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**AGENT ON
THE RISE:**
LAURA DANIELS

**AGENT
SPOTLIGHT:**
NICK TRACY

A portrait of Rory MacDonald, a man with a beard and short hair, wearing a brown blazer over a grey t-shirt and blue jeans. He is sitting with his hands clasped, wearing a watch on his left wrist. The background is a bright, out-of-focus indoor setting with a window.

Rory
MacDonald

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Contents



PROFILES



22 Laura Daniels



26 Nick Tracy



Shane Ouimet with Better Rate Mortgage



IN THIS ISSUE

- 8 Preferred Partners**
- 9 Meet The Team**
- 10 Event Recap**
- 12 Top Producer:** Rory MacDonald
- 18 Partner Spotlight:** Shane Ouimet with Better Rate Mortgage
- 22 Agent on the Rise:** Laura Daniels
- 26 Agent Spotlight:** Nick Tracy

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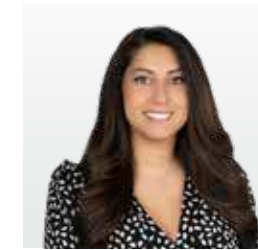
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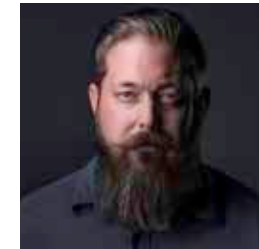
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Rory MacDonald

BY ROBBYN MOORE

PHOTOS BY STYLISH DETROIT

PHOTOS TAKEN AT LOMBARDO HOMES MODEL AT STILLWATER CROSSING IN MACOMB TOWNSHIP

A Faith-Driven Balance of Work and Life

In the competitive world of real estate, Rory MacDonald, associate broker at eXp Realty, stands out not just for his impressive career metrics but for his unwavering commitment to caring for his clients. With six years in the industry and a remarkable career volume of \$52 million, Rory exemplifies what it means to lead with both skill and compassion.

Rory's journey began in February of 2018, when he started as a part-time agent. His leap into full-time real estate came in January of 2019 after a profound moment of inspiration. "God woke me up in the middle of the night and told me to quit my job and pursue real estate full time," Rory recalled. "This prompted me to take a leap of faith, driven by my desire to balance family life and find professional growth."

Before embarking on his real estate career, Rory was a full-time special education teacher at Oxford Middle School. He has a degree in special education and elementary education from Wayne State University, which has significantly shaped his approach to real estate. "I have leveraged my teaching experience to guide clients and newer agents within my office

through the buying and selling process, especially those who have previously had negative experiences," Rory shared. "My goal is to offer a new perspective and provide exceptional service, prioritizing my clients' best interests — even if it doesn't directly benefit me."

As the branch owner of eXp Realty in Clinton Township, Rory leads a team of seven independent real estate agents while managing his own business with the support of an ISA and an administrative assistant. "My branch is 100% a testament to God's willingness to 'bless your yes,'" Rory said. "Never in a million years did I ever expect myself to be running a business or leading other business owners the way I get to every day. This forces me to lead and develop within the real estate industry every day."



Despite his success — evidenced by his achievement of the eXp Realty ICON Agent Award twice and his total volume of \$11 million in 2023 — Rory admits that his greatest challenge remains maintaining a work-life balance. “Juggling the demands of my career with family life requires careful planning,” he said. “Business is important, but it’s not the main thing in my life. I meticulously follow a schedule to maximize productivity while ensuring quality time with my family.”

Rory’s personal life is rich with family activities and passions. His wife, Holly — who was his high school sweetheart — and their three children Lyla, Owen, and Maci enjoy spending time outdoors. Together, they look after their chickens and plant vegetables in their garden. Rory’s family-centered lifestyle is complemented with hunting, fishing, coaching his children in sports, and traveling — particularly to Florida for beach and amusement park adventures. The MacDonald family is deeply involved in their church community and follows the teachings of the Bible as a guiding principle in their lives.

For aspiring agents new to the business, Rory offers invaluable advice: “Find a mentor or coach who is already doing business in a way similar to your aspirations and who is achieving more than you currently are.” His own journey reflects this philosophy as he continues



to help those who have struggled with previous agents, embodying his belief that genuine care for people should precede the pursuit of numbers.

Rory’s legacy is one of heartfelt service and professional excellence. “I hope to be remembered not just for my business success but for my dedication to

leading people well, and for caring for their needs above my own so that my approach to real estate remains as compassionate as it is successful,” he concluded.



“ I hope to be remembered not just for my business success but for my dedication to leading people well, and for caring for their needs above my own so that my approach to real estate remains as compassionate as it is successful.”

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The Mortgage Magician

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Shane Ouimet

WITH BETTER RATE MORTGAGE

In the ever-evolving world of real estate, Shane Ouimet is unrivaled as a senior loan officer at Better Rate Mortgage. He built a career on hard work and has a knack for overcoming challenges, and his path from bartender to top loan officer is inspiring.

Originally from Holly, Michigan, Shane has been with Better Rate Mortgage for just over a year. His company — a national mortgage broker licensed in 17 states — specializes in residential mortgages, including conventional, FHA, and VA loans.

They also offer non-QM products and investment/fix-and-flip loans. “We are a UWM top 100 brokerage, and I am proud to be a UWM top 1% nationwide loan officer for three years running, as well as a top 20 in Michigan for the same period,” Shane shared proudly.

Shane learned the value of hard work from his parents. “I’ve always had an entrepreneurial spirit and a strong work ethic, thanks to my parents,” he explained. “My dad ran his own business, and my mom never called in sick to work.” Shane’s dedication for his job saw him

through a decade of bartending, where his highest sales and tireless work ethic were the norm.

One fateful day during a busy shift at the restaurant, a power outage led to an unexpected opportunity. “I basically wrestled my table’s food away from another server to make sure they didn’t go without,” Shane recalled. “The table saw me do it and told me they thought I’d make a great loan officer.” This led Shane to balance his restaurant job while learning the ropes of the mortgage business until

“IF YOU WORK HARD ENOUGH, REGARDLESS OF WHERE YOU START, YOU CAN FIND SUCCESS.”

COVID-19 hit, prompting him to go full-time into mortgages.

Shane’s journey wasn’t without its educational challenges, however. “I was terrible in school,” he admitted. “I got bad grades, was uninterested, and never went to college.” Role models in the mortgage industry, such as Mark Bigelow of HomeLend USA and Jon Wojtowicz, played pivotal roles in Shane’s professional growth. “I also draw inspiration from Patrick Bet-David on YouTube and Ben Lavender, the #1 broker in New York,” Shane added.

What sets Shane apart in the crowded mortgage industry is his relentless determination. “I never take no for an answer and will find a way to close any loan I can, whether it’s \$50,000 or \$5 million,” he said. Shane’s dedication also extends to credit repair and creative methods to increase credit scores, where he often helps first-time homeowners or those who thought they’d never own a home. “I did 54 of the Detroit Down Payment Assistance (DPA) home loan grants, getting people into homes with as little as \$1,000 down,” he explained. “I work hard, eat, sleep, and breathe my job, treating all of my clients like friends. I have always been transparent and straightforward.”

Since Shane joined the mortgage industry in 2019, there have been significant changes in the field. From the refinance boom before and after COVID-19 to the market fluctuations of recent years, Shane has adapted by focusing on purchase business and on maintaining a high level of service. “I had my

best year ever in 2023 because people knew I could get it done and be transparent throughout the process,” he explained.

When he’s not working, Shane enjoys going to the gym, spending time with his dogs, and engaging in other real estate activities. His family, spread between Florida and Michigan, remains a central part of his life. “My cousins here in Michigan are my best friends,” he said.

For Shane, success is about happiness, self-sufficiency, and family. “I want to be remembered as a straight shooter, a hard worker, a recognizable face in the industry, and a genuinely kindhearted person who helps others,” he said. “If you work hard enough, regardless of where you start, you can find success.”

With his track record, it’s clear that Shane is well on his way to leaving an indelible mark on the mortgage industry at Better Rate Mortgage.



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Laura Daniels

From Dreamer to Dynamo

PHOTOS BY MELISSA DOUGLAS CO.

As an associate broker at Real Estate One, Laura Daniels has carved her path to success with six years of industry experience under her belt, which is coupled with a lifetime of invaluable lessons she learned from her diverse background in the service industry.

Laura's leap into real estate was a culmination of years of dreaming and meticulous preparation. She always harbored a passion for real estate and saw it more than just a career — it was her calling. "I knew it was just a matter of time before everything lined up," she said. When her son was finally old enough to assist with sports drop-offs, Laura seized the opportunity to transition into her dream career.

Before diving into real estate headfirst, Laura honed her people skills and built a robust network through various service industry roles. Her genuine interest in people and respect for her customers laid the groundwork for her eventual success

as an agent. "I treated people with respect and showed genuine interest in their lives, and in return, they supported and promoted me," she explained. For Laura, real estate was not just about transactions: It was about forging lifelong connections.



As she embarked on her real estate journey, Laura found herself fueled by the desire to guide others through the exhilarating process of homeownership. “To be there when they found ‘the one.’ To hear my client say, ‘We’re done looking. This feels like home to us,’” she shared. With each successful transaction, Laura not only found professional fulfillment but also cultivated lasting friendships.

Despite the challenges inherent in the real estate profession, Laura remains undeterred. Balancing the demands of her career with her personal life has been a constant challenge, but she has tackled it with grace and determination. Through effective time management and a commitment to working smarter not harder, Laura has found her equilibrium, ensuring that both her clients and her family receive the attention they deserve.

Laura’s ambitions for the future soar to new heights. She desires to build a team of like-minded individuals and envisions shaping the next

generation of industry leaders. “The sky is the limit,” she said. For Laura, success is not merely a destination but a journey — one marked by continuous growth, learning, and innovation.

Beyond her professional endeavors, Laura finds solace and joy in her family life. She has a son who is pursuing studies in physics and mechanical engineering and a daughter who is on the cusp of college. As a family, they enjoy engaging

in spirited board-game battles and exploring the great outdoors.

In Laura’s world, success lies in the trust and gratitude of her clients. “The most rewarding aspect of my business is finding people a home that they love,” she shared.

For those aspiring to follow in her footsteps, Laura encourages agents to learn as much as they can. “Listen to your clients,” she said. “If you take a genuine interest in your client as a person — not just as a client — your job will become much easier.”

“Listen to your clients. If you take a genuine interest in your client as a person — not just as a client — your job will become much easier.”

As Laura approaches each new day with optimism and purpose, she leaves behind a legacy that will inspire generations to come. “Never stop learning. Always keep an open mind,” she said. For in the world of real estate, as in life, the possibilities are endless, and success knows no bounds.



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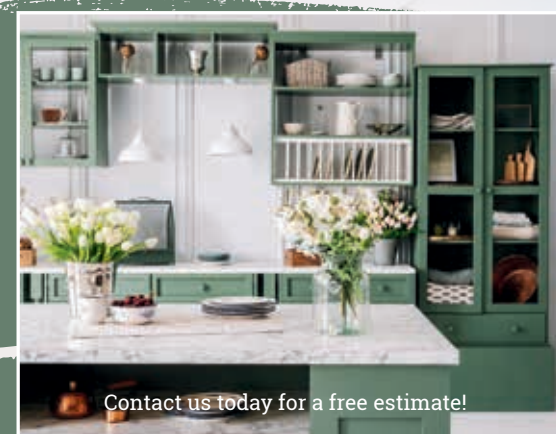


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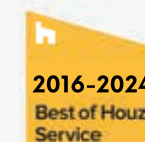
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Nick Tracy

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PHOTOS TAKEN AT LOMBARDO HOMES MODEL AT STILLWATER CROSSING IN MACOMB TOWNSHIP

FROM COCKTAILS TO CONTRACTS

Nick Tracy, associate broker and agent at Keller Williams Lakeside, isn't a typical real estate professional. With 11 years in the industry and a career volume nearing \$50 million, Nick is proof that hard work and a love for people pays off.

In 2012, Nick began his real estate career while he was tending bar at a local restaurant. "I was in my early 20s with no real path," he recalled. "I dabbled in college but had no degree to speak of. I spent the first one and a half years juggling both careers — working at the office during the day and bartending at night. It was great! I like to work, so it came naturally to me. Sometimes, I'd head back to the office around midnight to set up showings, run CMAs on houses, and review contracts."

Nick's first steps into the world of real estate were almost accidental. "I was offered to get my real estate license about eight months after buying my first house," Nick said. "I swung by my agent's office to say hi, and he offered to take me on as an agent on his team. At that point in my life, I was just running the restaurant and coaching gymnastics, so I said, 'Sure, why not!'"

Nick's transition from bartending to full-time real estate was a necessity born from an increase in demand. "I made the jump into full-time real estate when I



found myself struggling to perform well at both jobs," Nick explained. "When you're texting a buyer or seller while making a margarita for a patron, it's time to make a change. I got too busy and couldn't allocate my time properly."

Driven by the desire for growth and opportunity, Nick switched careers. "Restaurants only get so busy, and you only get tipped so well. I needed to level up my skills as a servant leader," he said. "Real estate is a people business, and I love people. In my 24-year-old mind, I just thought,

'Instead of serving them dinner, I'll help them buy or sell a house.'"

According to Nick, one of the most rewarding aspects of his career is when he gets to help clients achieve their goals. "Sure, real estate is the business of selling



houses, but to me, it's about being there for the big life event: first house, final house. Upsizes, downsizes. Marriage, divorce. More space for kids, empty nesters. Not one transaction is the same, and the magic is to cater your value proposition to their wants and needs."

Nick's real estate career has been marked by significant achievements. He was the #1 listing agent for individual agents at Keller Williams Lakeside from 2021-2022 and won the Culture Award in 2017. His dedication to his profession is evident in his participation in the

Agent Leadership Council from 2018-2023. He also has been heavily involved in leadership roles and coaching at Keller Williams Lakeside since 2018.

In his business, Nick is passionate about leveraging and building a five-star real

“HAPPINESS IS A LOT OF WORK. YOU CAN BE LAZY OR ENTITLED TO ACHIEVE IT. WORK HARD. NEVER GO INTO ANYTHING WITH HALF YOUR HEART.”

estate team. “I know what it takes to run a five-star red carpet real estate team: I just need the people and talent to take it there,” he said. “You can invest in a lot of ‘things’ — stocks, bonds, and real estate — and you will do well, but it pales in comparison to investing in people. People will always be your biggest ROI.”

Despite his success, Nick remains humble and focused on what truly matters. “I am not a businessman with a family: I am a family man with a business,” he said. “We only have 15 summers with our young kids. Fifteen winters. Fifteen Christmases. That’s not a lot of time before they get older and want to spend their time elsewhere. Houses will always sell and business is always around us, yet the time we have with our young ones need to be held sacred.”

Nick and his wife, Stephanie, have been married for about nine years and have three children — Eleanor “Ellie,” 9; Margaret “Maggie,” 8; and Anthony, who is almost 2. Their goal is to expose their children to diverse experiences from a young age. “We want them to swim in every ocean, know how to use chopsticks, and most importantly, get a firsthand look that not everyone lives — or can live — like they do. They will have empathy and a sense of humor, and know who they are as they develop from kids into young adults.”

When he’s not working, Nick enjoys all things cooking, backpacking, hiking, exercising, and golfing. He also likes saunas, ice baths, and beach days. He supports Metro



Parks, primarily Stoney Creek and Metro Beach, and loves helping out with educational donations.

Nick wants to be remembered as a present husband and father as well as someone who was there for people when they needed it the most. “Happiness is a lot of work. You can be lazy or entitled to achieve

it,” he said. “Work hard. Never go into anything with half your heart.”

“Respect is earned by how you did the job and not by the title of your name,” Nick added. “Above all, be adventurous. None of us are getting out of this alive, so make the time you have count with the people who actually matter.”

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FAQ



All about Macomb County Real Producers



Real Producers magazine started in Indianapolis in 2015 and is now in more than 130 markets across the nation.

More info at www.macombcountyrealproducers.com

Q: WHO RECEIVES THE MAGAZINE?

A: The top 300 real estate agents in Macomb County. We update our mailing list annually to ensure Real Producers reaches our area's top-producing agents.

Q: WHAT IS REAL PRODUCERS ALL ABOUT?

A: Real Producers is a platform that brings together the most elite individuals and affiliates in Macomb County real estate. Every month we share stories of some of the area's most recognizable names in real estate, as well as the rising stars in the industry and the preferred partners that are highly recommended by top agents. Beyond the magazine, we host exclusive events that bring titans of real estate together.

Q: HOW DO YOU GET FEATURED IN THIS MAGAZINE?

A: You have to be on the top 500 list to be a featured agent. We welcome nominations for other real estate agents, businesses, brokers, owners, or yourself. Office leaders can also nominate real estate agents. Though we can't guarantee a feature, we strongly encourage you to meet our team and attend our private events so we can get to know your story.

Q: HOW MUCH DOES IT COST TO BE FEATURED AGENT?

A: Absolutely nothing! Real Producers is not a pay-to-play model. We share real stories of Real Producers – no price tag attached.

Q: WHO ARE THE PREFERRED PARTNERS SHOWN IN THE MAGAZINE AND AT EVENTS?

A: The businesses that sponsor the magazine and attend our events are some of the best vendors in Macomb County in their category. Find them listed in our index. We partner with businesses that top agents have recommended to us, so every single business you see in this publication has earned its "stamp of approval." Our team also vets every business to make sure they are a good fit and bring value to our powerhouse network.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you've enjoyed working with a local business that isn't part of our preferred partner network, please email us their information at [terra.csotty@n2co.com](mailto:tterra.csotty@n2co.com).

Q: CAN I SUBMIT AN ARTICLE OR IDEA FOR REAL PRODUCERS?

A: Yes, we would love to hear from you! Email your ideas to [terra.csotty@n2co.com](mailto:tterra.csotty@n2co.com).

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