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2024 Year
in Review



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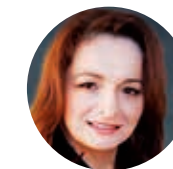
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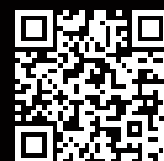
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Wow—can you believe it? We've officially hit the one-year mark in print! What started as a passion project has grown into an incredible community of top-tier Realtors, investors, entrepreneurs, and business leaders who are truly elevating the industry in the Central Valley. The collaboration, connections, and success stories we've witnessed over the past year have been nothing short of inspiring.

Over the past year, *Central Valley Real Producers* has shared the stories of real estate professionals who are carving their own paths with perseverance, dedication, and an unwavering

commitment to changing lives—one home at a time. In 2024, California's real estate market underwent notable shifts, from fluctuating interest rates to agents learning an entirely new way of doing business with buyers. We also spoke with the vendors who support these professionals—mortgage lenders, home inspectors, stagers, and escrow officers—each playing a crucial role in turning homeownership dreams into reality. Looking back, the community we built is a diverse tapestry of respected professionals.

When I launched *Central Valley Real Producers*, I knew there was something special about our market—but I could never have imagined the level of engagement, partnership, and growth that would unfold. While my excitement and vision set the foundation, it's your commitment, participation, and desire to grow that have made this publication what it is today. So, from the bottom of my heart, thank you for being a part of this journey!

And trust me—this is only the beginning! 2025 is going to be packed with exciting opportunities, exclusive events, and fresh ways to connect and celebrate the best in our industry. Make sure to keep an eye out—we've got some BIG things coming your way.

Oh, and if you're holding this magazine in your hands, that means you ranked in the Top 500 for 2024! Congratulations on your achievement! If you haven't received your official badge yet, please reach out to me at 559.769.8990, and I'll make sure we have your correct contact information. You've worked hard to be recognized, and I want to ensure you get the acknowledgment you deserve. Here's to another year of growth, collaboration, and making big moves together. Cheers to 2025!



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THE ULTIMATE LEAD FOLLOW-UP PLAYBOOK:

Stop Losing Deals and Start Closing More!

Imagine this: A hot lead comes in. They just searched for homes in your area and filled out a contact form. They're actively looking—but the clock is ticking. You hesitate, you wait an hour, maybe even a day. By the time you call, they've already talked to another agent, scheduled a showing, and—boom—you lost them.

Speed Kills... and Slow Agents Lose

We live in an instant gratification world—Amazon delivers in hours, groceries show up at the doorstep, and buyers expect immediate responses. In real estate, this is called Speed to Lead, and it's the single biggest factor in online lead conversion. Your new rule: Respond within 5 minutes or less.

Why?

- You're 5x more likely to make contact if you call in the first 1 to 5 minutes.
- Wait 30 minutes? Forget it—your chances drop 100x!
- Call while they're still on their computer scrolling listings. If you do, they'll actually feel like your call is a helpful coincidence, not a cold call.

Sound familiar?

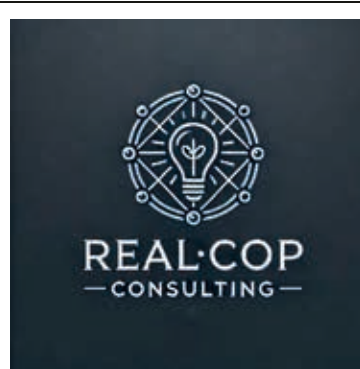
The hard truth is most real estate agents are terrible at lead follow-up. They let leads go cold, they give up after one or two attempts, and they assume "if they were serious, they'd call me back." WRONG! The data is crystal clear:

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PRO TIP: Use an AI-powered CRM with automated lead routing and instant text responses to cut your response time to seconds, not minutes.

The Perfect Lead Follow-Up Game Plan

Let's break it down. Your follow-up isn't just about speed—it's about persistence and quality conversations. The agents who WIN are the ones who stick with it.

Let's first establish some "Don't Do's"!

1. Do NOT say: "How are you doing?" or Respond with that phrase for any reason...
2. Do NOT: Introduce yourself with your company brokerage name...
3. Do NOT: Say their name
4. Do NOT say: "I saw you registered / signed up on my site"
5. Do NOT say: "Is there anything I can help you with?" (They do not think that you can help them. More importantly, they do not know your value.)
6. Do NOT: Make an "assumption of the lead"
7. Do NOT: Get in a fight on the phone.

Step 1: The First Contact (Call + Text)

Call within 5 minutes. Your script? Keep it casual.

"Hello, this is [Your Name] with [the online search website]. I saw you were checking out homes in [Area]—are you just browsing, or are you looking to buy soon?"

Text if they don't answer.

"Hello, this is [Your Name] with [the online search website]. I saw you were checking out homes in [Area]—are you just browsing, or are you looking to buy soon?"

No pressure, no sales pitch—just engagement.

The "just browsing" is to give them a way out. If you said "I saw you registered" they are going to take that as a way out and say, "I didn't register, don't call me". They will always take the "Just Browsing" way out. Then you say:

"Excellent, I'm glad you are using our site to browse. Enjoy it and let me know if there is anything you would like to see the site do differently. Just curious, what specific items are you browsing for? Any needs in a home you would like to find?"

Step 2: The Follow-Up Battle Plan

Here's the secret: Most leads don't respond right away. But that doesn't mean they're not interested.

Follow this 12-touch formula over 30 days:

- Day 1: Call + text + email
- Day 2: Text + market update email
- Day 3: Call again (voicemail if no answer)
- Day 5: "Just checking in" text
- Day 7: Call + send a list of off-market properties
- Day 10: "Still in the market?" text

- Day 14: Call + send a "new listings" email
- Day 21: Market report email + text follow-up
- Day 30: Call + "Are you still looking?" email

Persistence is your superpower. 80% of sales happen after 5+ follow-ups.

Step 3: The "No Answer" Strategy

If a lead ghosts you, don't assume they're uninterested. Instead, keep the conversation alive.

Killer Re-Engagement Texts:

"I just found an off-market home that might fit your search. Want me to send details?"

"Quick question—what's your #1 must-have in your next home? I want to make sure I'm sending the best listings."

"I don't want to bug you—just wanted to check if you're still thinking about making a move. Let me know if I can help!"

The key? Make them feel like they're missing out. The fear of missing a great deal will get them talking again.

Final Takeaway: Dominate or Be Forgotten

Real estate is a follow-up game. The agents who respond fast, stay consistent, and follow up aggressively are the ones who win big.

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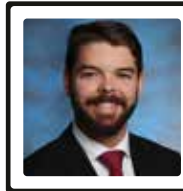
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Why Every Homeowner Needs an Estate Plan (And How Real Estate Agents Can Help)



Let's talk about a scenario every real estate agent dreads: discovering that the perfect listing is tied up in probate court. As an estate planning attorney, I've seen countless families face unnecessary stress and expense because they believed estate planning was "only for the wealthy." This common misconception couldn't be further from the truth, especially in California, where real estate values make almost every homeowner's estate substantial enough to warrant proper planning.

One of the biggest myths I encounter is that having a Will is sufficient. In California, if you own real estate, a Will alone

typically isn't enough to avoid probate – a lengthy, expensive court process that your heirs must navigate after your passing. Probate can take 12-18 months and cost tens of thousands of dollars in legal and court fees.

Real estate agents understand this challenge intimately. How many times have you discovered a seemingly straightforward sale would be subject to probate court approval, adding months to the timeline and complexity of the transaction? This situation frustrates everyone involved: buyers, sellers, and agents alike.

This is where real estate agents can play a crucial role. You're often the first professional to develop a trusted relationship with homeowners, and your clients already rely on your expertise for one of their most significant investments. When you explain that protecting that investment through estate planning can save their families money, time, and a massive headache, you provide valuable insight beyond the immediate transaction.

Consider including estate planning in your regular client conversations, especially during purchase transactions. By connecting clients with estate planning attorneys early, you're not just helping them avoid future complications—you're positioning yourself as a comprehensive real estate advisor who thinks beyond the immediate transaction. Remember, the cost of establishing a proper estate plan is typically far less than what families pay in probate fees and court costs.

Your role in this process is crucial because you understand both the practical and financial implications of property transfers. Help your clients protect their real estate legacy by making estate planning a priority, not an afterthought.

The information stated above is not intended to provide legal advice as to any matter and cannot substitute for advice and counsel following factual inquiry and full research by a properly qualified and licensed attorney."

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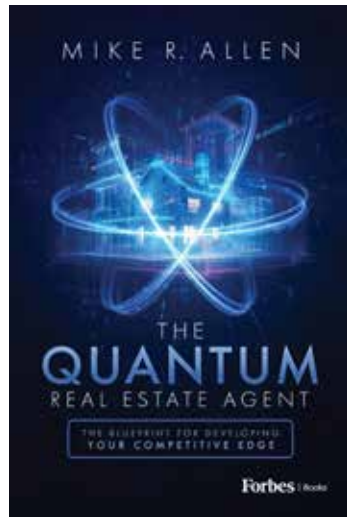
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BOOK RELEASE

written by Deborah Bento

Elevate Your 2025 Real Estate Career with The Quantum Real Estate Agent

As we step into 2025, you may still be on the hunt for something to take your real estate business to the next level. Our business continues to evolve and innovation, adaptability, and a relentless drive to succeed are key components every agent needs to thrive in today's market. The Quantum Real Estate Agent: The Blueprint for Developing Your Competitive Edge by Mike R. Allen, is a

game-changing guide that provides realtors with the essential tools to elevate their careers to new heights. Published by Forbes Books, The Quantum Real Estate Agent presents ten transformative quantum abilities that can revolutionize a realtor's approach to business. Drawing from his experience as a top-producing agent and president of Quantum Realty Group, Inc., Allen delivers strategies that redefine ambition, time management, and competitive excellence. Rather than a step-by-step manual, this book offers a holistic approach to success, emphasizing monumental leaps instead of incremental progress.

"In this book, I want to help you develop your unique Quantum Abilities," Allen states. "The word quantum signifies exponential growth by invoking the idea of significant, transformative leaps rather than gradual, linear progress. It suggests a shift from the ordinary to the extraordinary."

Allen's insights are especially crucial in today's dynamic market. Whether you're a seasoned agent or just starting out, The Quantum Real Estate Agent provides actionable strategies to help you master time efficiency, out-hustle the competition, and cultivate a mindset focused on limitless potential. These principles empower realtors to navigate market fluctuations, build lasting client relationships, and achieve sustained success in an industry where adaptability is key.

Make 2025 your breakthrough year by integrating the quantum abilities outlined in Allen's book into your daily practices. By embracing a mindset of exponential growth and applying these proven strategies, you can transform your career, maximize your success, and set yourself apart in the real estate industry. Pick up The Quantum Real Estate Agent today and take your business to the next level in 2025!

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OLD REPUBLIC TITLE

LEADING THE WAY AT OLD REPUBLIC TITLE

With over 117 years of industry experience, Old Republic Title has built a workplace that fosters growth and achievement. Meet three women in leadership who have risen through the ranks, inspiring others along the way.

WRITTEN BY ASHLEY KIVISTO • PHOTOGRAPHY BY AMANDA BRAZZELL WITH REAL AUTHENTIC HUMAN MEDIA

Old Republic Title has a long standing history in the real estate industry, with its parent company operating for over 117 years. In California's Central Valley, Old Republic began expanding its regional presence in 2014, starting with a branch in Fresno, followed by Kingsburg in 2019, and San Luis Obispo in 2021. This month, we had the privilege of speaking with three accomplished women leading the way at Old Republic in the Central Valley:

Sarah Plowman, Sales Manager for Fresno County; Allison Moore, Escrow Operations Manager; and Liz Silva, County Manager for Fresno County. All three began their careers in entry-level roles and have risen to inspire and elevate those around them.

In 2016, Sarah Plowman experienced what she affectionately calls a "quarter-life crisis," quitting law school, starting a new career, and getting married—all

in the same year. Now married for eight years, she and her husband share their five-year-old son, Seth, along with 25 animals they care for on their property. Sarah's passion for dogs shines through her dedication to fostering canines, particularly those facing euthanasia or with complex medical needs. When asked why she didn't pursue a full-time career working with animals, Sarah explains, "I didn't want to look at animals as my income; I wanted them to





always stay my hobby.” Each year, she and her husband foster an impressive 60 to 80 dogs. In addition to their fosters, the family has many pets of their own, including horses, which Sarah enjoys riding daily. With so much on her plate, downtime is rare. “I don’t wind down; I usually crash and burn,” she jokes—but she wouldn’t have it any other way.

Allison Moore is passionate about supporting her colleagues, even adopting one of Sarah’s foster dogs—a white German Shepherd named Heidi. Allison and her husband have been married for 29 years and have two children, 21-year-old Hailey and 17-year-old Michaela. Hailey recently graduated from Fresno State, while Michaela, who finished high school a year early, is now attending the university and pursuing a degree in Agricultural Sciences. In her free time, Allison enjoys baking and dreams of one day opening a mobile bakery.

Liz Silva also loves to cook, although she’ll leave the baking to Allison. Her dream meal for friends and family would include a watermelon, feta, and cucumber salad drizzled with balsamic glaze, followed by bruschetta salmon with capers and tomatoes, paired with a side of pilaf. Liz has been married to her husband for 27 years, and together they have two children: 20-year-old Luca, an artist, and 17-year-old Sawyer. A lifelong Dodgers fan, Liz also enjoys puzzles, mysteries, and true crime. In another life she would love to be a private investigator, something she thinks she could excel at with the skills she has learned in the industry.

For all three women, choosing to join Old Republic Title and continue their careers there was a conscious choice. “It definitely feels like a family here,” Sarah explains. That sense of belonging and care they experienced upon joining the company is what they aim to instill in new recruits entering the business. “One thing the three of us have focused on is how do we make our employees better everyday, and how do we help them realize the best success levels they can,” Allison elaborates. This commitment to investing in their employees makes

“ONE THING THE THREE OF US HAVE FOCUSED ON IS HOW DO WE MAKE OUR EMPLOYEES BETTER EVERYDAY, AND HOW DO WE HELP THEM REALIZE THE BEST SUCCESS LEVELS THEY CAN.”

the hiring process unique. Rather than seeking a specific type of candidate, they look for qualities that can be nurtured and seamlessly integrated into the company culture. Whether those qualities include technical skills, a math-oriented mindset, strong relationship-building abilities, or simply a shining personality and a willingness to learn, they prioritize potential over perfection. “We can teach facts, but we can’t teach attitude,” Liz reiterates. She goes on to say, “when you’re getting into the title and escrow industry there is really no better education than boots on the ground learning as you go.”

At Old Republic Title, these women—and countless others—have been able to grow their careers and rise to leadership positions. When asked about the prevalence of women in leadership roles, Liz explains, “It’s really just a natural progression because we have risen to the occasion and have been recognized for our contributions and what our strengths have been.” Traditionally women are more nurturing and Sarah sees that as a strength in her position. “We can be nurturing and also be leaders,” she expands.

The success of Sarah, Allison, and Liz at Old Republic Title highlights the company’s commitment to fostering talent and cultivating a supportive workplace culture. With a foundation built on over a century of industry experience, Old Republic Title continues to provide opportunities for growth and leadership.



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Coach Holley is a 29-year-old Visalia native, nationally recognized Life Coach and Fitness Trainer with a strong background in professional and collegiate athletics. He teaches the importance behind resiliency and building a strong social and emotional climate. Coach Holley and his team reshape people's thoughts and feelings about themselves and their daily lives.

Absolute Body Armor is a division of Amplify that hosts a diverse range of amenities, such as modern training facilities, instructor-led Classes, personal trainers, nutritionists, and monthly memberships.

While Coach Holley would like to train everyone in-person at the ABA facility, some may not have availability for in-person sessions or live in other places throughout the world. To address this, he developed a virtual training solution through a personally designed app, allowing everyone

to pursue their fitness goals online. With the Coach Holley Fit app, users gain access to tailored workouts, the ability to track nutrition and health information, and direct communication with Coach Holley, his team, and the Coach Holley Fit app community.

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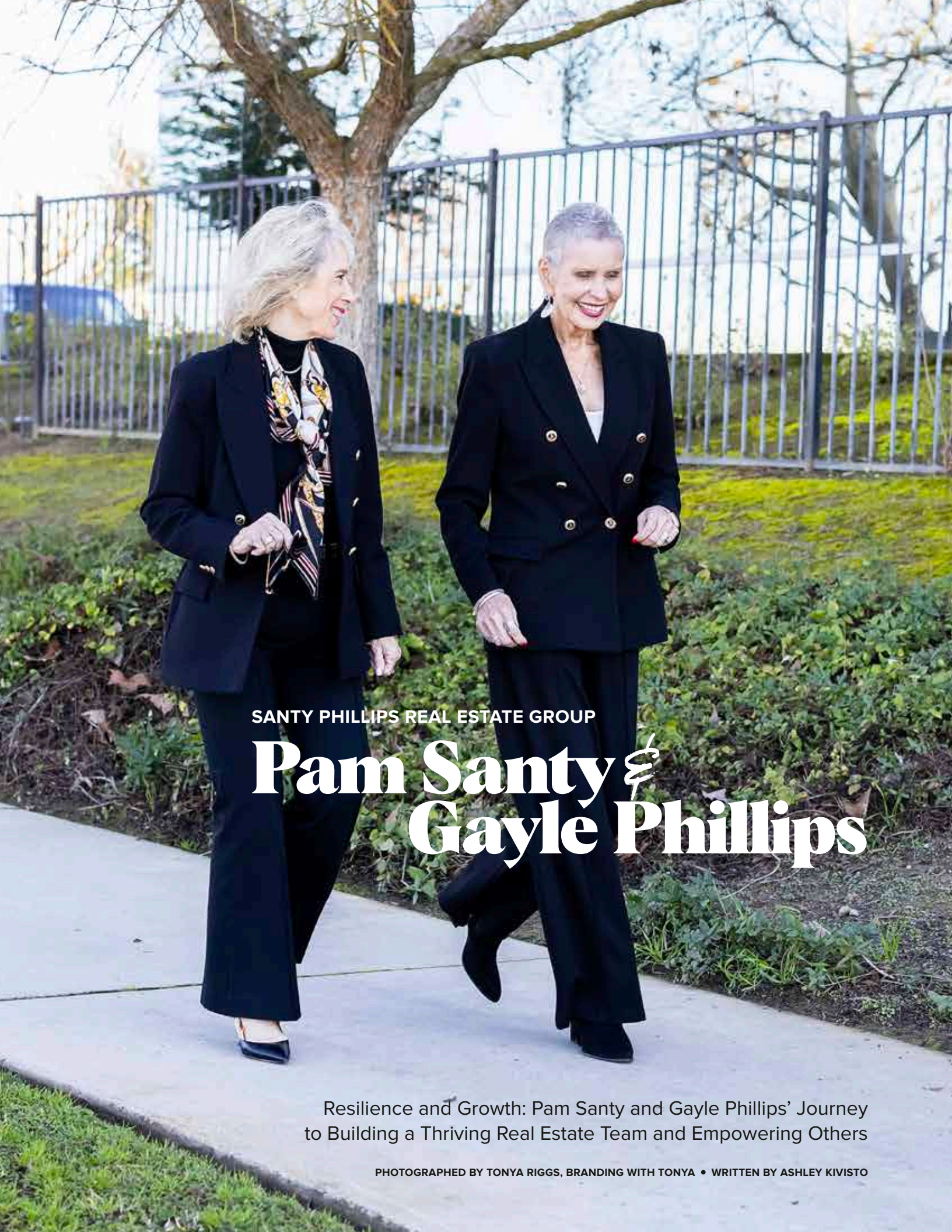
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SANTY PHILLIPS REAL ESTATE GROUP

Pam Santy & Gayle Phillips

Resilience and Growth: Pam Santy and Gayle Phillips' Journey to Building a Thriving Real Estate Team and Empowering Others

PHOTOGRAPHED BY TONYA RIGGS, BRANDING WITH TONYA • WRITTEN BY ASHLEY KIVISTO

"It's never too late to live your dream." That is a mantra that Pam and Gayle live by. These two powerhouse women started their real estate team together just four years ago and have already grown to over 60 team members. Building a business later in life was the perfect timing for Pam and Gayle. They met while Pam was working as a Title Representative, where Gayle was a client. Both women have cultivated an interest in real estate from a young age. In fact, they both purchased their first homes at only 19 years old.

Pam Santy grew up in a household with two very hard-working parents. They instilled an excellent work ethic in their daughter that has aided her throughout her life. During her work in the Title business, Pam was able to make numerous

connections with people in the industry, giving her a leg up when she decided to become a real estate agent in 2008. "Without that side journey [working in Title] I wouldn't have gotten to know as many agents as I've gotten to know," Pam explains. Starting from the ground up, Pam dedicated herself to holding open houses, working the floor, and putting in the hard work. Her efforts paid off, and she had a strong first year in sales. To launch a successful real estate career, Pam knew it would take unwavering dedication. "You need to commit your evenings and weekends—often for at least the first three years," Pam says. "This profession demands full commitment, a willingness to adapt at a moment's notice, and a readiness to put in the hours necessary to build your reputation and client

base. Success comes to those who are all in."

Gayle Phillips' parents passed down their love of real estate by taking her on weekend drives through new neighborhoods, exploring unique areas, and visiting homes in the rapidly growing Southern California community where Gayle grew up. Her mother encouraged her to go to real estate school, something Gayle tried, but she ultimately ended up earning a degree in Political Science. While attending Cal Poly Pomona, Gayle made the bold decision to purchase her first home at just 19 years old. She never lost her love of homes and interior design, and when she and her husband decided to invest in real estate themselves, Gayle realized she would make a great agent, deciding to earn her real estate license in

PAM SANTY AND GAYLE PHILLIPS CREATED A THRIVING REAL ESTATE TEAM LATER IN LIFE, OVERCOMING PERSONAL CHALLENGES AND EMBRACING CHANGE. TOGETHER, THEY'VE BUILT A CULTURE THAT EMPOWERS OTHER AGENTS TO SUCCEED, PROVING THAT IT'S NEVER TOO LATE TO ACHIEVE YOUR



2000. Alongside her passion for real estate, Gayle and her husband accumulated a sizable financial portfolio, including stocks and real estate. However, during the financial meltdown of 2008 and 2009, they, like many others at the time, experienced significant losses, which reshaped her

view on wealth and the importance of resilience.

Shortly after launching her real estate career in 2008, Pam received a call from Zillow offering her the opportunity to purchase leads. Seeing the potential for a strong return on investment, she decided to

give it a try. The strategy proved to be a perfect fit, leading Pam to focus her business on leveraging these leads. Her commitment and hard work eventually earned her a coveted Flex contract with Zillow, solidifying her success. "It was huge for me," Pam says of her connection with Zillow.

Pam built her business by focusing on leads, while Gayle followed a more traditional path, relying on marketing, referrals, and personal relationships. Their complementary strategies and shared vision inspired them to join forces. Together, they founded the Santy Phillips Group (SPG) in 2021, which now spans from Chowchilla to Tulare and even San Luis Obispo County, serving a broad area with a dynamic approach to real estate. They also share a passion for empowering other realtors, especially newcomers, by providing a high-performance lead source, essential resources, and hands-on mentoring and training to help them jumpstart their careers and achieve profitability quickly. Dedicated to championing women in real estate, Pam and Gayle are committed to elevating women into leadership roles. Gayle's involvement with the Women's Council of Realtors further demonstrates this commitment. Two people that are integral to the business are their Operations Director, Hayley Herzog, and their Training Director, Avrie Haumea. While Santy Phillips now boasts a large team of agents, that growth wasn't part of the original plan. Pam initially aimed to recruit just 10 agents—a goal that has since multiplied sixfold. SPG is now the largest real estate team in Central California, and notably, the largest led by two women as Co-CEOs.

Pam and Gayle understand the importance of keeping up with the times in the ever-changing real estate industry. Pam has always prioritized staying current with new

technology, a practice she encourages her agents to adopt as well. "Agents need to continue to evolve," Gayle reiterates. The Santy Phillips Group's rapid growth stems from their adaptability and willingness to pivot as the industry shifts. Their ability to cultivate a well-known and respected brand has also allowed them to bring many agents along on their journey. Brokered by Real Broker, they have been provided with the platform they needed to expand their reach and success. In 2024, the team increased its sales volume by \$30 million over the previous year, reaching approximately \$125 million with over 284 homes sold. Their year-over-year production grew by more than 33%, despite a challenging real estate market. This performance has placed SPG among the top 25 Mega Teams nationwide for Real Broker in both 2023 and 2024.

The journey hasn't been all triumph and joy. In 2024, Pam's husband completed chemotherapy in March, and just two weeks later, Pam herself was diagnosed with ovarian cancer. "I'm the luckiest person in the whole world," Pam says, reflecting on the blessing of an early diagnosis. After undergoing chemotherapy last year, she is now in remission. Throughout her battle, Gayle stepped in not only to manage the business but also to support Pam as a close friend. "Gayle was there for me the entire time. She's always had my back," Pam affirms. "We are so bonded," Gayle adds.

Pam and Gayle both have close-knit families that



support them in both personal and professional endeavors. Pam's husband, Paul Santy, has worked in the title and escrow business managing companies for 55 years. Together they share a daughter, Trish Santy, who is part of the Santy Phillips Group team, and a 3-year-old rescue dog named Soda. Gayle's husband, James Phillips, is an attorney and currently works as a mediator and arbitrator

specializing in business and employment matters. The couple have three daughters and one son, two of whom have worked within the title and escrow industry in various roles. Looking forward, Pam and Gayle aim to grow their team to 100 agents in 2025. "The reason we want to grow is because we have a rich and unique 'team-rage'. We're not a brokerage, we're a 'team-rage,'" Pam explains.

Having a high producing team is important, but ultimately being able to boost someone's career and change their life is a passion for Pam and Gayle. Gayle sums up this sentiment nicely when she says, "We want to be able to offer more agents the ability to thrive. Our culture and how nurturing we are helps agents succeed. Our arms are open."

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BRANDON GONZALES

Brandon Gonzales: Driving Growth and Success at Iron Key Real Estate

WRITTEN BY ASHLEY KIVISTO • PHOTOGRAPHY BY CHRISTIAN URENA WITH HOUSEHUB MEDIA

WITH A COMMITMENT TO COLLABORATION AND A DRIVE FOR SUCCESS, BRANDON GONZALES HAS TRANSFORMED IRON KEY REAL ESTATE FROM A SMALL TEAM TO AN 80-PERSON POWERHOUSE, CREATING A CULTURE BUILT ON CONNECTION, GROWTH, AND SHARED ACHIEVEMENTS.

Brandon Gonzales was born and raised in Fresno California. His mother was a marathon runner and the family would travel together to San Francisco, Los Angeles, and Santa Cruz to support her and cheer her on in her races. His father, an accomplished athlete himself, also instilled in him a love for athletics. Brandon inherited both his parents' athleticism and drive, developing a passion for sports and fitness from an early age. Always an early riser, he began waking up with his mom around the age of 11, riding his bike alongside her on her runs. Brandon saw this time as a way to stay fit while also ensuring his mom's safety on her early morning jaunts. Eventually, he took on a paper route, and he and his mom would wrap and deliver the papers together during their morning excursions.

Brandon made the varsity football team and continued his athletic journey by playing in college. He earned a degree in Communications with aspirations of becoming a sports broadcaster. However, as he progressed down that path, Brandon realized he wanted a career that offered more human connections. Seeking this connection, he decided to manage a gym. "I wanted to connect with people," Brandon recalls. He found great satisfaction in helping others achieve their fitness goals. Brandon's wife Julie shares his passion for fitness, a personal trainer

herself. The couple started dating in college after a few missed connections prior and have been married for 20 years. They share 3 children, 17-year-old Luke, 14-year-old Talia, and 11-year-old Sloan, as well as two dogs; Kingston and Charley. Brandon is passionate about cherishing time with his family and friends, whether it's hosting a backyard barbecue—earning him the nickname "The Grilltor"—or cheering on his kids at their sporting events and dance competitions. In his personal time, he enjoys pursuing growth in the martial art of Brazilian Jiu Jitsu and unwinding with his guitar.

Brandon's journey into real estate started in 2004, when his brother Maurice, already a loan officer and real estate agent, encouraged him to explore the industry. The turning point came in 2005 when Brandon's wife mentioned that a client of hers who worked for a title company was hiring a marketing representative. Brandon took the meeting and began his career in Title and Escrow. By 2009, facing personal financial struggles and with a second child on the way, Brandon took a leap of faith into real estate sales. By 2011, he had become a top-producing agent and was named Sales Manager for Coldwell Banker.

In 2017, Brandon, along with his brothers and partner Eric Wilkins,

founded Iron Key Real Estate. For Brandon, the profession has been more than sales—it has provided an opportunity for personal and professional growth. His ability to guide clients through high-stress situations has given him a deeper sense of purpose. The name of the brokerage came from a mantra Brandon and a close friend often reminded each other of: iron sharpens iron. "If I'm going to be the best, I want to go against the best," Brandon explains. Brandon is always open to collaboration with other agents and brokers, making a point to meet with colleagues and connect his agents with others in the industry. He also firmly believes in celebrating together—even with the agent on the other side of the table. A simple handshake and congratulations can go a long way in building connections, rather than fostering cutthroat competition.

Iron Key Real Estate began with just five employees, but since its inception in 2017, the brokerage has grown into an 80-person team. "I wasn't looking to have 80 people," Brandon says with a smile. For Brandon, the most rewarding part of leading his team is witnessing their successes. "I just love seeing the experiences that they're able to have with their families because they're finding success in the business," he explains. Being able to give his team the opportunity to create their own legacies



IRON KEY REAL ESTATE



“

If I'm going to be the best, I want to go against the best.”

and achieve financial freedom is what motivates Brandon every day. As a still-active producing agent at his brokerage, Brandon remains closely connected to his team. “I use my production as their case studies,” Brandon says. He invites agents eager to learn new skills to accompany him on open houses and showings, and he makes a point to understand the struggles they may be facing. “We're in the trenches together,” he elaborates. Iron Key Real Estate celebrates the success of its agents with events like backyard barbecues—where Brandon mans the grill—tailgate parties, and moments to relax and connect outside of work. These efforts reflect the brokerage's commitment to fostering a supportive, community-focused culture.

In the coming years, Brandon and Iron Key Real Estate aim to expand into the commercial and agriculture sectors, leveraging the talents of some of their current agents who have experience in these areas. Brandon also has plans to start a real estate marketing company to further enhance their offerings. Iron Key has already employed a range of creative marketing strategies, including car shows, sharing sellers' personal stories, hosting food truck events, DJ shows, and even fireworks.

In 2024, Iron Key's production reached an impressive \$187 million, underscoring the continued growth and success of the brokerage under Brandon's leadership. His dedication to supporting his team, embracing collaboration, and celebrating success are central to the brokerage's culture.



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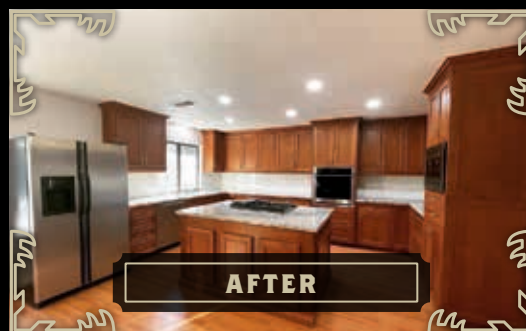
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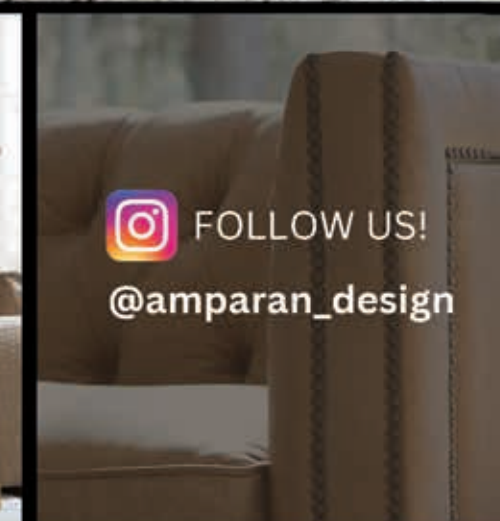
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