

OAKLAND COUNTY

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## Brad Patrick



Partner Spotlight  
**SUMMIT MEDIA GROUP**

Agent Spotlight  
**MARTINO THOMAS**

Rising Star  
**EDGAR PRIMICIERO**

Agent Spotlight  
**JACOB ELIAS**

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# SUMMIT MEDIA GROUP

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ELEVATING LISTINGS THROUGH VISUAL EXCELLENCE

**For more than two years, Summit Media Group has specialized in creating clean, modern visuals that help properties move quickly — whether they're everyday family homes, new construction, or million-dollar luxury listings. The CEO and lead creator of Summit Media Group, Christian Sadik has combined his deep real estate knowledge with his creative excellence to deliver listing photography, videography, drone content, and branding-focused media that help top-producing agents stand out in an increasingly competitive market.**

Growing up in West Bloomfield, Michigan, with family members in real estate and mortgage, Christian absorbed the industry's rhythms early on in life. Meanwhile, he spent his childhood experimenting with cameras and drones, creating sports highlight videos and teaching himself editing techniques that would later form the foundation of his career.

Christian earned his real estate license at 19, but he soon realized his passion was not in selling properties but in transforming how they're presented to the world. "I saw how much value strong visuals could bring to an agent's brand and how much opportunity there was to raise the standard," he explained. "The media and marketing side plays a huge role in how properties are perceived, yet it's one of the most overlooked areas in the industry."

While many companies can capture quality images, few deliver the complete experience that busy real estate professionals require. Christian has built his business on reliability,



clear communication, and fast turnaround times — elements that matter as much as the final product when agents are juggling multiple listings and demanding clients.

"Communication, professionalism, and predictable turnaround times are the foundation of

how I operate," Christian said. "Agents know exactly what to expect and trust the process."

Trust has become Summit Media Group's greatest asset, and as its work has appeared across more agent feeds and marketing materials, referrals have increased and its services have expanded.

The company now offers branding-focused content that supports agents beyond individual listings, strengthening their overall presence in a market where personal brand matters more than ever.

As real estate has evolved over the years, the industry's media has transformed from simple property photos into comprehensive visual marketing such as cinematic video, drone footage, branded content, and platform-specific formats designed for Instagram, TikTok, Facebook, and YouTube. As a result, the standard for quality media has risen dramatically as agents recognize that presentation directly affects both sale speed and brand perception.

At Summit Media Group, Christian has adapted to the industry changes by staying ahead of new tools and trends. He continually updates equipment, refines techniques, and incorporates practical innovations, including AI-powered editing tools, that streamline workflows without sacrificing quality. His systems for booking, communication, and delivery allow agents to receive a smooth, efficient experience.

"I treat it as my responsibility to evolve just as quickly as the industry changes," Christian said. "That structure allows me to maintain speed without sacrificing quality."

For Christian, every property — whether it's a starter home or a luxury listing — deserves the same level



“  
I treat it as my  
responsibility to evolve  
just as quickly as the  
industry changes.  
”

of care. This philosophy extends to how he treats agents' clients during shoots, understanding that professionalism on-site reflects directly on the agent's brand.

Outside of work, Christian stays closely connected to his family, many of whom are active in Michigan's real estate and mortgage industries. Time together often revolves around home-cooked meals and meaningful conversation, along with snowboarding trips up north, summer days on the lake, and cheering on the Lions.

Looking ahead, Christian is focused on growing Summit

Media Group into a trusted real estate media partner across Metro Detroit. By refining his systems and embracing new technology, he helps agents present their listings at a higher level and stand out in a competitive landscape — from everyday homes to high-end properties. His approach centers on long-term relationships, dependable service, and consistently delivering work that reflects the quality of the homes and brands he represents.

"I've always looked at success as something bigger than just milestones," Christian said. "It's about growing a business I'm proud of, producing work that

genuinely helps people, and doing it all with consistency, integrity, and care."

For agents seeking a media partner who understands both the creative and business side of real estate, Summit Media Group offers elevated visuals backed by reliability, clear communication, and genuine care for the agent's success. With one property and agent at a time, the company is raising the standard of how homes get bought and sold in the modern marketplace.

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# Martino

THOMAS

## Building a Brokerage That Uplifts Others

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**F**or Martino Thomas, real estate is an avenue to create lasting opportunities for others. “Whether it’s helping a family with their dreams of homeownership or helping an investor build their portfolio, it’s always about making lives better,” he said.

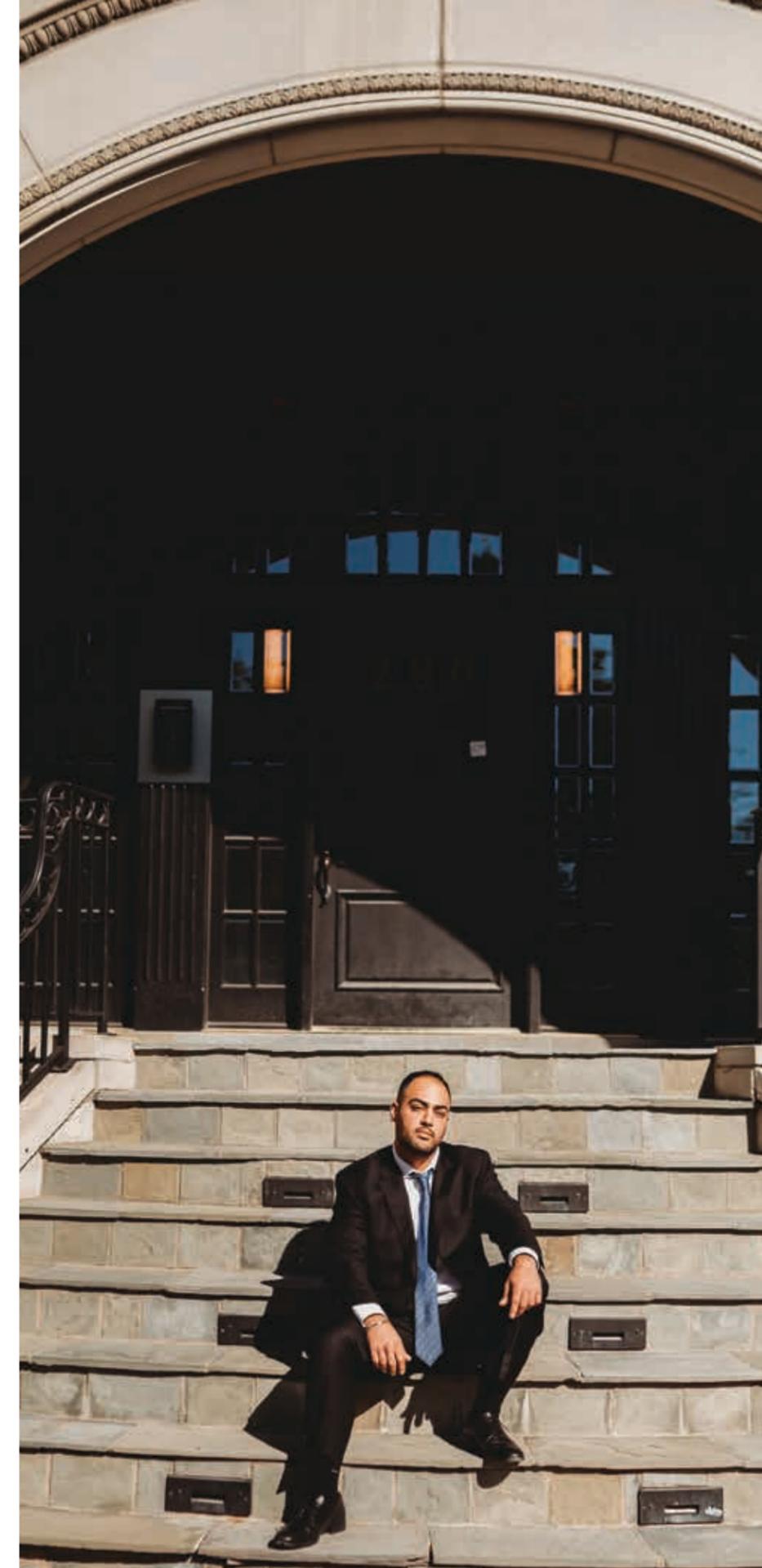
Martino launched his real estate career in 2016, and since then, he has witnessed many shifts in the industry. Through it all, one principle has kept him grounded: adaptability. “Our industry is constantly changing, and the people who always do well are the ones who know how to adapt and make the best of any new situation,” he explained.

As the operating principal broker at Summit Union Real Estate, Martino encourages his team to find the silver lining in all situations. Both he and his business partner — also a licensed broker — are actively involved in sales and present in the office every day. “We lead by example and provide enough time for our mentees to watch and learn from us,” Martino said. “We also have a large leadership team to help shape and mold our agents.”

Martino believes Summit Union’s culture and structure, as well as their daily leadership presence, separates them from other brokerages in the industry. “One of our basic principles is that we surround ourselves with only people who we like, trust, and respect. Our people are what make our organization great,” he shared.

Martino remembers how hard it was to find guidance when he first began in the industry, and as a result, mentorship has become his personal mission. “Offering mentorship and leadership to our agents is what I find most fulfilling,” he said. “I’m glad I can provide that to the young professionals entering our business.”

Summit Union has developed a strong focus on new talent, which has become a



go-to destination for young professionals entering the industry. “We offer the absolute best place for inexperienced, new young professionals to come and learn the business,” he said. “There is no better place to learn and grow.”

As for established producers in Metro Detroit’s real estate scene, Summit Union adds value by focusing on putting more money back in the agent’s pocket, while also providing ample resources to promote growth and convenience. For a collaborative and forward-focused environment, there is no better place than Summit Union to grow a real estate business.

With a focus on relationships and innovation, Martino is building a business designed to thrive in the modern market. “We take the best of both worlds and make them work together — traditional real estate strategies with a modern technology and marketing approach,” he explained.

Beyond the office, Martino values family above all. The oldest of three siblings — with nearly 30 first cousins — his weekends often include cookouts, game nights, and dinners out. “My sister and brother are the most important people in my life,” he said.

As Summit Union Real Estate continues to grow, Martino remains committed to lifting others along the way. “I want people to remember me for making a positive impact,” he said. “One person, one good cause at a time.”

“  
One of our basic principles is that we surround ourselves with only people who we like, trust, and respect. Our people are what make our organization great.  
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## The Power of Persistence

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**E**dgar Primiciero is driven by a deep desire to help others reach life-changing milestones through real estate. “I get to enjoy one of the most significant moments of a person’s life — purchasing or upgrading a home,” he said. “I always focus on really listening to the needs and wants of my clients so I can exceed their expectations and feel awesome about it.”

Before real estate, Edgar worked as a sous chef, earning a culinary degree in Colombia and later moving to the United States in 2016 to study English. “Moving to the States as an international student was definitely one of the biggest events that define who I am today,” he said. “Being away from family to pursue a challenge was not easy, but it gave me the critical thinking, independence, and toughness to become the professional I am.”

Edgar passed his real estate license exam in December of 2019, but in his early days in the industry, the language barrier proved to be a challenge. “While I could speak English, people had trouble understanding me because of my heavy accent,” he admitted. “It was harder to convey confidence when I had to translate in my head before the words came out. You couldn’t imagine the responses I got at the beginning when I was cold calling.”

Despite the language difficulties, Edgar stayed consistent and never stopped improving his business. “Consistency is the key to success,” he explained. “Show up, and everything else will come along. Sometimes we just need to do our best and trust that the results will follow if we keep the right mindset.”

“I’m passionate about providing exceptional service,” Edgar added. “The goal is to set the bar as high as possible so that when people think of real estate and customer service, I’m the obvious choice.”

In addition to his work with clients, Edgar thrives in collaboration with other agents. He’s a strong negotiator, a skilled investor, and someone who doesn’t hesitate to support fellow agents in complex transactions. “Whether it’s objection handling or strategy, I love being a resource,” Edgar said.

As a real estate advisor at Z Real Estate with eXp Realty, Edgar has quickly become known for his persistence and standout service. In 2023, he even became a Z Real Estate Silver Club honoree, raising the standard for both himself and his team.

According to Edgar, the strength of his team at Z Real Estate has been a major factor in his success. “Our leaders are always



looking for the newest technologies and tools to help agents succeed,” he explained. “It feels good when other brokers show off something new, and we’ve already mastered it. That gives us a huge advantage in the market.”

Beyond technology and systems, Edgar finds fulfillment in the emotional side of real estate. His motivation comes from a deeply personal place — supporting his loved ones and giving back. “Family is what gets me going every day,” he said. “Giving to

others in need is also very important in my life.”

When he’s not working, Edgar is often hanging out with his wife, Jenae, and their two rescued dogs — Nova and Ollie. The couple enjoys camping, gardening, going to concerts, and spending time with their friends. As for Edgar, he loves to read self-improvement books, play the guitar, and cook his favorite Colombian dishes.

“Success, to me, is finding the perfect balance between professional and personal



“Family is what gets me going every day. Giving to others in need is also very important in my life.”

life while being able to help others,” Edgar said.

For new agents in the industry, Edgar reminds them to focus on the long game. “Be consistent,” he said. “Real estate is about cultivating relationships and showing up — even when it’s hard. Success will come if you stay focused and lead with intention.”

“Set the right expectations from the beginning, be honest, and genuinely care about what people need,” Edgar added.

As he looks to the future, Edgar hopes to be remembered as someone who was there for others. “My goal is to genuinely care, to understand what people need, and to find ways to work together toward that goal,” he said. “That’s the legacy I want to build.”

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# Jacob ELIAS

## Generations of Drive, Purpose, and Real Estate Success

PHOTOS BY RENAE  
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For Jacob Elias, real estate isn't a career that he stumbled upon — it's a calling that's been woven into his family's story for generations. As co-founder of Elias Realty Group with Berkshire Hathaway HomeServices - Kee Realty, Jacob established the groundwork for success long before he ever sold his first home.

"Real estate has been in my life as long as I can remember," Jacob said. "My grandfather came to this country in the late 1960s, and over time, acquired rental properties. My father, Bassam, owned rentals and apartment complexes, and my brothers and I grew up helping to maintain them and collect rents. Even my mother and extended family owned properties. It has always been in our lives."

This early exposure taught Jacob not just the mechanics of real estate but the value it brings. "Owning real estate builds wealth — not only in dollars, but also in equity, which opens the door to more opportunities," he explained.

Jacob, however, didn't start out in the family business. Before diving into real estate full-time, he worked in operations management at UPS. It was a stable career, but not a fulfilling one. "I was at a fork in the road," he recalled. "I could continue doing something that didn't excite me, or I could take



a chance on something I loved and believed in. The longer I stayed, the more I realized the corporate life and office politics weren't for me."

Jacob's moment of clarity was all he needed to take the leap. Since earning his license in November of 2016, Jacob has built a name synonymous with professionalism, creativity, and dedication — serving clients across

Michigan, with a focus on Oakland County. His business philosophy is simple: no two clients are the same, and every experience should feel personalized and premium.

“We focus on the details,” Jacob explained. “From \$100,000 to \$100 million, our commitment is the same — to deliver smart strategy, strong negotiation, and real results.”

In September of 2025 alone, Jacob closed nearly \$4 million in real estate — but it’s not the numbers that define his success. “The best award I could ever receive is a referral from clients, friends, and family,” he said.

Jacob holds degrees in history and business from Wayne State University and is currently becoming a licensed real estate broker in both Michigan and Florida. Beyond real estate, he’s working on obtaining his captain’s license — another reflection of his driven and adventurous spirit.

Elias Realty Group was founded by Jacob and his father, Bassam Elias — a partnership rooted in trust, shared values, and vision. “We realized we could do more as a collective, so we began building our team — a collective built by agents, for agents,” Jacob said.

Elias Realty Group is redefining what it means to be a real estate team. Rather than focusing solely on sales, Jacob and Bassam prioritize mentorship, collaboration, and accessibility. “So many brokerages charge high caps and splits while offering minimal

“  
We’re all invested in each other’s success. It’s not just about numbers — it’s about people.”

support,” Jacob explained. “We wanted to change that. Our agents know they can reach us directly for guidance, strategy, or support — any time.”

The group is growing quickly and attracting like-minded professionals who value creativity, independence, and teamwork. “We’re all invested in each other’s success,” Jacob said. “It’s not just about numbers — it’s about people.”

When Jacob isn’t negotiating deals or mentoring agents, he enjoys spending time outside. “Being outdoors brings a peace that’s essential to my life,” he shared. “I love to be out in the woods with my dog, Budd, on the boat fishing, or out on the golf course.”

Jacob supports organizations close to his heart, including Pheasants Forever, Michigan Trout Unlimited, Michigan United Conservation Clubs,

Michigan Pheasant Hunting Initiative, and numerous others dedicated to preserving natural resources. “I want future generations to enjoy our forests and waters the same way so many of us do now,” he said.

Jacob’s approach to life and business is guided by his favorite mantra: “Doing what you love is happiness. Loving what you do is success.”

For Jacob, this philosophy guides not only his work but also his relationships — with clients, colleagues, and community alike.

When asked what advice he’d give to new agents, Jacob shares a simple but powerful message: “Be like Teflon. Enjoy the wins, learn from the disappointments, and support the people who support you. They’re the reason we can thrive.”



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# New Brokerage Spotlight **KW Collaborative**

**1. What inspired you to open your own brokerage?**

I've always weighed and measured the idea, but last year on my birthday, I woke up bored, and my team was crowded in our space. So I decided, after 40 years, to stretch and grow instead of shrink and fade. That's when KW Collaborative was born. It finally felt right. I'm very community-minded, so opening my own space in my hometown was fun and inspiring!

**2. What sets your brokerage apart from others in the market?**

We are heavily invested in our community, personally and financially. We have created a stunning, upscale environment designed to inspire everyone who walks through the door. Of course, we sell a lot of homes, but that is a by-product of the relationships we have with everyone in our community. We host club meetings, charity events, and community events in our space. Whether you'd like to have a cup of coffee and discuss buying a house with one of our experts or attend one of our classes on real estate investing, we have the information you need. We do not view ourselves as salespeople: We are real estate teachers and consultants.



Sales will come when our clients make an educated decision to do so — sometimes that's right now, sometimes it's later. We just want to be the experts you trust when that time comes.

**3. Who is your ideal agent and how do you support them?**

The agents who call KW Collaborative home are uniquely educated and high-producing, and have a very high bar of customer service. We are not driven by cold calling people who don't want to hear from us. We've grown by word of mouth and driven by our reputation. We're also opinionated. We care about what our clients

purchase and what they pay for it, and we attract those clients.

**4. Where is your brokerage located and what areas do you serve?**

We're located in downtown Lake Orion at 59 S. Broadway Street, right on the corner where all the action is! Our clients are very loyal and are located across Oakland, Macomb, and Lapeer Counties, so we cover a lot of ground.

**5. What are your goals for the next year?**

The sky is the limit for us. We surpassed our 2024 sales by July of 2025. Agents who are intent



upon building a solid foundation of referral and repeat business thrive here. Those who are aligned with our purpose and values will find us. Our value statement is "our integrity is not for sale at any price." I'm not about the number of bottoms in seats. Our brokerage attracts agents who are serious about building a long-term, sustainable repeat and referral

business while enjoying the life they work hard to build.

**6. How can agents or potential clients learn more?**

We're approachable and laid-back — serious about our work, but without the hard sales pitch. A casual cup of coffee or a conversation is often the best way to get all the information you need. Our website is a

great place to start, and every word on it was written by me, so what you read is truly what you get: [theintegrityteam.com](http://theintegrityteam.com) and [kwcollaborative.com](http://kwcollaborative.com).

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# Brad PATRICK

PHOTOS BY JAY DUNBAR OF GREAT LAKES  
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SHAPING LIVES THROUGH REAL ESTATE

**B**rad Patrick is in the business of building trust, one relationship at a time. As an agent at Oak & Stone Real Estate, he brings a mix of adaptability and heart to everything he does, but it's his passion for helping people navigate one of the most meaningful decisions of their lives that has made him a standout in the field.

Before launching his career in real estate, Brad earned a degree in advertising with a minor in marketing at Ferris State University. During his time there, he served as president of the Pi Kappa Alpha fraternity — an experience that helped sharpen his leadership skills and introduced him to key relationships, including one that would shape his future.

In 2003, Brad took his first steps into real estate as a mortgage broker. "Coming into this industry as a mortgage broker, I quickly fell in love with real estate and working with people," he explained. Brad soon realized that being a real estate agent would allow him to participate





in the most consumer-facing part of the home buying process, propelling him to transition fully into real estate and directly impact people's lives.

Over the years, Brad's dedication and people-first mindset have earned him recognition across the industry. He has been named an Hour Detroit Real Estate All-Star year after year and is also a recipient of the Real Producers Top Agent award.

In the ever-changing market, Brad continuously educates himself and adapts to new trends, ensuring that he can offer the best possible advice and solutions to his clients. "The constant ebb and flow of the real estate

**“***Build relationships with as many people as possible, and always avoid burning bridges.*

**YOU NEVER KNOW WHERE YOUR NEXT CLIENT MIGHT COME FROM.”**

market is the biggest challenge — whether it's fluctuating interest rates, the political climate, or people's emotions,” he said.

Brad's approach to real estate is deeply rooted in his passion for helping others achieve their dreams of homeownership. He and his wife, Sarah Patrick, form a dynamic team, complementing each other's strengths and weaknesses. "Where I fall short, she excels, and where she needs support, I step in," Brad explained. Their partnership is a cornerstone of their success, allowing them to provide comprehensive and personalized service to their clients.

Outside of work, Brad stays connected through his digital ventures. He now hosts the weekly podcast, "It's Monday Ya'll", where he breaks down the latest local and national sports headlines. Beyond that, he supports local entrepreneurs and expands his own network by visiting businesses for "Small Business Wednesday."

As he looks to the future, Brad remains dedicated to making a positive impact on others. He views real estate as a path to financial freedom and is considering expanding into other cities during retirement. His vision includes not only growing his business but also mentoring the next generation of agents, sharing his knowledge



Photo submitted by Brad Patrick

and experience to help others succeed in the industry.

For aspiring agents, Brad emphasized that they should focus on integrity in all interactions. "Build relationships with as many people as possible, and always avoid burning bridges," he said. "You never know where your next client might come from."

Whether he's guiding clients toward their dream home or paving the way for future agents, Brad approaches every interaction with the same commitment that has defined his career from the start. As he continues to make his mark in the real estate world, he remains focused on what matters most — being a good person who truly cares about others.



# Toast to the Top!

We're so grateful you joined us for our Toast to the Top gathering in March! The night was filled with energy, great conversations, and outstanding vibe. It was a wonderful opportunity to reflect on the milestones we reached last year and to celebrate alongside our amazing agents and valued preferred partners.

Stay tuned for our next issue, where we'll be sharing event snapshots and special moments from the evening.

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# 2025

## BY THE NUMBERS

HERE'S WHAT THE TOP AGENTS IN OAKLAND COUNTY SOLD IN 2025



**\$7,556,995,371**  
SALES VOLUME



**16,178**  
TOTAL TRANSACTIONS



**32**  
AVERAGE TRANSACTIONS PER AGENT



**\$15,113,991**  
AVERAGE SALES VOLUME PER AGENT

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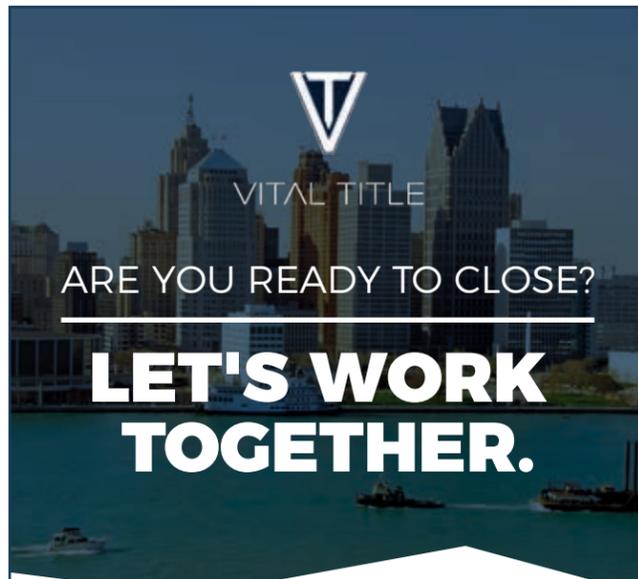


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