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Shayna Goodson **18** COVER STORY

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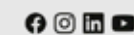
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# Hello April, the Season of Possibility!

April arrives with the refreshing energy of spring, bringing with it a sense of renewal and forward momentum. As the world around us begins to bloom again, it's a great reminder that growth often starts with fresh ideas, strong relationships, and the willingness to embrace new opportunities.

The *Capital Region Real Producers* community continues to be a powerful example of what happens when talented professionals come together with a shared commitment to excellence. The stories, connections, and collaboration within this network continue to elevate the industry and strengthen the relationships that make this community so impactful.

We're also excited to welcome our newest preferred partner, **Doma Media**, to the Real Producers family. We're thrilled to have them join this incredible community and look forward to the creativity, collaboration, and value they'll bring to our network.

As we move through this season of renewal, let's remember: *"Growth begins the moment we decide to move forward."*

Here's to a spring filled with fresh energy, meaningful connections, and continued success.



**Kristin Brindley**  
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# Ethan HARRIS

## A HEAD START ON GREATNESS

BY LARRA ROQUE  
PHOTOS BY MICHAEL GALLITELLI

At an age when most young adults are just beginning to think about careers, Ethan Harris was already closing deals. The Latham-based agent, now twenty-one, entered real estate the moment he turned eighteen and hasn't looked back since. Driven by confidence, curiosity, and a deep understanding of business fundamentals, Ethan represents a new generation of agents who are redefining what early success looks like in the industry.

"I've always been business-minded," he says. "Even in high school, I was competing in sales competitions and taking every business class I could. I knew I wanted to work for myself and be in a space where the results directly reflected the effort I put in."

**Finding His Lane Early**  
Ethan grew up in Nassau and East Greenbush, New York, in a close-knit family with two older

sisters and parents who modeled hard work and consistency. "I've lived in the East Greenbush school district my whole life," he says. "Growing up in a diverse community gave me the ability to relate to people from all different backgrounds."

By the time he graduated from Columbia High School, he already knew that the traditional college path wasn't his route. Instead of waiting for

experience, he decided to create it. Within weeks of graduation, he earned his real estate license and joined a local brokerage where he began learning the business from the ground up.

The first year out of high school, Ethan poured himself into the work. He studied market data, practiced negotiation, and shadowed veteran agents who were willing to share their insights. "The faster I could learn, the faster I could serve my clients," he says. "I didn't want my age to define me. I wanted my results to."

### A Mind for Markets and Momentum

Ethan's approach to real estate blends youthful drive with a mature perspective. He studies both macro and microeconomic trends and uses that understanding to guide his clients toward sound decisions. "I care about the financial and personal impact real estate has on people," he explains. "It's not just about buying or selling a home. It's about setting people up for long-term success."

That philosophy has already yielded impressive results. At just twenty years old, Ethan closed more than \$3 million in volume in 2024 across twelve transactions. By 2025, his production had grown to \$4 million. Numbers aside, what stands out most is his professionalism and his ability to think like an investor.

He purchased his first investment property at nineteen, a move that reflects his focus on generational growth. "My plan is to add at least one property a year," he says. "Eventually, I want to manage my own real estate fund. I want to build something that lasts."

### Running His Business Like a Business

Ethan runs his operation with the precision of a seasoned



entrepreneur. His girlfriend, Lily Stewart, plays an essential role in the process, managing his marketing, newsletters, and social media campaigns. “Lily is amazing,” he says. “She’s creative, organized, and helps me keep my brand consistent. She brings a level of polish that makes a big difference.”

“

REAL ESTATE IS UNPREDICTABLE. YOU CAN’T CONTROL EVERY DEAL OR EVERY MARKET SHIFT, BUT YOU CAN CONTROL YOUR ATTITUDE AND YOUR EFFORT. THAT’S WHAT DETERMINES LONG-TERM SUCCESS.”

Together, they have built an online presence that mirrors Ethan’s professionalism and personality. His marketing is clean, educational, and focused on adding value for both buyers and investors. “Depending on your age, online



business isn’t something to shy away from,” Ethan advises. “It can actually help you scale your sphere of influence. The goal is to build raving fans who keep coming back.”

**Life Beyond the Listings**

Outside the office, Ethan is grounded by the people and passions that give him balance. Family time often includes game nights, hiking, or camping trips to Lake George, where his family has an annual Fourth of July tradition at Rogers Rock Campground. “I’ve been camping there for as long as I can remember,” he says. “It’s something I look forward to every year.”

Ethan is also deeply committed to fitness and personal growth. He ran his first marathon in May and now spends time golfing, hiking, and enjoying football. “Physical fitness keeps me sharp,” he says. “It’s not just about health; it’s about mental clarity.”

At home, Ethan enjoys time with his two dogs, Toph, a brown Husky, and Suki, a Norwegian Elkhound. “They have so much

energy,” he says with a laugh. “They keep me moving.”

He also volunteers for the East Greenbush Veterans of Foreign Wars, giving back to the same community that supported him as he was growing up.

**Eyes on the Future**

In the coming years, Ethan plans to continue expanding both his real estate business and his investment portfolio. “My goal is to buy one property a year for the next five years,” he says. “That would be around six buildings and twelve to sixteen units total.”

He credits his growth to a combination of faith, focus, and perspective — values reflected in his favorite quote: “Grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference.”

“Real estate is unpredictable,” he says. “You can’t control every deal or every market shift, but you can control your attitude and your effort. That’s what determines long-term success.”



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# Shayna

BY LARRA ROQUE  
PHOTOS BY MICHAEL GALLITELLI

## GOODSON

### *Outlasting The Moment*

**F**or Shayna Goodson, real estate was never about titles or shortcuts. It was about people, persistence, and learning how to keep going when life demanded everything she had. As the leader of The Shayna Goodson Team at FIND Real Estate in Ballston Spa, New York, Shayna has built a business defined by connection, resilience, and an unwavering belief in showing up, no matter the circumstances.

“This business is built on time, energy, and grit,” Shayna says. “In the beginning, you wear every hat and push through every challenge, and that shapes who you become.”

#### **Roots in Service and Connection**

Born and raised in Galway, New York, Shayna has always been drawn to people. She graduated from Galway High School in 2010 and entered the workforce early, waitressing at the

Village Pizzeria starting at just 14 years old. Those years proved formative in ways she could not have predicted.

“Working in the restaurant industry taught me discipline and how to stay composed under pressure,” she explains. “Most importantly, it taught me how to put people first.”

The fast pace of restaurant work sharpened her ability to multitask, communicate clearly, and read people

quickly. Long before contracts and negotiations entered the picture, Shayna was learning the fundamentals of service that would later define her real estate career.

#### **A Clear Leap Into Real Estate**

Shayna began her real estate career in March 2014, driven by a mix of family influence and personal clarity. Real estate ran in her blood. Both her grandmother and aunt were

Realtors, and the profession always felt familiar.

“One morning, I woke up with complete clarity that it was time to leave the restaurant industry,” she says. “I wanted something more stable, fulfilling, and long-term.”

Encouraged by a close friend who was thriving in the business, Shayna took the leap at 22 years old. At the time, she was not thinking ten years ahead. “Real estate didn’t just fit into my long-term goals,” she shares. “It created them.”

### Building Relationships Before Results

From the beginning, Shayna approached real estate as a relationship-driven business rather than a transactional one. She found fulfillment in guiding clients

“*I genuinely enjoy working with people. This business is about trust and connection just as much as it is about contracts.*”

through moments that would shape their lives.

“Nothing compares to the excitement people feel when they find a place

they can truly call home,” Shayna says. “Knowing I helped them get there is incredibly meaningful.”

That philosophy continues to guide her work today. Shayna leads The Shayna Goodson Team at FIND Real Estate, balancing production with mentorship and leadership. In 2024, her team closed \$31 million across 101 transactions, with Shayna personally closing \$19.4 million and 64 homes. She is projecting similar team volume this year, with personal production around \$17 million.

“I genuinely enjoy working with people,” she explains. “This business is about trust and connection just as much as it is about contracts.”

### A Life Centered on What Matters Most

At the heart of Shayna’s world is her three-year-old son, Cole. “He is the absolute light of my world,” she says. “Everything I do,

in business and in life, is centered around him.”

Motherhood reshaped her priorities and strengthened her resolve. Alongside Cole, Shayna credits her sister-in-law and lifelong best friend, Mariah Jones, as a constant source of support. “Navigating business, motherhood, and the ups and downs of the last few years wouldn’t have been possible without her,” Shayna shares.

Their home also includes Rizzo, a seven-year-old dog affectionately known as “Rizzo the Realtor,” who often tags along on showings and client meetings.

Outside of work, Shayna thrives on adventure. Dirt biking, snowboarding, ATV riding, snowmobiling, boating, and wine tastings fill her downtime. “Any activity that combines adventure and quality time with my people is where I want to be,” she says.



### When Life Tested Everything

In 2025, Shayna faced one of the most challenging seasons of her life. She lost her father, survived a severe car accident, and found her personal life suddenly at a standstill. Through it all, her business did not collapse because she did not face it alone.

“My team carried the weight when I couldn’t,” Shayna says. “They stepped in, supported our clients, supported each other, and supported me.”

She is quick to acknowledge the foundation her team provided, naming Mariah Jones, Krissy Clark, Grace Bellinger, Griffin Clancy, and Alex Royer. “Having people

in your corner matters,” she explains. “Not just for business, but for life.”

That experience reinforced her belief in team building. “Real estate is demanding,” Shayna says. “No one should have to carry it alone.”

### Looking Forward With Purpose

As Shayna looks ahead, her focus is clear. She wants to continue growing her team and elevating the people within it. “Watching how buying and selling homes has changed our clients’ lives inspired me to take that impact further,” she says.

Her goal is to create opportunity not only for clients, but for her teammates as well. “Seeing



what this business can do for those who commit to it is incredible,” Shayna shares. “I want to help our team experience that growth and success on a bigger scale.”

The quote that guides her reflects that resilience. “It’s not the size of the dog in the fight,” she says. “It’s the size of the fight in the dog.”

Shayna Goodson’s story is one of grit, growth, and gratitude. From early days in a family restaurant to leading a high-performing

real estate team, she has built her business by staying optimistic, resourceful, and relentlessly people-focused.

“No matter what challenges are thrown at you, you put one foot in front of the other and keep going,” Shayna says. “Eventually, it all comes back to you.”

“This business is built on time, energy, and grit.”

And through every season, that belief continues to carry her forward.



# CAPITAL REGION REAL PRODUCERS SPRING FLING

March 12, 2026

A Season of Momentum: *Capital Region Real Producers* Spring Fling

The *Capital Region Real Producers Spring Fling* was a vibrant and meaningful gathering that celebrated leadership, connection, and continued momentum within our real estate community.

Held on Thursday, March 12, 2026, at 83 Bullock Road in Slingerlands, the day brought together top-producing agents and trusted partners for an experience rooted in recognition and relationship-building. The Spring Fling theme reflected exactly what the season represents — fresh growth, renewed energy, and forward movement.

A defining highlight of the event was the recognition of agents featured

between October and February 2026, including our special 40 Under 40 issue. Each honoree received their printed article in front of peers who understand the dedication and leadership required to earn that spotlight. The applause, smiles, and shared pride throughout the room reinforced what makes the Real Producers network so powerful — a culture of celebration rather than competition.

Beyond the recognition moments, the event created meaningful space for connection. Conversations sparked new collaborations, strengthened partnerships, and deepened relationships that continue to drive success across the Capital Region market.

We extend our sincere gratitude to **AnnieMac Home Mortgage** and

**Lambert Contracting** for sponsoring this celebration and investing in the strength of our community. We also thank Karen Glaser of Coldwell Banker Prime Properties for graciously providing the venue and **Michael Gallitelli** and **Doma Media** for capturing the moments that allow this experience to live on long after the event concluded.

Spring Fling was more than a gathering — it was a reminder that excellence grows best in community. As we move further into 2026, we remain committed to creating spaces where leaders are recognized, relationships are strengthened, and success is celebrated.

For more information on all Capital Region Real Producers events, please email us at [Info@CapitalRegionRealProducers.com](mailto:Info@CapitalRegionRealProducers.com).





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