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Randy Ginn

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**KATHIE
SALVADALENA**

Agent Spotlight
**JARRETT
COULSON**

Notable Home
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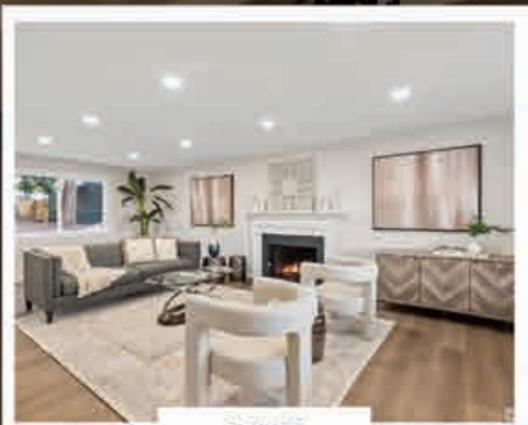


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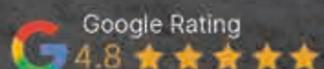
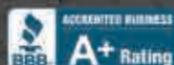
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Randy Ginn **46**
COVER STORY

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Welcome to the April issue of *Seattle Real Producers!*



Welcome to the April issue of *Seattle Real Producers!*

As we wrap up the first quarter of the year, it's encouraging to feel the steady momentum building across King and Snohomish counties. A strengthening market, renewed buyer activity, and longer spring days all signal what April so naturally represents—change, growth, and fresh opportunity. While headlines may shift and market dynamics evolve, one constant remains: the resilience and professionalism of the top 500 agents who make up this community. You continue to adapt, lead, and serve at the highest level.

March was a powerful reflection of that strength. Our magazine celebration brought together many of our past feature honorees and valued partners inside a stunning Thomas James Home.

We were also proud to host an impactful event centered on navigating new construction. In a shifting landscape, having the right insights and relationships in place makes all the difference, and it was inspiring to see so many of you investing in sharpening your expertise.

As it so happens, one of our panelists at our new construction event is also our April cover agent, sharing his story of over 30 years of success, relationships and loyalty.

Finally, we want to shout out our preferred partners, thank you for continuing to pour into this platform and the agents who make it exceptional. Your support makes these stories, events, and connections possible. Here's to carrying this momentum forward into a strong second quarter.

Warm Regards,
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FAQs

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Q: Who receives *Seattle Real Producers* magazine?

A: The top 500 agents in King and Snohomish counties. The list will reset at the end of every year and will continue to update annually.

Q: What is the process for being featured in this magazine?

A: It's really simple — every feature you see has first been nominated. You

can nominate other agents, affiliates, brokers, owners or even yourself! Office leaders can also nominate agents. We will consider anyone brought to our attention who is in the top 500 because we don't know everyone's story, so we need your help to learn about them. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, they give back to the community in a big way, etc. The next step is an interview with us to ensure it's

a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photo shoot.

Q: What does it cost to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers. Our goal is to showcase the best and brightest and to collaborate. Elevate. Inspire.

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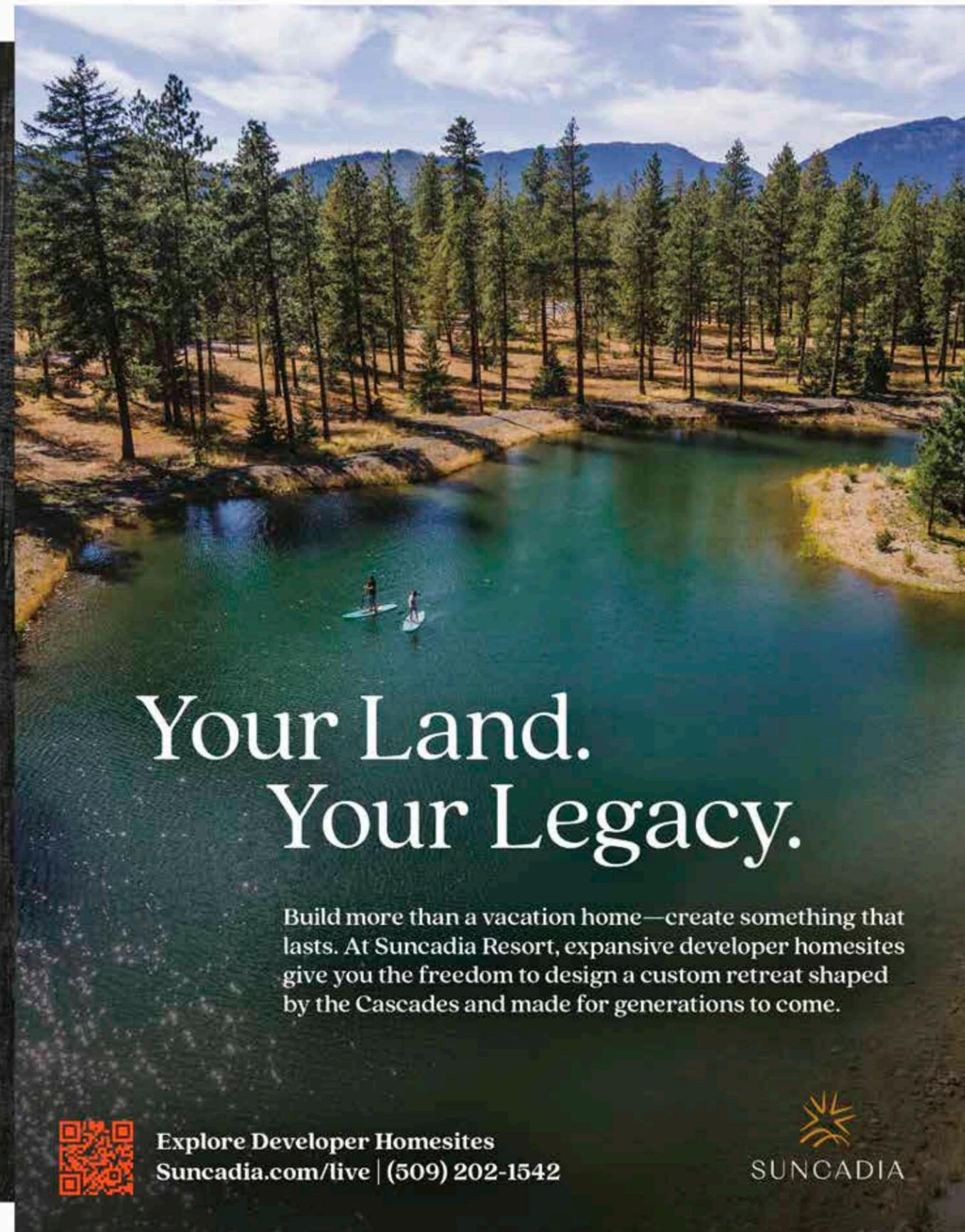


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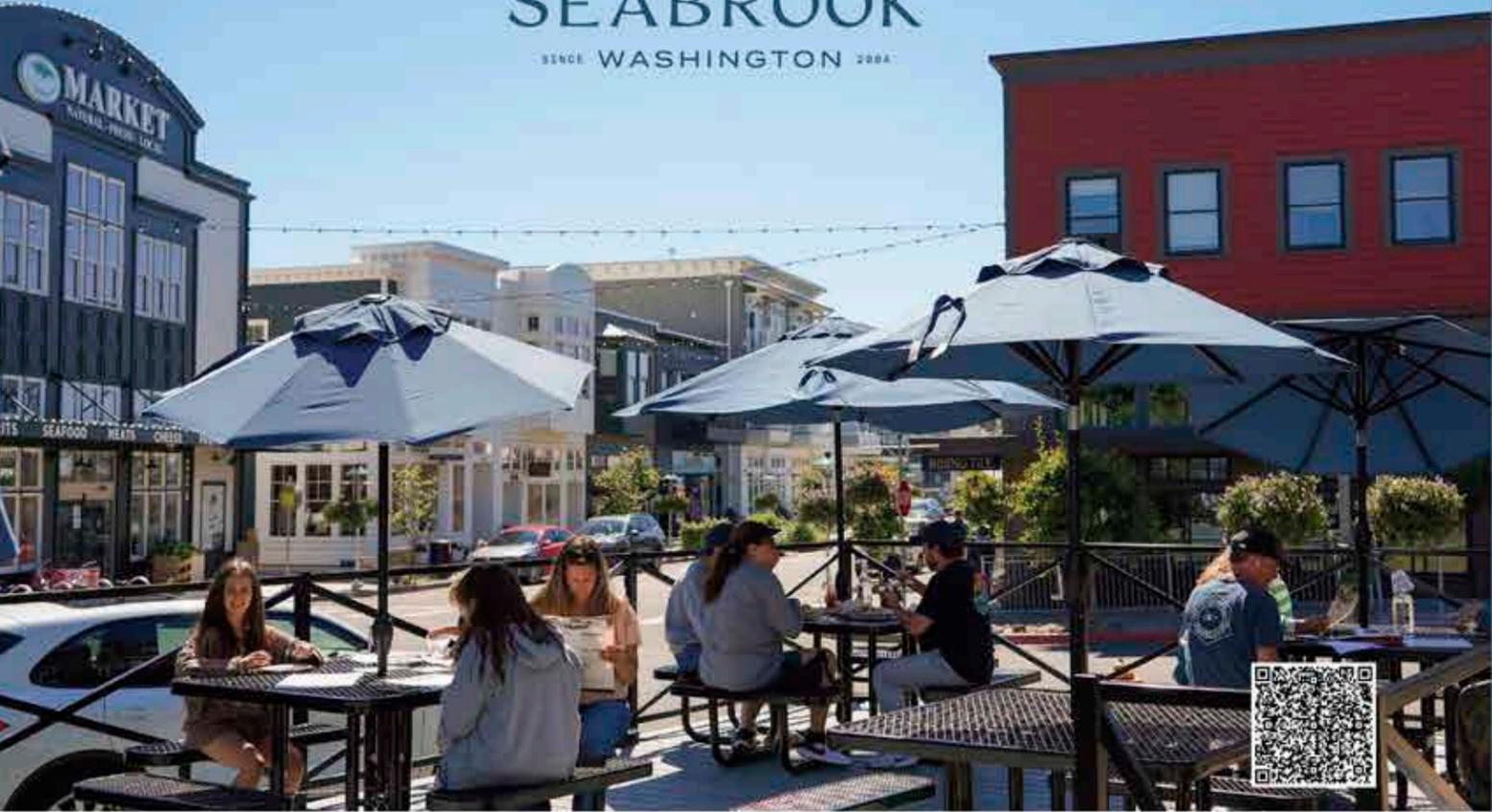


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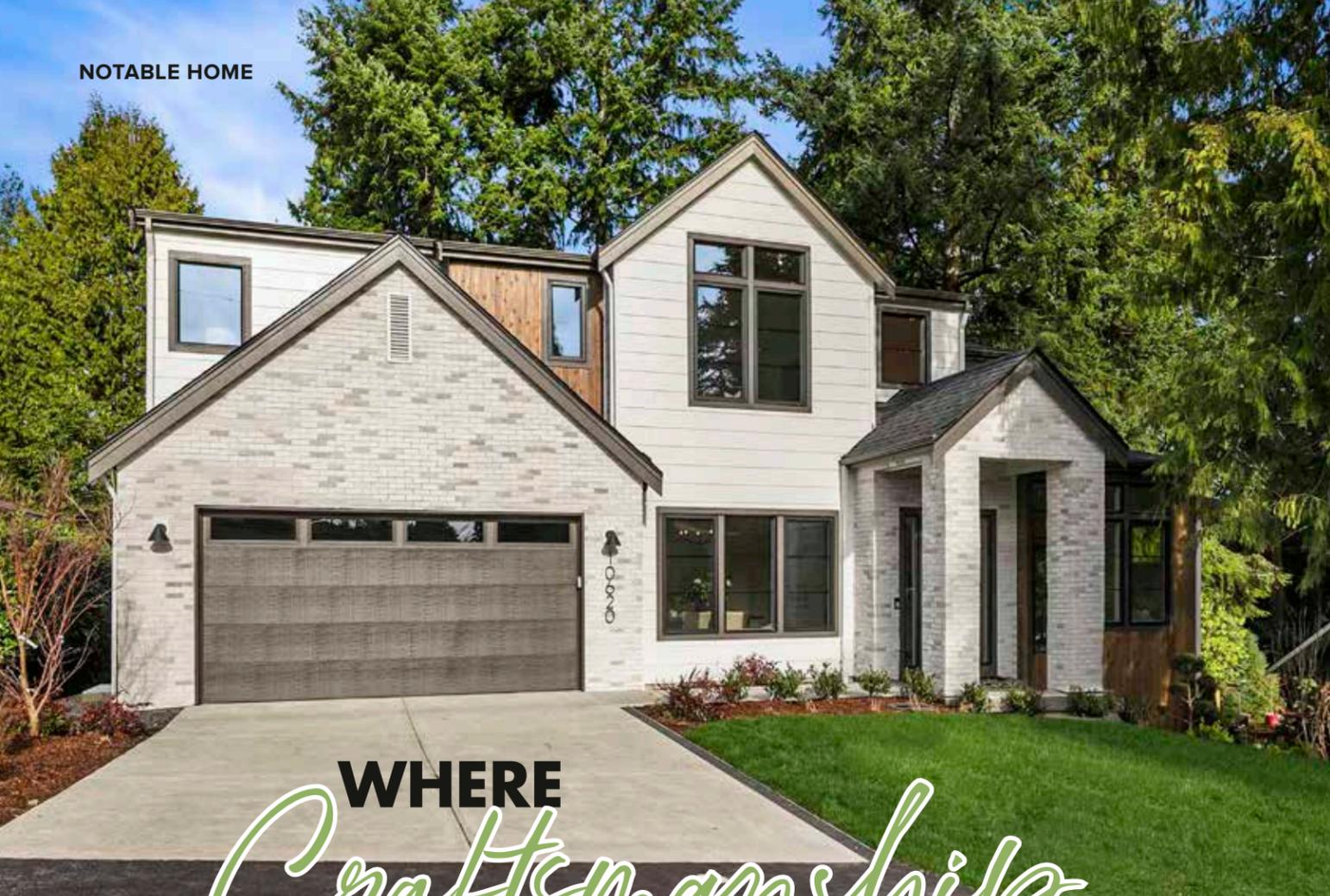


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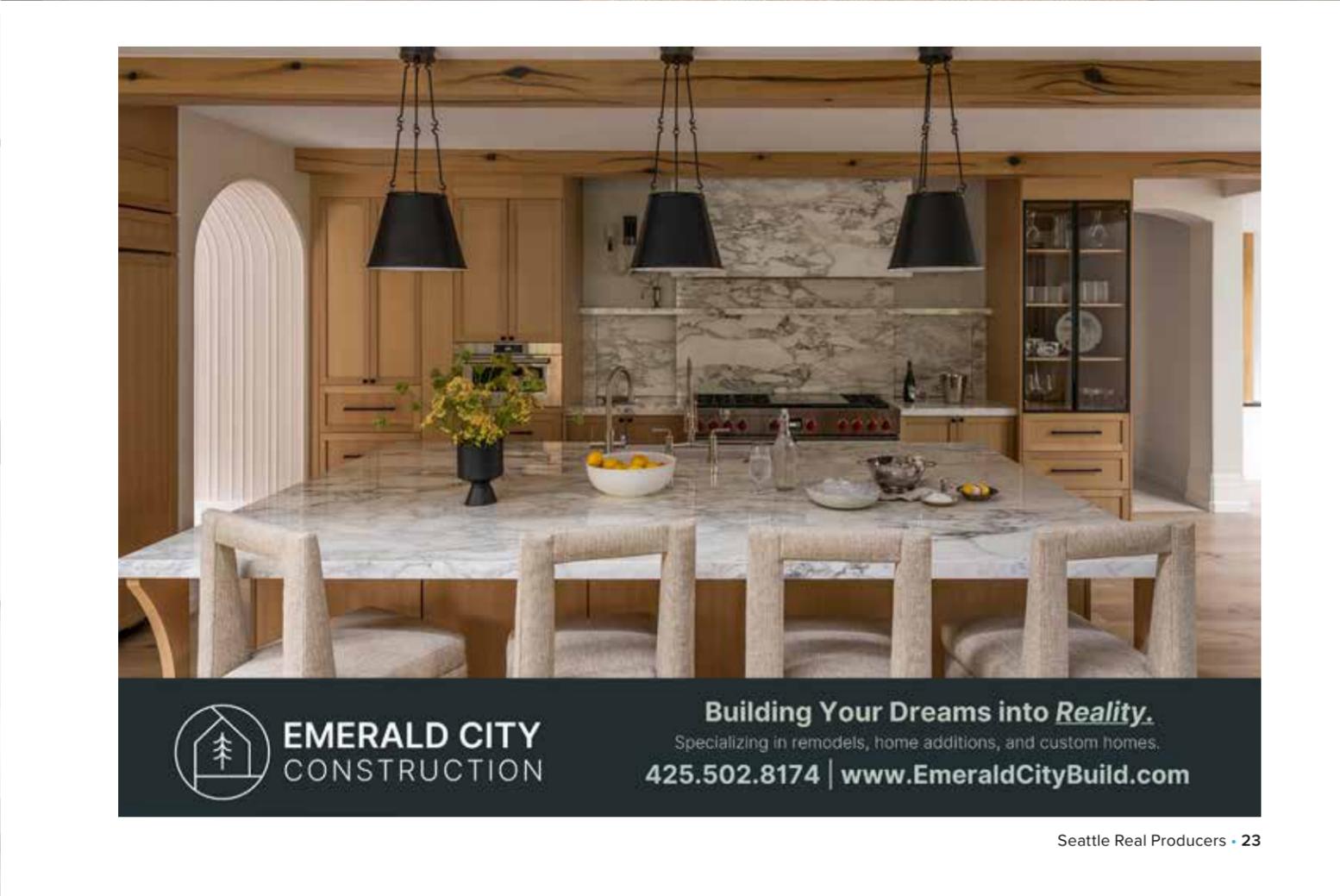
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Jarrett Coulson

Jarrett Coulson doesn't approach business casually. Whether negotiating NFL contracts, navigating complex development deals, or structuring creative real estate solutions, he operates with intention, strategy, and long-term vision.

Before stepping into real estate, Jarrett built a career as an NFL sports agent and owned a medical management company. High-stakes negotiations and client advocacy were part of his daily rhythm. When he relocated from Austin, Texas to the Pacific Northwest, real estate wasn't simply a career pivot, it was a calculated next chapter. After watching his wife succeed in the industry and experiencing a challenging home sale

firsthand, he saw both the opportunity and the gaps. He knew he could bring something different to the table.

Today, Jarrett is a key force at Every Door Real Estate, where he has built a business model that stands out in a crowded marketplace.

Jarrett's early days in investing were anything but glamorous. At one point, he experienced a 92 percent failure rate on deals. Instead of stepping back, he leaned in. He sought mentors, immersed himself in feasibility studies, mastered entitlements, and sharpened his underwriting skills. The



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setbacks became education. The education became leverage.

Now, his brokerage model is uniquely structured to give sellers true flexibility. Rather than pushing one path, Jarrett evaluates every property through multiple lenses. Sometimes that means listing traditionally. Other times it means structuring a cash offer with a short closing timeline. And when the numbers support it, it means pursuing a development strategy designed to maximize value. His philosophy is simple: understand the seller's priorities first, then build the solution around them.

Development has become a major focus, particularly across Seattle's Eastside, including Seattle, Bellevue, Redmond, and Kirkland. Jarrett and his team specialize in running detailed feasibility studies, navigating entitlements, and managing the roughly nine month permitting process that comes with new construction. By leveraging recent middle housing legislation, he is helping create higher density projects that respond to affordability challenges while still delivering strong returns.



What energizes him most is the strategy behind it all. He studies inventory trends, builder demand, and neighborhood dynamics with precision. Sometimes he structures and assigns projects to qualified buyers before closing. Other times, he builds them out himself. The approach is never one size fits all. It's calculated, disciplined, and tailored.

A major turning point came after a difficult 2022. Instead of retreating, Jarrett doubled down on relationship-driven growth in 2023. He shifted from traditional networking to business-focused relationship building with builders. Rather than surface-level conversations, he dug deep into understanding what builders actually needed: predictable deal flow, clarity around timelines, and partners who truly understood their margins. By aligning with their goals, he positioned himself not as another agent, but as a strategic ally.

That collaborative mindset extends to other agents as well. Many of his strongest referral partners are agents who bring him properties they cannot list or do not want to develop. Jarrett provides solutions that expand what's possible, helping them serve their clients at a higher level. In his world, relationships are assets.

At the core of his drive is something deeply personal: generational wealth. Jarrett is intentional about building a business that creates long-term stability and opportunity for his family. Influenced by lessons learned from his father's experiences, he approaches resilience as a skill. Setbacks are not failures; they are tuition.

He works six days a week, but his motivation isn't rooted in hustle for hustle's sake. It's rooted in purpose. Every feasibility study, every builder meeting, every structured offer feeds into a larger vision of sustainability and legacy.

Outside of work, discipline remains a constant theme. Jarrett is committed to



meditation and trains in Brazilian Jiu Jitsu, practices that sharpen both focus and humility. As a father of two, he is equally committed to being present. Weekends are reserved for family whenever possible. Coaching, quality time, and consistency matter just as much as closing deals.

What ultimately differentiates Jarrett is strategic range. Many agents can list a property. Fewer can underwrite a legitimate cash offer. Even fewer can conduct a full development feasibility analysis and map out a high level exit strategy. Jarrett moves comfortably in all three spaces, which allows him to advise with clarity instead of pressure.

From NFL negotiations to Northwest development sites, Jarrett Coulson has built a business defined by resilience, adaptability, and relationship capital. In a market that constantly evolves, he is not simply reacting to change. He is studying it, structuring around it, and building within it.

For Jarrett, real estate isn't about chasing transactions. It's about creating options, building partnerships, and laying foundations that last well beyond a single deal.

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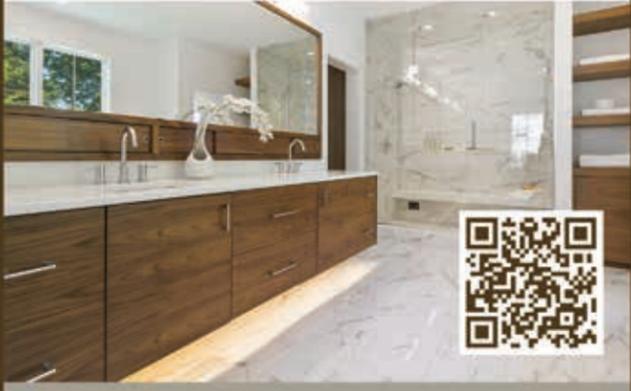

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Kathie SALVADALENA

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PHOTOS BY JANET LIN PHOTOGRAPHY



If you think you know Kathie Salvadalena, think again. Yes, she's the trusted Snohomish County real estate professional with the loyal client base and unmistakable eye for staging. But she's also the former registered nurse who built her business the old-fashioned way: knocking on doors, working For Sale By Owners, and choosing relationships over shortcuts.

Time with Kathie often starts with a quick catch-up about Snohomish life before seamlessly shifting into strategy, timing, and thoughtful real estate planning.

From Nursing to Negotiations

Before real estate, Kathie was a registered nurse doing meaningful work, but one that offered little flexibility while raising four children. Wanting to stay present at home while building something of her own, she made a bold pivot.

Real estate wasn't handed to her. She earned it.

"I door-knocked. I chased down FSBOs. I did whatever it took," she has shared. While some questioned her career shift, Kathie

quietly built momentum. Nearly 19 years later, she has never looked back.

By focusing on Snohomish County, an area she knew intimately, she created a business rooted in hyper-local knowledge. School schedules, sports practices, and community events became part of the rhythm of her work. That proximity became one of her greatest strengths.

Preparation as a Signature

Over time, her business naturally evolved toward listings where her strengths in preparation, presentation, and positioning truly stand out. Long before staging became standard, Kathie was rearranging furniture, editing spaces, and preparing homes herself. Today, complimentary staging is a signature part of her listings. With a refined design eye and a deep understanding of buyer psychology, she prepares homes so buyers don't just see the space, they feel how it lives.

In the early days, she photographed homes herself with a 35mm camera before partnering with professional photographers. The commitment to excellence has always been there.

Independent by Design

Delegating for the sake of scale? Growing a large team? That's never been her focus.

Kathie thrives on intentional growth. She manages her workflow carefully and prefers depth over volume, quality over expansion. Suggestions to "go bigger" don't tempt her nearly as much as maintaining connection, consistency, and trust.

She mentors a newly licensed agent and supports collaboration within the Snohomish broker community, remaining grounded in what has always worked: real relationships built over time.



Old-School Tools. Timeless Results.

In an era of automation and complex CRM systems, Kathie keeps things refreshingly personal: calendars, handwritten notes, direct follow-ups.

Many of her transactions come from relationships nurtured for years, sometimes decades. Face-to-face conversations matter. Community involvement matters. Showing up consistently matters. It's a philosophy she wholeheartedly appreciates. In fact, today's market favors experienced agents who know how to navigate nuance and who understand shifting conditions, complex negotiations, and people just as well as they understand contracts.

Intentional Goals. Authentic Presence.

When it comes to goal-setting, Kathie doesn't measure success by production numbers. She's intentional about how she wants her business to feel: sustainable, relationship-driven, and balanced. That same intention carries into every part of her work and how she communicates, how she prepares listings, and how she shows up publicly. Her social media presence, especially on Instagram, reflects that mindset. Professional but genuine. Consistent but not curated to perfection. Thoughtful, without being performative.

She shows up the same way online as she does in person, grounded, approachable, and unmistakably herself.

A Milestone Year

2025 marked a significant chapter: 40 closed sales and recognition as Broker of the Year and recipient of the Community Impact Award. Achievements she views not as production milestones, but as reflections of trust built over time and relationships nurtured with care.

Her move to First and Main Real Estate signaled another intentional step by aligning with a boutique brokerage that values collaboration, community reinvestment, and meaningful growth.

Still Showing Up

Off the clock, you'll find Kathie gardening, hiking, or investing in local nonprofits and causes she believes in. For her, business and community have never been separate, they are deeply intertwined.

From scrubs to sold signs. From door-knocking to distinguished recognition. Her journey proves that success doesn't require flash. It requires consistency. It requires courage. And above all, it requires caring about people long before and long after the transaction closes. Kathie Salvadalena has built her career on exactly that.





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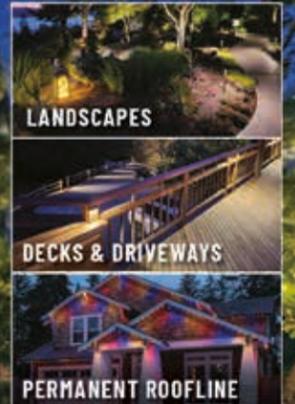
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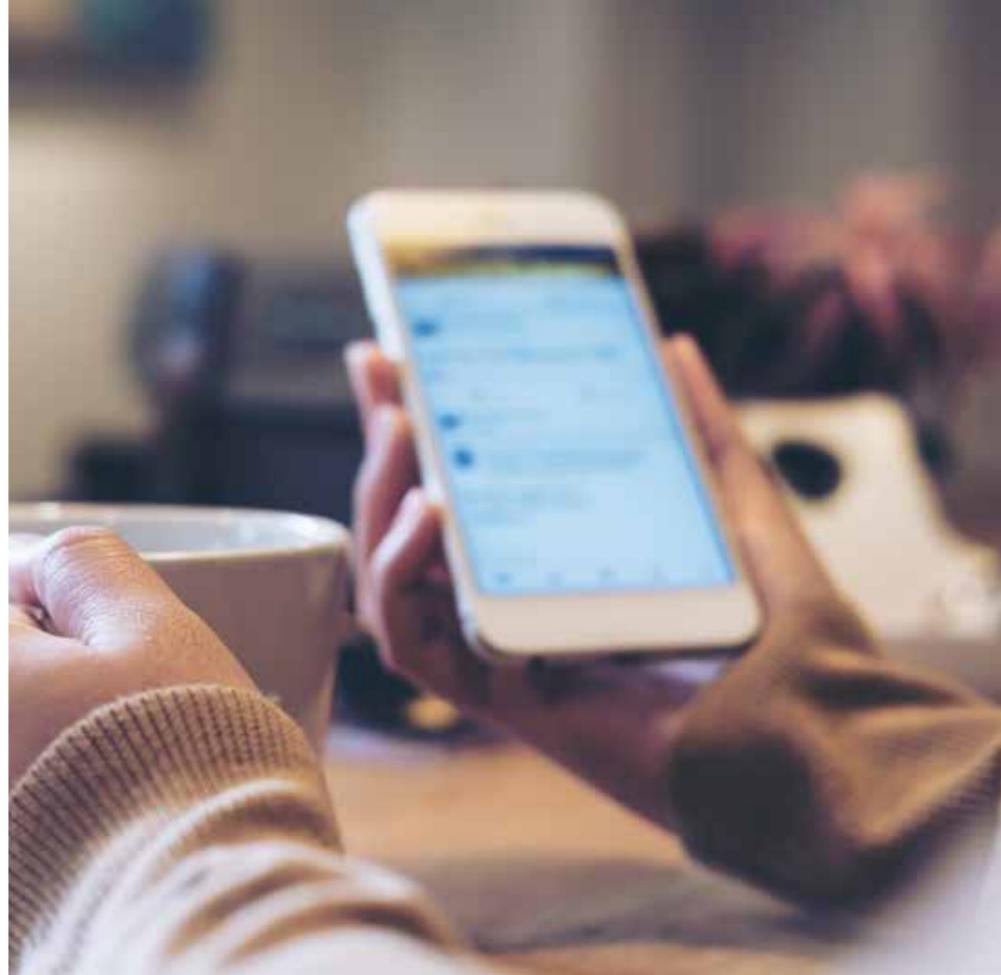
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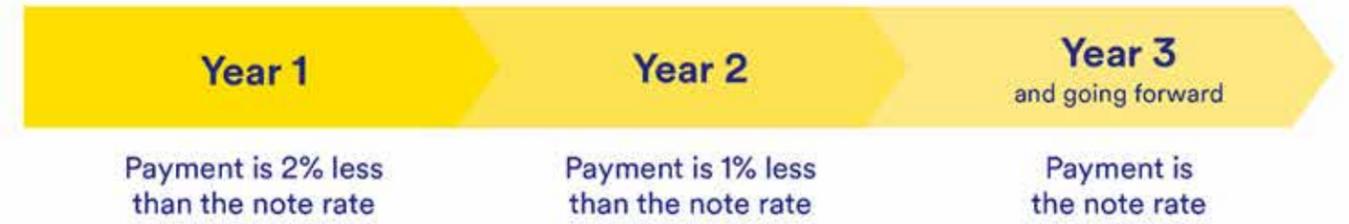


How does a temporary buydown work?

A temporary 2 year buydown reduces the interest rate on a home loan for the first two years in exchange for a cash deposit, paid by the seller, buyer or lender.

Temporary buydowns can be added to many standard loan programs such as Conventional, FHA, USDA and VA loans.

Here's an example of how a 2-1 buydown works:



Buydown program illustration is for educational purposes only. Please contact a Guild Loan Officer with any program questions.

Let's talk details!



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Building **STRONG** Communities Starts Before **KINDERGARTEN**

Thriving neighborhoods don't begin with buildings—they begin with children and families. A child's brain develops more rapidly from birth to age five than at any other stage of life. These early years shape school readiness, long-term earning potential, and lifelong health. Yet for many families in Seattle — particularly families of color and low-income households — access to affordable, high-quality early learning remains out of reach. When families cannot secure stable childcare, the

impact extends far beyond the classroom. Parents are forced to reduce work hours or leave the workforce altogether. Housing stability becomes more fragile. Employers lose reliable workers. Communities feel the ripple effects.

Since 1978, Denise Louie Education Center (DLEC) has worked to close this opportunity gap before children enter kindergarten. Founded by civil rights leader Uncle Bob Santos in Seattle's International District, DLEC

was created to meet the childcare needs of immigrant restaurant and garment workers. Nearly five decades later, we remain rooted in that same commitment: ensuring every child—regardless of race, language, or income—has access to high-quality, multicultural early learning. Today, DLEC partners with expectant families and children ages 0-5 across Seattle through a continuum of programs designed to promote school readiness and long-term stability.

Early Head Start & Home Visiting (0-3 years)

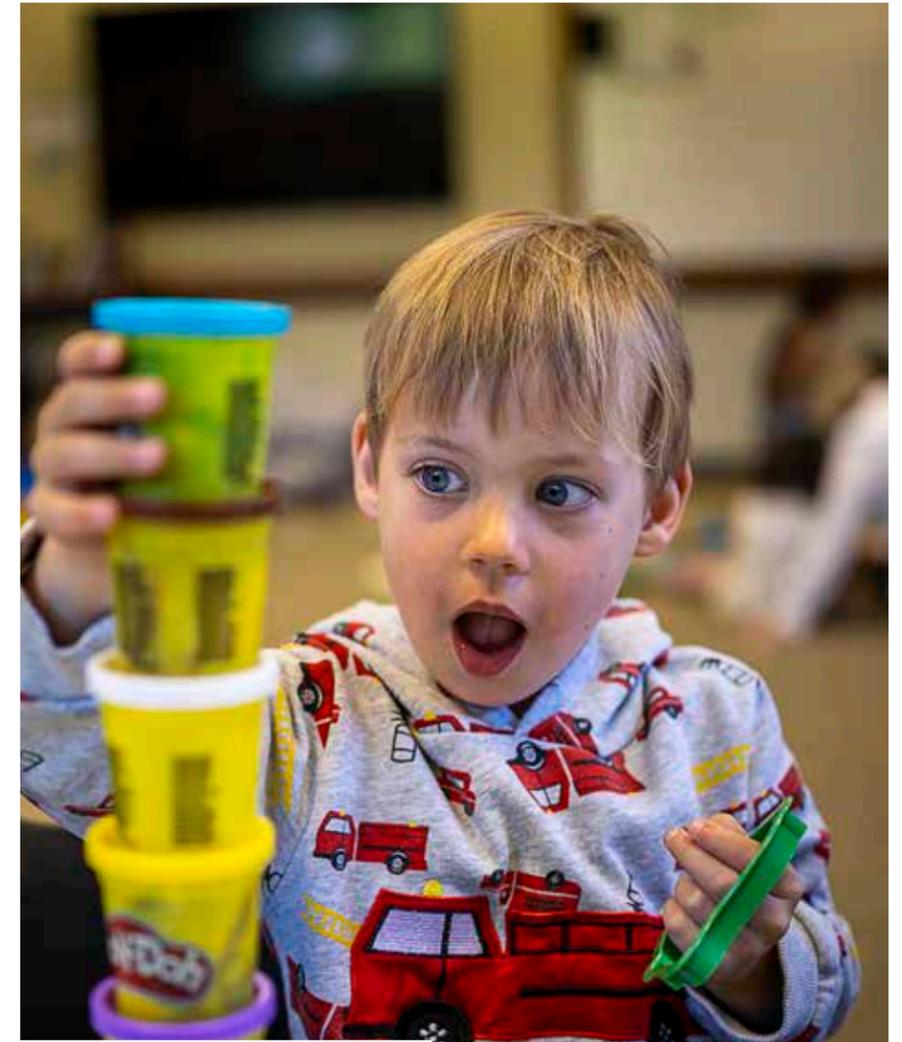
Our home visitors work directly with families, providing weekly prenatal support, parenting education, and child development guidance. These services reduce isolation, strengthen parent-child bonds, and help families build strong foundations from the very beginning.

Infant, Toddler & Preschool Education

Across our education centers in Seattle, children receive culturally responsive early education that builds literacy, math, and social-emotional skills. Our classrooms reflect the languages, traditions, and lived experiences of the families we serve—because children thrive when they see themselves represented.

Kaleidoscope Play & Learn

Offered in partnership with Seattle Public Libraries, these free community sessions bring caregivers and children together for structured play, early learning activities, and resource-sharing. They create critical points of connection in neighborhoods across the city.



More than 65% of DLEC families speak a language other than English at home. Many are navigating housing instability, rising living costs, and systemic barriers to opportunity. By providing accessible early learning and family support, we help parents remain in the workforce and children enter kindergarten ready to succeed.

High-quality early education is not just a social good — it is an economic



Because strong communities begin with strong starts.

Join us at our 2026 Dinner & Auction at the Museum of Flight on Saturday, May 2nd, 2026, as we celebrate 48 years of impact and honor the

families and community leaders who continue to shape our city's future.

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investment. Research consistently shows that early learning yields long-term returns in workforce participation, educational attainment, and reduced social costs. When children succeed, communities grow stronger.

As professionals shaping the future of Seattle's neighborhoods, you understand the importance of stability, opportunity, and long-term growth. We invite you to be part of strengthening the foundation for the next generation.



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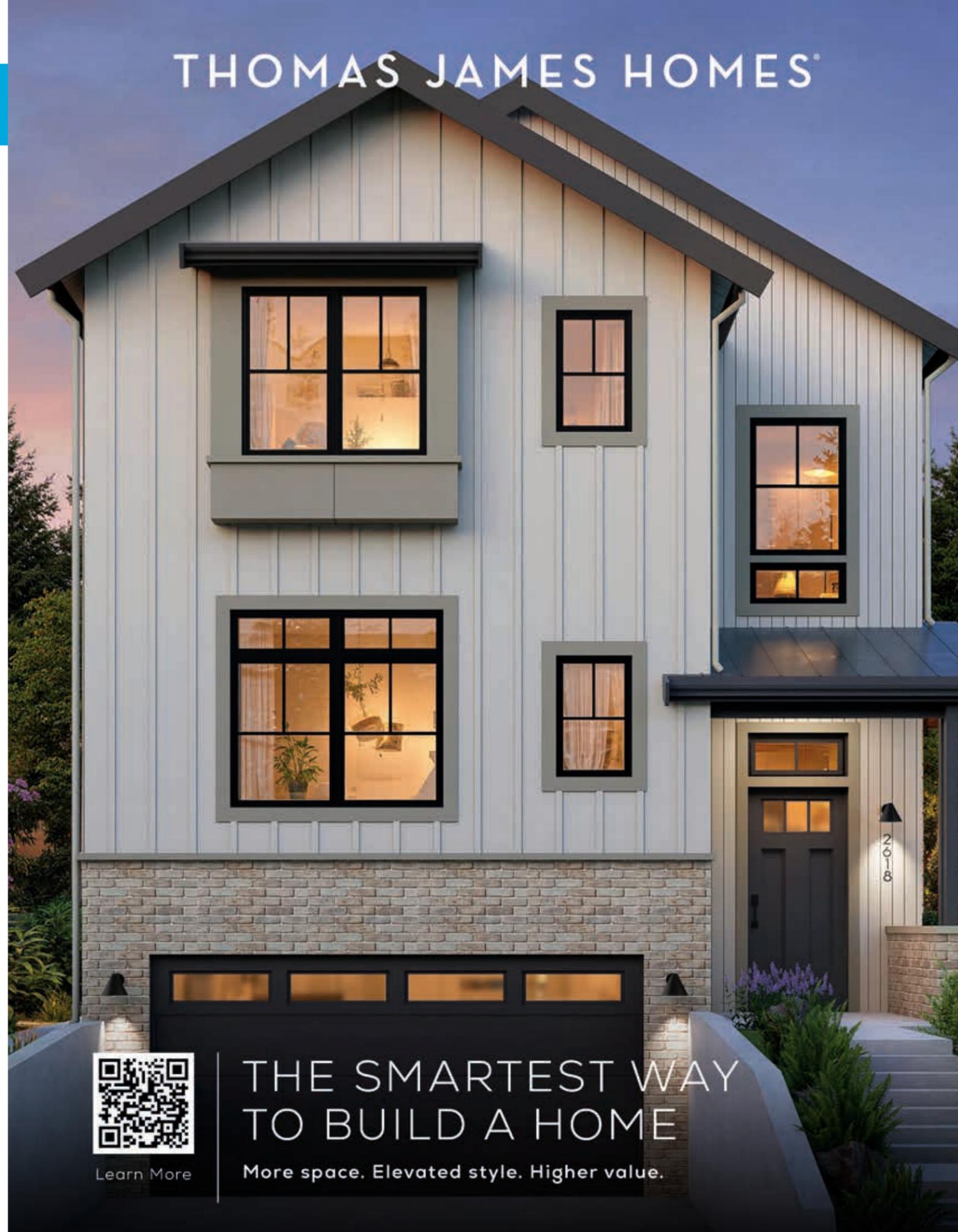
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Randy GINN



Still All In After 37 Years

PROFESSIONAL PHOTOS BY FOCUSED MEDIA COLLECTIVE

After 37 years in real estate, some agents start thinking about slowing down. Randy Ginn? He sounds like he's just getting warmed up.

As the driving force behind the NW Builders Group at Windermere Real Estate, Randy has carved out a powerful niche in new construction and land development across the Puget Sound. With \$75 million in volume last year alone, he remains one of the region's go-to experts for builders who want more than just an agent, they want a strategic partner. And that word partner might be the most important one in Randy's business vocabulary.

Built on grit. Randy's entrepreneurial spirit started long before his first listing in 1989. Prior to real estate, he owned multiple detail shops across Bellevue, Redmond, Issaquah, and Kirkland. He ran them right up until the day he launched his real estate career in April of that year.

That hands on business ownership experience shaped his mindset. He understands margins. He understands systems. And most importantly, he understands what it means to build something from the ground up.

Today, that foundation fuels his passion for working with builders. "My why is simple," Randy says. "I love this business. I love my builders. I enjoy adding value to their business, which in turn helps my business succeed. This is definitely a team sport."

He doesn't chase awards. He doesn't measure success by trophies. Instead, he measures it by impact and by how

effectively he helps his builder clients create and sell homes that meet the evolving needs of the market.

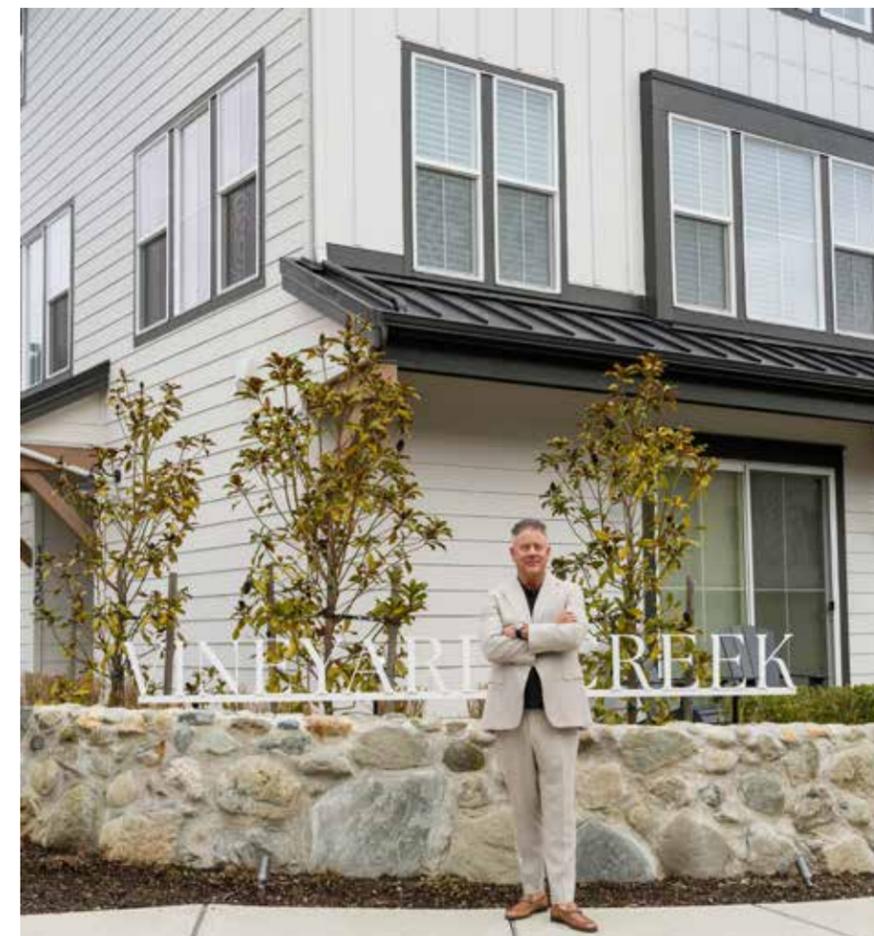
A Market Shift and He's Ready
Right now, Randy is energized by change. "We're managing a challenging market," he says, "but my passion lies in determining the right product and design for the future needs of our buyers."

He sees the shift clearly: smaller homes, middle housing, and more affordable product types are rising in demand.

Rather than resist that evolution, he wants to be at the forefront of it.

That forward thinking mindset keeps him sharp. After nearly four decades, he's not coasting on experience, he's studying trends, evaluating design, and helping shape what comes next in the Puget Sound housing landscape.

The Fun Never Gets Old
For Randy, one of the most rewarding parts of his career is surprisingly simple. "It's fun to drive around the Eastside and across Puget Sound with my kids,



friends, or visiting guests and point out homes I've been involved in designing, building, or selling," he says. "It's still fun for me." That sense of pride hasn't faded. In fact, it's grown.

When you've helped shape neighborhoods for decades, your work becomes part of the landscape. For Randy, real estate isn't just about transactions, it's about leaving a lasting imprint on the communities he loves.

The Next Chapter

Randy's future in real estate is solid but evolving. He can't imagine not being involved in the industry, though he does



see himself shifting more toward the financial and lending side in the coming years. Brokerage work may gradually take a back seat as he steps into what he calls his "Next Chapter."

That strategic mindset always thinking ahead is part of what's sustained him for 37 years.

Family First, Always

If you really want to understand Randy, you have to understand his family. His wife, Kelly, and daughters Sydni and Makenna are his everything. The family is tight knit, adventurous, and constantly on the move, whether that's Hawaii, Mexico, the Caribbean, or Europe.

Makenna, based in Beverly Hills, is an actor who has already completed a few films and numerous vertical shows in just 18 months, including writing, co-directing and starring in her own feature film.

Sydni splits time between Barcelona and Bellevue with her husband, Gideon. She's now a licensed agent in Randy's firm and she has just introduced a newly branded "The Ginn Team," and the two recently closed their first deal together.

For Randy, working alongside his daughter represents more than business growth, it's legacy in motion.



Life Below the Surface

Outside of real estate, Randy trades hard hats and floor plans for fins and open water. He's a die hard scuba diver who has been diving since his early 20s. Shipwrecks. Cenotes. Cave diving. Big sharks. If it's deep and a little dangerous, he's in.

For a couple of years, he even kept a boat in Fort Lauderdale and spent one week every month diving the Florida Keys and the Bahamas. "I can't get enough of it," he says.

And in case you're wondering, yes, there's another side to Randy that doesn't show up in the MLS. He has a well kept appreciation for fine Cuban cigars, often discovered during his travels. Not everyone knows that, but now you do.

Advice for the Next Generation

For up and coming agents hoping to reach top-producer status, Randy's advice is straightforward:

"Pick a niche you enjoy and get really good at it. Don't try to do it all. This business is dominated by smart, successful people. Isolate your strengths and master them." It's advice he's clearly lived by. New construction and land became his lane and he's owned it.

Partner, Not Salesperson

If there's one thing Randy wants people to understand, it's this: he's not commission driven. "I'm driven by doing an incredible job selling houses. The commissions are simply a byproduct of working hard and working smart."

Whether he's representing a large-scale builder or one of his own neighbors, his goal is the same: create a profitable, successful outcome built on trust and collaboration.

And 37 years in, he says he's just as excited about this industry as he was in year one.

For Randy Ginn, real estate isn't just a career. It's a craft, a partnership, an adventure and he's still all in.

My why is simple. I love this business. I love my builders. I enjoy adding value to their business, which in turn helps my business succeed. This is definitely a team sport.



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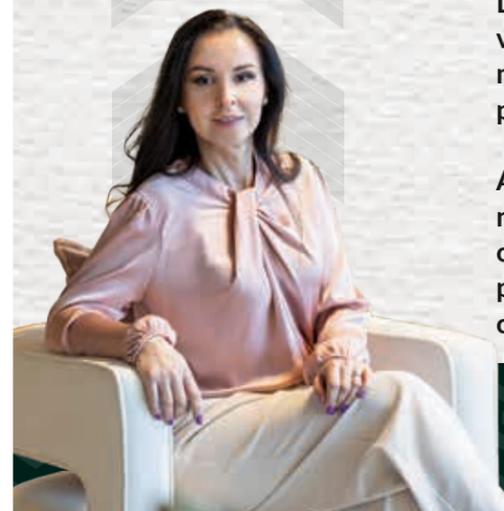


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