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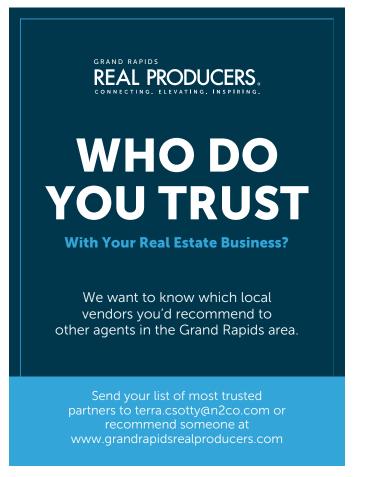












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Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses, and thank them for supporting the real estate community!

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Stacey Morea

IN THIS ISSUE

- 4 Preferred Partners
- Meet the Team
- **10 Event Announcement:** May Mingle
- 12 Agent Spotlight: Stacey Morea
- **16 Top Producer:** Andy Smith
- **20 Event Recap:** Thank You for Attending A Toast to the Top!



Q: WHO RECEIVES THE MAGAZINE?

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

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

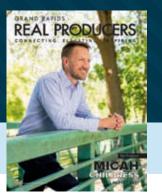
Q: WHAT IS REAL PRODUCERS ALL ABOUT?

A: Real Producers is a platform that brings together the most elite individuals and affiliates in Grand Rapids 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.





More info at www.grandrapidsrealproducers.com

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 Grand Rapids 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.

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.



If you are interested in nominating people for certain stories, please email us at: terra.csotty@n2co.com

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Meet The **Team**



Terra Csotty Owner/Publisher



Ashley Streight Content Coordinator/ Publishing Assistant



Becca Ebenhoch Relationship Manager/ Event Coordinator



Kevin Jurvis Relationship Manager/ Event Coordinator



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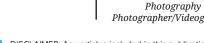








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Date: May 14 Time: 2:00 - 4:00 p.m. Location: Sundance Grill

Address: 151 Ottawa Avenue NW, Grand Rapids, MI 49503

WHAT TO EXPECT:

- Food & Drinks Enjoy delicious appetizers, plus your first round is on us.
- Networking Connect with Grand Rapids' top real estate professionals.
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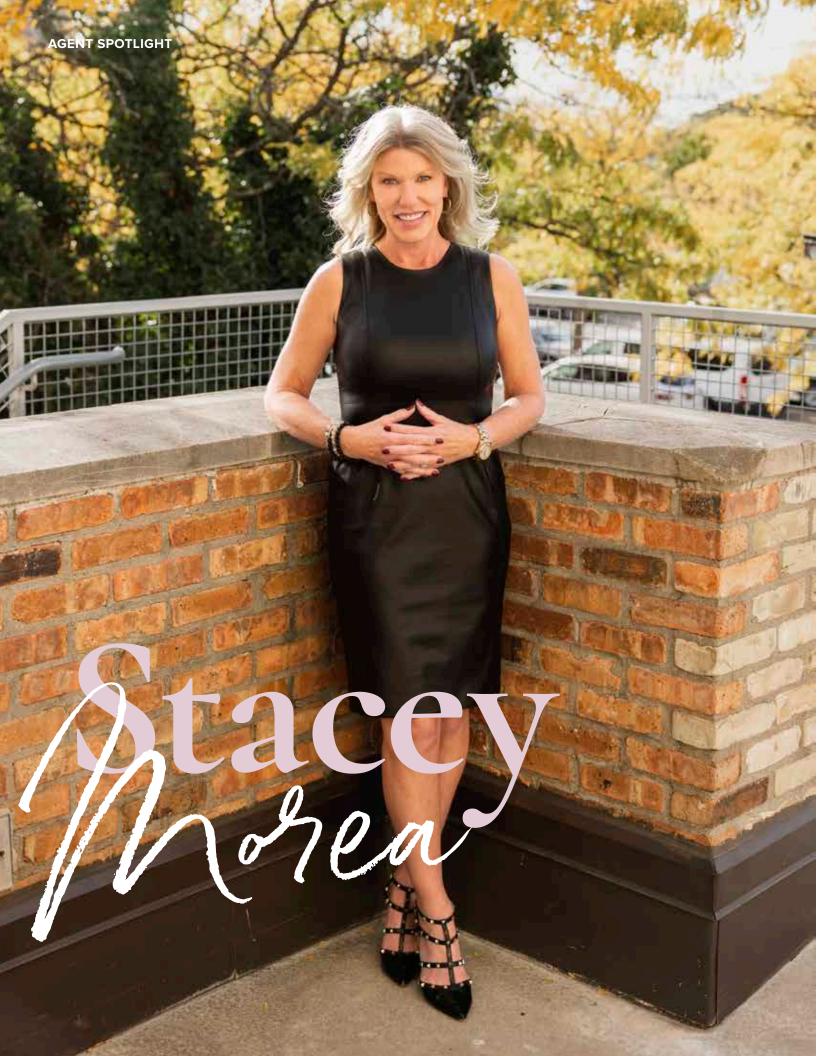








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Real Estate With Style

PHOTOS BY JACOB HARR WITH HARR CREATIVE LLC Stacey J. Morea, an agent and REALTOR® with RE/MAX United, is a force to be reckoned with in the world of real estate. Her journey from being a stay-athome mom of four — three of whom are triplets — to a top-performing agent is proof of her resilience and dedication. "I started my real estate career in March of 2017," she said. "My youngest child was 10, and the triplets were 12. I knew I had to make something work to sustain us."

Before she stepped into the world of real estate, Stacey spent her days as a hairstylist. "I was a hairstylist before having kids, and I always had a love of fashion and beauty. Then, for 12 years, I was a stay-athome mom," she explained.

After a divorce in 2014, Stacey had to think about her next steps. "I knew I'd have to rejoin the workforce eventually," she said. Real estate wasn't her first thought — returning to her hairstyling roots was on the table. Stacey started to more seriously consider a profession in real estate after her good friend, who was an agent, helped sell her home. "I went on job interviews, but the lack of flexibility didn't work for me as a single mother. Real estate seemed to be the perfect fit," Stacey said.

Stacey attended training classes with her friend's brokerage before even taking the real estate exam. "I didn't want to waste time getting my license if real estate wasn't the right fit," she explained. This cautious approach paid off, and it wasn't long before she knew real estate was the right path.

Stacey is now a certified powerhouse in the field. She holds certifications such as CNHS, SFR,



Photo by Kate Faber Photography

RENE, RCC, SRS, and PSA. She has also achieved numerous awards — RE/MAX Executive Club, 100% Club, Platinum Club, and the Hall of Fame — and impressively, she has hit Club levels every year since she has been in the industry. She did all of this while raising triplets — Ava, Caroline, and Olivia — and their sister, Julia, who is 22 months younger.

"I love educating buyers and sellers. The friendships and relationships you gain along the way are priceless."

With a career volume of over \$42 million and a total volume of over \$11.8 million in 2024, Stacey is nothing short of inspiring. She stays humble about her success and emphasizes the importance of relationships over numbers. "The most rewarding part of my business is the relationships you build along the way," she said. "When a client has their first baby and I get to see the nursery in the house I helped them buy — it's the best feeling!"

Stacey hopes to offer her experience and skills to the lakeshore as well. As a Norton Shores resident, she often spends her time in Grand Haven. "I live here now! I want to give back what I've learned to help my community build and have my neighbors invest in their future through homeownership," she said.

Stacey's passion for being involved in her community allows potential clients to be able to access her at their most convenient times. "I enjoy visiting my favorite local businesses and walking the pier as much as possible," she shared. "I'm always available for a chat about what your homeownership goals are they don't have to be immediate. I'll be here growing my expertise and be available whenever a neighbor is ready to enlist my help getting them to the next step in their homeownership journey."

For Stacey, real estate has always been about balance. "I set my goals realistically so I can balance what's going on in my life," she explained. Stacey learned early on that prioritizing is critical in real estate. "The biggest challenge was feeling like everything was an emergency. I've since learned that



Photo by Lila Armock

not everything has to be handled immediately," she admitted.

In addition to being a rock star real estate agent, Stacey is a mom of eight. After marrying her husband, Mike Morea — who also has a set of triplets — the pair now parent a blended family that includes six 20-year-olds, one 19-year-old, and a 13-year-old. "We all love the water," Stacey shared. Whether it's Jet Skiing, visiting the Grand Canyon, or simply spending time with their dog, Dice, at the beach, the Morea family knows how to have fun together.

Stacey's real estate practice has also allowed her to pursue her passion for philanthropy. She is a dedicated supporter of Leader Dogs for the Blind, a charity close to her heart, and she donates to Children's Miracle Network Hospitals with every closing. "Having had three premature babies in the NICU, I understand the need for the services the CMN provides," Stacey explained.

At the heart of Stacey's journey is her role as a mother, and she is quick to credit her children as her greatest motivators. "Every day I wake up, I want to show my daughters what hard work, dedication, and never-quitting looks like," she shared. Stacey considers raising four incredible

young women as a single mother while building a successful career is her proudest accomplishment.

For up-and-coming agents, Stacey advises that they focus on quality over quantity. "I never set out to be the highest producer but to provide the highest quality I can," she said. Stacey has also built a loyal client base through creative appreciation events such as her

Spring and Fall flower giveaways, where she can celebrate and thank her clients in person.

Stacey sees real estate as more than just a career — it's a calling. "I love educating buyers and sellers. The friendships and relationships you gain along the way are priceless," she said. "Being a part of the American Dream means the world to me."











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And Jacob Harr WITH HARR CREATIVE LLC

In the competitive world of real estate, success stories often emerge from unexpected places. Andy Smith, an associate broker with eXp Realty in Hudsonville, Michigan, is one such example. A former tech company employee, his journey to becoming a topperforming real estate professional is proof that anyone can be prosperous in their career while still putting their family first.

In 2008, Andy graduated from Central Michigan University with a marketing degree, and soon afterward, he joined a young startup logistics company. As the company grew from under 50 employees to a \$100 million international operation, Andy found himself at odds with the corporate culture. He strongly believed that effort should correlate directly with outcomes, but he found the opposite to be true in his corporate role.



Frustrated with his job, Andy began to explore alternative revenue streams such as real estate investing. His first foray into property investing came about when a coworker offered to sell him a second house, which became Andy's first rental property — a house

he still owns today. The experience sparked Andy's passion for the buying and selling process, and it aligned perfectly with his marketing background and tech integration expertise.

In 2014, Andy took the plunge into real estate part

time while maintaining his full-time tech job. For two and a half years, he juggled both roles, selling properties during lunch breaks and after hours. His performance in real estate soon eclipsed his corporate earnings, prompting him to transition to full-time real estate in 2016.

Since becoming a full-time agent, Andy has achieved impressive accomplishments. He consistently ranked as a Top 20 agent during his tenure at Fivestar Real Estate and has had continued success with becoming an ICON Agent with eXp Realty — which requires a person to close approximately \$3 million in volume and then complete roughly 25 transactions beyond that benchmark. Andy's threeyear average sales volume stands at around \$15 million.

When it comes to his business, Andy understands the importance of solving clients' problems and maintaining professionalism. His tech background has also proven invaluable, allowing him to leverage cutting-edge systems and







processes to enhance value for his clients while freeing up time for his family.

Despite his industry achievements, Andy has faced challenges, particularly in managing his time effectively. He learned that having a thriving career in real estate isn't solely about how many hours he has invested but about working smarter. This realization has led him to focus on having better time management, setting boundaries, and hiring the right support staff.

Beyond his professional life, Andy is a devoted family man. He and his wife, Nicole, have three children — Adelynn, 8, Brianna, 7, and Carter, 4. The family enjoys summers at Sandy Pines and activities such as swimming, riding golf carts, and boating. Andy is also passionate about cars, participating in car meet-ups and high-speed track days when time allows.

Aside from his family, Andy believes that community involvement is important. He supports OUR Rescue — formerly known as
Operation Underground
Railroad — which works
to protect children from
human trafficking. Recently,
he partnered with Sell A
Home, Save A Child — an
organization that provides
necessities such as school
supplies to children in
impoverished countries.

Andy has ambitious goals for the future. 2024 marked his second best year in real estate — all while prioritizing his family. He's committed to taking Sundays off, limiting work on Saturdays, and never missing a school or sporting event for his children. This balance between professional triumphs and family life is a cornerstone of his philosophy.

As he reflects on his career,
Andy's definition of success
has evolved. He initially
focused on becoming a
top producer, but now he
measures success by his
ability to show his children
the rewards of hard work
while maintaining a thriving
business and family life.
He aims to be remembered

as a great agent to work
with — both from the
client's and other agent's
perspectives — and as
someone who not only closes
deals but also maintains
professionalism and integrity
throughout the process.

For aspiring real estate professionals, Andy reminds them that they shouldn't get into the business for the money. "That will shift your focus off of helping people and will hinder you from making money," he explained. "Shift your focus on your client and their goals, and make sure you're continuing to learn the industry and not make a bad name for agents."

In just a few short years,
Andy has created a
blueprint for how to balance
professional ambition
with personal values. He
demonstrates that — with
the right mindset, skills,
and priorities — it's possible
to achieve remarkable
success in real estate while
putting family first and
making a positive impact
on the community.

SHIFT YOUR
FOCUS ON
YOUR CLIENT
AND THEIR
GOALS,

AND MAKE
SURE YOU'RE
CONTINUING
TO LEARN THE
INDUSTRY AND
NOT MAKE A
BAD NAME FOR
AGENTS."











Thank You for Attending Our Winter Mingle:

Toast to the Top!

PHOTOS BY HARR CREATIVE LLC

Our Winter Mingle: Toast to the Top! kicked off at KSI Kitchen & Bath in Byron Center, MI, where top real estate agents in Grand Rapids and our Preferred Partners joined together to have some fun mixing and mingling in the beautiful KSI Kitchen & Bath showroom.

Attendees enjoyed having food and drinks as well as making connections with colleagues across the real estate industry. This was a great opportunity for individuals in the Grand Rapids real estate community to experience firsthand all the wonderful designs, amenities, and services provided by

KSI Kitchen & Bath. Thank you to our partners, without whom these events and this publication would not be possible! Also, because of your generous donations, we were able to donate \$60 to Liberty Christian Academy, which is an all-girls school for underprivileged

Interested in sponsoring a future event? Reach out to Becca at grrealproducers@n2co.com









BRIAN MCDONALD

girls in Guatemala. Thanks to David Geurink for choosing the charity.

"The space was great, food was great, and I had fun networking with fellow agents," Brenda Smith from City2Shore Gateway Group said.

Special thanks to our Host and Sponsor

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this event and also to our VIP Sponsor

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support sponsor — CertaPro Painters of
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possible. Thank you to Jacob Harr with

harr Creative LLC and Brian McDonald with Brian McDonald Photography for capturing photos and video.

We are so grateful to all of you who joined us, and we look forward to seeing you at our May event!

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2024

BY THE NUMBERS

Here's what the top agents in GRAND RAPIDS sold in 2024



35 AVERAGE TRANSACTIONS PER AGENT



SALES VOLUME

\$3,822,251,934



TOTAL TRANSACTIONS

10,412



\$12,740,840

AVERAGE SALES VOLUME PER AGENT









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