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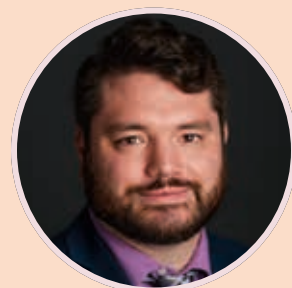
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KELLY

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Living, Loving, And
Investing In Others

BY JESS WELLAR

“A move and new home can change people’s lives,” Kelly Buscher reflects. “I remember one of the first families I helped, the middle school daughter did not want to move to Omaha and be away from her friends. She adjusted to her new school and went on to have a full-ride scholarship and play softball in college. She is a star athlete today, and her mother said she recently told her that it would not have been possible unless they had moved to Omaha.”

Hometown Head Start

Kelly’s real estate career didn’t start with a slow build so much as a bang. From her very first year in the business, she was busy helping buyers and sellers, ultimately earning NP Dodge’s Rookie of the Year award in 2018.

“I attribute that to being from Omaha and living here the majority of my life,” she notes. Being deeply rooted in the Omaha community gave her a built-in network of family, friends, and past connections, and once word got out, the business kept coming.

“I unintentionally went full-time,” she laughs. “I thought it would start slow and I would have substitute teaching as a backup, but I got busy quickly ... Then COVID hit and the market intensified.”

In 2024 alone, Kelly closed over \$14 million in sales, helping 25 families navigate the next chapter in their lives.

Teacher Turned Trusted Advisor

Prior to real estate, Kelly attended the University of Nebraska-Lincoln and Kearney for her education degree,

completed her master’s in curriculum and instruction from Doane University, and then worked as a high school teacher at Millard West for seven years. She later subbed for a decade while raising her daughters and even worked in sales for a merchandise showroom. But it’s her experience in education that Kelly credits for her successful approach to serving her clients.

“As a former teacher, I thoroughly enjoy the process of educating potential buyers, especially first-time homeowners,” she offers.

It was a longtime friend, Ryan Gibson, who finally convinced her to get her license and jump in. “Even years ago, he would call me and tell me I should get into real estate someday,” Kelly recalls with a chuckle. Ryan eventually became her mentor, helping her navigate everything from listings to contracts and technology.

“Without him as a mentor, I would not be where I am today,” she acknowledges.

Kelly’s equally grateful for the support from her brokerage: “NP Dodge has



Kelly and her husband Kevin, married 24 years, with daughters Kylee (19), a TCU freshman, and Libby (15), a Westside High freshman — a family team always ready to help with open houses, signs, and support. (Photo by Jamie Hill)



Photo by
Stacie Kinney



Kelly leads with authenticity and connection — living her motto: Live, Love, and Invest in every client relationship. (Photo by Stacie Kinney)

been instrumental in my success,” she says. “They really care about educating agents as well, which I fully appreciate.”

True Team Player

Kelly has built her business on authenticity and connection, both with clients and other agents. She prides herself on being easy to work with and appreciates a good group effort to reach the closing table.

“Taking time and getting to know other agents pays off,” she emphasizes. “We can help each other when we collaborate and are better equipped for the market changes.”

That same supportive spirit defines how she approaches her clients as well.

“My clients know I will always work hard for them. Honesty and genuine

care are a must,” she shares. “I have a good eye for details and pay attention to their needs and wants. And I never give up either; some home searches and sales take years.”

Her tagline for her business is effortlessly simple: Live, Love, and Invest.

“Live your life, love your friends and family, and invest in real estate,” she elaborates. “Stocks go up and down, but real estate gives you a place to live and is typically a sound investment.” She’s also leaned into creativity on social media, highlighting properties through lifestyle videos that tell the story of the home. “People really responded to those,” she notes. And though she now outsources her social media management to a talented friend, Kelly remains the real deal behind the brand while focusing on her clients.

Helpful Family

If you see Kelly out and about at a listing or open house, there’s a good chance she’s had help getting there.

Kelly and her husband Kevin have been married for 24 years and have two daughters: Kylee (19), a college freshman at TCU, and Libby (15), a freshman at Westside High School. Her whole family pitches in when needed, from setting up open houses to delivering signs.

“My husband and girls deserve an award for all the time and patience they have shown over the years,” she smiles. “They have given me a lot of grace.”

Her extended family steps up often to assist, too, and Kelly fully realizes how blessed she is to have such a wonderful, supportive network. “My dad has helped

“
We can *help* each
other when we
collaborate and are
better equipped for
the market changes.”

with client deliveries, my mom has assisted with open houses, and both of my sisters have helped with promoting me.” Their adorable Coton de Tuléar, Toby, rounds out the family crew, which Kelly notes was a long-awaited pup her daughters begged for over a decade. When they’re not working or attending school events such as cheerleading, golf, and show choir, the Buschers love to travel together, and Kelly enjoys a lively

game of pickleball and estate shopping when time allows.

Giving Back While Looking Ahead
Kelly remains deeply committed to her hometown roots, especially through Westside school fundraisers and Dodge Cares, a charitable program at her brokerage that supports 13 nonprofits. One organization especially close to her heart is Sleep in Heavenly Peace,



Photo by
Stacie
Kinney



Photo by Stacie Kinney

which provides beds and bedding for children in need.

“My husband and I spent last Saturday delivering and assembling beds,” she shares. “It’s one of my favorite nonprofit organizations to support.”

As for her future, Kelly makes it clear she isn’t focused on chasing deals.

“I never set any particular numbers as a goal. I just look forward to helping

clients with their future plans and aspirations,” she states.

That said, guiding newer agents is something she definitely looks forward to as someone who spent years in the classroom shaping curious minds.

“I hope I can mentor and give back by educating new Realtors in our office and watch them flourish,” she concludes. “You can grow in so many ways in real estate, and I am content to take it one day at a time.”



Kelly’s daughters, Kylee and Libby, with their dog Toby—a fluffy Coton de Tuléar who quickly became the center of family life.



The Buscher family at TCU, proudly supporting Kylee during a campus visit.



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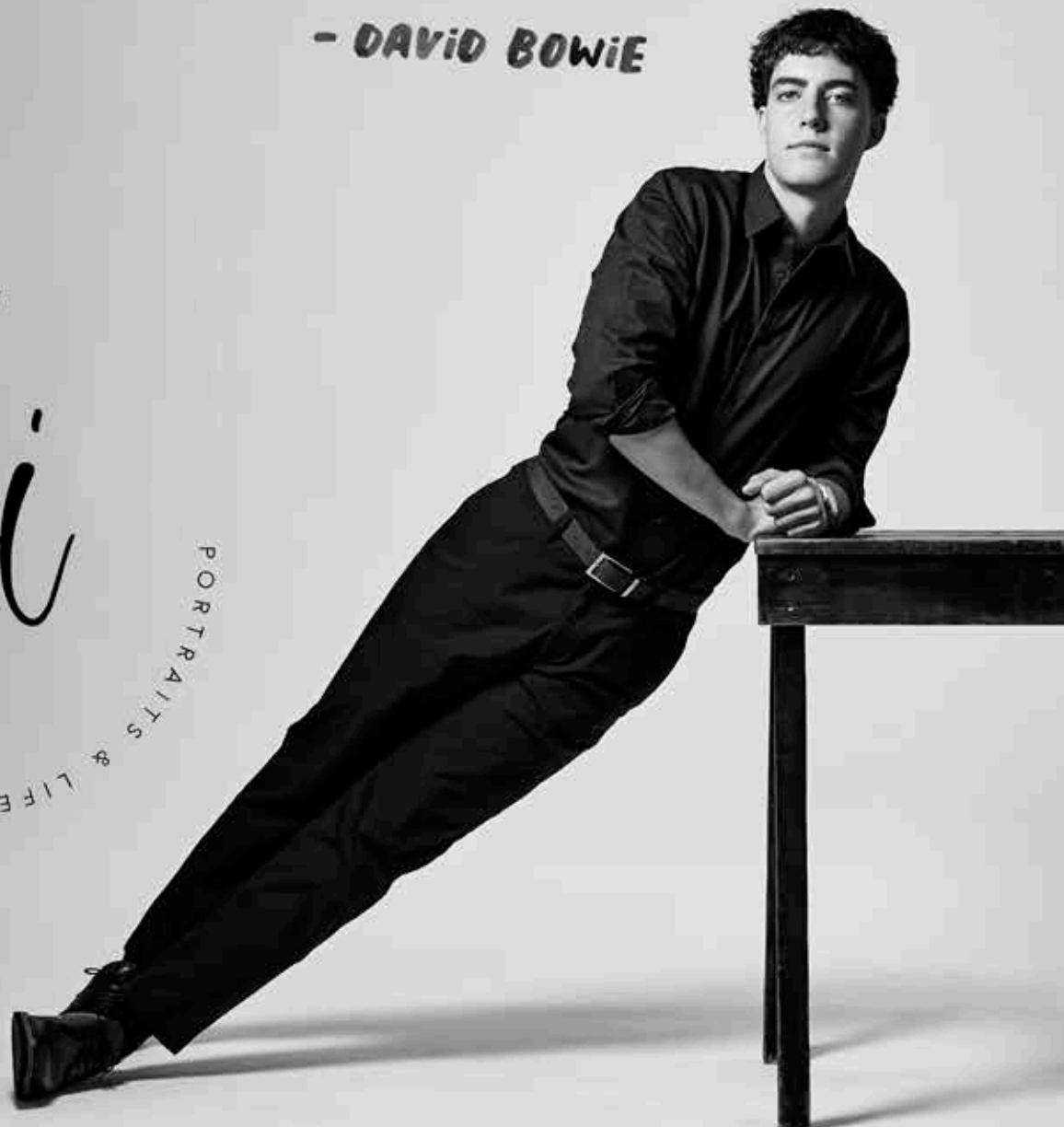
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Brian Hart with team members Chris Ellis and Brandon Mitzel—bringing heart, strategy, and service to every mortgage journey.

When you speak with Brian Hart, you quickly realize that banking is much more than a career for him. With over 23 years of experience and a genuine love of listening to help others, Brian is leading the charge to rebuild and grow Premier Bank’s mortgage division.

Established in 2011, with three locations in Omaha and a branch in Nebraska City, Premier Bank proudly offers personal, commercial, and mortgage loans, along with a variety of personal and business accounts. But what truly sets them apart is the personalized attention and thoughtful strategies crafted for each client by their 48 employees — something Brian and his team are deeply passionate about delivering.

“My team was lucky enough to have figured out the why part long ago,” Brian remarks. “Why do we do this? Why do we keep coming back for more? We do this for others because we love to serve.

“Each and every one of us was put on this Earth for the same thing: to meet the needs of and serve others,” he adds. “It is truly that simple.”

Heartfelt Career Pivot

Brian never imagined he would come to love the mortgage loan origination process when he set off for Buena Vista University in Iowa.

“I earned my degree in Exercise Science and played sports,” he recalls. “But after realizing football was not my future, my plans shifted, and I worked at a special needs boys group home and wrote physical therapy plans for them.”

A detour into retail left him feeling disconnected from his true passion of helping people. Thanks to encouragement from his wife Amy, who had a strong background in banking, Brian made the leap into the financial world. The couple eventually opened

their own company, Central Omaha Mortgage, in 2003.

The 2008 financial crash forced another pivot, leading Brian to Cedar Rapids, Iowa, where he ran and grew a community bank’s mortgage division for the next nine years. Family eventually brought him back to his roots, though.

“My parents were getting older so we decided to move back to Omaha in 2016 so we could be closer to them and help them out as they had some health issues,” Brian explains.

Brian then landed a job at another bank and was quite content there until 2023, when Premier Bank presented him with an offer he couldn’t resist.

“Premier offered me the chance to build up my team again while having the opportunity to work with one of the best construction lenders in the area,

“EACH AND EVERY ONE OF US WAS PUT ON THIS EARTH FOR THE SAME THING: TO MEET THE NEEDS OF AND SERVE OTHERS. IT IS TRULY THAT SIMPLE.”



BY JESS WELLAR
PHOTOS BY STACY IDEUS



Brian Hart,
Mortgage Manager



Chris Ellis,
Mortgage Loan
Officer

Todd Clevenger, the President of the bank,” he notes.

Now, with a growing team including standout lenders like Chris Ellis and Brandon Mitzel, Brian’s vision of a customer-first mortgage experience is stronger than ever.

“We all have the same vision of helping others, this is what makes us want to keep moving forward every day in this sometimes upside-down world of mortgage.”

Active Listeners

When asked what sets Premier Bank apart, Brian doesn’t hesitate.

“We take the time to listen and interact with our clients. We let them tell us what their goals and dreams are,” he explains. Then, together, they create a plan that fits for a custom path to success.

“This is a big decision, and a very expensive one. We want to make sure we have given them all the tools they need to move forward with their dream of home ownership,” Brian elaborates. That kind of personal investment from the team is what continues to attract top-producing Realtors and loyal clients alike.

Brian and his team also match Realtors’ dedication with flexible availability. “We work the same hours as they do, evenings and weekends. We love to update and communicate with both the buyer and seller side agents throughout the process,” he adds.

Above all, full transparency is at the core of the team’s philosophy. “We will be completely honest with Realtors and their clients if a loan can or can’t happen. Even if it means telling them ‘no’ at this point in time until we can tell them ‘yes’ down the road.”

Family And Football

Outside of Premier Bank’s office, Brian’s life revolves around his tight brood. He’s been married to Amy, his “best friend in the whole world,” since 1998, and together they have raised four

wonderful children: Jeffrey (25), Mikey (21), and 15-year-old twins Matthew and Emmy.

“We are a sports nut family and very close,” Brian smiles. Jeffrey teaches and coaches locally, Mikey plays college football and runs track, while Matthew and Emmy juggle three high school sports each. It’s a busy life, but Brian adds they enjoy showing up to cheer each other on.

And when schedules allow, the Harts look forward to a good beach getaway together, with Destin, Florida, as a family favorite.

“It’s an amazing beach destination and you can’t beat a 2-hour nonstop flight option,” Brian points out.

Locally, Brian and Amy also love to relax at local patio wineries like Cellar 426 and continue to proudly root for the Huskers — even during their years living in Iowa, a loyalty that earned them plenty of flack.

In addition to running a thriving mortgage operation, Brian and Premier Bank are deeply committed to giving back. They support organizations like the Omaha Chamber of Small Business, Teammates, Nebraska Humane Society, Bike with Mike, Nebraska Junior Achievement, and various schools and churches throughout the region.

Navigating Change

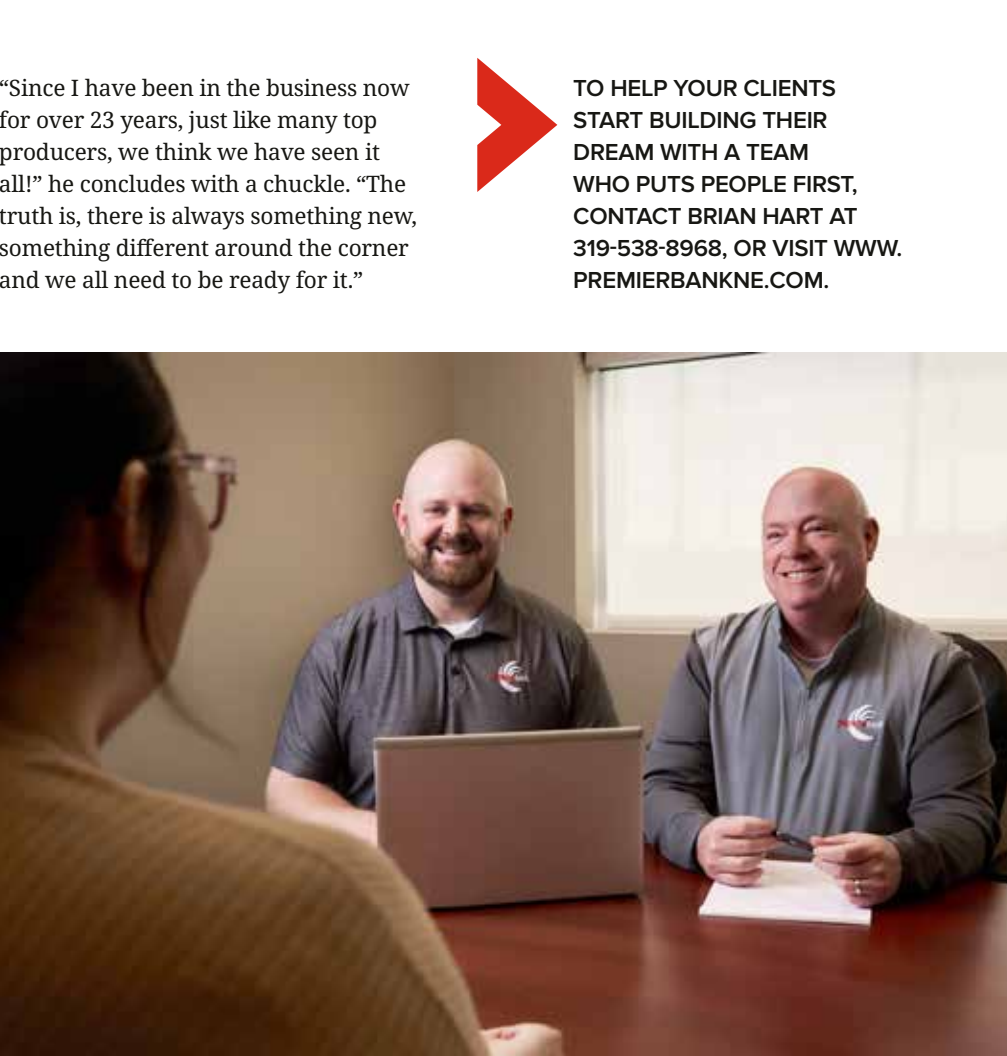
Having witnessed many market ups and downs over nearly two and a half decades, Brian’s perspective remains clear-eyed, calm, and optimistic.

“I love this market and all markets,” he affirms. “Business is steady and growth is always an option.”

Adaptability is key, and Brian embraces change rather than fears it. Whether it’s new regulations, fluctuating rates, or evolving loan guidelines, he and his team are prepared to pivot quickly to continue serving their clients’ best interests.



Brian Mitzel,
Loan Officer



“Since I have been in the business now for over 23 years, just like many top producers, we think we have seen it all!” he concludes with a chuckle. “The truth is, there is always something new, something different around the corner and we all need to be ready for it.”



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Spring Kickoff Event

May 15, 2025 PHOTOGRAPHY BY MATT BILLS AND MARGARET WOLF

It was truly pleasure to see all of you at our Spring Kickoff event at Barnato Omaha. What a fantastic way to launch our year our year of events - with live music from **Wood Hoops Band**, delicious food and cocktails, and most importantly, meaningful connections, I sincerely enjoyed the opportunity to engage with so many of you on a personal level. n Movers

We extend our heartfelt thanks to the sponsors who made this event possible. A special thank you to our Presenting Sponsor, Mary Sladek and her team at **My Insurance Omaha**. We also deeply appreciate the support of our Gold Sponsors, **Highland Builders**, and **Official Services HVAC**, our Silver Sponsors, **Fairway Mortgage/Serrano Team**, **10 Men Movers**, and **Proview Windows of Omaha**, and our Bronze Sponsor, **Movers & Shakers Moving**. Your partnership and generosity are truly valued.

Events like this require a team effort, and we're grateful to those who contributed behind the scenes. Thank you to **Jacob Coover**, General Manager of Barnato, for

your support and seamless coordination. Chad Cunningham, owner of **STUDIO402** for creating the impactful stage visuals, Kirsan McGargill of **Busy Bee Concierge Omaha** - your help was truly indispensable. And of course, our talented media partners: **Glory Visuals** for videography, and photographers **Matt Bills** and **Margaret Wolf**, who never fail to capture the energy and essence of our gatherings.

Finally, an earnest thank you to our real estate community and our Real Producers preferred partners. As we approach seven years together, it's been a privilege to get to know you, share your stories, and help cultivate such a vibrant and supportive network. Your continued involvement means the world to us.

We have many exciting things on the horizon - stay tuned. Until then, wishing you all the best.

Warm Regards,

Stacey Penrod
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BY DAVE DANIELSON
PHOTOS BY NATALIE JENSEN



For Scott Anderson, success in real estate starts with his greatest team—his wife Danielle and daughters Margo and Robbi.

Scott Anderson's path into real estate didn't start in a traditional way—but it's that very journey that fuels his success today at NextHome Signature Real Estate. A former corporate sales professional with a passion for personal growth, Scott has transformed his business background, dedication to learning, and love for people into a thriving real estate career.

Entrepreneurial Spark

Before real estate, Scott spent years in B2B sales with Cintas. But his passion for entrepreneurship was always stirring beneath the surface. "I was listening to a lot of podcasts about real estate investing," Scott recalls. Inspired by the stories and advice he heard, he took a bold step into real estate investing in 2020, purchasing single-family rentals with the guidance of a mentor.

Meanwhile, he maintained close relationships with former colleagues Tyler and AJ, who, like him, had

transitioned from personal training at Lifetime Fitness into real estate. AJ earned his license in 2019, and over time, both friends encouraged Scott to consider the possibilities. "They showed me how rewarding real estate could be," Scott says. "That's when I decided to get my license and start the journey."

Getting His Start

Scott officially became a licensed agent in late March 2023 and wasted no time making an impact. Juggling his new real estate work with his existing corporate role, he closed \$7.5 million in sales volume during his first year. By 2024, with more experience and full-time focus, he grew his business to \$12 million in sales volume—a testament to his work ethic, discipline, and commitment to personal development.

Sales, it turns out, was always in Scott's DNA. "I've always liked talking to people and building relationships," he says. But he credits his rapid growth in real

estate to his willingness to practice and improve daily. "I work through cold-calling scripts and listing presentations every day. I believe it's important to stay consistent, even when motivation isn't high. Structure makes all the difference."

Growing Forward

Scott's commitment to growth isn't just professional—it's personal too. He balances the demands of real estate with his most important role: husband and father. Scott's wife, Danielle, and their two daughters—three-year-old Margo and six-month-old Robbi—are the center of his world. "Family time is sacred," he says. "We love hanging out together, going on trips, and enjoying date nights."

Fitness also remains a priority. A former trainer, Scott works out five days a week, making exercise a non-negotiable part of his schedule. "It's about maintaining energy and discipline, both of which help me in business and in life," he shares. At

“

I work through cold-calling scripts and listing presentations every day. I believe it's important to stay consistent, even when motivation isn't high. Structure makes all the difference."



Honest. Hard-working. Relationship-driven. Scott Anderson builds success through discipline, growth, and heart at NextHome Signature Real Estate.



Scott and his wife, Danielle, grounded by family and a shared commitment to growth.

the end of the night, when it's time to unwind, Scott enjoys hanging out with his wife, watching sports, or reading/ studying something educational.

Leading by Example

For those just getting started in real estate, Scott offers simple but powerful advice: practice discipline. "Some days you're motivated, and some days you're not," he says. "But if you have structure and commit to daily habits like script practice and prospecting, you'll keep growing even on the tough days."

Scott's guiding principles are clear: honesty, hard work, helpfulness, positivity, and drive. "I want people to remember me as someone who was honest, hard-working, and always had a good attitude," he says. These values shine through in his client interactions, his team collaborations, and his reputation within NextHome Signature Real Estate.

Looking ahead, Scott's vision is all about growth—personally, professionally, and relationally. "I want to continue learning from those who have led the way before me," he says. "There's always something to learn, and surrounding yourself with



“

It's about maintaining energy and discipline, both of which help me in business and in life.”



Scott Anderson with his daughters, Margo (3) and Robbi (6 months).

successful, ethical people pushes you to be better.”

Meaningful Connections

Real estate, Scott believes, is more than just buying and selling homes. It's about making meaningful connections, solving problems, and helping people move forward in life. With his strong



Scott Anderson with his daughter, Margo—family time is always a priority for Scott.

foundation, supportive family, and unshakable commitment to daily improvement, there's no doubt Scott Anderson's future in real estate will be as bright as his journey so far.

If you're looking for an agent who brings not just skill, but heart, energy, and a relentless drive to do right by his clients, Scott Anderson is a name to watch—and work with.

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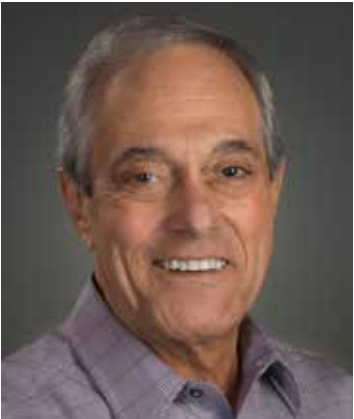
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The Reverse Mortgage Explained

A Simple Guide to What It Is, How It Works, and Who It Helps

BY DAVE DANIELSON



Larry Saub
Reverse Mortgage Advisor

In today’s dynamic real estate market, helping senior clients find solutions that protect their financial futures has never been more important.

Larry Saub, a trusted Loan Originator with Mutual of Omaha Mortgage, offers a powerful tool for real estate agents working with homeowners aged 62 and older: the federally insured Reverse Mortgage, officially known as the Home Equity Conversion Mortgage (HECM) program.

How It Works

A Reverse Mortgage allows senior homeowners to access a portion of their home equity as tax-free funds—without the obligation to make monthly mortgage payments as long as they remain in their home. For real estate agents specializing in the senior market, particularly

those helping clients downsize or right-size into a new home, this option can unlock better outcomes from the sale of a legacy property.

Larry Saub has spent the past 19 years helping over 500 families navigate this life-changing program. He’s passionate about empowering seniors to live more comfortably in retirement. “It’s a wonderful program,” Larry says. “There’s a lot of misinformation out there, but the HECM is federally insured through HUD, and there have been significant changes over the years to make it even safer and more protective for seniors.”

A Vital Tool

For real estate agents, Larry’s expertise is a game-changer. When agents encounter clients looking to sell a family home and move into a more manageable property, a Reverse Mortgage can provide the flexibility and financial security needed to make the transition smoother.

In some cases, seniors can even upsize to a nicer or better-suited home without taking on a new monthly mortgage obligation.

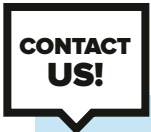
Larry especially sees the program helping during challenging personal situations, like “silver divorces,” where couples over 62 are separating and facing complex decisions about their home. “One person may want to keep the house, and the other may want to sell,” he explains. “A Reverse Mortgage can offer a fair solution that lets both parties move forward without financial strain.”

Importantly, a Reverse Mortgage does not transfer ownership of the home to the lender—the borrower always retains ownership. It’s simply another form of mortgage, but with unique advantages that can dramatically improve quality of life. “It’s a cost-benefit approach,” Larry notes. “You’re turning a portion of your home equity into a financial resource, while still living in and owning your home.”

For agents looking to deepen relationships with senior clients and expand their services, partnering with Larry Saub offers a strategic advantage. His commitment to integrity, education, and client care ensures that your clients will be guided safely and knowledgeably through the process.

“I love helping my partners help their clients live better,” Larry says. “There’s nothing more rewarding than seeing someone access their hard-earned equity to create a more comfortable, secure retirement.”

If you have senior clients considering their next move, Larry Saub and Mutual of Omaha Mortgage are ready to help you offer them more options and peace of mind.



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HALLMARK HOMES

Building Dreams

BY DAVE DANIELSON | PHOTOS BY KALEB DUNCAN

When it comes to building dreams, Hallmark Homes, LLC, demonstrates what commitment and quality can achieve. As Director of Operations for the builder, Pat Cahalane works alongside seasoned agent Jamie Flanagan of eXp Realty to bring high-quality, affordable, and customizable homes to some of the most sought-after areas in the Omaha metro.

From the start, Hallmark Homes has embraced a unique production-model approach—but with a twist. “We build more value, more home, and offer more choices,” Pat points out. “We aren’t just about building houses. We’re creating communities—and we’re doing it in locations that our buyers are excited about.”

Top Omaha Neighborhoods, Exceptional Homes
Hallmark Homes currently builds in several key developments across the metro, including:

- North Streams in Millard
- Iron Bluff in Elkhorn
- Copper Creek in Bennington

- 72 Place in Papillion
- Lake Cunningham Village in Omaha
- Coming soon: Belterra Villas at 114th & Schramm

These neighborhood locations are not only well-positioned geographically, but thoughtfully developed to offer strong resale value, top-tier schools, and quick access to retail, recreation, and work hubs.

“We’ve made it a point to choose communities where people want to live,” Jamie emphasizes. “And what’s even better—buyers can walk through homes that are already built. We have models available, like the Sierra in North Streams, the Primrose in 72 Place, and the Wyndham in Copper Creek. The Bridgeport will also be coming soon in Iron Bluff.”

Options for Every Lifestyle—and Budget
With 20 distinct floorplans to choose from—including ranch, two-story, and 1.5-story layouts—Hallmark Homes makes it easy for buyers to find a home that fits their lifestyle. Even more impressive is their tiered pricing structure:

- Element Series: Starting in the \$300,000s
- Gallery Series: Starting in the \$400,000s
- Executive Series: Just over \$500,000

“No matter the budget, we offer a level of customization and quality that surprises people,” Pat explains. “We’re a production builder, but people are blown away by the options we provide in terms of materials, design, and layout. You don’t have to be in a million-dollar home to get what you want.”

And for buyers who already have their dream lot picked out? “We have our own neighborhoods, but we can also bring our plans to non-builder-attached areas,” Pat adds. “That kind of flexibility has become a game changer.”

A Builder-Client Relationship That Works
Beyond the bricks and mortar, what really makes Hallmark Homes stand out is their people—and their process.

“We’ve built a streamlined experience for buyers,” Jamie says. “You can’t make building a home entirely stress-free, but

“

We work closely with each other and with clients to make sure the plans fit their needs. It’s rewarding to be able to listen, adapt, and deliver.





you can limit the surprises. We have an organized selections process that continues throughout the build, and once construction begins, clients don't need to worry about chasing down information."

Pat agrees: "We like to keep things light and relaxed when we meet with homeowners. That's when people are most open and honest about what they want, and we can tailor the experience accordingly. Our goal is never to push someone into one of our plans—it's to build their dream home."

Both Jamie and Pat speak highly of their collaborative team culture, which is something buyers feel as well. "We're

all hands-on," Jamie adds. "We work closely with each other and with clients to make sure the plans fit their needs. It's rewarding to be able to listen, adapt, and deliver."

One of the other members of the sales team is Rhonda Wachholtz who assists with 72 Place, Copper Creek, and Windsor East. Rhonda is with Better Homes and Gardens.

Service Beyond the Sale
Hallmark Homes also prioritizes what happens after the closing. "We recently added a full-time warranty specialist, Mike, who's amazing with people," Pat says. "He gives homeowners confidence

because he gets them answers right away. That kind of service is rare."

Jamie notes that customer care doesn't stop just because the build is complete. "It's a continuation of the relationship. You want your homeowners to love their house—and love the process of getting there."

Final Word
Whether you're a first-time buyer, moving up, or building your forever home, Hallmark Homes delivers a one-of-a-kind experience—rooted in community, driven by quality, and guided by a team that genuinely cares.

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