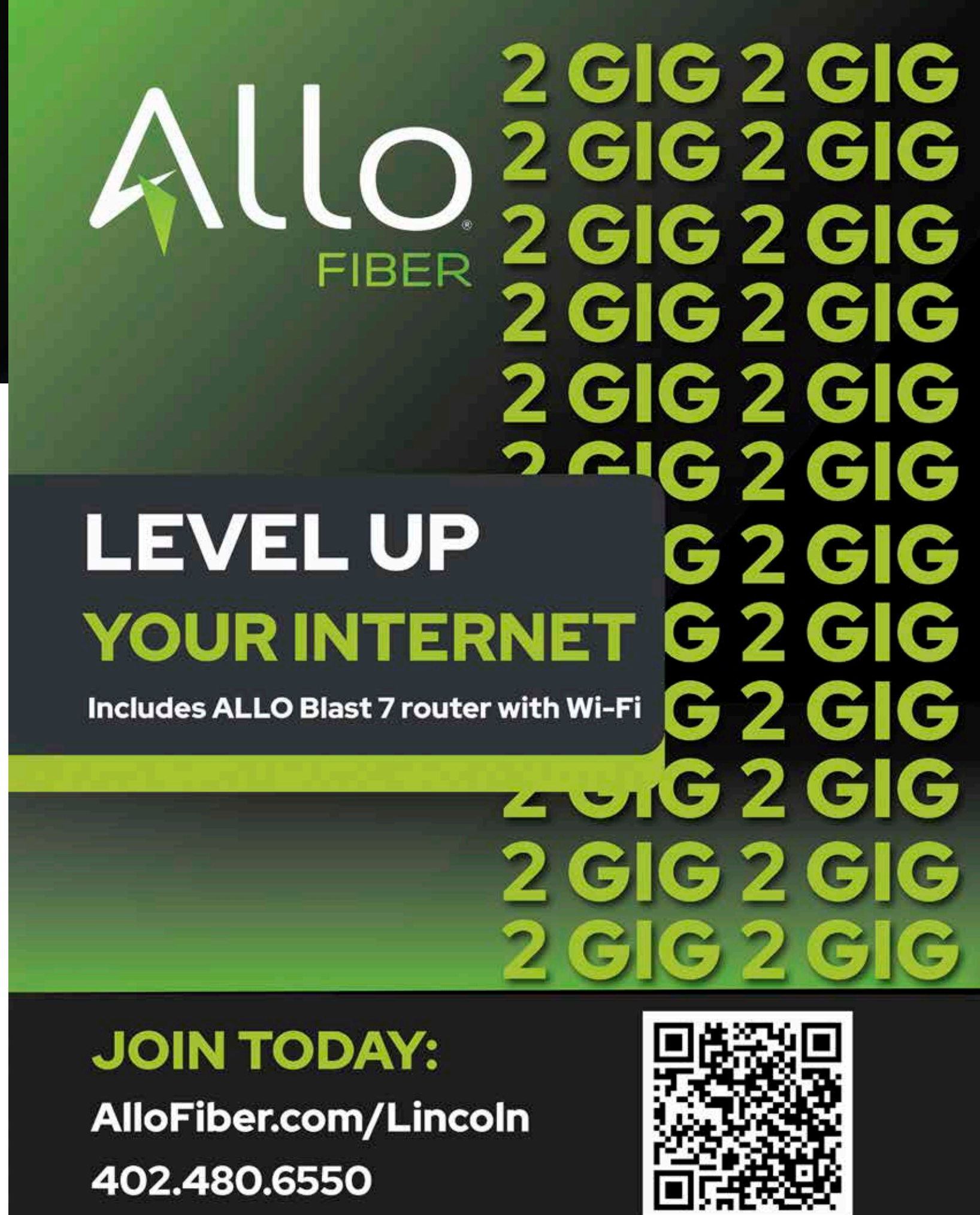
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QUESTIONS TO ASK YOUR FINANCIAL ADVISOR

BY EDWARD JONES

You should always be able to ask as many questions as you'd like when working with your financial advisor. So, before you have your annual review, think carefully about what you'd like to ask.

Here are a few suggestions:

- *Are my goals still realistic?* When you first began working with your financial advisor, you may well have articulated several financial goals. For example, you might have said that you wanted to pay for most of your children's college education, or that you'd like to retire at age 55, or that you hope to travel internationally every year during retirement. In fact, you could have many different goals for which you're saving and investing. When you meet with your financial advisor, you'll certainly want to ask whether you're still on track toward meeting these goals. If you are, you can continue with the financial strategies you've been following; but if you aren't, you may need to adjust them. The same is true if your goals have changed. You and your financial advisor will want to build a strategy to address any new or different goals such as emergency cash needs, having adequate insurance protection or estate planning.
- *Am I taking on too much — or too little — risk?* Put market declines in perspective. The financial markets always fluctuate, and these movements will affect the value of your investment portfolio. Suppose you watch the markets closely every day and track their impact on your investments. You may find yourself fretting over their value and wondering whether you're taking on too much investment risk for your comfort level. Conversely, if during an extended period of market gains your own portfolio appears to be lagging, you might feel that you should be investing more aggressively, which entails greater risk. In any case, it's important to consult with your financial advisor to determine your risk tolerance and use it as a guideline for making investment choices.
- *How will changes in my life affect my investment strategy?* Your life is not static. Over the years, you may experience any number of major events, such as marriage, remarriage, loss of a spouse, birth of children or grandchildren, changing jobs or illness leading to early retirement. When you meet with your financial advisor, you will want to discuss these types of changes, because they can affect your long-term goals and your investment decisions.
- *How are external forces affecting my investment portfolio?* Generally speaking, you will want to create an investment

strategy based on your goals, risk tolerance and time horizon. And, as mentioned, you may need to adjust your strategy based on changes in your life. But should you also make changes based on outside forces, such as interest rate movements, political events, inflation, new tax legislation or news affecting industries in which you have invested substantially? Try not to make long-term investment decisions based on short-term news. Yet, talk with your financial advisor to make sure your investment portfolio and spending strategy are not out of alignment with relevant external factors.

By making these and other inquiries, you can help yourself stay informed about your overall investment picture and what moves, if any, you should make to keep advancing toward your goals. A financial advisor is there to provide you with valuable guidance — so take full advantage of it.

This article was written by Edward Jones for use by your local Edward Jones Financial Advisor.

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Bailey Hedgecock

LIVING OUT LOUD

BY JESS WELLAR
PHOTOS BY STACY IDEUS



When Bailey Hedgecock left her job in medical software sales and dove headfirst into real estate, she didn't know exactly what to expect. She was a new mom, juggling a newborn and a massive career change. But one thing was certain — she was all in.

"I was pregnant at my other job when I took my real estate test to get licensed," Bailey shares. "After my maternity leave was up, I quit and went full-time in real estate."

Scary? Yes. Worth it? Absolutely.

Three years on, Bailey is a mentor, promising producer, and valued member of Lincoln Select Real Estate Group at Nebraska Realty, Lincoln's top-producing team by units. With 25 closed transactions and just shy of \$6.2 million in volume last year, Bailey has earned her spot among the Top 200 Realtors in Lincoln for two years running.

Finding Her Groove

Born and raised in Hastings, Nebraska, Bailey had her sights set on being a pharmaceutical sales rep after graduating from Hastings College with a degree in business administration and a minor in chemistry.

But after a few years selling medical software in Lincoln, Bailey found herself in a career that "did not fill her bucket" and realized she wasn't particularly fond of healthcare.

Unsure of her next move, everything changed when she and her husband, Brandon, went shopping for their first home.

"We got very close with our Realtor, and I started to think that was something I could be good at. I've always loved homes and decor, but never considered being a Realtor until that experience got the ball rolling," she recalls.

The spark was lit, and after taking some time off for her pregnancy, Bailey hit the ground running with assistance from terrific colleagues.

"I'm not from Lincoln, so I didn't have a big sphere when I started," she points out. "But thanks to my team, I had the tools I needed to generate business, and I dedicate a lot of my success to them."

Making Fast Friends

From day one, Bailey notes her goal was never to just close deals, it was simply to connect.

"I am not a transactional Realtor, I want to be your friend," she explains. "I'm very much 'me'

and authentic with every client relationship I have, and I think people resonate with that."

That authenticity pays off in ways that go far beyond a closing table. "I love hearing from past clients about how their kids are doing or the house projects they've done; it makes me feel like I've done something right," she smiles. "At the end of a transaction, it's important to me that I've learned more about who they are than what they wanted in a house."

Bailey's social media strategy helps her stand out as well: "I always post on social media to shine a light on my client's testimonials and that helps build trust for future clients."



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Add in her team’s lively client appreciation events, and it’s clear that connections are at the center of everything she enjoys about her new career.

“I strive to create meaningful relationships and have fun during transactions,” she continues. “Buying a house should be fun!

“If I had a business motto, it may be something like ‘Be you, loudly.’ I’m running a business where people have to choose to work with me, so I think it’s important for people to know who I am and to get the always-professional, but fun, goofy side of me as well,” she adds.

Eyes On The Prize
Bailey may be fairly new to the game, but she’s got big dreams and firm priorities already in place.

“I want to continue to grow my family and my business,” she offers. “My goal is just to ‘make it’ and to be the best mom & wife I can be for my family. I hope to be running my business the right way now, so I don’t have to make cold calls every day. Clients will be reaching out to me because they want to work with me.”

And what keeps her pushing forward?

“Real estate can be scary. You wake up every day having to find new business. I’m a very competitive person and I have a desire to be the best,” Bailey shares. “Being able to one day show my children that believing in yourself is all it takes — that’s what keeps me going.”

Family Front And Center
When she’s not meeting with clients or mentoring other agents, Bailey’s family is her foundation and her fuel. She and Brandon have been married for four years and are busy raising two young children — Carter (2) and baby Maggie (4 months). They also share their home with a Golden Retriever/Lab mix named Kobe and a cat named Leo.

“I am a big family person,” Bailey notes. “I also have an incredibly supportive husband — you need a supportive spouse to make it in this industry — and two little ones that mean the world to me.”

When she gets a little time to herself, Bailey plays in a volleyball league every Wednesday night with former coworkers. “I played

sports my whole life,” she adds. She’s also a member of Southwood Lutheran Church.

Her parents, longtime small business owners, were a major influence on Bailey growing up.

“They ran their own business for well over a decade and I saw how hard they worked and how they built relationships with customers. That made a big impression on me,” Bailey affirms.

As a parent herself now, Bailey strives to instill those same values at home.

“I want to be the best role model I can be to show my children that if you believe in yourself and take risks, it can lead to incredible opportunities,” she concludes.



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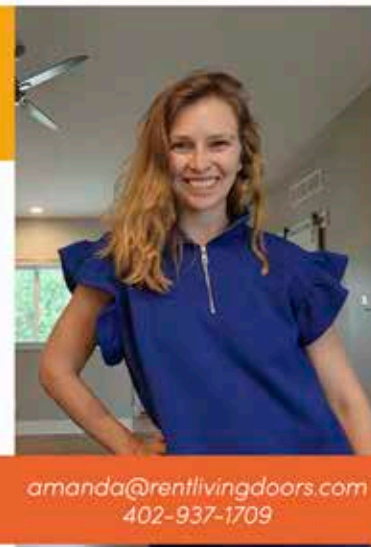
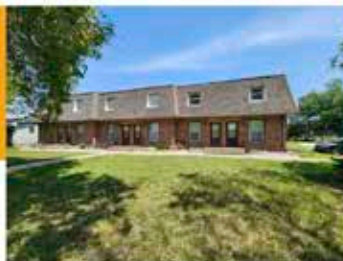
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Noelle Jacquot

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she's carried with her every step of the way: connection first, numbers second.

No Excuses, No Surprises

In 2022, Noelle opened CMG's Lincoln branch after leaving her post as sales manager at First National Bank of Omaha. CMG itself is no small-time player: founded in 1993, the company operates in all 50 states, as well as Puerto Rico and the Virgin Islands.

allows them to track properties and compare affordability in real time, right on their phone app.

"I believe the borrower needs to be educated," she emphasizes. "It's their livelihood and their money so they deserve to know their options."

Just as important for Noelle is full transparency. She's quick to share when something's off — not bury it until it's a bigger problem.

AN AGENT'S FIRST CALL

BY JESS WELLAR
PHOTOS BY STACY IDEUS

"After college, I briefly worked for a loan servicing company in the Nebraska Panhandle before relocating to South Dakota in 1997," Noelle Jacquot recalls. "In my job search, I was offered the position of Mortgage Loan Officer at a bank in Sturgis, South Dakota.

"I went in for my interview, and I remember the manager who hired me told me afterwards that he offered me the job because he could teach me the numbers side of the business, but he couldn't teach someone how to talk to people. I fell in love with the mortgage business after that."

That first job interview kicked off what would become a lifelong career for Noelle, now the Branch Manager and Loan Officer at CMG Home Loans in Lincoln. It also inspired a mindset

Noelle's licensed in Nebraska, Iowa, Kansas, Missouri, and South Dakota, and she brings a competitive spirit to a business where grit and hustle matter.

"It's a very competitive industry, and I've been an athlete all my life, so I really love that aspect of the business as well," she shares.

What sets CMG apart? According to Noelle, it's a combination of proprietary products, cutting-edge communication tools, and an excellent operations department.

"We also have a company motto I appreciate: 'Every Customer, Every Time – No Exceptions, No Excuses,'" she shares.

CMG offers exclusive options like the All In One Loan and Home Fund-It, products that nobody else in the country can match. And with Noelle, each client gets a personalized mortgage analysis via Mortgage Coach, which

"People are already going through an emotional, stressful time," she points out. "In my world, if there is any sort of hiccup, all parties are notified immediately by me so they know I'm working on it. No one deserves that sort of shock when a file blows up a day or two before closing."

Saving The Day

If you're a Realtor in crisis, Noelle says she's often someone agents call at the 11th hour to avoid red tape. Because CMG sells and services its own loans, Noelle doesn't have to contend with another entity's rules.

"As a direct seller-servicer, we have no credit overlays," she elaborates. "While other lenders may be tied up by restrictive guidelines from third-party investors, we don't have to worry about those issue and we are more likely to find a way to get the loan done.

In addition to providing residential mortgage loans for 1-4 family units,

CMG covers construction, renovation, bridge, conventional and government loans, and offers aggressive co-branded marketing for its Realtor and builder partners. Noelle prides herself on her availability and accessibility as well, because she knows it's a time-sensitive business.

"If I'm not asleep or with another client, I will answer my phone," she affirms. "I have no problem working 7 days a week."

That kind of all-in attitude is why she continues to thrive in a career that's changed dramatically over the years.

"I almost feel like I've seen it come full circle," she reflects. "When I started, we did hand-written applications and every file was a manual underwrite! Then we went to the time where literally anyone with a pulse could qualify; and now we're back to rigid and strict."

She's also seen rates swing from 9.75% to 2.75%. But regardless of what the market's doing, she's not concerned.

"Going forward, there will continue to be ups and downs and lots of changes — that's the one constant in mortgage lending," she points out. "But we're already grabbing a lot of market share in Lincoln and our goal this year is to keep going."

Sporty Spirit

When she's not in mortgage mode, you'll find Noelle on the volleyball court, the golf course, or maybe trying her hand at pickleball, her latest obsession. She's also a major sports fan and never misses a chance to catch a game.

Originally from Kimball, she now calls Lincoln home, where she lives with her 10-year-old Golden Retriever,

Bronx, (Yes, she's a die hard Yankees fan) and 5-year-old Great Dane, Thor.

Her 24-year-old son, Jhett, recently moved back to town after finishing college and a competitive college baseball career.

"Since Jhett played baseball in college, he was never home in the summers either," she shares. "I'm really enjoying hanging out with him again."

Noelle's also a Homes for Heroes affiliate, giving back however and whenever she can. And after all this time, she still loves what she does.

"CMG makes it so easy to process mortgage loans that this is the most passionate I've ever been about my career—and I've been doing this for over 25 years!" she asserts. "I want to do this as long as I can and help as many people as I possibly can."



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