

BLUEGRASS

APRIL 2026

# REAL PRODUCERS<sup>®</sup>

## Michelle Gunter

BLUEGRASS  
HOME GROUP

PHOTO BY JARON JOHNS



On The Rise  
**OXANA LOPETEGUI-PINEDA**

Affiliate Spotlight  
**VINCENT FISTER**  
**MOVING & STORAGE**

CONNECTING. ELEVATING. INSPIRING.



As a local family owned and operated business our mission is to provide the highest quality and value in construction services available. We strive to be a model organization for our customers, our trade partners and others in our industry, in all that we do.

**CUSTOM HOME CONSTRUCTION  
HOME REMODELING**

**SERVING CENTRAL KENTUCKY  
FOR OVER 40 YEARS**

Lexington, KY  
[atchison.construction](http://atchison.construction)  
 859-621-3451



*Cheers to a new home*  
 Your local choice for mortgage loans and more

- Low closing costs
- Competitive rates
- Fast decisions made locally



Allison Roberts    Becky Arnold    Brittany Patrick    Kelly King    Trevor James

Call our experienced lenders today! (502) 614-1854



**FIVE STAR PAINTING**  
 a neighborly company

**SERVICES** LOCALLY OWNED AND OPERATED

- Residential and Commercial Painting
- Deck Staining and Fence Painting
- Interior Painting
- Exterior Painting

Five Star Painting® of Lexington  
**859.212.3539**  
[FiveStarPainting.com](http://FiveStarPainting.com)



Independently owned and operated franchise. © 2025 Five Star Painting SPV LLC. All rights reserved.

# Contents



Michelle Gunter **20** COVER STORY

## PROFILES



**14** Oxana Lopetegui-Pineda



Vincent Fister Moving & Storage

8

## IN THIS ISSUE

- 6 Preferred Partners
- 7 Meet the Team
- 7 Trusted Trades
- 8 **Affiliate Spotlight:** Vincent Fister Moving & Storage
- 14 **On The Rise:** Oxana Lopetegui-Pineda
- 20 **Cover Story:** Michelle Gunter

If you are interested in nominating people for certain stories, please email us at: [ahutch@realproducersmag.com](mailto:ahutch@realproducersmag.com).

**VINCENT FISTER INC.**  
MOVING & STORAGE

**United**

**Tyler Reliford**  
Moving Consultant

**Michael Collins**  
Marketing Manager

Moving **Easy**. Storage **Safe**.

**LEXINGTON'S MOST TRUSTED MOVING COMPANY SINCE 1953**

**EXPERT MOVERS FOR ANY SIZE MOVE — LOCAL OR LONG-DISTANCE**

859.266.2153 | [WWW.VINCENTFISTER.COM](http://WWW.VINCENTFISTER.COM) | 2305 PALUMBO DR. LEXINGTON, KY 40509

SCAN ME TO GET STARTED

**A Modern Approach**

Professional Photography | 4K Videos | Virtual Tours | Floor Plans | Branding

**BLUEGRASS**

REAL ESTATE MEDIA

SEAL YOUR BRAND FOR THE REAL ESTATE MARKET.  
CREATE YOUR PRESENCE, DOMINATE YOUR MARKET.

Scan to follow

**Book Now**

**BLUEGRASS**  
Real Estate Media

859.710.9004  
[bluegrassrealestatemedia.com](http://bluegrassrealestatemedia.com)  
[Aaron@BluegrassRealEstateMedia.com](mailto:Aaron@BluegrassRealEstateMedia.com)

# 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 REALTOR® community!

## AUDIO VIDEO / IT

**46Solutions**  
Crystal Newton  
(859) 788-4600

## BUILDER AND REMODELING

**Atchison Construction**  
David Atchison  
(859) 229-5037

## ESTATE SALES

**Blue Moon Estate Sales**  
Kelli Helmers  
(859) 523-3483

## GENERAL CONTRACTOR

**Anderson & Rodgers Construction**  
Teddy Rodgers  
(859) 309-3021

## Horton Home Enhancements

Colin Horton  
(603) 998-0634

## HEATING/COOLING/ PLUMBING/ELECTRICAL

**Hubbard Mechanical**  
Art Hubbard  
(859) 806-5482

## HOME INSPECTION

**CHC Home Inspection**  
Clay Hoskins  
(859) 388-0530

## HOME WARRANTY

**Achosa Home Warranty**  
Kristen Moore  
(859) 547-6024

## MORTGAGE

**Rural 1st**  
Brandye Smith  
(859) 435-0964

## MORTGAGE / BANKING

**Traditional Bank**  
(859) 263-2801

## MORTGAGE LENDER

**Mortgage Investors Group**  
Scott Mayes  
(859) 286-4394

## PrimeLending

Lesley Sinks  
(859) 588-1680

## Statewide Mortgage

Marcus Beau Hundley  
(859) 321-5437

## MOVING COMPANY

**From Here To There**  
Jyre Richardson  
(859) 893-2602

## Vincent Fister Inc.

Michael Collins  
(859) 333-4064

## Wildcat Moving

Meredith Turk  
(859) 948-3553

## PAINTING

**Five Star Painting of Lexington KY**  
Jim Labbe  
(859) 212-3539

## PHOTOGRAPHY

**Dei Gratia Photo**  
Jaron Johns  
(859) 553-8321

## PHOTOGRAPHY & VIDEOGRAPHY

**1075 Photography**  
Gabriel McBride  
(606) 510-7628

## Next Door Photos

Daniel Ziegler  
(513) 297-3328

## REAL ESTATE PHOTOGRAPHY

**Bluegrass Real Estate Media**  
Aaron Bradley  
(502) 330-4600

## TITLE & ESCROW

**Bluegrass Land Title**  
Maggie Cohen Lewis  
(502) 321-6924

## Land Group Title

Karen Mumme  
(859) 554-3665

# Meet The Team



**Aaron Hutchison**  
Owner and Publisher



**Dan Allsup**  
Publishing Assistant



**Sophia Reynolds**  
Ad Strategist



**Stacy Norris**  
Associate Publisher



**Beth McCabe**  
Writer



**Renée Hensley**  
Photography



**Brett Rybak**  
Writer



**Jaron Johns**  
Photographer



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

**PrimeLending**  
PROUD TO BE YOUR LOCAL KENTUCKY LENDER  
PrimeLending lends in all 50 states

Kentucky homeownership made simple. I'm your one-stop lending shop, offering hundreds of loan options to help you unlock the door to your next home. Local roots. Local expertise. Southern hospitality in every step!

**LESLEY SINKS**  
Sr. Loan Originator NMLS: 607155  
Lesley.sinks@primelending.com  
859-588-1680  
1040 Monarch St 3rd Floor #313  
Lexington, KY 40513

@LESLEYTHELENDER

All loans subject to credit approval. Rates and fees subject to change. ©2025 PrimeLending, a PlainsCapital Company (PrimeLending). (NMLS: 13649) Equal Housing Lender. PrimeLending is a wholly owned subsidiary of a state-chartered bank and is an exempt lender in KY. V010918

## General Contracting

**Custom Remodeling Central Kentucky Homes**



(603) 998-0634  
Hortonhome2025@gmail.com  
www.facebook.com/p/Horton-Home-Enhancements-LLC-61573098166510/



# Trusted Trades

Trusted Trades are valuable affiliates who know how to serve the needs of REALTORS®. You may not require their services for every transaction, but when the need arises, you're grateful for them. This group of partners is critical to your business. Most importantly, these Trusted Trades will get the job done and make you look awesome to your clients!

## Real Estate Media

**Gabriel McBride**  
606-510-7628

## Staging

**TURNING HOUSES INTO HOMES**

SET THE STAGE. LEXINGTON

- Vacant Home Staging
- Furniture Sales
- Short Term Rental Furnishing Packages
- Model/Spec Home Staging

859-255-2800 • WWW.WESETTHESTAGE.COM • CHASE.BALLINGER@WESETTHESTAGE.COM

# VINCENT FISTER MOVING & STORAGE

## Packed with Care, Powered by Legacy

Vincent Fister Moving & Storage has spent more than seven decades doing something many people dread but everyone eventually needs. Moving. Founded in 1953 by Vincent Fister Sr., the company has grown from a single truck and a modest warehouse into one of Kentucky's largest and most respected moving and storage operations, built on family values, hard work and a commitment to making life's transitions easier.

Today, more than 73 years later, that same spirit continues to guide the business.

What began as a simple idea came from recognizing a need. After growing up on a family farm and later working in real estate, Vincent saw that Lexington lacked a dependable local moving service. With determination and an entrepreneurial mindset, he launched the company with one truck and a 5,000 square foot warehouse. Just two years later, the company joined United

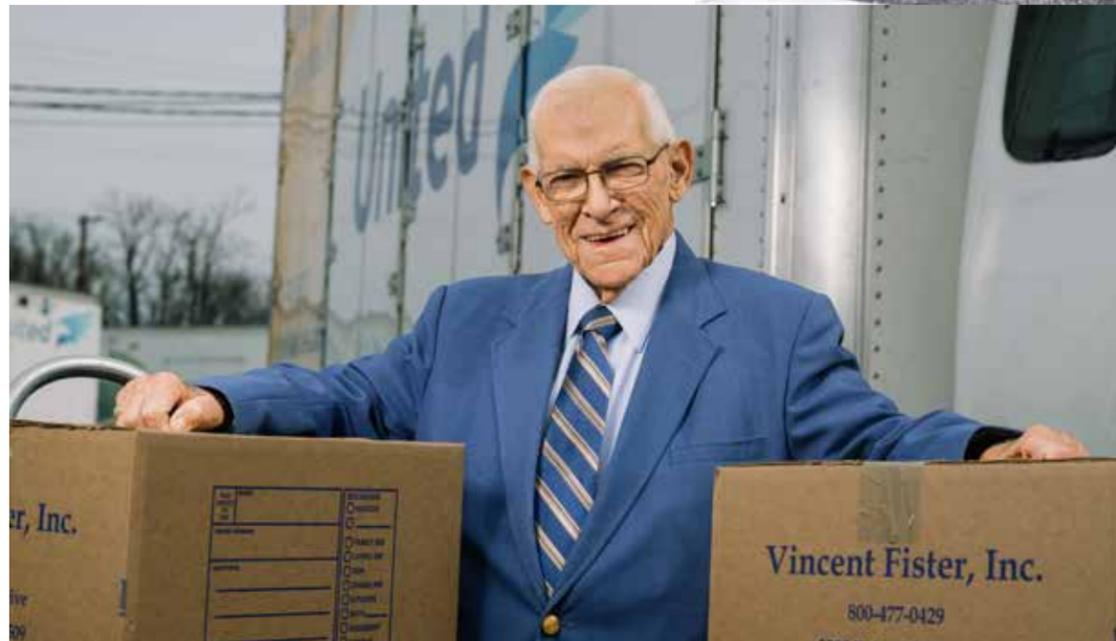
Van Lines, expanding its ability to handle interstate relocations and setting the stage for long-term growth.

That early decision helped shape the company's future. As Lexington expanded, so did operations. By 1966, the company had moved to a 10-acre location, added warehouse space and increased its fleet to meet rising demand. Today, the fleet includes nearly 65 units dedicated to Vincent

Fister operations and close to 150 across its parent company's three businesses.

Mike Fister, son of Vincent and current CEO, has led the company's operational growth after taking oversight in 1975, credits his work ethic to lessons learned long before entering the business world. "My work ethic was heavily influenced by my grandfather at a young age of less than 10 years old," Mike said. "I worked on his farm

PHOTOS BY JARON JOHNS



as a young boy 10 hours a day Monday through Friday and a half day on Saturday."

That upbringing instilled values that continue to shape the company's culture today. Mike still enjoys tending to his farm, raising crops and livestock and sharing homegrown food with family and friends.

The company now ranks as the fourteenth hauling agent for United Van Lines out of more than 400 nationwide and has maintained a BBB

A+ accreditation since 1959. Along the way, it has earned five Circle of Excellence awards and 22 President's Club Awards, along with national recognition for its drivers. Three drivers have been honored with Driver of the Year distinctions, including the 2025 Logistics Driver of the Year, an award selected from thousands of drivers across the country.

Despite the accolades, leadership says the real focus has always been people.

Anita Willoughby, president of Fister Inc., has spent 37 years with the organization and believes success starts with the team. "Throughout my 37 years at Vincent Fister, I have found the key to success is our people," Anita said. "Whether it's our leadership team, office personnel, drivers, movers or packers, every role contributes to the ongoing success. Building and supporting a passionate, forward-thinking team will carry that success into the future."

That team-first mentality is evident in how the company approaches customers, particularly during what can be one of life's most stressful experiences.

The company operates as a full-service local and long-distance household and commercial moving and storage provider, offering relocation logistics designed to meet a wide range of needs. Leadership emphasizes adaptability as one of its strongest differentiators.

It prides itself on creating customized moving plans based on budget, timeline and how much assistance a customer wants. Services range from moving a few pieces of furniture to coordinating complex, cross-country relocations.

Tyler Reliford, Moving Consultant, has taken pride in being the initial contact point for 14 years and believes in treating each customer like family. "I understand moving can be stressful, but I want every customer to feel comfortable and confident throughout the process," Tyler said, "I was raised to treat others the way I want to be treated, and

that's exactly how I approach every move. I care for each customer as if I were moving my own family."

The company also offers a highly specialized full-service option that is rarely available in the industry. With this approach, every detail is handled by trained professionals. Items are packed at the origin, transported and fully unpacked at the destination so the customer does not have to lift a finger.

This flexibility allows the company to support homeowners, businesses and real estate professionals alike. For real estate agents,

“  
THROUGHOUT MY 37  
YEARS AT VINCENT FISTER,  
I HAVE FOUND THE KEY TO  
SUCCESS IS **OUR PEOPLE.**  
”

the company provides what it describes as a trusted partner in an industry where reliability matters. In-person estimates ensure accurate quotes so customers pay exactly what they are told, without unexpected fees later.

Michael Collins, grandson of Mike Fister, has been with the company for almost

5 years learning valuable lessons from Mike and Anita. "I started learning the business by working on the crew, packing and moving customers all across the state," Michael said. "After a summer in the hot sun, I learned from Anita in the accounting department and became the Accounting Manager upon graduation from



Transylvania.” He continues, “Outside of accounting, I am modernizing our marketing approach, focusing on building strong relationships, and creating new opportunities to help us grow.”

Outside of work Michael Collins enjoys golfing, attending UK games, fishing, and hunting. “I played golf competitively growing up, then in college at Transylvania,” Michael said. “A few weekends out of the year, my grandfather and I go striper fishing at Lake Cumberland. Moments like that away from work is what I cherish the most, because I know it won’t last forever.”

Those moments reflect the family-centered philosophy that has defined the business since its founding.

From one truck in 1953 to a multi-company operation with decades of combined expertise, the company’s journey has been powered by consistency, trust and relationships. More than 160 years of combined management experience now guide operations, ensuring that while the trucks, technology and facilities have grown, the mission remains the same.

Help people move forward, one carefully handled box at a time.



# Simple Mortgage. Fewer Fees. Lower Rates.

*“Marcus was always willing to help. He was always communicating every step of the way and made the home buying process super easy. He was confident and always helped with possible offers on houses. Truly an amazing worker and you guys are so lucky to have him! We cannot thank Marcus enough!” - Lauren*



**Marcus Beau Hundley**  
 Loan Officer | NMLS# 2169498  
 859-321-5437 | 10140 Linn Station Rd | Louisville, KY  
 Mhundley@statewidemortgage.com



THE FUTURE ISN'T WAITING

IT'S MOVING AS FAST AS A DELOREAN!  
 YOUR HOME WARRANTY CLAIMS SHOULD TOO!

**KRISTEN MOORE**  
 859-547-6024  
 KRISTENM@ACHOSAHW.COM

www.achosahw.com

**DEI GRATIA PHOTO**

**STAND OUT. GET SEEN!**

**BOOK YOUR SHOOT TODAY!**

- Commercial
- Branding
- Individual

**DeiGratiaPhotography.com**



# Oxana

## LOPETEGUI-PINEDA

Has Faith, Focus, and Follow-Through

WRITTEN BY ELIZABETH MCCABE

*“Commit your work to the Lord, and your plans will be established.”*  
- Proverbs 16:3, NIV

“I thought real estate was going to be an easy job to get extra money,” laughs Oxana Lopetegui-Pineda, a real estate agent with Keller Williams Commonwealth. “Nothing could be further from the truth.”

After the kids grew out of the baby stages, Oxana decided it was time to create something of her own. She opened a clothing boutique while keeping her day job as a project manager in the technology field.

“The clothing boutique wasn’t making it,” she candidly comments. “We needed extra money and I had to find another way to make it work.”

She got her license in the fall of 2023 and was ready for the challenge. A woman of character and faith, Oxana was built for adversity. Born and raised in Cuba, she and her family came to the United States when she was 17. Her husband was the entrepreneur of the family, but Oxana was determined to build something lasting in real estate.

As she committed her plans to the Lord, she soared like never before. Real estate became her foundation and the ticket to a bright financial future.



“It’s been awesome,” she smiles. “I genuinely love real estate.” Although money is what catapulted her into real estate, she knows that relationships with the humans she serves keep her in the business. “That’s really truly what drives me,” she says. “I like learning what other people’s goals are and what they inspire to do. I help them navigate that.” That is rewarding and fulfilling for her.

What words motivate her? “I trust you.” Pure and simple. “Those are the best words I hear from a client,” she says. “That means I have really fulfilled their expectations.” She’s also rewarded in five star reviews. Seeing how grateful her clients are is priceless.

### Overcoming Obstacles

Real estate isn’t all rainbows and unicorns. “Getting your license is the easy part,” Oxana points out. The hardest part? “How are you going to generate business?” she asks. Getting referrals and recommendations can be challenging in the early years.

With no money to buy leads early on, Oxana relied on what she did have: time, discipline, and determination. She cold-called relentlessly, investing in coaching and learning how to push through rejection. In short, she learned how to focus.

“There’s a lot of ‘no,’” she admits. “But every no keeps me going until I get to yes.”



Her hard work paid off. She built her business without purchasing leads and had a strong year fueled entirely by hustle and consistency. In 2025, she's continuing lead generation while shifting her focus toward social media, aiming to showcase her personality, her humor, and what it's really like to work with her.

"I want people to see who I am," she says. "I try to make my videos fun and authentic." They resonate with others. People appreciate her transparency.

She's also realistic about the unpredictability of the business. "Not every transaction goes the same way. You have to adapt and adjust," she says. Let's be honest. Navigating difficult personalities, managing expectations, and handling curveballs are all part of the job.

Fortunately, Oxana is up for the challenge. "It's a very lonely industry," Oxana adds. "You have to figure out a lot on your own."

#### Built on Service and Structure

Oxana's goals are ambitious and clear: serving 20 families in 2025 and aiming to double that to 40 families in 2026. But production alone doesn't define success for her.

"My clients' needs come first, regardless of what that means for my pocket," she says. "The only thing that matters is their agenda."

Her commitment doesn't end at the closing table. It's all about connections. Oxana stays in close contact long after the transaction, reaching out on birthdays, anniversaries, holidays, and through thoughtful pop-bys and giveaways. Consider that her follow-through. She even sends clients their closing disclosures the following year to help with tax preparation, something they deeply appreciate.

"I want them to know the value of my service doesn't end once the deal is done," she says. If clients need a roofer, plumber, or trusted vendor, she wants to be their first call.



“My clients’ needs come first, regardless of what that means for my pocket. The only thing that matters is their agenda.”

Time blocking, systems, and discipline are what keep everything running. She believes in coaching and credits her Keller Williams program and her coach, whom she jokes is "also my therapist," for helping her see her business from the outside in. Her next goal? Hiring an executive assistant to support her growing workload.

#### Faith, Family, and Focus

At the center of it all is faith. Oxana was baptized last year and leans heavily on prayer, structure, and belief. "I say 'faith it until you make it,'" she laughs. "That's the version I lean on."

Family is her anchor. Married for 14 years, she and her husband are raising two boys with intention and teamwork. "We're a planning family," she says. "We have goals we work toward together."

Despite a demanding schedule, she makes it a priority to be present.

"We're busy, but I never feel like my kids are neglected."

Relaxation doesn't come easily, but training does. Oxana starts her day at 4 a.m. and is at the gym by 5 a.m. with no phone calls, no distractions. "That's my time," she says. "It helps me let go of the negative and feel strong and healthy."

How does she do it all?

"I don't know," she says honestly. "I'm a Christian. I trust God. I focus on the humans I serve and I stay laser focus on the goals." As she puts God first, everything else falls into place.

For Oxana, real estate was the answer to her prayers. She found her calling and future in real estate. What will happen next? 2026 looks bright for this real estate agent. With her commitment to her clients, her relationship with Christ, and her hustle, anything is possible.

**LAND GROUP TITLE**

Your Real Estate Closing Partner

Closing & Escrow | Title Insurance & Title Reports | Deed Preparation & Closing Representation

lex-orders@landgrouptitle.com | (859) 554 - 3665 | landgrouptitle.com

Your Client's Biggest Investment Deserves the Right Builder.

Custom homes | Renovations | Additions

**ANDERSON & RODGERS**  
CONSTRUCTION

(859) 309-3021 Lexington, KY

All that's important, moved and transported:

FROM HERE TO THERE

WITH EXQUISITE CARE

The Premier Movers of the Bluegrass

Partner with the only 5-star moving team in the state!

859.893.2602 • FromHereToThereKY.com

**TIME TO MAKE YOUR  
CLIENT'S DREAM LAND A REALITY.**



Construction Loans • Lot Loans • Land Loans • Home Loans



Scan to  
learn more

When your client's goal is to get Closer to What Matters®, we're ready to help them get started.



**Brandye Smith**  
Rural 1<sup>st</sup> Loan Officer  
859.435.0964 | NMLS 1955801



**Manny Chavarria**  
Rural 1<sup>st</sup> Loan Officer  
859.629.2756 | NMLS 2045953

Loans subject to credit approval. Rural 1st® is a tradename and Rural 1st, the RollingHills Window icon, Rural Logic, and Closer to What Matters are exclusive trademarks of Farm Credit Mid America, NMLS 407249. Rural 1st products are available to consumers within the territories of participating Farm Credit System Associations. Equal Housing Lender.



# Hubbard Mechanical

HVAC • BOILERS • PLUMBING • ELECTRICAL



**GOLD - Heat &  
Air Company**



**SILVER -  
Plumber**



**BRONZE -  
Electrician**

**859-340-4509**



Serving Central Kentucky's residential  
& commercial properties.



**THE TEAM  
YOU CAN  
TRUST.**

**CHC**  
HOME INSPECTION

859-388-0530  
CHCHOMEINSPECTION.COM

SMILEY PETE'S  
**BEST OF LEX**  
2025

ACCREDITED BUSINESS  
BBB Rating A+

**Wildcat**  
**MOVING**

# MICHELLE *Gunter*



**I**N March 2015, Michelle Gunter stepped into real estate with a clear vision and an unmatched work ethic. Eleven years later, she stands as the Founder and Broker of Bluegrass Home Group, one of the Lexington area's most respected boutique brokerages built not just on transactions, but on results, resilience, and relationships.

From the beginning, Michelle's trajectory was anything but ordinary. Within her first 12 months of being licensed, she became a top-producing agent a milestone many agents spend years trying to reach. That early momentum set the tone for a career defined by consistency and performance. Since 2016, she has ranked among the Top 100 agents in her MLS year after year and has received multiple top-agent recognitions from national real estate platforms. Her expertise even earned her a feature on an episode of HGTV, further solidifying her presence as a trusted real estate authority in Central Kentucky.

But accolades only tell part of the story.

Michelle's path to real estate began long before she ever listed a home. At just 19 years old, she was managing hotels, an intense customer-focused role that demanded leadership, quick thinking, and composure under pressure. She later transitioned into travel logistics management, overseeing complex coordination efforts until 2015. Both industries operate at a relentless pace, 24 hours a day, 365 days a

year. That environment shaped her adaptability and sharpened her problem-solving skills tools she now relies on daily in an ever-changing housing market.

"I knew at 19 that I wanted to work in a fast-paced, people-centered environment," Michelle says. "Real estate ultimately became the perfect fit."

Her entrepreneurial instincts quickly emerged. What began as a solo real estate career soon evolved into building a team. By March 2020, she officially launched Bluegrass Home Group as an independent brokerage. Her vision was clear: create a firm that elevates both client experience and agent support beyond the traditional brokerage model.

Unlike many firms that measure success by the number of agents under their banner, Michelle measures it differently by production and performance. "Success is not about how many agents you have," she explains. "It's about how successful they are." The brokerage provides full administrative support, comparable to having a personal assistant, along with lead opportunities that allow agents to focus on client relationships and closing deals. The result? An impressive close rate per agent and a culture centered on strategic execution.

Michelle also brings something to the table that many agents cannot claim firsthand investment experience. In addition to selling real estate, she has personally owned rental properties, an Airbnb, and retail commercial property. That real-world perspective gives her clients an added layer of insight when navigating investment opportunities.

Over the course of her career, she has navigated market shifts, economic fluctuations, changes in consumer confidence, and interest rate volatility. Real estate, as she notes, is deeply tied to the broader economy. Surviving and thriving in this business requires resilience. Michelle credits her success to work ethic and determination. She describes herself as solution-oriented, someone who is committed to finding a way forward no matter how complex the situation.

PHOTOS BY  
JARON JOHNS





For her, success goes beyond numbers. “Success means consistently showing up, solving problems, and making a meaningful impact on people’s lives,” she says. It’s a philosophy that extends to both her clients and her agents. Whether helping a buyer purchase a home they once believed was out of reach or mentoring an agent as they grow into their full potential, Michelle finds fulfillment in watching others achieve what once seemed impossible.

Outside the office, Michelle’s proudest role is being a mother. As a single mom to two daughters, ages 19 and 16, she considers them her greatest accomplishment and her biggest motivation. While she openly shares that she wishes she had worked fewer hours when they were younger a reminder that time is irreplaceable that reflection has only strengthened her commitment to balance and perspective today.

When she isn’t leading her brokerage, Michelle finds joy in music, travel, and spending time outdoors passions that keep her grounded and inspired amid the demands of a high-performance career.

Looking ahead, she hopes to see more collaboration and mentorship within the real estate industry. She believes that when agents are better supported and better educated, clients ultimately benefit raising the standard for everyone involved.

At its core, Michelle’s philosophy is simple but powerful: real estate isn’t just about transactions. It’s about people’s lives, their investments, their families, and their futures. It’s a responsibility she does not take lightly.

Built on grit, discipline, and an unwavering commitment to solutions, Michelle Gunter’s career is proof that sustained success isn’t accidental, it’s intentional. And through Bluegrass Home Group, she’s ensuring that both her clients and her agents have the structure, strategy, and support to succeed for years to come.



“  
SUCCESS MEANS  
CONSISTENTLY  
SHOWING UP, SOLVING  
PROBLEMS, AND MAKING  
A MEANINGFUL IMPACT  
ON PEOPLE’S LIVES.”





# 2025

## BY THE NUMBERS

HERES WHAT THE TOP 300 AGENTS IN THE BLUEGRASS SOLD IN 2025



### \$3,670,000,000

SALES VOLUME



### 9,600

TOTAL TRANSACTIONS



### \$12,200,000

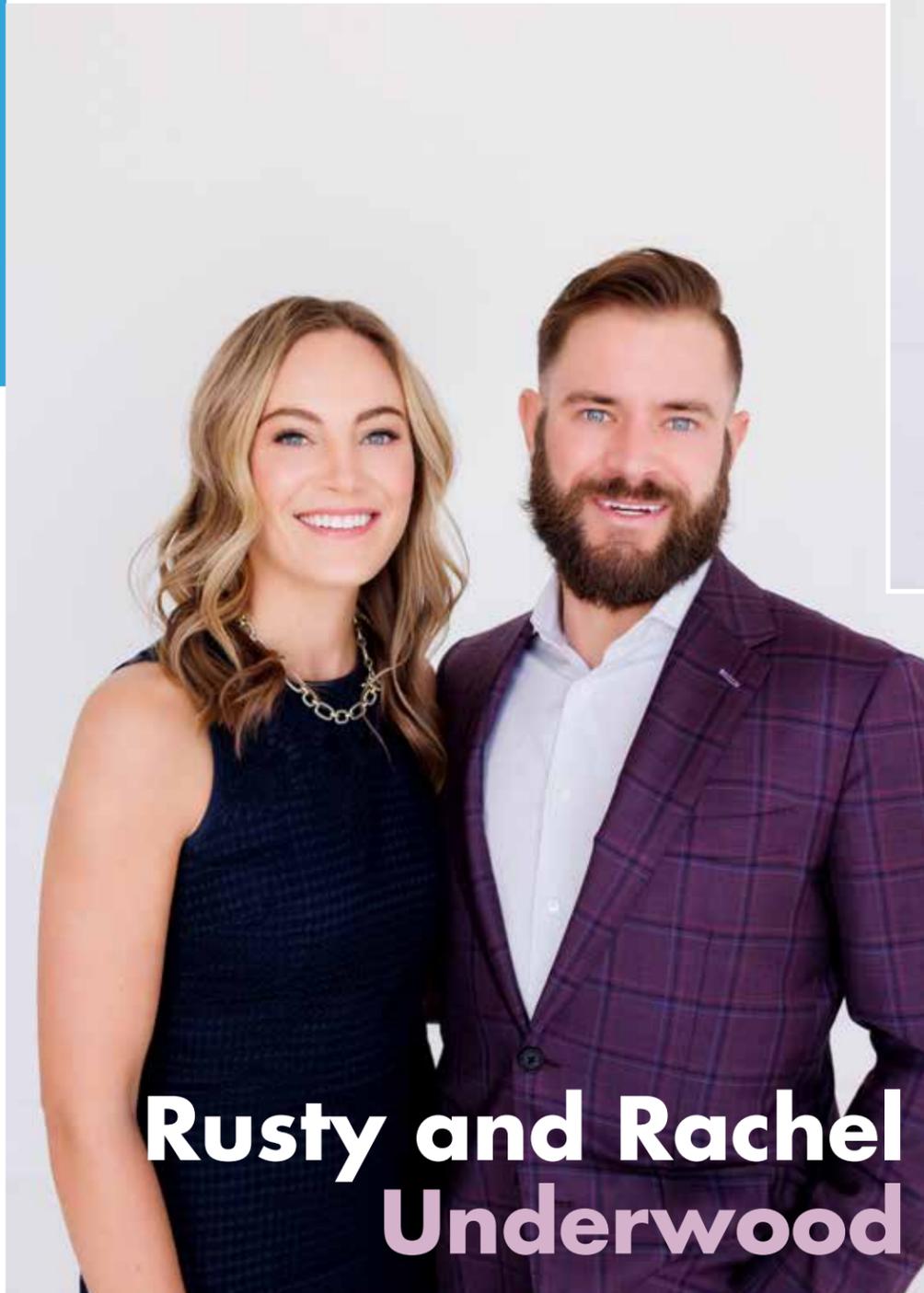
AVERAGE SALES VOLUME PER AGENT



### 32

AVERAGE TRANSACTIONS PER AGENT

COVER REWIND



## Rusty and Rachel Underwood

### A DYNAMIC DUO SERVING THE LOCAL REAL ESTATE MARKET

PHOTOS BY RENEE HENSLEY PHOTOGRAPHY

**D**riven, committed and passionate, Rusty and Rachel Underwood are a husband-and-wife team making a lasting impact on Kentucky's real estate market. With a combined 17 years of experience, they've built a business rooted in

service, relationships and a shared vision for growth.

Rusty Underwood, owner and CEO of Christie's International Real Estate Bluegrass, developed his understanding of real estate early in life. Raised in a

family of builders in Central Kentucky, he gained firsthand knowledge of construction before earning his real estate license at the encouragement of mentor Richard Flora. He quickly discovered a passion for the industry, energized by the lifelong relationships he built with clients.

Originally from the Detroit area, Rachel moved to Kentucky in 2008 to attend the University of Kentucky. After graduation, she built a successful career with Tempur Sealy, specializing in human resources and employee engagement. Four years ago, she transitioned into real estate, and two years ago she and Rusty launched their brokerage. For Rachel, helping clients achieve financial success is a daily motivation.

Both are deeply engaged in industry leadership. Rusty was named REALTOR® of the Year in 2023 and previously served as President of Bluegrass REALTORS®. Rachel serves as Vice Chair of the REALTOR® Community Housing Foundation and supports several local initiatives.

As they celebrate their two-year anniversary, the Underwoods credit their success to collaboration, strong branding and a commitment to their 60-plus agents. Above all, they remain focused on relationships, community impact and raising the standard of real estate across Kentucky.

# Stop the Scroll. Start the Show.



## Bring your listings to life with PhotoMotion

Turn your listing photos into eye-catching short videos that stand out in crowded feeds.

- ✔ Scroll-Stopping Video
- ✔ Fully Branded
- ✔ Three Formats
- ✔ Next-Day Delivery
- ✔ Only \$40

Captivate buyers. Strengthen your brand  
Place your order at [nextdoorphotos.com](http://nextdoorphotos.com)



See PhotoMotion in Action - [Scan Here!](#)

502-200-6829 • [daniel.ziegler@nextdoorphotos.com](mailto:daniel.ziegler@nextdoorphotos.com)

**NEXT  
DOOR  
PHOTOS**



# SPRING INTO MORE CLOSED DEALS WIN THIS MARKET WITH MIG BY YOUR SIDE



**Scott Mayes**  
Branch Manager  
[MortgagesByMayes.com](http://MortgagesByMayes.com)



**Laryssa McConnaughay**  
Sales Manager  
[LoansWithLaryssa.com](http://LoansWithLaryssa.com)



**Frankie Kao**  
Loan Officer  
[LoansByFrank.com](http://LoansByFrank.com)



**Chris Evans**  
Loan Officer  
[ChrisEvansMortgage.com](http://ChrisEvansMortgage.com)

- ✔ SPEEDY CUSTOMER FOLLOW-UPS
- ✔ FAST PRE-QUALIFICATION
- ✔ PROVEN TRACK RECORD & REPUTATION



*Partner with the Best* | 859-286-4300 | [MIGKentucky.com](http://MIGKentucky.com)

Equal Housing Opportunity- MIG NMLS #34391, Scott Mayes NMLS #32564,  
Laryssa McConnaughay NMLS #32545, Frankie Kao NMLS #2635596, Chris Evans: NMLS #9687

commerce  
lexington  
Small Business  
of the Year

**46Solutions**  
Your technology partner.

Call TODAY for a **FREE** consultation  
(859) 788-4600 | [46Solutions.com](http://46Solutions.com)

FOLLOW US ON SOCIAL MEDIA!

Your Partner for

# Home Technology

Home Theater • Outdoor Entertainment • TVs & Projectors  
Home Automation • WiFi • Custom Surround Sound • Outdoor Audio

**We also do commercial!**

## THE ELLIOT FAMILY OF BRANDS



# Trusted Electricians

SINCE 1946

**Residential • Commercial / Industrial • Healthcare • Voice & Data**

- ✔ Lighting Upgrades
- ✔ Troubleshooting
- ✔ Electrical Repairs
- ✔ Generator Installation
- ✔ Low Voltage, Data, & Fiber Optics
- ✔ Panel Change-outs
- ✔ LED Change-outs
- ✔ Video Surveillance Infrastructure
- ✔ and More!



**24/7 Service Available**  
[ElliotServices.com](http://ElliotServices.com) | (859) 255-5788





**KEENELAND**

**LEADING THE FIELD IN  
TITLE SERVICES.**



**BLUEGRASS LAND TITLE**  
[WWW.BLUEGRASSLANDTITLE.COM](http://WWW.BLUEGRASSLANDTITLE.COM)

WE'LL SET THE STAGE. PARTNER WITH BLUE MOON FOR MARKET-READY HOMES.



Visit [BlueMoonEstateSales.com](http://BlueMoonEstateSales.com)

We get homes market-ready in just one week. Call us today.

BLUE MOON OF LEXINGTON  
(859) 523-3483