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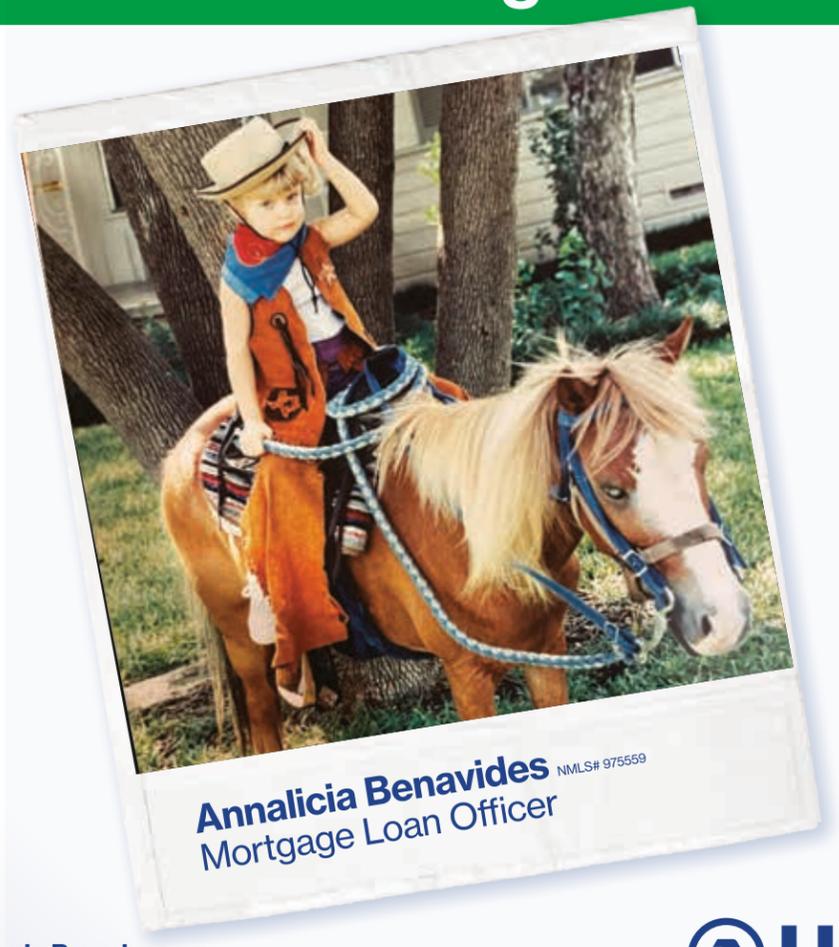
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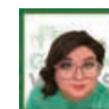
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WHY WE DO WHAT WE DO



Meet Jason Smith

I've come to realize that what we build matters—but *who* we build it with matters even more.

I'm Jason Smith, and while my business card may say "publisher," the truth is, I wear a few more hats than that. I'm a connector. A storyteller. A builder. And most importantly, I'm a dad, a coach, and a follower of Christ.

Every month, I have the honor of publishing two of San Antonio's most relationship-driven publications—

San Antonio Real Producers and *Stroll Dominion*. But these aren't just magazines. They're bridges. They're platforms built to spotlight the top 1% of real estate professionals in our city, elevate the best local businesses, and spark genuine, meaningful connection within a high-trust community.

We don't chase clicks—we build credibility. We don't just sell ads—we create alignment.

Our mission is simple: **To help great people do great business with great people.**

And for me, this mission extends beyond publishing. I'm also the founder of *Project: One Life* — a coaching movement for men rooted in four pillars: **faith, fatherhood, fitness, and fierce discipline**. It's not about hype. It's about helping men rediscover who they were created to be—spiritually grounded, physically strong, emotionally present, and purpose-driven.

But above all these titles, roles, and goals, the most important title I'll ever hold is *Dad* —to two incredible boys. One is a young athlete discovering his

strength. The other is a young man stepping into life's deeper questions. They're my why.

And my foundation through it all? Christ. I believe God doesn't just call us to be successful. He calls us to be *significant*. To steward our influence. To live with intention. To serve our families. To lead with truth in a world that desperately needs it.

If you're a business looking to reach the most influential agents and families in San Antonio—or an agent who's earned the spotlight—I'd love to connect. Let's partner with purpose and create something that actually matters.

Jason Smith
Publisher, Connector, Coach

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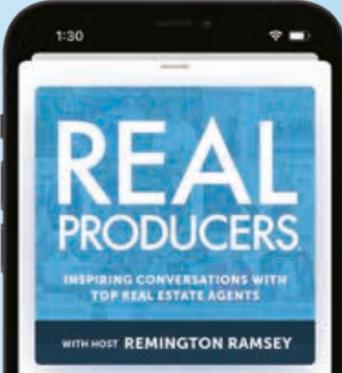


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- Becky T

"Shannon and her gals are the best! I highly recommend them to all my clients. I have had 100% positive feedback from everyone."

- George M



Robin Saunders

SAN ANTONIO PORTFOLIO

When speaking with Robin Saunders, one immediately recognizes her warmth and sense of composure. She's unhurried, unbothered, engaged and present in the best of ways. You can tell she's actually listening, rather than thinking ahead to where she'd like to steer the conversation. She exudes a humility uncommon for someone that's recognized as a premiere agent in the luxury space. That's because Robin's always been enamored by the process rather than the result. *She's not rushing along to find the pot of gold at the end of the rainbow, but instead, taking her time to appreciate the rainbow itself. It's this approach to life and to work that's ultimately led to her success.*

Growing up, Robin moved every handful of years for her father's work, an upbringing that exposed her to our diverse country and taught her the value of being adaptable. With an eye for aesthetics and a passion for fashion, she earned her degree in Fashion Merchandising from Post College in Connecticut. Her first exposure to the real estate industry, however, came years later when she began working in property management for a commercial real estate company in Houston.

In 1997, she moved with her family from Dallas to Fair Oaks Ranch. Three weeks after their arrival,

she welcomed her second born to the family fold and settled into life in greater San Antonio. Driven, and with a successful career in property and asset management under her belt, Robin began to look for work suitable for a mother whose priority was staying involved with her children's day-to-day activities. With some insight and knowing the value of a flexible schedule, she began working in commercial real estate in Boerne.

Robin's first divergence into residential came at the request of a friend who was searching for a home within the Fair Oaks Ranch community. "I sort of just muddled my way

through by asking questions and learning along the way," Robin says of that experience. "But it was fun because I truly enjoy helping people, love design, and understood that a home is the biggest purchase most people are ever going to make."

Coming from a commercial background, where deals are lengthy affairs, commission couldn't be further from Robin's mind. As word spread organically by word-of-mouth and Robin began to make her name on the residential side, her approach was always thorough and steadfast. "It's about helping people make one of the biggest decisions of their lives," she says of the



work, “In order to do that, I need to earn their trust and give them all the available information in order to aid them in making their dream a reality.”

Through her involvement volunteering at her children’s schools and at her church, the vast majority of her business was relationship driven.

Whether it was assisting in the acquisition of a multi-million dollar home or helping a friend’s daughter find her first, every job was given the focus and dedication it deserved. Robin also kept a healthy relationship with her work, knowing how quickly it could eat her life up if she let it. Instead, she made sure to continue prioritizing time with her

family and volunteering within the community.

In 2011, she joined the new Keller Williams Luxury office where she was encouraged to become her own brand and to regard her position as a business owner. By 2013, she’d established the Saunders Luxury Group, a team of highly skilled and experienced individuals, which allowed Robin to reach the pinnacle of her career. For 14 consecutive years Robin has been recognized as a Five Star Realtor by Texas Monthly and was ranked as the #7 individual agent in 2024 by the San Antonio Business Journal. A Platinum Top 50 CENTURION Winner, Robin holds designations as a Certified Luxury Home Marketing Specialist, an Accredited Buyers Representative, an Accredited Luxury Home Specialist, and as a Staging Design Agent. In fact, she credits her passion for aesthetics as part of the source of her success. “I bring a lot to the table in terms of getting listings ready to sell,” Robin says of her eye for design, “A picture can speak a thousand words, and a lot goes into getting our listings camera ready.”

Through her experiences have come expertise. Her approach, her philosophy, her understanding of her role. An advocate for those who need her, whether that’s a client or a neighbor, Robin’s traversed through an overwhelmingly competitive landscape undaunted and with her head held high. It’s no wonder her reviews speak so glowingly of her work and that she continues to stand as a pillar in the community.



“In order to do that, I need to earn their trust and give them all the available information in order to aid them in making their dream a reality.”

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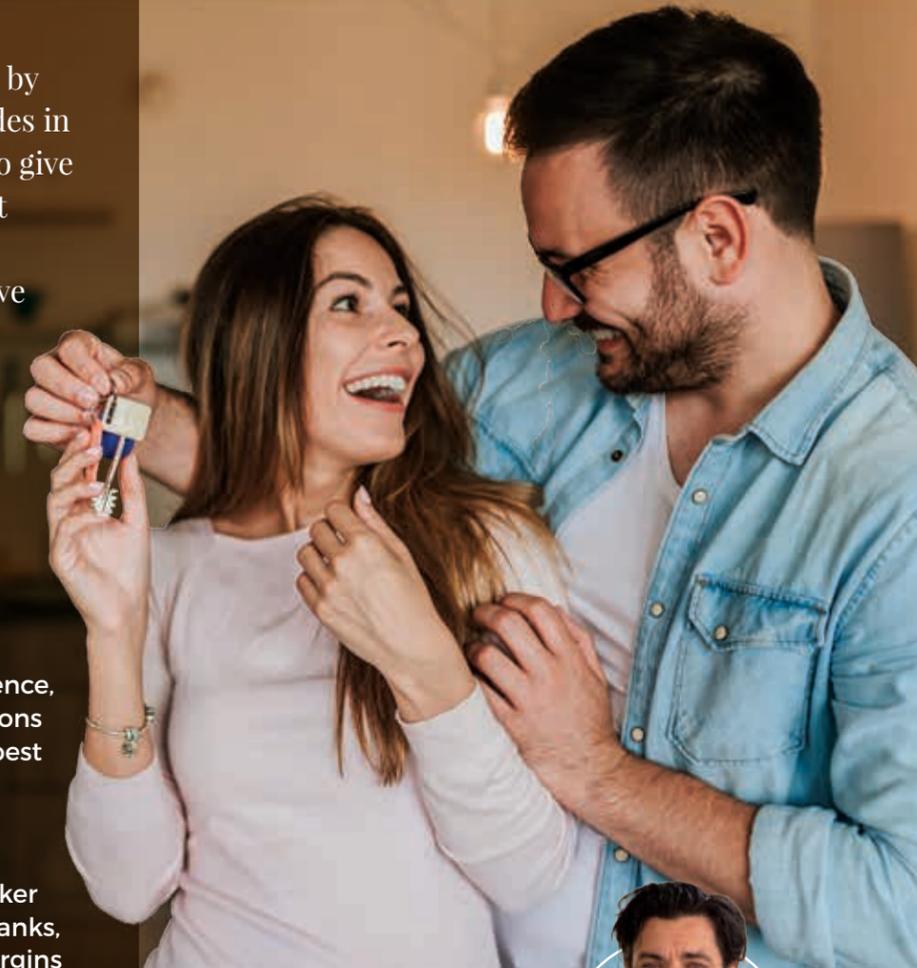
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We are anticipating the market to be more active than last year. Renewed optimism and hopefully some fiscal responsibility will raise consumer confidence, and we feel that there are two main reasons why working with a mortgage broker is best for your clients. Fast facts to make smart mortgage moves

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What Top Agents Do Differently That No One Talks About

In a business that never sleeps, it's easy to assume that the top agents are just working harder or selling more. But if you spend enough time around elite producers, you'll realize something deeper is at play.

They operate with intention.

They build habits that compound.

And most importantly, they protect their *edge*.

Here are a few key things top producers do differently — that rarely show up on a sales report, but make all the difference over time.



1. They Treat Energy Like a Currency

While average agents focus on time management, top agents focus on *energy management*. They know their peak hours, they structure their mornings with discipline, and they don't waste emotional bandwidth on distractions. From sleep and nutrition to workouts and mental resets, high-level agents invest in habits that allow them to show up with clarity, presence, and power.

2. They Audit Their Circle

Top agents are fiercely intentional about the voices they allow around them. They seek out mentors, masterminds, and peers who challenge them to level up. They don't waste energy explaining their ambition — they surround themselves with people who already get it. Your circle is your mirror. And for elite producers, proximity is often the real hack.

3. They Train Their Mindset Like a Muscle

Ask a top producer how they handle a tough month or a lost listing, and you'll notice the difference: they don't spiral, they *reframe*. They don't just read motivational quotes — they build frameworks of resilience. Whether it's journaling, therapy, coaching, or prayer, they have tools to stay anchored

in a storm. And in this business, storms are guaranteed.

4. They Stay in Their Lane — and Own It

Top producers know who they serve, what makes them different, and how to stay consistent. They're not jumping at every trend or mimicking what everyone else is doing online. They focus on *depth over width* — going deeper with their farm, their database, and their service instead of chasing everything shiny. Confidence comes from clarity.

5. They Build Systems, Not Just Sprints

You might see a top producer running fast, but behind that speed is structure. Whether it's follow-up systems, listing prep workflows, or content calendars — they aren't winging it. They're building a business that's scalable, repeatable, and *saleable*. That's the real freedom.

At the end of the day, success in real estate doesn't belong to the most talented — it belongs to the most consistent.

And consistency is a byproduct of living on purpose, not by accident.

So ask yourself: What edge am I protecting?



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