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28 Coaching Corner





Brown Button Estate Sales

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


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Hannah Shireman

DOING IT ALL

BY JOSEPH COTTLE
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Hannah's first couple of years in the business were difficult, but she credits her mom and sister, her co-owners at West Village Realty, with not letting her quit.

"I just kept saying I'm going to quit and go work at Anthropologie," she remembers. But they said, 'You're not allowed to quit. Just get through it and you can do it.'"

The road to that point hadn't been easy, even prior to entering the real estate business. In December of 2013, Hannah graduated from the elementary education program at K-State. By January she was teaching professionally overseas. "I moved to the Dominican Republic after I found a Christian school teaching K-6. They were



“
My second full year,
I probably sold
seven houses—still
not great, but better.
And then every year
after that I started to
double my business.”

an English immersion school, so they taught only in English. But I lived with a Colombian woman who only spoke Spanish. So, I quickly learned how to speak Spanish,” she remembers.

When she returned to the states, she expected to get hired quickly considering her credentials and experience, but she simply couldn’t find a job. “I had these big plans and this idea of what my life would look like. Of course, God had different plans for me.”

“That was when my mom was like, well, maybe you could start becoming a real estate agent.”

Despite a rough start and wanting to quit, Hannah is glad she stayed. “My second full year, I probably sold seven houses—still not great, but better. And then every year after that I started to double my business. I don’t know how that happened, but going back to 2018 or 2019, I think I was probably right around that five million mark. And then I did ten, then fifteen, then twenty, then twenty-five, and this year I’m doing forty-eight or so.”

She’s being modest about the how; she knows how it happened, but she might not say it exactly that way. “I like to be successful,” she explains.

It’s not for her own personal gain or pride; it’s for her clients— “I’m really driven by achievement, and I get to feel that achievement constantly because I’m able to get multiple offers for

my seller or I’m able to win out on multiple offers for my buyer,” Hannah says.

After starting with Reece Nichols and moving to Sotheby’s briefly, Hannah, her mom, and her sister decided to strike out on their own so they could focus on making the best decisions for local clients without the overhead of a big brokerage. West Village Realty is her life’s work now.

“I think the biggest piece for me is that I’m in control of my own success. I have the freedom that I get to have with my kids, which ultimately brings me the most joy—I can go to my kids’ school whenever and be the mystery reader or whatever they need,” she says. That kind of flexibility isn’t available with a teaching job.”

“When I’m not working, I’m just at home playing with them,” she says about her non-work life. “We’re coloring together or just playing outside.”

When she’s not with the kids, she’s finding good eats with her husband, Stephen. “I really love eating Mexican food. I love margaritas and I love queso. My husband and I like trying new food, so my mom will come over to watch the kids, and we’ll just go see what’s new around town.”

A powerhouse real estate agent in her mid-thirties, a doting mom, and wife who still dates her husband. There isn’t much that Hannah Shireman can’t make happen, it seems. Her future is bright and she’s looking forward to it.

“
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and I get to feel that achievement
constantly because I’m able to
get multiple offers for my seller
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BY JOSEPH COTTLE

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For real estate agents, closing a home sale often hinges on one major hurdle: the stuff. "We hear it from real estate agents all the time," Michael Fry, the co-owner of Brown Button Estate Sales, says. "They've got a client who's ready to sell their home, but they're stuck because of the stuff. Either they're overwhelmed emotionally, or an estate sale in their home just isn't logistically possible."

Traditional estate sales aren't always an option; some clients live in gated communities or condos where sales aren't allowed. Others don't want crowds of strangers walking through their home, especially when they're still living there, and some simply don't have enough items for a full estate sale but still need a solution for high-value belongings.

To solve this problem, Brown Button Estate Sales has launched a new solution: online estate sales. This removes the barriers of traditional estate sales, allowing homeowners to sell their belongings quickly and discreetly—without ever opening their doors to the public.

"This tech is nimble," Michael says. Unlike a traditional



estate sale, where a home is transformed into a retail store for two weeks, this new approach is fast and discreet. Brown Button's professional team comes in, catalogs and photographs everything in as little as a few days, and then handles all logistics. The sale happens entirely online, and no members of the public ever enter the home.

For real estate agents, this means fewer roadblocks on the way to closing. "It's a simple, elegant solution to a problem that real estate agents run into constantly," Fry says. "If a client can't have an estate sale in their

home, this is the alternative they didn't even know existed."

After Brown Button's team prepares the sale, the items are listed in the app with professional photography and detailed descriptions. Every item starts at \$1. That starting bid might sound risky, but Michael explains that the key is their audience. "We have 12,000+ email subscribers, 16,000+ Facebook followers—so when we drop a sale, bidding starts immediately."

The service is already proving itself in some of Kansas City's most exclusive neighborhoods,

including Loch Lloyd, Lake Quivira, and Mission Hills

"We did a sale in Leawood recently," Fry says. "The family was moving from a 7,000-square-foot home into a smaller space. They had 100 high-value items, but they didn't want the public in their home. Their driveway was a quarter mile long, one lane. They weren't 'garage sale' people.

"So, we went in, cataloged everything in a day and a half, ran the sale online, and then came back for a half-day of pickups with our staff movers. The public never stepped foot in their home, and the sale brought in \$40,000."

For Brown Button, the goal isn't just to create a new sales platform—it's to make estate sales smarter, faster, and more

accessible. "This lets us serve people better, and at the end of the day, that's what we care about," Michael emphasizes.

The Brown Button team is currently booking online estate sales this Spring, offering a new way to clear homes, close deals, and keep clients moving forward.

"IT'S A SIMPLE, ELEGANT SOLUTION TO A PROBLEM THAT REAL ESTATE AGENTS RUN INTO CONSTANTLY. IF A CLIENT CAN'T HAVE AN ESTATE SALE IN THEIR HOME, THIS IS

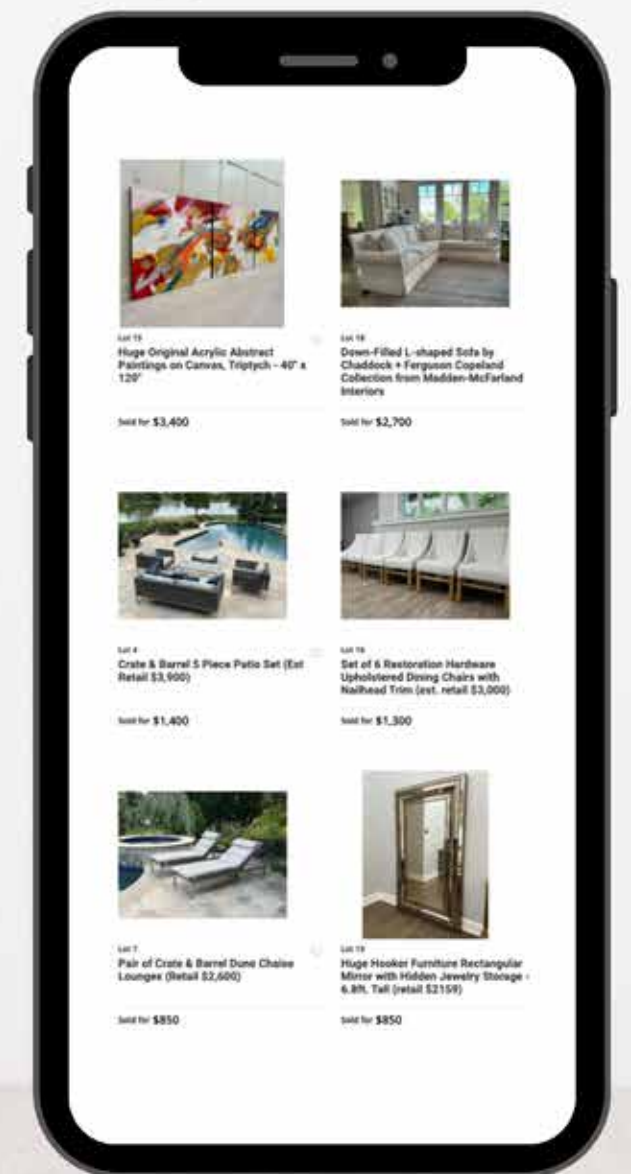
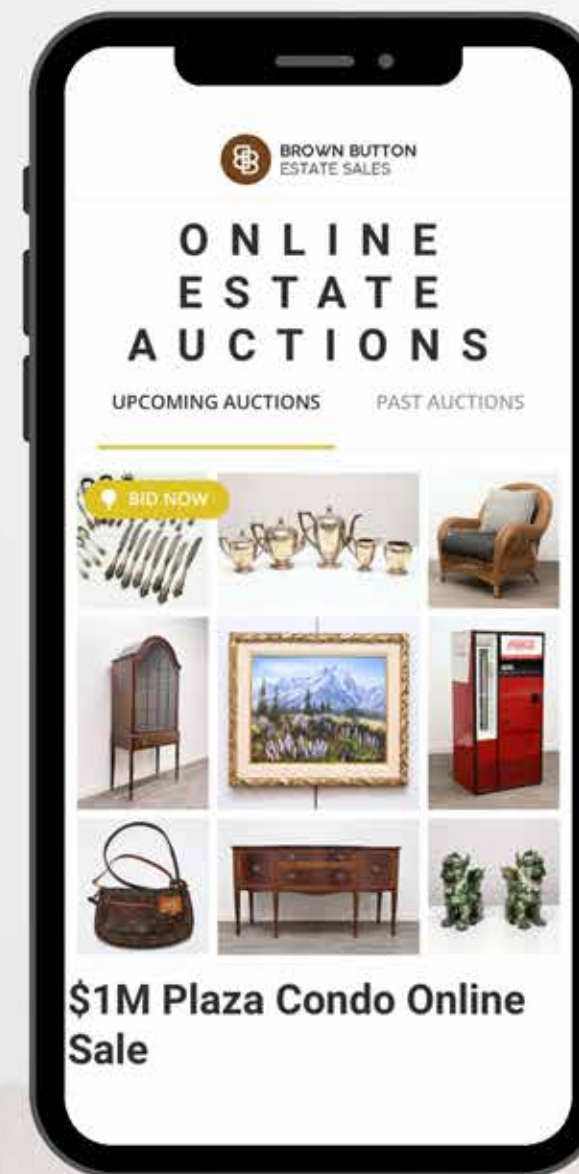
the alternative
THEY DIDN'T EVEN KNOW EXISTED."



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HOW TO GET MORE AGENT TO AGENT REFERRALS!

SUBMITTED BY CHRISTY BELT GROSSMAN, CEO AND OWNER OF OPS BOSS COACHING™

Agent-to-agent referrals are one of the best (and most overlooked) ways to grow your real estate business with high-quality leads. Unlike online leads, referrals come with built-in trust—making them easier to convert.

But here’s the truth: Most agents and Ops Bosses® don’t have a solid system for generating, tracking, and converting referrals. And if you’re not actively working on agent-to-agent referrals, you’re leaving money on the table. The key? Be as intentional with referral partners as you are with past clients. Below are five strategies to generate more agent referrals.

5 Ways to Generate More Agent to Agent Referrals

1. Host a Monthly Mastermind for Agents in Other Markets

Want to stay top of mind with agents across the country? Be the one who brings value to them. Hosting a monthly virtual

mastermind on Zoom builds relationships, deepens trust, and positions you as the go-to referral partner in your market.

How to do it:

- Pick a hot topic: “How to Get More Listings in a Low Inventory Market” or “The Best Scripts for Handling Tough Conversations”
- Bring in a Guest Speaker from outside real estate (negotiation expert, customer service guru, etc.).
- Invite top agents you want referral relationships with—and feature them on panels!
- Keep it high-value, engaging, and collaborative (no boring lectures).
- Follow up with a personalized message after each session.

Bonus Tip: After each mastermind, post key takeaways on social media and tag attendees—keeping the momentum (and your name) fresh in their minds.

2. Create a Referral Touch Plan

Most agents have a touch plan for past clients—but what about agents who send you referrals? Treat your referral partners like VIPs with a systematic touch plan:

- Quarterly newsletter with agent-specific tips (client event ideas, hiring strategies, market insights).
- Monthly or quarterly check-ins via call, text, or video message.
- Social media engagement (commenting on wins, sharing their successes).
- Personal thank-you gifts or handwritten notes when they send a referral.

The goal? Stay top of mind so when they have a client moving to your area, you are their first call.

Bonus Tip: Add a “Referral Partner Spotlight” to your newsletter, featuring agents who send you business—everyone loves recognition!

3. Offer To Be A Guest Speaker for Other Agents’ Team Meetings

You are an expert—use that to build referral relationships! Offer yourself as a guest speaker for team meetings in target referral markets. Many teams are looking for valuable training to bring to their agents.

Topics that attract agents:

- “How to Generate More Referrals from Your Sphere”
- “How to Show Fewer Homes & Close More Deals”
- “Winning in Any Market”
- “Social Media Mastery”

By providing value first, you build relationships with agents—and when their clients need to relocate, they’ll send the referral to YOU.

Bonus Tip: Record the trainings and create a library of short clips to post on social media and share with referral partners.

4. Build a Private Facebook Group for Agent Referrals & Masterminding

Want to attract referrals instead of always asking for them? Create a private agent referral group where agents can easily connect, collaborate, and send referrals.

How to do it:

- Name it something clear & simple: “Top Agents Referral Network” (or tie it to your Mastermind theme!).
- Invite high-performing agents from different markets who align with your team’s values.
- Post valuable content—client event ideas, negotiation scripts, pop-by ideas, etc.
- Highlight success stories when referrals get sent & closed.

By curating a trusted referral network, agents will naturally send you business when the time comes. Bonus Tip: Post a monthly referral leaderboard with shout-outs to agents who’ve given or received the most referrals!

5. Attend National Real Estate Conferences & Network Intentionally

Referrals don’t happen by accident—they happen through relationships. Attending national events like KW Family Reunion, Inman Connect, Tom Ferry Summit, or eXpCon gives you face-to-face time with top agents across the country.

How to maximize referrals at conferences?

- Have a plan—know who you want to meet. Research what parts of the country have the most people moving to your area.
- Host a small networking dinner or happy hour.
- Collect agent contacts & add them to your referral touch plan.
- Follow up with a personal message after the event.
- Add them to your Touch Plan.

Bonus Tip: When you meet someone at a conference, take a quick selfie together and post it with a shout-out—instant visibility for both of you!

Tracking Your Agent Referrals Like a Boss

Generating referrals is only half the battle—if you don’t track them, you’re leaving money on the table.

Pro Tip: Set up a JotForm for Incoming & Outgoing Referrals. Every time a team member gets a referral (incoming or outgoing), they fill out the form, which auto-generates a referral agreement ready to send for signature.

Pro Tip 2: Once you have successfully gone to closing and paid out commissions, ask the agent you partnered with on the referral to write you a Google review. We can never have too many online reviews! (Want more ideas on how to get online reviews? Read our blog and DOWNLOAD our FREE Checklist.

Final Thoughts

Agent-to-agent referrals are one of the most powerful ways to grow your business—but they don’t happen by accident. By implementing these five strategies and using the free tracking checklist on our web site, you’ll create a steady stream of referral business—without chasing leads.



Ops Boss® Coaching was founded by Christy Belt Grossman, former COO of one of the nation’s first \$1 Billion sales teams. Ops Boss® Coaching is the premier provider of education, coaching, and community for real estate operations professionals—who we call Ops Bosses®! Learn more at www.OpsBossCoaching.com.

TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2025 - Mar. 31, 2025

#	FIRST NAME	LAST NAME	OFFICE NAME
1	Rob Ellerman	Team	Reecenichols - Lees Summit
2	Koehler Bortnick	Team	Reecenichols - Country Club Plaza
3	Eric Craig	Team	Reecenichols-Kcn
4	Ray Homes Kc	Team	Compass Realty Group
5	Dan	Lynch	Lynch Real Estate
6	Spradling	Group	Exp Realty LLC
7	Thrive Real Estate K	Team	KW Kansas City Metro
8	The Collective	Team	Compass Realty Group
9	Ask Cathy	Team	Keller Williams Platinum Prtnr
10	Bryan	Huff	Keller Williams Realty Partner
11	Dani Beyer	Team	Keller Williams Kc North
12	Kristin	Malfer	Compass Realty Group
13	Tamra	Trickey	Reecenichols - Leawood
14	Macoubrie	Zimmerman	Weichert, Realtors Welch & Com
15	Michelle	Lutz	Lutz Sales + Investments
16	Brooke	Miller	Reecenichols - Country Club Plaza
17	Aaron	Donner	Keller Williams Realty Partner

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#	FIRST NAME	LAST NAME	OFFICE NAME
51	Aimee	Paine	Keller Williams Kc North
52	Blake Nelson	Team	KW Kansas City Metro
53	Brent	Sledd	Weichert, Realtors Welch & Com
54	Dan	O'Dell	Real Broker, LLC
55	Austin Home	Team	KW Kansas City Metro
56	Shaun Ashley	Team	RE/MAX Heritage
57	Ashley	Kendrick	Chartwell Realty LLC
58	Aravind	Pentapati	Platinum Realty LLC
59	Adam	Massey	Greater Kansas City Realty
60	Hern	Group	Keller Williams Platinum Prtnr
61	Jaimie	Macoubrie	Weichert, Realtors Welch & Com
62	Moving to KC	Team	KW Kansas City Metro
63	Lauren	Anderson	Reecenichols -The Village
64	Hallbrook	Team	Hallbrook Realty
65	Molly	Hipfl	Reecenichols - Lees Summit
66	Jennifer	Barth	RE/MAX Auction House, LLC.
67	Krishna	Chinnam	Keller Williams Realty Partner

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#	FIRST NAME	LAST NAME	OFFICE NAME
68	Denise	Sanker	Reecenichols - Lees Summit
69	Loughlin & Associate	Team	Keller Williams Kc North
70	Wardell & Holmes	Real Estate	Wardell & Holmes Real Estate
71	Amber	Shawhan	Chartwell Realty LLC
72	Peter	Colpitts	Reecenichols- Leawood Town Center
73	Leann	Hiatt	Huck Homes
74	Ripley Assoc	Team	Engel & Volkers Kansas City
75	Tanya	Burns	RE/MAX Town And Country
76	Katherine	Lee	Sage Sotheby's International Realty
77	Joseph	Ledford	Platinum Realty LLC
78	Sharp Homes	Team	Epique Realty
79	Hilary	Baldwin	Platinum Realty LLC
80	Alex	Thome	Reecenichols - Leawood
81	Jayne	Fincher	Reecenichols - Leawood
82	Jeff	Tanner	Platinum Realty LLC
83	Doug	Adam	Loch Lloyd Residential Re
84	Chuck	Zuvers	Zuvers Real Estate Services
85	Sally	Moore	Keller Williams Platinum Prtnr
86	Hcr	Team	RE/MAX Elite, Realtors
87	Missy	Barron	Reecenichols - Lees Summit
88	Danette	Baker	Weichert, Realtors Welch & Com
89	Taylor Made	Team	KW Kansas City Metro
90	Travis	Heman	Whitetail Properties Real Esta
91	Chuck	Davis	RE/MAX Professionals
92	Sherri	Hines	Weichert, Realtors Welch & Com
93	LUX	Network	KW Kansas City Metro
94	Hannah	Shireman	West Village Realty
95	Crystal	Metcalfe	United Real Estate Kansas City
96	Linda	Mcclung	Compass Realty Group
97	Kristi	Soligo Fleshman	RE/MAX Revolution Liberty
98	George	Medina	Reecenichols - Country Club Plaza
99	Greg	Bemboom	Sage Sotheby's International Realty
100	Explore Home	Group	Keller Williams Kc North

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#	FIRST NAME	LAST NAME	OFFICE NAME
101	Jeremy	Applebaum	Real Broker, LLC
102	Vicki	Smith	RE/MAX Innovations
103	Lisa	Miller	Lynch Real Estate
104	Kaleena	Schumacher	Keller Williams Realty Partner
105	Jason	Patterson	Whitetail Properties Real Esta
106	Sara	Bash Reda	Compass Realty Group
107	Hendrix	Group	Real Broker, LLC
108	Peggy	Holmes	Reecenichols - Eastland
109	Candi	Sweeney	Reecenichols - Parkville
110	Jason	Meier	Weichert, Realtors Welch & Com
111	Lisa	Rater	Weichert, Realtors Welch & Com
112	Andrew	Bash	Sage Sotheby's International Realty
113	Rothermel	Group	Keller Williams Kc North
114	Chris	Austin	KW Kansas City Metro
115	Brooke	Marsalla	Reecenichols - Lees Summit
116	Annie	Kennedy	Realty Executives
117	Jeff	Taylor	Keller Williams Kc North

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#	FIRST NAME	LAST NAME	OFFICE NAME
118	Ramseier	Group	Keller Williams Kc North
119	Brent	Rodina	KW Diamond Partners
120	Jeannine	Webb	Platinum Realty LLC
121	Madison	Moss (Harpst)	RE/MAX Innovations
122	Magnolia Kc	Group	Compass Realty Group
123	Majid	Ghavami	Reecenichols- Leawood Town Center
124	Tradition	Home Group	Compass Realty Group
125	Ben	Jacks	Midwest Land Group
126	Jamie	Howell	Reecenichols - Leawood
127	Lainey	Puglisi	RE/MAX Heritage
128	Will	Wiest	Midwest Land Group
129	Shelia	Hampton	Reecenichols - Granada
130	Taylor	Reese	Compass Realty Group
131	Danny	Watts	Inspired Realty Of Kc, LLC
132	Terry Madden	Myers	Compass Realty Group
133	Jackie	Perez	Inspired Realty Of Kc, LLC
134	Tj	Jolly	Murrell Homes Real Estate Grp
135	Meredith	Vertreese	Coldwell Banker Uplife Realty
136	Simmonssales	Team	RE/MAX Area Real Estate
137	Sundance	Team	Rodrock & Associates Realtors
138	Halterman	Group	KW Kansas City Metro
139	Jake	Zillner	Modern Realty Advisors
140	Brandon	Edlin	Keller Williams Kc North
141	Mandy	Menghini	Realty Executives
142	Joe	Woods	Real Broker, LLC
143	Erin	Kuntzsch	KW Kansas City Metro
144	Jamie	Burks	Redfin Corporation
145	Ryan	Kennedy	Reecenichols - Eastland
146	Darren	Taylor	Chartwell Realty LLC
147	Lori	Robben	Platinum Realty LLC
148	Heather	Brulez	Weichert, Realtors Welch & Com
149	Jackie	Stahl	KW Diamond Partners
150	The Carter	Group	Keller Williams Platinum Prtnr

#	FIRST NAME	LAST NAME	OFFICE NAME
151	Bailey	Lyons	Lyons Realty Group
152	Nancy Kirk	Matthew	Compass Realty Group
153	Ann	Ring	Weichert, Realtors Welch & Com
154	Christine	Dunn	Keller Williams Realty Partner
155	Linda	Clemons	RE/MAX Innovations
156	Mendy	Jarman	Keller Williams Realty Partner
157	Skyler	Wirsig	Midwest Land Group
158	Melissa	Irish	Reecenichols -Johnson County West
159	Bill	Hightower	Jason Mitchell Real Estate Missouri, LLC
160	Dan	Quinn	Quinn Real Estate Co
161	Eric	Jaynes	Keller Williams Kc North
162	Ewn	Group	Real Broker, LLC-Mo
163	Trenton	Johnson	Crown Realty
164	Lisa	Nelson	Reecenichols - Leawood
165	Nick	Gadwood	Nexthome Gadwood Group
166	Quinn	Whimley	Reilly Real Estate LLC
167	Jessica	Kurzweil	Reecenichols - Lees Summit

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#	FIRST NAME	LAST NAME	OFFICE NAME
168	Holly	Bond	Keller Williams Realty Partner
169	Angela	Woodley-Kahler	Reecenichols-Kcn
170	Drew	Yarkosky	Midwest Land Group
171	Andy	Blake	Real Broker, LLC
172	Jessica	Smotherman	RE/MAX Elite, Realtors
173	Teresa	Hayes	Twaddle Realty, Inc.
174	Austin	Short	KW Kansas City Metro
175	Kelli	Becks	Keller Williams Realty Partner
176	Terri	Marks	Reecenichols - Overland Park
177	Kyle	Holt	Platinum Realty LLC
178	Lee	Ripma	Lutz Sales + Investments
179	Rebekah	Schaaf	Reecenichols - Overland Park
180	Mandy	Doull	Reecenichols - Leawood
181	Chris	Matthews	Reecenichols - Leawood
182	Suzanne	Golomski	Reecenichols - Leawood
183	Becky	Brock	Reecenichols - Leawood
184	Jeff	Rimmer	Reecenichols - Lees Summit
185	Jason	Rains	RE/MAX Elite, Realtors
186	Forrest Real Estate	Team	KW Kansas City Metro
187	Lonnie	Branson	Keller Williams Southland
188	Kerwin	Holloway	Reecenichols -Johnson County West
189	Sara	Tarvin	Reecenichols - Leawood
190	The Fussell	Group	KW Kansas City Metro
191	MBS	Group	KW Kansas City Metro
192	Steven	Mott	Midwest Land Group
193	Keasha	Mcneal	Reecenichols - Lees Summit
194	Cathryn	Byrom	KW Kansas City Metro
195	Dave	Campbell	Keller Williams Kc North
196	Hope	Russell	Reecenichols - Lees Summit
197	Steve	Ashner	Reecenichols Wilshire
198	Maddie	Howard	Platinum Realty LLC
199	Maribeth	Samenus	Platinum Realty LLC
200	Carthage Real Estate	Team	KW Kansas City Metro

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FAQ about Kansas City Real Producers

Ever since we launched *Kansas City Real Producers* in July 2017, I have heard some of the same questions from many of you. I figured it would be most efficient to publish the answers here in case more of you had the same questions. Remember, my door is **always** open to discuss anything regarding this community — this publication is 100% designed to be **your** voice!

Q: Who receives this magazine?

A: The top 500 agents of Kansas City. We pulled MLS numbers (by closed volume) in the Kansas City market. We cut off the list at number 500. The list will reset in early 2025 based on 2024 totals and continues to update annually.

Q: Why am I not listed on the top 200 standings/ why are my numbers showing differently?

A: There are a number of reasons why that could be the case. First, be sure to read the disclaimer in its entirety. We pull the data on the exact date listed, so if the closed transaction is not submitted by that date, it will not be included. User error or BRIGHT error is always a possibility. The most common reason is that for any deal with an alternate agent listed, the production gets divided in half between the lead agent and the alternate. There are a few other factors at play, so if you have a question about the Standings, please contact me, and we can take a look: reece.hale@realproducersmag.com.

Q: What is the process for being featured in this magazine?

A: It's really simple — one or multiple peers have first nominated every featured agent you see. You can nominate or be nominated by other agents, affiliates, brokers, owners, and office leaders. A nomination currently looks like this: you email us at reece.hale@realproducersmag.com with the subject "Nomination: (Name of Nominee)." Please explain WHY you are nominating them to be featured. It could be that they have an amazing story that needs to be told, perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. Once the timing is right, the next step is an interview with us to ensure it's a good fit. If all works out, then we put the wheels in motion.

Q: What does it cost to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! This is NOT a pay-to-play model whatsoever.

Q: How can I write an article to be printed?

A: If you are interested in writing an article to contribute your ideas, experience, knowledge, expertise, or stories to the *Kansas City Real Producers* community, please email me at reece.hale@realproducersmag.com. Even if you don't consider yourself a prolific writer, let's talk!

Q: Who are the Preferred Partners?

A: Anyone listed as a "Preferred Partner" in the index at the front of the magazine is an integral part of this community. They will have an ad in every issue of the magazine, attend our events, and be part of our Facebook group. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many agents have personally referred every single Preferred Partner you see. We won't even take a meeting with a business that has not been vetted by one of you and is "stamped for approval," in a sense. Our goal is to create a powerhouse network not only of the best agents in the area but the best affiliates, as well, so we can all grow stronger together.

Q: How can I refer a local business to join KCRP as a Preferred Partner?

A: If you know and want to recommend a local business that would like to work with more top real estate agents, please email me at reece.hale@realproducersmag.com and introduce us! This is the only way we can grow and strengthen this community, through your referrals. It's much appreciated!

Q: How might I get more involved in this community?

A: Two primary ways: First of all, if you have not already, be sure to join our private Facebook group specifically for the top 500 real estate agents and our preferred partners. To request to join, simply search on Facebook the keywords "Kansas City's Top 500 Real Producers Community," and it will pop right up. Request to join, and we will promptly accept you into the group. This online community is a space for further connection, contribution, and curiosity to be shared among our members. Secondly, be sure to attend our events. We currently plan to host events throughout the year, a couple of golf outings, and some VIP social events throughout 2025. We promote these events via email and Facebook, so if you haven't been receiving invites, please email me immediately at reece.hale@realproducersmag.com.



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