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MARCH 2025

REAL PRODUCERS[®]

Agent
Spotlight:
Kat
Thompson

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Spotlight:
Goosehead
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Michelle Massie

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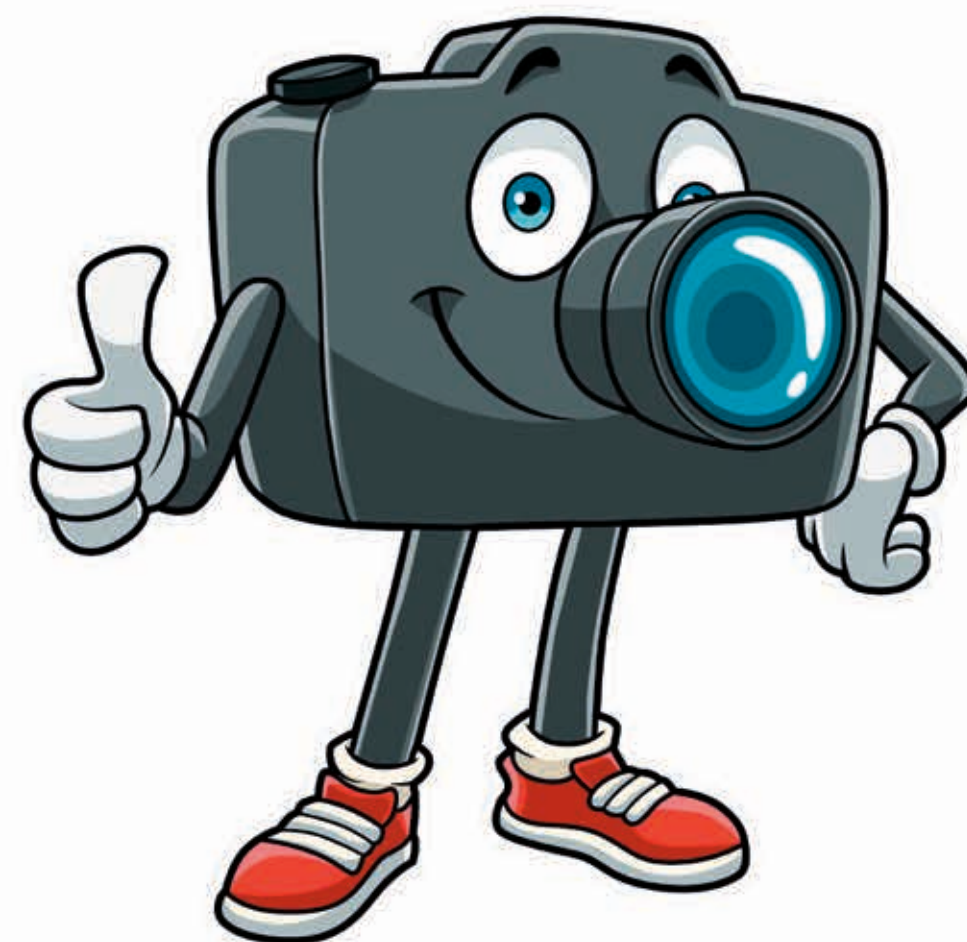
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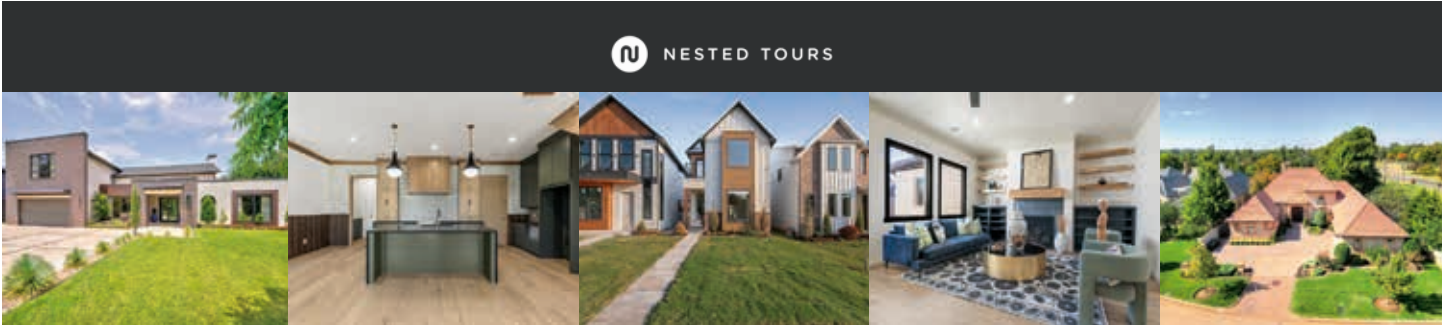
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KAT THOMPSON

In real estate, there’s no substitute for involvement and passion for the work. That’s something that is exemplified by Kat Thompson.

As Broker/Owner of both Cadence Real Estate and Pink Guerilla Property Management, Kat has built a career that spans several decades, marked by a deep commitment to her clients, her team, and her family.

Her path to entrepreneurship in real estate wasn’t always straightforward, but every step has brought her closer to the vibrant business she leads today in Oklahoma City.

A Career That Grew with Experience
Kat’s journey into real estate began long before she became a licensed broker. She started in property management, focusing on lease-ups for new apartment communities in Florida and California. This work involved taking over new communities and leasing them to tenants, a responsibility that sparked her interest in real estate. It was a career that allowed her to hone her skills in customer service, problem-solving, and understanding the needs of property owners.

“When I started, I was working with brand-new communities, and I loved that aspect of being involved in something fresh and exciting,” Kat recalls. “It gave me a unique perspective on how the real estate market works and helped me develop a keen eye for what buyers and renters really need.”

Her move back to Oklahoma in 2001 marked the beginning of her career in new construction. After meeting and being mentored by some incredible people in the industry, Kat became Vice President of Sales for a homebuilder, overseeing the sales of new homes in the area. As her experience grew, it became clear that real estate was where her passion lay.

“I couldn’t imagine doing anything else,” Kat admits. “My husband was already in real estate, and we had always talked about working together. It just felt right.”

The Birth of Cadence Real Estate
In September 2024, Kat and her husband, Ron Thompson, and their business partner, Chris Cooper, took the plunge and launched Cadence Real Estate. Their goal was to create a company that not only excelled in buying and selling homes but also supported their clients through every step of the process.

“We wanted to be different,” Kat explains. “We wanted to make real estate a personalized experience. At Cadence, it’s all about building relationships and helping people achieve their goals. We’ve built a team that shares that same vision.”

Cadence Real Estate has quickly become a trusted name in Oklahoma City and Enid, OK, where they have three agents. The brokerage is dedicated to providing a level of service that is both

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professional and compassionate, making sure every transaction is smooth and stress-free for their clients.

A Growing Venture: Pink Guerilla Property Management

In addition to Cadence, Kat, Ron and Chris also founded Pink Guerilla Property Management with other partners, a startup focused on new construction rentals. The company has been growing rapidly, and Kat is excited about its potential.

“We specialize in managing newly constructed rental properties, and there’s a huge demand for that in our area,” Kat says. “We’ve been able to offer a level of service and expertise that our clients really appreciate, and I’m looking forward to growing that business even further.”

As both companies continue to expand, Kat is confident that the diverse expertise within their team will lead to even greater success. The key to their growth lies in understanding all facets of the real estate process, from buying and selling to property management and investment.

A Family Affair: Working with Ron

One of the unique aspects of Kat’s business is that she works alongside her husband, Ron. Having been married for 25 years, the couple brings a wealth of experience and mutual respect to their professional partnership.

“Working together has been an incredible experience, but it definitely comes with its challenges,” Kat admits. “Early on, we had to figure out where our



strengths were and how we could best support each other. We complement each other really well, and I think that’s what makes us successful.”

Kat and Ron’s ability to work together while balancing their personal relationship has been a key factor in the success of both Cadence Real Estate and Pink Guerilla Property Management. They support each other’s strengths, whether in leadership, sales, or business development and maintain a shared vision for their companies.

A Commitment to Helping Clients

In the 12 months leading up to this interview, Cadence Real Estate Team completed nearly 100 transactions, including both on and off-market deals. But for Kat, it’s not about the number of transactions—it’s about the impact those deals have on her clients’ lives.

“I love helping people reach their goals, whether that’s buying their first home, selling a property, or finding the perfect rental,” Kat explains. “I’m also passionate about helping our team members grow and achieve their goals. That’s what makes every day exciting and fulfilling.”

Whether it’s guiding a client through the complexities of purchasing a home or assisting a property owner with managing a rental portfolio, Kat’s focus remains on service. For her, real estate isn’t just a business—it’s a way to make a positive impact on people’s lives.

Balancing Family and Work

Outside of work, Kat is a proud mother to Riley, who recently graduated from OSU, and bonus children Michael and Blake. Her family plays an important role in her life, and she’s grateful for the flexibility that her real estate career provides.

“We love to travel and spend time outdoors whenever we can,” Kat says.



“Whether it’s a weekend getaway or a longer trip, it’s important to make time for family and enjoy life outside of work.”

Church is also an integral part of the Thompson family’s life. “God’s grace has been so important to us,” Kat reflects. “We’ve been blessed, and it’s humbling to see how God continues to show up for us in both our personal and professional lives.”

Looking Ahead: Advice and Growth

As a seasoned professional, Kat has valuable advice for anyone looking to succeed in real estate: “Don’t give up. The more problems you can solve for people to improve their lives, the more homes you will sell.”

Her own journey has been one of persistence and growth, and she’s looking forward to what the future holds. “I’m excited for the year ahead. We’ve built a strong foundation, and we’re poised for phenomenal growth in both of our companies. Our team has expertise in several areas of real estate, and that diversity is going to help us continue to succeed.”

Legacy of Integrity

Above all, Kat’s legacy in real estate will be one of integrity, service, and dedication. She strives to always do the right thing, and it’s clear that those who work with her know they can count on her to deliver the best experience possible.



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For many, the idea of switching careers after nearly two decades in a well-established field might seem daunting. But for Jeff Stokes, the transition from the oil and gas industry to insurance was not just a leap of faith—it was an opportunity to redefine his career and embrace a new challenge. As the owner of the Goosehead Insurance Stokes Agency in Oklahoma, Jeff has turned his commitment to service and education into a thriving business, helping clients navigate the complexities of insurance with ease.

A Career Shift Amidst Uncertainty

Jeff's story begins in the oil and gas industry, where he spent nearly 20 years before deciding to make a significant change in his mid-30s. "When COVID hit, I realized that it was the perfect time for me to transition into something new," Jeff recalls. "The oil and gas industry had been great, but I wanted a new challenge, and insurance seemed like the right fit."

The decision to leave a secure career behind wasn't easy. However, the uncertain times created by the pandemic served as a catalyst for change. With a strong desire to help people and make a meaningful impact, Jeff decided to pursue a career in insurance, despite the challenges of entering a competitive industry from scratch.

"At first, it was a challenge getting people to trust me and understand what I could offer them," he admits. "But I was determined to prove that I could provide valuable services and help my clients make informed decisions."

Becoming a Fiduciary for Clients

As an independent agent with Goosehead Insurance, Jeff's approach to insurance is all about transparency and education. Unlike traditional agents who may work for a single carrier, Jeff works with more than 40 different providers, ensuring that his clients have access to a wide range of options.

"I'm here to be a fiduciary for my clients," Jeff explains. "That means I'm not just selling a product for the sake of making a sale. My job is to help people understand their options, make sure they're comfortable with their choices, and guide them through the process of selecting the right coverage for their needs."

For Jeff, the focus is always on educating his clients. He takes the time to explain the details of policies, ensuring that they understand the coverage they're getting and how it works for them. "I like to walk my clients through the process," he says. "When they're first-time homebuyers, for example, they may not fully understand the intricacies of their home insurance policy. I love being able to educate them and help them feel calm and confident about their decisions."

This approach has been key to Jeff's success. Clients appreciate the time and effort he puts into making sure they're informed and comfortable with their choices. It's this commitment to education and service that has earned Jeff a reputation as a trustworthy, professional agent who genuinely cares about his clients' well-being.



A Sense of Accomplishment

One of the most fulfilling aspects of Jeff's work is the ability to help first-time homebuyers. Buying a home is a huge milestone, and Jeff takes pride in guiding clients through the process of obtaining the right insurance coverage. "When I work with a first-time homebuyer and see the relief on their face after they understand the policy, it gives me a sense of accomplishment," Jeff shares. "Knowing that I've helped them make an informed decision and set them up for success is incredibly rewarding."

The feeling of helping others achieve peace of mind is what drives Jeff every day. "It's not just about selling a policy," he says. "It's about building trust, educating people, and making a difference in their lives."

Building a Team, One Step at a Time

Although Jeff currently operates as an individual agent, he has big plans for the future and is always looking for talented individuals to join his team. "I'm always on the lookout for people who are interested in the insurance industry and are willing to put in the work to get established," he says. "This business requires a lot of dedication and drive, but it's also incredibly rewarding."

For Jeff, building a strong team is about more than just hiring employees—it's about finding people who share his commitment to customer service and education. "I want to work with individuals who understand the value of building relationships and putting clients first," he explains.



Family Support and Work-Life Balance

Throughout his journey, Jeff has had the unwavering support of his wife, Amanda. “I couldn’t do what I do without her,” he says. “When I first started in insurance, I was working long hours—6 a.m. to 8 p.m. every day. My wife was incredibly supportive during that time, and I truly thank her for that.”

The couple’s son, Daylan, was off to college at the time, which allowed Jeff to focus on getting his business off the ground. “Having that support system at home made all the difference,” he says. “It allowed me to put in the time and effort necessary to get established.”

Outside of work, Jeff enjoys spending time with his family and pursuing his hobbies. “I like to play hockey,” he says with a smile. “I used to work for the Dallas Stars when I lived in Dallas, and I’ve always loved the sport. I also used to cycle a lot, and I try to find time for that whenever I can.”

A Commitment to Trust and Integrity

At the core of Jeff’s approach to business is a commitment to integrity. He wants his clients to know that they can trust him to provide honest, straightforward advice. “I want my clients to walk away knowing that I’m someone they can rely on,” Jeff says. “I pride myself on being transparent and always putting my clients’ best interests first.”

In fact, Jeff is so committed to honesty that he’s even advised clients to take their business elsewhere if they find a better offer. “I’ve had clients send me quotes from other companies, and if I can’t match or beat the quote, I’m the first to tell them. I’d rather they walk away with the best deal than feel pressured into something that isn’t right for them,” he explains.

The Future of the Stokes Agency

Looking ahead, Jeff is excited about the future of his business and the opportunity to continue helping people with their insurance needs. As he expands his agency and builds his team, he remains focused on providing the highest level of service and support to his clients.

“I’m here to help people protect what matters most to them,” Jeff says. “Whether it’s their home, their car, or their family, I’m dedicated to finding the best coverage and providing the peace of mind they deserve.”

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NAR 2024 YEAR IN REVIEW

 The Sitzer-Burnett settlement was a focal point as national, state and local associations worked together to keep members and consumers informed—and association leaders laid the groundwork for the path ahead.

The National Association of REALTORS® released its 2024 Year in Review on Tuesday. The 33-page report is an assessment of the organization’s past year, highlighting member benefits across eight areas—and promising a new mission-driven era.

Last year brought significant milestones for the association, including settlement of the Sitzer-Burnett lawsuit, implementation of residential practice changes for members, and approval of Culture Transformation Commission recommendations to bring greater accountability and transparency. All this came as members worked to navigate a challenging market, with limited inventory, higher interest rates and shifting living and work patterns.

“The past year tested our resilience as an industry, as an association and as individuals,” NAR President Kevin Sears said in a letter that opened the report. “As we embark on 2025, I want to express my gratitude to you—our members, the broker community, the local and state associations, and our



A New Era Begins

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MLS and industry partners—for the incredible work you’ve done to push through these challenges and help set the stage for our industry’s future.”

Building Trust, Collaboration
NAR CEO Nykia Wright said the association must evolve to meet the needs of members “today and tomorrow” while building on the momentum generated last year.

“In 2024, we cut costs and passed our first balanced budget in at least 10 years,” Wright said. “We also conducted in-depth research to begin laying the groundwork for a new member experience.”

She added: “The work to redefine our broker relationships; better leverage our relationships with state and local associations to optimize member value;

build on our strategic partnerships with aligned Institutes, Societies and Councils; demonstrate our appreciation for the many volunteer leaders who are instrumental to driving our mission forward; and reposition our staff to meet the ever-growing needs of these stakeholder populations will shape our 2025 activities.”

Wright has engaged two new partners in the effort: In early January, NAR announced that Sherry Chris, former CEO of Better Homes & Gardens Real Estate and ERA Real Estate, would join the association as a special advisor to help strengthen relationships, build trust and enhance collaboration with brokerage leaders. On Jan. 15, Jarrod Grasso was named senior vice president of industry relations for NAR, a role dedicated to enhancing the association’s

relationship with state and local association leaders. Grasso joins NAR after serving the New Jersey REALTORS® for more than two decades, most recently as their CEO.

Supporting Member Success
In 2024, to assist members in preparing for practice changes outlined in the settlement, NAR launched facts.realtor to provide updates and guidance. The resource includes more than 120 FAQs, a legal video series that garnered more than 800,000 views, and more than a dozen consumer guides, in English and Spanish, for members to use while working with clients. The association also provided its Accredited Buyer’s Representation (ABR®) designation course at no cost to members; nearly 162,000 REALTORS® took advantage of that benefit.

More than 1,000 NAR members joined a grassroots effort—as surrogates—in 2024 to help educate consumers about the practice changes. Those interested

More than 1,000 NAR members joined a grassroots effort—as surrogates—in 2024 to help educate consumers about the practice changes.

in joining the program can email surrogates@nar.realtor.

In the advocacy arena, NAR scored significant wins: defending private property rights, securing the OK for VA buyers to compensate their brokers directly as the Department of Veterans Affairs studies the issue further, and supporting industry-friendly policies and candidates at all levels of government. The REALTORS® Political

Action Committee—which backed 50% Democratic and 50% Republican federal candidates—achieved a 97% success rate in the 2024 election cycle.

Underpinning NAR’s advocacy success is a highly regarded research team that provides thought leadership and produces key housing market data and research reports. In 2024, NAR Chief Economist Lawrence Yun, Deputy Chief Economist Jessica Lautz and their team spoke at more than 400 in-person and virtual visits across our 1,100-plus local and state associations, brokerages and third-party organizations. NAR’s research content generated 1.9 million website visits, 240,000 report downloads and 100,000 social shares in 2024, signifying the appetite members and consumers have for reliable housing data and research reports.

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Michelle Massie

WRITTEN BY ELIZABETH MCCABE • PHOTOS BY NESTED TOURS

“I initially thought I wanted to do broadcast journalism,” says Michelle Massie, who has an extraverted personality and an ability to connect with others.

While earning a journalism degree from the University of Oklahoma, Michelle was inspired by a student-led newscast and discovered her passion for shooting and editing videos. “I always really enjoyed that,” she comments. Studying journalism also caused her to cross paths with her future

husband, Jeff, who worked as a reporter. “I say we got our journalism degrees to meet each other,” she smiles. They soon began their lives together.

“I did advertising sales for a newspaper and my husband was a reporter, we both got laid off when the newspaper closed,” shares Michelle. “So I decided to get my real estate license in 2010.” Her husband became an engineer for Boeing and they each went down their own career paths. However, they do share a love of investment properties.

“We own five rental properties, and that’s how we plan to pay for our kids’ college,” she says. Currently, the couple manages a mix of furnished short-term rentals and long-term rentals. “Depending on the season, it can be a lot to handle,” Michelle admits. Now Michelle helps other clients discover financial freedom through real estate investing.

Making Her Mark

Getting started in real estate wasn’t easy. “I kept attending trainings, but it was hard to get that first client,” Michelle admits. She started as a buyer’s agent but was not on the trajectory she had dreamed. A friend in Texas advised her to work for a high-production builder, mentioning someone who worked there that was able to pay cash for a Lexus. Inspired, Michelle took a job with that large production builder, hoping for the same reality.

However, the reality in Oklahoma was different. “On my first day, I realized no one was paying cash for a Lexus,” Michelle laughs. “It seems Oklahoma has a lot more custom builders than Texas, and the production builders here don’t always have the same success.” She spent four years in that role before



Michelle with her children, Violet and Cooper
Photo by Ely Fair Photography
Location: Rental property in the Wheeler District



serendipity struck. Touring an open house in 2014, Michelle happened to meet Scott McGregor, the owner of a luxury homebuilding company McGregor Homes. The pair had an immediate rapport and mere weeks passed before Michelle joined the McGregor Homes team.

Since 2014, McGregor Homes has grown tremendously, shifting from selling \$250,000 homes in Edmond’s Cottage Grove to properties priced from \$600,000 to over \$2 million.

In addition to selling homes, Michelle also excels in marketing and social media.

“I handle all the social media and marketing for McGregor Homes,” Michelle explains. Her journalism background has proven invaluable in her real estate career, especially in a digital age. “My journalism degree really helped me with marketing strategies.” Under her leadership, the company’s social media presence has flourished, with its page amassing over 30,000 followers. Additionally, her personal TikTok is real estate focused and has multiple videos with views in the six figures and others exceeding a million. “Engaging content is key,” she adds.

Family + Fun

Despite her busy career, Michelle prioritizes family time. She and Jeff have two children, Violet (9) and Cooper (7). “Violet is in competitive cheer, and I’m the team mom,” she shares. “Cooper plays basketball and baseball, so we’re always on the go.” Michelle balances work and family by taking breaks to shuttle the kids to their activities before returning to her real estate duties. It works out well for this devoted mother and successful REALTOR®, especially with the freedom of making her own schedule.

When she’s not working, Michelle enjoys hosting parties, working out, playing pickleball, and sipping wine with friends. Taking time to relax and recharge is essential. “My husband jokes that I have a membership to every gym in Oklahoma City,” laughs Michelle. Working out is important for having productive days and being her best self for her clients.

Top Tips

Her advice to aspiring top producers? “Go work for a builder, and get experience in new construction. Learn the ins and outs of the process. It’s too hard to start out on

your own and figure everything out from scratch,” she advises. That advice worked for Michelle, who has helped many dreams come true for clients and has earned a spot as the top producing agent at her brokerage.

Final Thoughts

From headlines to home sales, Michelle Massie has rewritten her own story—one closing at a time. As the Director of Sales with McGregor Homes in Edmond, she continues to make an impact, blending her journalism expertise with her passion for real estate. She couldn’t imagine doing anything else!



Michelle Massie with Scott McGregor, owner of McGregor Homes



“My journalism degree really helped me with marketing strategies.”



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UPCOMING EVENTS

What's Happening
in the Industry



April 1st EBR Brunchcon
Location: Hilton Conference Center
Date/Time: April 1st from 10:00a – 11:00a

Wake Up YPN
Location: Frenzy Brewery
Date/Time: Thursday, April 10th at 9:00a
Come network and enjoy coffee and pastries while discussing the real estate market and relevant topics.

**Norman Board of REALTORS®
Annual Golf Tournament**
Location: The Trails Golf Course
Date/Time: Monday, May 5th, 8:00a
For more information, contact Erica Webster at (405) 364-8724 or email nbraadmin@normanboardofrealtors.org.

NAR Region IX Conference
Location: Embassy Suites, Little Rock, Arkansas
Date/Time: MARCH 14 - 16
This year's Region IX conference will be held at Embassy Suites in Little Rock, Arkansas. Register for Region IX to meet with REALTORS® in other states and learn more about building your business and your network.

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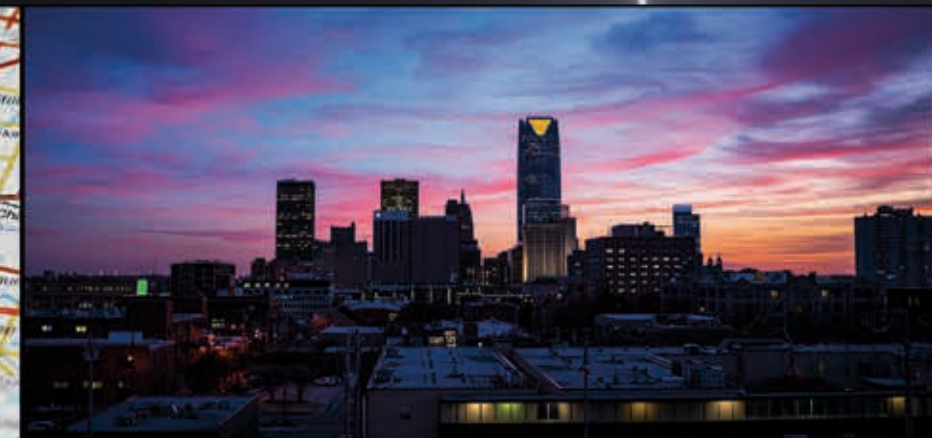
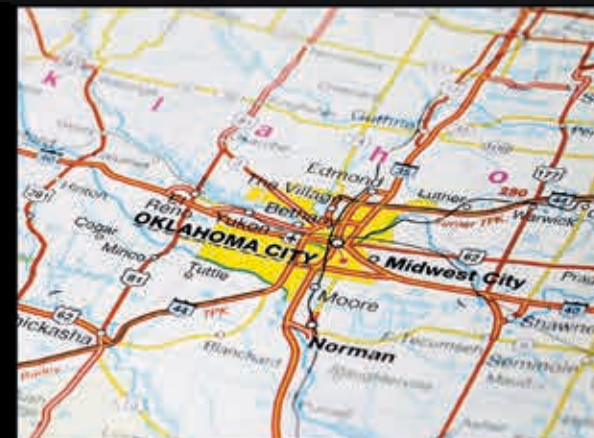
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