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MARCH 2025

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A full-length portrait of Brooke Metz, a woman with long, wavy brown hair, smiling at the camera. She is wearing a tan leather jacket over a black strapless top and a black skirt. Her hands are clasped in front of her. The background is a blurred indoor setting, possibly a kitchen or dining area.

Brooke
Metz

Rising Star:
Reid Rothrock
of New
Chapter
Real Estate



Partner Spotlight:
Eagle Eye Media

Save the Date:
Winter Event
March 4th 1-3pm

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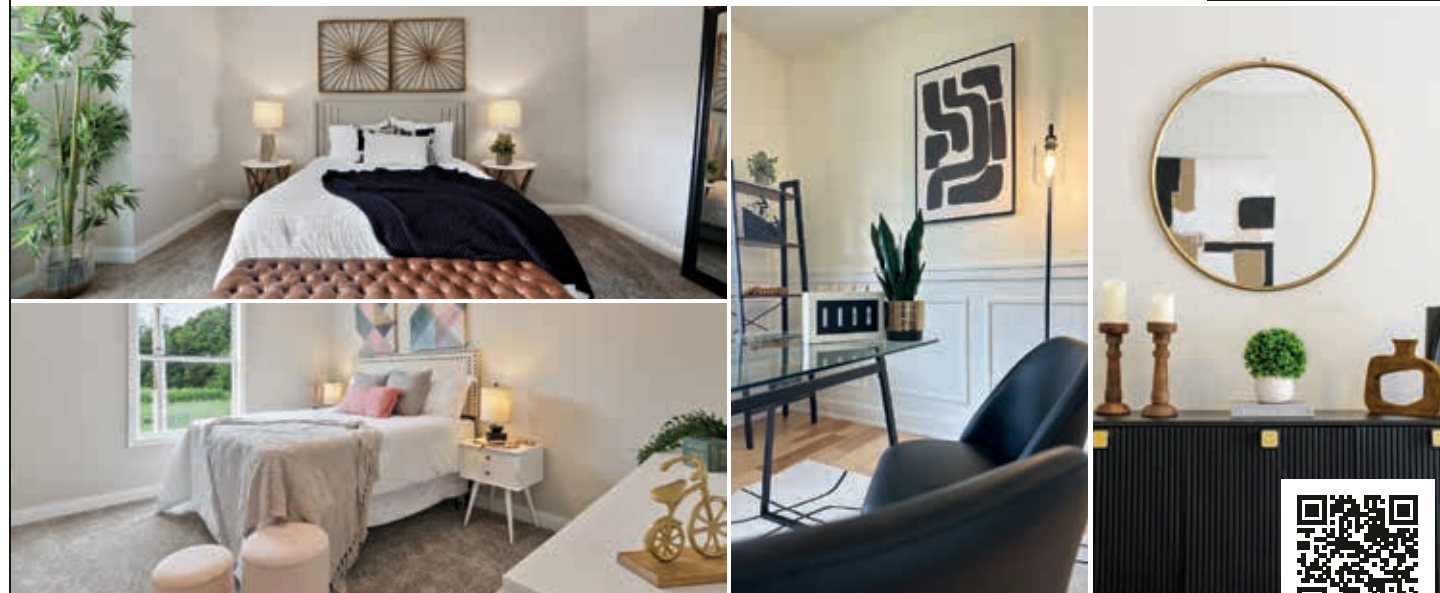
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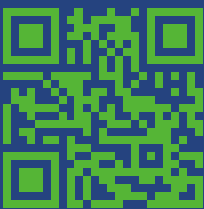
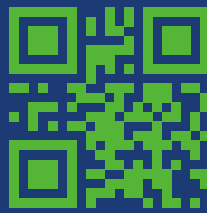
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Spring is in the air

Spring is in the air, and with it comes a fresh season of growth and big moves in the Northwest Indiana real estate community. As we step into March, we're thrilled to introduce our newest Preferred Partners:

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This month, we're featuring three outstanding stories that highlight the passion and dedication within our real estate community. Our Partner Spotlight takes a closer look at Eagle Eye Media. Founded by Ryan Wells in 2020, this media company has become a game-changer for real estate professionals in Indiana and Illinois. Eagle Eye isn't just about taking great photos—it's about storytelling, elevating listings, and helping homes sell faster with high-quality media solutions. From stunning photography to immersive virtual tours, they provide an essential service that's as much about relationships as it is about visuals.

Our Rising Star feature shines a light on Reid Rothrock of New Chapter Real Estate, a young agent who is proving that success in real estate isn't about age—it's about drive, passion, and relentless dedication. Reid has quickly made a name for himself. His client-first approach and creative problem-solving have helped many buyers secure homes they never thought possible, all while building lasting relationships in the process.

And finally, our Cover Story introduces you to Brooke Metz of eXp Realty, a force in the industry whose journey from an administrative role to a top-producing agent was anything but conventional. What started as a temporary job turned into a lifelong passion, and today, Brooke leads a thriving team that has closed over \$100 million in sales. With a psychology background and a heart for service, she's built her career on trust, empathy, and an unwavering commitment to her clients and community.

As we dive into another month, I'm reminded of what makes this industry so special: the people. The relationships we build, the impact we make, and the stories we share are what truly set us apart.

Here's to a successful and inspiring March!



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Nominate Your Favorite TOP AGENTS!



People often ask me, “How do you decide who you feature each month in Real Producers?” My answer: “Through our nomination system.” Top real estate agents and the preferred partners who invest in this publication through advertising and sponsoring our events decide who we feature each month through their nominations. Additionally, we have multiple events throughout the year, and top agents with top numbers are present at these events; we receive many nominations here among those who attend.

Of those nominated, we meet with and gets to know each nominee. We learn all the cool facts about the agent and gather nominations for other top agents and businesses we should consider for our vetted preferred partners’ list.

Our selection team decides who gets into each issue. We use the “5 C” criteria below as a guide. An agent must meet the first three — the fourth and fifth items are not required; however, we love celebrating successes of a giving or victorious nature.

Collaboration: The number of nominations usually indicates that nominees are respected by their peers and work well with other agents and our preferred partners.

Competition production numbers: Let’s face it — the name of the publication is Real Producers, so folks need to be top producers to get into the magazine.

Character: While most in the industry have great character and integrity, we will not feature anyone — agent or business — who has not been recommended or nominated by top agents as a person or business operating with integrity.

Contribution: We adore inspiring stories about agents who give back to the real estate and local/global community.

Compelling story/ Conquering a life challenge: Who doesn’t love an against-the-odds success story?

Remember, real estate agents and brokers do not pay anything for feature stories; everything we do for them is free. While other programs may look similar, we are not a pay-to-play model. We select articles months in advance and notify folks one to two months before their feature appears that we have selected them. Keep those nominations coming.

With so many wonderful nominated agents, the decision each month is difficult — so make sure we know who you are! We would love your feedback on how we are doing and what, if anything, we can do better to help everyone in the industry **Collaborate, Elevate and Inspire** each other. Please email, text, or privately message all suggestions and feedback directly to colt.contreras@n2co.com or (219) 689-4895.



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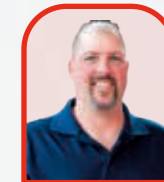


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See the World, Capture Moments, & Bring Properties to Life with Eagle Eye Media

BY GIAVONNI DOWNING
PHOTOGRAPHY BY MELINDA NICOLE PHOTOGRAPHY

Eagle Eye is more than just a media company—it’s a one-stop shop for stunning home listings. Ryan Wells founded the company in September 2020. During the uncertainty of the COVID-19 pandemic, Eagle Eye has quickly become a go-to resource for high-quality real estate media in Indiana and Illinois.

Since its launch, Eagle Eye has expanded rapidly. In 2023, Delia Jean Curtis joined the team after

meeting Ryan while bartending at Innsbrook Country Club. “I was just starting to dabble in videography,” she recalls. “When I told Ryan about my interest, he said, ‘Well, I own a media company, and I’m looking to expand into Chicago.’ It was perfect timing.”

Eagle Eye isn’t just about taking great photos—it’s about elevating a listing, telling a story, and helping homes sell faster. “Our

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—
YOU'RE INVESTING IN THE PROPERTY,
YOUR BUSINESS, AND, MOST
IMPORTANTLY, THE HOMEOWNER.”

services aren't an expense; they're an investment,” says Ryan. “You're investing in the property, your business, and, most importantly, the homeowner. That little extra effort—professional photos, videos, or virtual tours—can mean a family walks away with more money. That could be the difference between an extra vacation or starting a college fund.”

Agents who use Eagle Eye's services benefit from a full suite of tools, including high-resolution photography, drone footage, video walkthroughs, virtual tours, and branding content. “We

make sure the home looks its best,” says Delia. “It's all in the details—removing clutter, maximizing natural light, and ensuring everything is visually appealing.”

Beyond listings, Eagle Eye helps agents build personal brands through lifestyle photography and video branding. “We create content that makes agents stand out,” says Ryan. “It's all about building trust and credibility online.”

For Delia, the best part of her work isn't just the creative process—it's the people she meets along the way.

Ryan echoes the sentiment. “Our job is about more than just making a home look good. It's about building relationships. We've created a loyal base of agents who trust us as photographers and partners in their business.”

Eagle Eye has been busy—last year alone, they shot nearly 800 homes. As the company continues to scale, Ryan and Delia are finding new ways to expand their services. “We're launching property websites for every listing,” Ryan reveals. “It's just another way to add value for our clients.”

Although real estate remains their primary focus, Eagle Eye also serves small businesses, events, and branding projects. “We're about 75-80% real estate right now,” Ryan says, “but I want to grow our content marketing side, especially in Chicago.”

Delia has also built a niche in community event photography, working in her hometown of Highland and with Hometown Happenings to capture local races and seasonal celebrations.

For Ryan, the goal is clear: “There's no reason Eagle Eye can't be the household name in Chicago real estate media. We've built something special in Indiana, and now it's time to expand. Beyond real estate, I want to work with brands nationwide and create content that leaves a lasting impact.”

The name Eagle Eye wasn't chosen by accident. “I've been golfing since I was three,” Ryan shares. “An ‘eagle’ is a term in golf for

shooting two under par on a hole. But beyond that, golf has given me so much—I met my mentor, Adam Hage, through the sport, and I even met Delia at a golf course. It all came full circle.”

And then there's the deeper meaning behind the name. “Our work is all about vision—how we see the world, capture moments, and bring properties to life through media.”

While Eagle Eye keeps them busy, Ryan and Delia make time for personal passions. “For me, it's golf, spending time with friends and family,” Ryan shares.

Delia, on the other hand, enjoys reading, caring for her grandmother, and line dancing. “There's a place in Hebron called the Junction by DW, and they do line dancing classes every week. It's my favorite way to unwind,” she laughs.

Even Delia's two cats, Tessa and Simba, stay busy keeping her on her toes.

Ryan and Delia agree that success equals impact: “It's about freedom, passion, and impact,” says Delia. “Being able to do what we love while helping others is the ultimate reward.”

Ryan reflects on the success of relationship building, “We've built a community of agents who trust us, who root for us, and who see us as more than just photographers—they see us as friends and business partners. That's what matters most.”



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*Young
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Rising
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BY GIAVONNI
DOWNING
PHOTOGRAPHY
BY MELINDA
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PHOTOGRAPHY

At just 22 years old, Reid Rothrock is making waves in the real estate industry, proving that success isn't defined by age but by dedication, passion, and a relentless work ethic. With boundless energy and an always-open calendar, Reid is constantly on the move, showing homes, negotiating deals, and building genuine relationships that turn clients into family.

From ranking in the top 13% of realtors in Lake and Porter Counties in 2024 to securing incredible deals for his clients, Reid has established himself as a trusted and results-driven agent. His journey into real estate wasn't just a career move. "My whole life, I've always loved real estate. Even as a little kid, I watched HGTV with my grandma—shows like House Hunters—and I was fascinated by it," Reid shares.

Reid stepped in when real estate was facing turbulence.

"Ever since I started, the market has been challenging. Interest rates were rising, and I watched a lot of realtors quit or leave the industry," he says. "I think that's part of the reason I've been successful—I came in during a tough market, so I just got used to working harder and finding creative ways to make deals happen."

Reid's success isn't just about his ability to close deals—it's about his ability to connect with people on a genuine level.

"I'm very relational. I love working directly with people, learning about their goals, stories, and what brought them to this moment. I build real friendships with my clients. It's almost like becoming part of their family, even if it's just for a short while," he says.



This client-first approach has led to steady referrals and glowing reviews. Whether it's a first-time buyer, a military veteran, or a seller looking for the best return on their investment, Reid makes sure every transaction is handled with integrity, efficiency, and a personal touch.

Reid specializes in new construction sales, helping clients secure lower interest rates and reduced closing costs. He also works closely with Veterans United. "A lot of people think homeownership is out of reach, but I work hard to find ways to make it possible," he explains. "I've had clients who thought they'd never be able to buy a home, and I've gotten them into a house without bringing a single dollar to closing—sometimes they even get a check back."



His ability to negotiate aggressively and think outside the box has set him apart.

"I've always been a great negotiator. Even as a kid at flea markets, I got the best deal," Reid laughs.

While real estate is his full-time focus, Reid also pours his energy into his passion for fitness. He teaches cycling at the YMCA and Pilates at Sweat 219, a journey that stems from his own personal transformation.

"I used to be very overweight in high school, and that's what got me into cycling and cardio. Fitness changed my life, and now I love being able to help others feel strong and healthy," he shares.

Beyond work, Reid is also an active member of NIRA's Young Professionals Network and Diversity Committee, and he regularly volunteers at the local food bank.

"I think it's important to give back. Whether it's supporting diversity in the industry, advocating for mental health awareness, or just making sure people have food on their table—I want to be involved in my community in meaningful ways," he says.

Reid's approach to his career is simple: prepare for the worst, but expect the best.



“**Fitness changed my life, and now I love being able to help others feel strong and healthy.**”

"I don't take anything lightly. I know buying or selling a home is one of the biggest financial decisions a person will ever make. I treat every deal like it's my family's home, and I handle everything immediately—no delays, no excuses," he explains.

His meticulous structure and nonstop hustle have been key to his rapid success.

He remains grateful for the mentorship and support of Jessica Kish and the team at New Chapter Real Estate.

"From the moment I got my license, I knew this was where I wanted to be. Jessica has such a kind heart, and she genuinely cares about people. The atmosphere at New Chapter feels like family, and I feel fortunate to be surrounded by some of the best agents in the industry," Reid says.

With a bright future ahead, Reid's star will keep on rising.



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Brooke METZ

of eXp Realty



Brooke's Metz Real Estate Journey: From Temporary Plan to Lifelong Passion

Brooke Metz entered the real estate industry with a temporary plan—just three months while she decided on graduate school. But within a short time, this multifaceted, driven professional caught the attention of her boss. What was supposed to be a brief stint quickly transformed into a thriving career, where her skills and ambition elevated her to new heights.

Graduating summa cum laude from the University of Illinois Chicago's honors



Left, Realtor and Teammate Alan Janisch; Right, Administrative Assistant Jesseca Earl

program with a degree in psychology, Brooke originally planned to become a therapist.

As she neared graduation, Brooke was eager to start working again. “My husband, who was at the time my boyfriend, told me about a woman going on maternity leave at a real estate office. It was a nine-to-five, Monday through Friday, and I thought, ‘Wow, that sounds like a dream.’”

The position, initially just a three-month temp role, turned into something much bigger.

“

When I first started, I had no clue what a realtor did beyond what I saw on TV. But I fell in love with how dynamic this industry is.”

Brooke, a natural fit for the industry, thrived, “I did admin, redid the website, trained agents on forms and marketing,” she laughs. “And then the owner said, ‘You should get your real estate license.’”

She never looked back.

“When I first started, I had no clue what a realtor did beyond what I saw on TV,” she admits. “But I fell in love with how dynamic this industry is.”

What seemed like an accident was actually a perfect fit. “I get to be creative, I get to serve and work with people, and I get to use my psychology background. It was such a God thing—I could have never planned this on my own.”

By 2018, Brooke had already made a name for herself. That year, she decided to start her own team. That decision turned out to be a



defining moment. “I knew I wanted like-minded people around me that are positive, successful and have similar values. This industry can be lonely if you have your head down working solo all the time,” she explains.

Her first team member wasn’t even an agent. “Ashlee, my processor, reached out and said, ‘I’m interested.’ Instead of proceeding to obtain her license, she decided to become a full-time

transactions processor for me. She’s been my right-hand woman ever since.”

Brooke’s business skyrocketed. In 2024, her team closed approximately \$37 million in sales in

Indiana and Illinois, while she individually earned nearly \$18 million. Her total career production currently sits at \$100,000,000 since she began in 2015.

She recalls a moment early in her career that shaped her mindset. “At a training lunch, everyone was setting goals. Someone said, ‘I want to sell three houses this year,’ and I said, ‘I’m going to do \$5 million next year.’ Everyone looked at me like I was crazy because at the time, the average agent was only doing about 4-6 transactions a year. But I thought, ‘If real estate is my career, why wouldn’t I treat it like one?’”

Brooke’s success isn’t just about the numbers. It’s about people, trust, and empathy.

“My business has been built on referrals from day one,” she says. “I’ve been fortunate to serve entire families—parents, kids, siblings, cousins. That web of relationships is what makes this so rewarding.”

She attributes much of her work ethic to her upbringing. “My mom worked with joy, even through tough times,” she says. “I’ve always had strong but sensitive energy—I know how to push forward through adversity.”

That empathy sets her apart. “Real estate is deeply personal. I don’t just sell houses—I help people make life-changing decisions.” Whether facing a loss, expanding a family, or navigating other life changes, each client’s needs are uniquely important. Brooke ensures they feel seen, heard, and supported every step of the way.



“

Trying new restaurants is my thing.

There’s something special about food—it brings people together.”



Her psychology degree has been an asset. “You can’t just give people numbers and expect them to trust you. You have to ask the right questions and follow through on your promises. People hire you because they like you. But they keep you because they trust you.”

Even with her success, Brooke acknowledges the constant pressure to perform.

“The hardest part? You reach December 31st, and you’ve had the biggest year of your life. Then January 1st hits, and it’s like, ‘Now

what?’” she admits. That constant cycle, all while juggling industry changes, keeps her on her toes.

Real estate, she says, is not for the faint of heart. “You have to stay relevant, stay visible, keep working, and constantly grow new relationships.”

That’s why building a strong team matters. “I trust my support staff to handle things so that I don’t burn out. You have to be willing to loosen control and let people do what they do best. Having specialists in the right positions on our team helps

us manage a large book of business expertly.”

For Brooke, success isn’t just about sales volume—it’s about what she can do for others.

“I took my mom to Hawaii for her 60th birthday,” she says with pride. “That was a huge success moment for me.” Money and success don’t mean much to her if she doesn’t have her family to share it with; the ability to give generously is Brooke’s biggest motivator.

She also serves on the board of Homesteads, a nonprofit

dedicated to empowering neighboring communities through accessible homeownership and acts of service. They are currently focusing their efforts in the Sauk Village community.

“We’re working to rehabilitate homes and help families become homeowners,” she explains. “It’s about building generational wealth and lasting stability for individual families, and in turn, the community as a whole.”

For those just starting in the industry, Brooke offers one

key piece of advice: find a strong mentor.

“You cannot do this alone,” she insists. “Find someone who will earnestly teach you. Social media presence is great, but posting on Instagram won’t teach you how to negotiate a complex deal and help you keep your head up on the hard days.”

She also warns against thinking that success is found only in high-price clientele. “Treat every client with the same level of care, no matter the price of their home.” Brooke got her start by helping first-time home buyers with lower budgets. She adds, “People remember how you made them feel, and that’s what builds a long-term business.”

Despite her demanding career, Brooke makes time for what she loves.

“I love to travel with my husband Kyle and our friends. We make friends everywhere we go. In Mexico, I became best friends with a server, and she brought me her family’s homemade mole sauce—I literally smuggled it back home,” she laughs.

She’s also a foodie. “Trying new restaurants is my thing,” she says. “There’s something special about food—it brings people together. I love supporting local businesses whenever I can.”

And while she loves her career, she refuses to let it consume her. “I don’t want real estate to be my whole life. My clients are important, but so is my happiness, my family, and my peace. I want to



build a lasting career that I don’t feel the need to escape from, to me that’s a true achievement.”

Looking ahead, Brooke sees herself evolving into more

of a mentor and leader. “I love to teach. One day, I could see myself stepping back from production and focusing on training and coaching new agents.” As for now, she’s still all in.

“I want a legacy where other agents see my name on a contract and know I am professional, reliable, and that I get things done, all while having a little fun.”

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