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**Andrew Schindler**  
Owner & Publisher  
402-525-1277



**Collin Geldmeier**  
Ad Manager



**Stacy Ideus**  
Photographer



**Jess Wellar**  
Writer



**Ryan Lindbeck**  
Videographer  
altitudemotion.com



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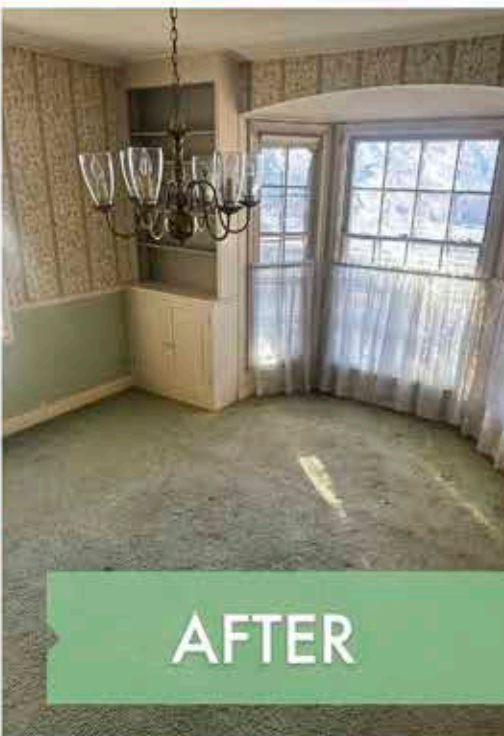
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# KATIE & BRAD

BY JESS WELLAR  
PHOTOS BY STACY IDEUS

# Ulrich



## PERSEVERANCE PAYING OFF

For years, Brad Ulrich knew his wife, Katie, would be a natural in real estate. After more than a decade of nudging her to leave the corporate world behind and join him in the business, Katie finally made the leap — and they've been on a roll ever since.

### Road to Real Estate

Brad became a Realtor in 2002 after spending a dozen years in restaurant management. He excelled in new store openings, area training, and regional consulting roles before making the career switch. With previous experience in both construction and farming, real estate felt like a natural fit.

Katie's career path was filled with diverse experiences, from mortgage lending at HSBC to serving as the Director of Marketing for Williams Group, and later as Vice President for Performance Aircraft Sales. Despite Katie's success in the corporate world, Brad had long been encouraging her to take the plunge with him.

"I told Brad never will I become an agent!" Katie laughs. "But he kept insisting I'd be a top agent."

Finally, in 2020, after a career transition with her aircraft sales employer, Katie decided to go all-in with her husband. Though she admits there were some initial nerves about leaving the corporate world, she felt ready thanks to her business experience and first-hand knowledge of Brad's career.

"I knew how much work was required and how closely you get involved with clients' lives," she explains. "It's such an emotional process with so many decisions, But I also knew I was prepared to walk alongside clients to make it a smooth experience."

### Combining Forces

Since joining forces, the couple has been on a tear, closing \$18.2 million in sales with 45 transactions last year alone. They've also been recognized as the Top Overall Producing Couple at HOME Real Estate for five consecutive years and consistently rank in the Top 10% Leadership Circle. Most recently, they placed among the Top 2 for New Construction Sales in 2024.

With Brad's extensive real estate experience spanning over two decades, and Katie's five years in the business combined with her impressive background in marketing and sales leadership, their individual strengths blend perfectly to create an exceptional experience for clients.

"We really complement each other well," Katie smiles. "We each bring different strengths

to the table, but at the end of the day, we both have the same goal — to take great care of our clients and make the process as smooth and positive as possible."

Brad's experience growing up on a farm with family in construction and his years working in the restaurant industry have also played a large role in their business.

"That background really gives our clients confidence because I can recognize potential issues, easily explain them, and help find solutions," Brad notes. "I've had a lot of clients tell me I sound like a home inspector."

### The Beauty Of Teamwork

The couple's approach to business is rooted in communication and care, and they're quick to add they work on every transaction as a team. Katie's marketing







expertise has helped them enhance property exposure, while Brad's calm and knowledgeable demeanor puts clients at ease.

"Katie has this magnetic personality," Brad grins. "She's a fantastic communicator, and clients really connect with her. She's engaging, relatable, and really knows what she's talking about."

Katie is quick to give her husband credit as well.

"Brad is the laidback, easy-to-trust guy you just want to get to know," she elaborates. "He's like the friendly neighbor you can count on, and clients really appreciate that."

Their referral-based business speaks volumes on how much they prioritize relationships.

"It's been a nice surprise," Katie admits. "I was used to working leads and running Google ads in my past career. But when you really take good care of clients and make the process memorable, referrals just naturally follow."

#### On The Homefront

Both Nebraska natives, Brad grew up in the West Point area and later attended Wayne State College and UNL for business. Katie was raised in Seward, homeschooled K-12, and later earned a bachelor's degree in communications from Pensacola Christian College. The third of nine siblings, Katie jokes that her childhood prepared her for a future career in negotiation: "I definitely had to learn how to communicate and make my voice heard," she quips.

As devoted as they are to their clients, Katie and Brad are equally

intentional about family time. With five children — Brayden (20), Sienna (19), Kiera (16), Tenley (13), and Zane (11) — and their sweet three-year-old Maltese, Nova, always in the mix, life is filled to the brim each day.

"We run around a lot with the kids' sports and activities," Katie shares. "Brad coaches youth travel baseball for our youngest and basketball for our girls. We have to be really purposeful about making time for each other and our kids."

The family loves to travel when they can, too.

"We took the kids skiing for the first time last year and had a blast," Brad smiles. "This summer, they want to rent a lake house to fish and swim, so we're hoping to plan something at Lake of the Ozarks."

Katie and Brad are sure to carve out time for each other as well, enjoying local wineries and outdoor events with friends. The couple are also active members at Parkview Christian School, where Katie has served on the board for over eight years, and Brad has coached several school teams.

#### Future Focus

Looking down the road, the Ulrichs are excited about the possibility of passing the legacy torch some day, as one of their daughters has already expressed an interest in real estate. In the more immediate term, expanding their team may be in the cards, but they're not rushing anything just yet.

"We have a good dynamic right now," Katie affirms. "The timing would have to be right for us to give a team member the attention they need. But right now, our focus is on our family."

As for their long-term goals, the couple remain passionate about continuing to innovate in their business.

"We know it's important to stay forward-thinking," Brad offers. "We're always looking to introduce new marketing strategies, improve our processes, and find fresh ways to connect with clients."

No matter what the future holds, however, their core values will keep them grounded in gratitude.

"We truly see each transaction as an honor and a privilege!" Katie finishes. "It's such an important life event, and we want to walk our clients through the process appropriately by guiding every situation to success, celebrating the wins, marking milestones, and creating a lasting positive memory."

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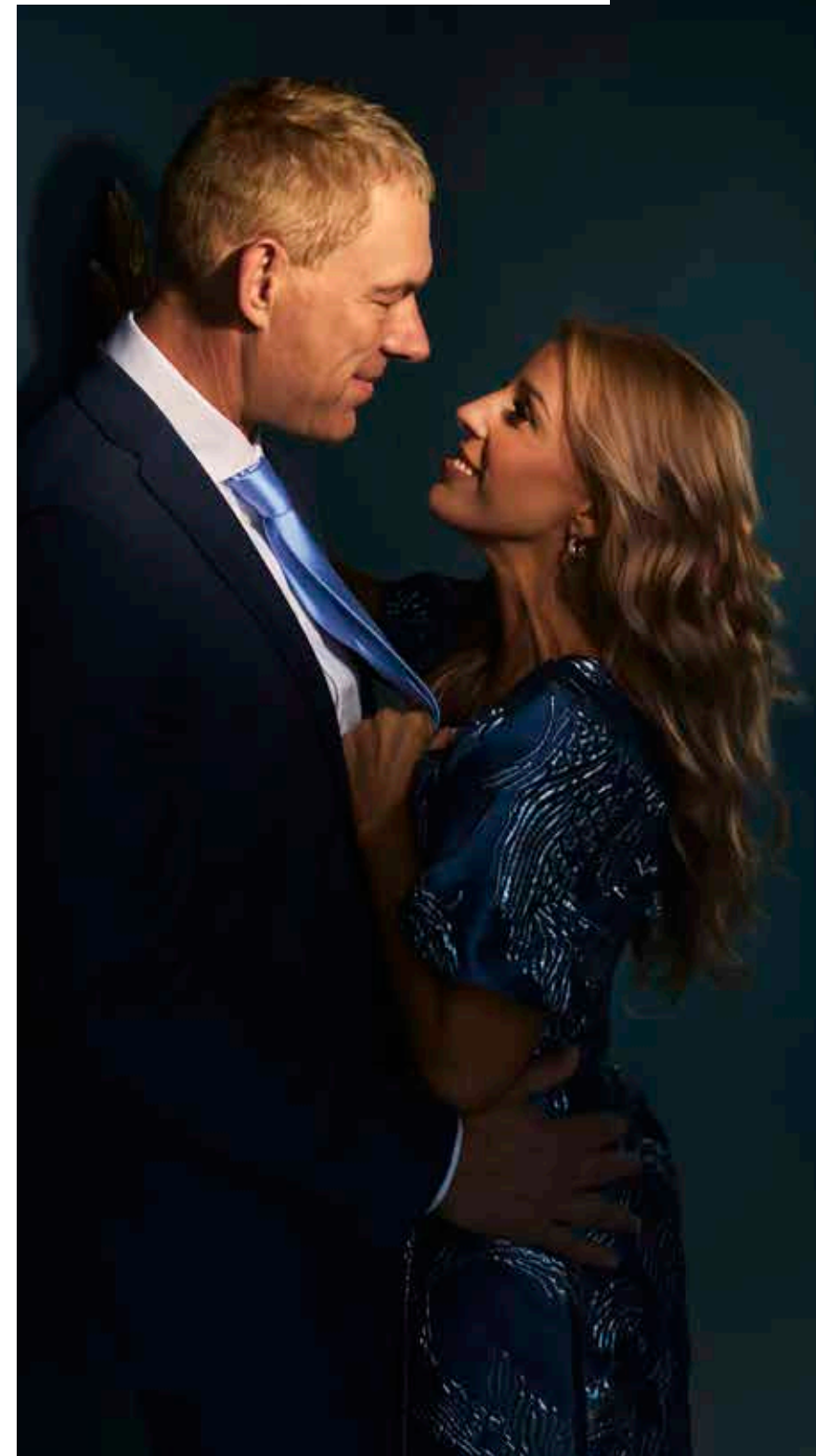
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# Johanna Rhoads

Johanna was THE FIRST Cover Story for *Lincoln Real Producers* back in May of 2017 and it's so exciting to know she is still as worthy of a cover story today as she was eight years ago.

The most rewarding part of being a Realtor for Johanna is the people. "I meet some amazing people," she says. "The gratitude, the friendships, the trust—it really comes down to the people and the end result of helping them get into their own home. That's what it's all about."

For Johanna, real estate has become such an integral part of her life that when she isn't working, she feels weird. "I need it. It is what I like and love to do. Vacations are hard because I am always missing my work," she says. She likes that every single day is different. She is able to meet new people, do new things, and learn new things. The constant change prevents her from ever getting bored.



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# FINANCIAL MOVES FOR A GROWING FAMILY

BY EDWARD JONES

If you're adding a child to your family, it's an exciting time, and you have much to anticipate. Of course, this new addition will bring many changes in your life, so you'll want to be prepared — especially in terms of your finances.

What financial moves should you make as you welcome your new child? Here are a few to consider:

- *Estimate expenses — and create a new budget.* You will likely have several new expenses associated with a new child, ranging from relatively minor purchases — car seat, stroller, crib, etc. — to potentially much larger costs, such as a vehicle with more space or even a new home. You'll need to estimate what you can afford for these initial expenses and then work in to your budget the everyday additional costs — food, clothing, uncovered medical expenses and so on.
- *Look at options to support taking time off work.* Depending on where you live and where you work, you might have some sources of support if you take time off from work after the arrival of your child. These options may include paid time off — such as sick leave and vacation time — paid family leave, short-term disability insurance, and some benefits from the Family Medical and Leave Act.
- *Determine how child care will be provided.* Child care can be expensive and, in some areas, hard to find. Well before the arrival of your child, start looking for child care, so you can explore your options and start factoring in the costs to your cash flow and monthly budget. During your search, look at offerings from local community centers, religious institutions and nonprofit organizations, some of which may offer low-cost child care programs.
- *Contribute to your emergency fund.* It's generally a good idea to keep up to six months' worth of living expenses in a liquid, low-risk account to pay for unexpected costs — and with a growing family, these costs may well increase as your child grows older.
- *Look at your tax situation.* You may want to consult with a tax professional to determine whether you qualify for credits or deductions, such as the dependent care credit, the federal child tax credit, and adoption-related credits (if you adopted a child). Also, you may want to update your Form W-4 to add a dependent — a move that may lower your tax withholding and increase your take-home pay.
- *Start your education planning.* It's never too soon to think about paying for costs associated with your child's education. You might want to consider a 529

education savings plan, which offers tax benefits and can be used for college and many vocational programs, as well as some K-12 costs. A financial advisor can help you explore all available education savings options.

- *Check your insurance.* You'll need to add your child to your existing health insurance, but if you don't have insurance, see whether you qualify for Medicaid or the Children's Health Insurance Program (CHIP), or look for a marketplace plan at [healthcare.gov](https://healthcare.gov). You might also need to purchase additional life insurance coverage. And with a growing family to support, you might want to add disability coverage to protect your income against short- or long-term disabilities.

Bringing a new child into your life is certainly a joyous occasion — and by being financially prepared, you can make the whole experience even more enjoyable.

This article was written by Edward Jones for use by your local Edward Jones Financial Advisor.



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# LAUREN Lineweber

STICKING TO HER  
GOLDEN RULE



If you ask Lauren Lineweber what makes her a talented real estate agent, she is quick to dismiss the notion as “Just being a good human being.” But Lauren also knows what it means to embrace change and turn it into opportunity.

A promising Realtor with Pinnacle Realty Group, it took an unexpected career detour during the pandemic to push Lauren toward a profession she had always considered but never pursued.

“I had always wanted to get my real estate license,” Lauren begins. “But working nights and weekends in development made it very difficult. After 11 years with the American Cancer Society, due to COVID, I lost my dream job in 2020. I knew this was a sign to take the leap.”

The timing, although unexpected, turned out to be a blessing in disguise as Lauren’s natural people skills and love of service quickly translated into a flourishing new career.

#### **A Natural Fit**

A Lincoln native, after graduating from Nebraska Wesleyan University, Lauren began working for the American Cancer Society, moving from Columbia, Missouri, to Kansas City before returning home to Lincoln in 2019 to be closer to her family. With a background in communication, Spanish, and years spent working in development, Lauren’s professional background had already prepared her for the service aspect of real estate.

“I had worked with so many people from different backgrounds, organized events, and learned over the years how to make each client feel important by

following up and following through,” she explains.

Those skills proved invaluable when she joined Pinnacle Realty Group in 2021. And while her natural abilities played a big role in her early success, Lauren is also quick to praise her broker, Matt Garner, for helping her establish her footing.

“I’m extremely grateful to Matt for being willing to partner with me — he is such a great collaborator,” Lauren acknowledges. “I’ve learned so much from him as a result. Matt has brought me along for the ride as I’m busy getting my name out there, helping me build credibility while gaining exposure.”

With Matt’s mentorship, Lauren has steadily grown her sphere of influence, all while balancing her former career after returning to the American Cancer Society in 2021.

#### **Killing It With Kindness**

Lauren takes tremendous pride in building her business on a strong foundation of authenticity, empathy, and respect over the past four years.

“I believe my empathetic approach truly does set me apart,” Lauren notes. “I stay results-oriented while treating every agent and client involved in the transaction with the utmost respect.”

Her approach has paid off. With 20 transactions under her belt last year,

BY JESS WELLAR  
PHOTOS BY STACY IDEUS







“  
FOR ME, SUCCESS IS  
ABOUT ALIGNMENT:  
LIVING IN A WAY  
THAT **REFLECTS**  
**YOUR VALUES,**  
ASPIRATIONS, AND  
SENSE OF PURPOSE.”

Lauren's business thrives largely on word of mouth, with clients drawn to her positivity, reassuring demeanor and thoughtful communication style.

“My success to me is in the referrals; when people have a great experience, it means I am providing the service they deserve,” she explains.

At her core, Lauren's values are deeply rooted in showing kindness still exists in the world, along with making genuine connections. She notes her motivation comes from inspiring others to be like-minded through such positive interactions.

“I want people to know that there are those who truly care about their well-being, success, and happiness out there,” she elaborates. “I've

always lived by the Golden Rule; it may seem so simple, but it holds the power to create deep respect and meaningful connections.”

Today, she continues to balance her roles in both careers with remarkable efficiency, crediting her positive mindset for helping her navigate life's obstacles.

“For me, success is about alignment: living in a way that reflects your values, aspirations, and sense of purpose,” she elaborates. “It's not just about a specific goal, but also about the journey, the lessons learned, and the impact you make along the way.”

**Anchored By Family**  
Looking ahead, Lauren envisions a future focused

on continuing her growth in real estate, hopefully as a full-time agent when the timing is right for the flexibility it affords. She also dreams of starting a family of her own someday. But presently, Lauren feels fortunate to be doing meaningful work in both of her careers.

“Down the road, I would also love to get my broker's license as well; I want to train and take care of other new agents, the way my broker has taken care of me,” she affirms.

Lauren's loved ones, including her parents Ray and Marti, her sister Kara, and her precious three-year-old niece and nephew, Izzy and Leo, are at the center of her world.

“My family is the reason I relocated back to Lincoln!” Lauren adds with a smile. She's also a proud dog mom to her five-year-old beagle-chihuahua mix, Apricot.

When she isn't with her people, Lauren enjoys her spinning classes, listening to live music, or exploring the world through travel. Her impressive list of countries visited is currently at 60 and counting. Up next? Romania and Bulgaria.

“Traveling makes me feel really empathetic in the way I lead,” she concludes. “What I see people call ‘home’ in other countries and witness how grateful they are to have a roof over their head puts things in perspective.”

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Adam Peterson, Owner



Done Right The First Time

BY JESS WELLAR  
PHOTOS BY STACY IDEUS

# Peterson

## GROUND ROOTS

“It’s not about being the biggest or the fastest,” begins Adam Peterson, owner of Peterson Ground Roots. “It’s about earning trust, building relationships, and delivering quality work that lasts.”

That attitude has set the tone for Adam’s growing landscaping and lawn care company since he started Peterson Ground Roots in late 2020. His company’s focus is clear: quality over speed, and a commitment to doing the job well so there’s no need for a follow-up call.

**Built On Honesty**

Peterson Ground Roots is based in Ashland, Nebraska, with a service

area that extends to Omaha, Lincoln, and all areas in between. Adam notes their Ashland location is a prime hub, allowing his team to conveniently serve customers in both major metro areas.

Today, Adam has four employees who have played a major role in building the company’s strong reputation over the past five years.

“Our employees pride themselves on their quality work and attention to detail,” he affirms. “It stems from the fact that we often hear about the bad experiences some customers have had before contacting us, and frankly, it scares me.”

Adam explains that far too many people assume that if they’ve hired a contractor, the job will be done correctly. Unfortunately, that’s not always the case. Hearing these stories has motivated Adam and his team to consistently prioritize quality work, communication, and transparency.

“We treat our customers’ budgets like our own,” Adam emphasizes. “If there’s ever an adjustment that needs to be made, I call the customer before we proceed. I wouldn’t want someone spending \$500 of my money without my permission, and we operate with that same mindset.”





From Left: Thea, Sloane, Adam, Sam and Asher



“OUR GOAL IS TO BE THAT  
TRUSTED PARTNER THAT DELIVERS  
**QUALITY WORK**  
WITH LONGEVITY IN MIND.”

### From Lawncare to Full Outdoor Transformations

Growing up in Eagle, Nebraska, Adam studied animal science in college and spent years working as a consultant for an animal health company. However, Adam maintained a side interest in landscaping and eventually decided to head in a different direction that was more fulfilling.

“I did landscaping and lawn care through high school and college,” he recalls. “It was something I always enjoyed.”

The turning point came when Adam decided to tear up his own lawn and completely start over.

“I tilled everything up and started from dirt and grass seed,” he recalls. “I

believe that process planted the seed — no pun intended — to help others achieve that perfect, green, lush lawn.”

What started with a few lawn care jobs quickly expanded to retaining walls, landscape design, and more.

“It’s just grown from there,” he marvels. “We’re now helping people build the outdoor oasis they’ve been dreaming of.”

While business took off quickly, Adam’s focus on doing things the right way has never wavered.

“We pride ourselves on taking our time, this is not a sprint,” he points out. “Everything today seems to be about speed. But when contractors rush through a job to go on to the next one, there are often mistakes from shoddy work.”

### A Loyal Ally

For Realtors looking for a dependable landscaping and lawn care resource, Adam wants to make one thing clear: Peterson Ground Roots is all about long-term relationships.

“We want to build rapport with our clients and with agents,” Adam offers. “Our goal is to be that trusted partner that delivers quality work with longevity in mind.”

Adam’s commitment to following up has also been key to building a solid reputation with clients and agents alike. For him, the most fulfilling part of his work is earning that trust.

“We stress communication every step of the way,” Adam says. “If there’s a change in the timeline or budget, we

reach out immediately. People should never feel blindsided when they hire us — that’s not how we operate.”

That trust includes being radically honest with clients about their options — even if it means talking someone out of a project: “We’re not afraid to tell a customer if something’s not in their best interest,” Adam adds.

As business continues to boom, he is considering adding another truck and more employees to expand the landscaping side of the business this year.

### Finding Balance

When Adam isn’t landscaping, you’ll most likely find him enjoying the outdoors with his wife, Sam, and their three young children: Sloane (6), Thea

(4), and Asher (3). The Peterson clan also includes their dog, Mia, a pitbull-boxer mix who joins them on their adventures.

“Whether we’re at our family’s lake house in Plattsmouth or hiking around local state parks, we try to stay active,” he shares. In addition to quality family time, Adam and Sam both enjoy riding their Harley Davidsons — a Road King for Adam and a Fat Boy for Sam. “We haven’t been able to get out as much as we’d like,” Adam continues, “but we’re hoping to take more rides this year.”

### Prioritizing Local Involvement

Peterson Ground Roots is proud to give back to the Ashland community. The company has donated considerable time, money, and equipment to

the Ashland Fire Department and regularly helps maintain the Ashland School Grounds when needed.

Each year, Peterson Ground Roots also provides a free, homecooked Thanksgiving feast for anyone in the Ashland-Greenwood area, a popular event that Adam is especially fond of.

“We’re excited to make that a yearly tradition,” he concludes. “It’s our way of giving back to the community that’s supported us so much.”

**To learn more about Peterson Ground Roots, visit their Facebook page or give Adam Peterson a call today at 402-525-9970**



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Loan Officer  
M: 402.310.4010  
jwagner@gershman.com  
jwagner.gershman.com  
NMLS #2472428



**JUSTIN DAVISON**  
Loan Officer  
M: 402.309.6254  
jdavison@gershman.com  
jdavison.gershman.com  
NMLS #1604492



**KAYCI PARKER**  
Senior Loan Officer  
M: 402.332.6985  
kparker@gershman.com  
kparker.gershman.com  
NMLS #776812



**JENNIE SOVEY**  
Loan Officer  
M: 402.429.2245  
jsovey@gershman.com  
jsovey.gershman.com  
NMLS #1698492



**AMY DAVIS**  
Loan Officer  
M: 402.310.3355  
adavis@gershman.com  
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