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Cody Cooper **33**
COVER STORY

Contents

PROFILES



13 Megan Mrazek



25 Tracy Godfrey

IN THIS ISSUE

- 4 Preferred Partners
- 8 Meet The Team
- 10 Short Term Rental Education Spotlight
- 13 Real Producer: Megan Mrazek
- 20 Real Producer Badges
- 25 Real Producer: Tracy Godfrey
- 33 Real Producer Cover Story: Cody Cooper

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*things you should
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**SHORT TERM
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1. **There is still huge demand for STR's**, and you can have great success if you know what you are doing. The STR market is different than it used to be.
2. **Austin is #1 in the country for live events, #2 for bachelor/ette parties, and #1 for in-state travel**, which pushes a ton of demand but is also very strong for corporate rentals during the week.
3. **Austin generates more STR booking revenue than any other city in Texas**
4. **The tax benefits of STR investing are huge**, and agents should be educating their clients and getting business from this. Look up the STR tax loophole.



5. **You can have success within an hour's radius of downtown Austin** with the right property and the right setup. You need the right setup and the right management to have STR success.
6. Effective July 1, **permits are required to be listed for rentals under 30 days** on the booking platforms (Airbnb, VRBO, bookings, etc)
7. There is a huge separation happening in the STR market in Austin between the top 10% performers and everyone else. **The top 10% are breaking revenue records while everyone else is**

struggling. You have to know what you're doing to achieve that top 10%

8. **We do free consultations with agents and their clients.** Whether it is sellers needing to pivot if they can't sell, or buyers who want to invest.

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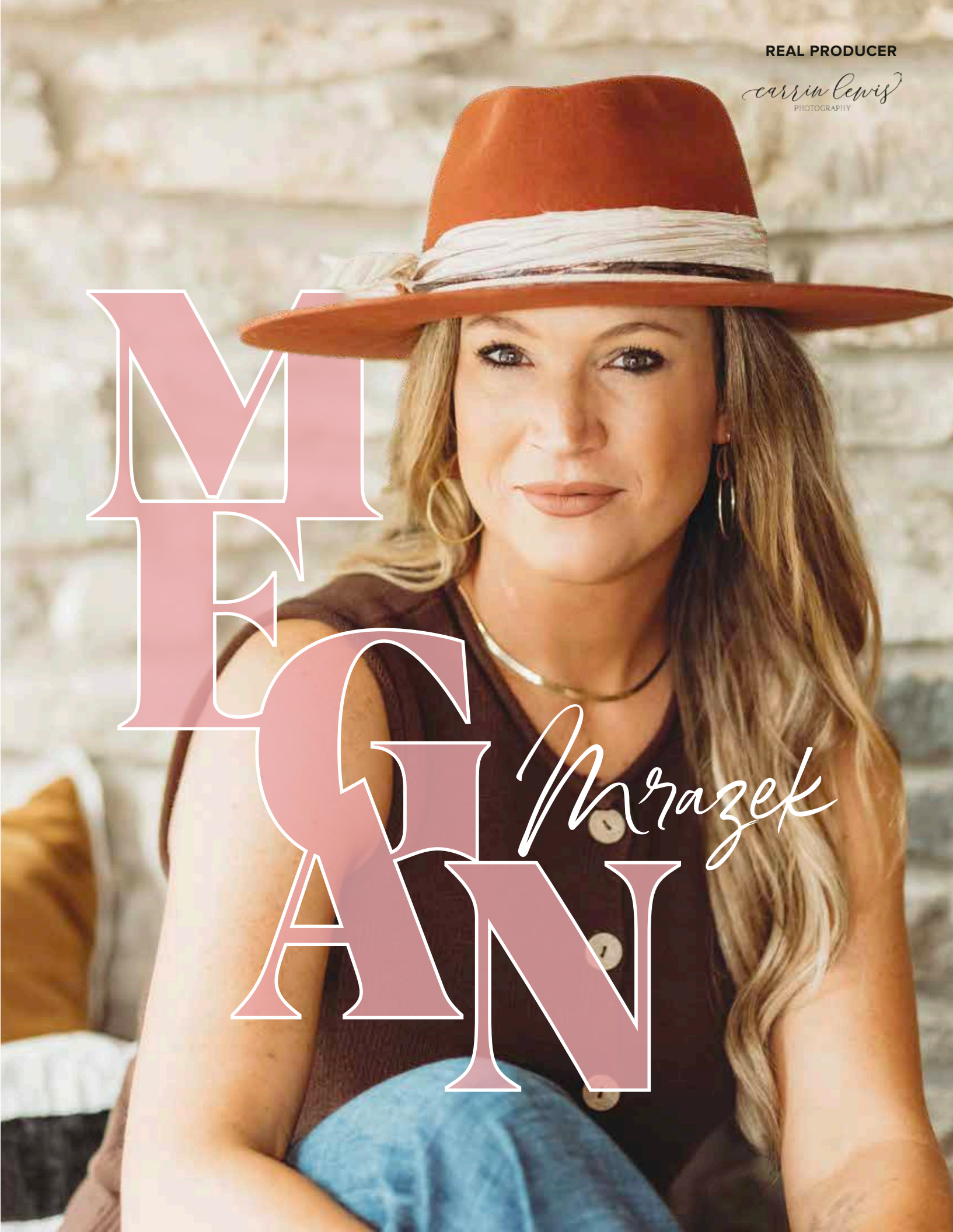
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CRISIS MANAGER
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WRITTEN BY ELIZABETH MCCABE

Most people spend their careers trying to avoid chaos. Megan Mrazek built a career right in the middle of it.

For 12 years, she worked in public relations and corporate crisis management, helping companies navigate some of their most difficult moments. Airline crashes. Executive scandals. Food and beverage controversies. When a story exploded across headlines and social media, Megan was part of the team helping clients figure out what came next.

“It was unbelievably fun,” she says. And she means it. Megan loved the fast pace, the problem-solving, and the challenge of walking into a situation that felt impossible and finding a path forward. She could have easily stayed in that world for years.

Then life got fuller.

Marriage. Children. A growing family. New priorities.

Like many parents, Megan found herself asking a question that had nothing to do with career advancement and everything to do with quality of life: What do I want the next chapter to look like?

The answer surprised her.

Today, Megan is building a thriving real estate business in Austin’s luxury market, combining her background in client service, her love of design, and her ability to stay calm when everyone else is stressed.

In some ways, it feels like the perfect fit.

Originally from Austin, Megan first moved to the city in 2005 before heading to Notre Dame. After graduation, she spent time living in Chicago, where she met her husband, Bill. Eight years ago, the couple returned to Austin and settled in the Bee Cave area.

“It’s by far my favorite part of Austin,” Megan says.

Long before she became a REALTOR®, real estate was already part of everyday life. Megan and Bill invested in properties together and found tremendous success with an Airbnb in Fredericksburg. At the same time, Megan was developing another passion: interior design.

She has always loved seeing the possibilities in a space. That creative side became even more apparent during maternity leave.

“I kept getting furniture on Facebook Marketplace,” she says with a laugh.

What started as a personal project soon turned into staging homes for a REALTOR®. Before long, people were asking for design consultations, renovation advice, and help visualizing what a home could become.

Today, that design expertise has become a natural extension of her real estate business.

Whether she is helping a seller prepare a home for market, assisting a buyer

who cannot quite picture the potential of a property, or working with investors on a fix-and-flip project, Megan brings a designer’s eye to every conversation.

“I enjoy it,” she says. “It has come together nicely.”

When she earned her real estate license nearly three years ago, she quickly realized how much of her previous career translated into the business.

“My whole background is client service,” she says.

Megan initially joined a team after getting licensed but soon discovered that the team environment was not the right fit for her. She decided to venture out on her own. The decision paid off.



In her first full year as a solo agent, she closed approximately \$10 million in sales volume. Not bad for someone who entered the business during one of the more challenging markets in recent memory.

“Having started in a downturn market, I don’t know any different,” she says. “It can only get better.”

Now she has her sights set on an even bigger goal: \$20 million in sales volume this year.

Much of her business comes through referrals, something Megan is especially proud of because it means people are trusting her enough to recommend her to family and friends.

She is affiliated with and primarily works in the luxury market throughout Austin and the surrounding areas. She appreciates the collaborative atmosphere and the people she works alongside at the Keller Williams Lake Travis Market Center.

When she is not helping clients buy and sell homes, life revolves around family.

Megan and Bill are raising their daughter, Tatum (7), and son, Campbell (5). Rounding out the household is Winnie, their eleven-year-old scraggly mutt who undoubtedly keeps things interesting.

The family loves spending time in the hill country, where they can enjoy live music while the kids run around and burn off energy.

“We let the kids run wild, and we can enjoy live music,” Megan says.

Travel is another big part of their lives. This summer, the family will spend much of the season in Costa Rica, where the kids will go to summer camp, something Megan is especially excited about.

She also loves entertaining and is often the one hosting gatherings, parties, and events for friends and family.

Looking back, Megan can see how all the pieces of her career have connected. The client service skills from public relations. The creativity from interior design. The ability to stay calm under pressure. The love of helping people solve problems.

They all show up in real estate.

And while the crises she manages these days are usually far less dramatic than the ones she faced in her corporate career, the role feels surprisingly familiar.

There is still a problem to solve. There is still a client looking for guidance. There is still a need for someone who can step into the middle of uncertainty and help everyone move forward.

The difference is that now, instead of helping companies weather difficult days, Megan gets to help people find a place to call home. 🏡

Having started in a downturn market, I don’t know any different. It can only get better. ”



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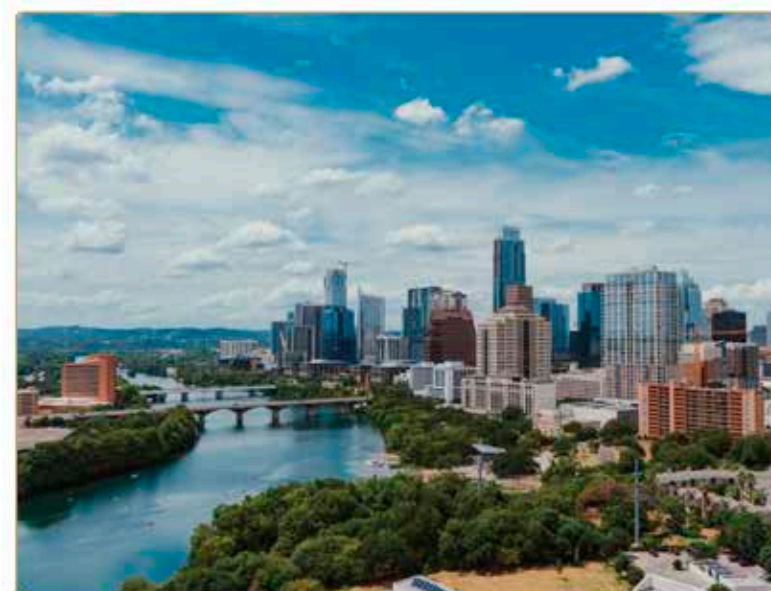
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Tracy Godfrey's story begins with resilience. Born in Florida and raised by a single mother, she learned early on the value of hard work, perseverance, and determination. At age eight, her mother remarried, and Tracy was adopted by the father figure she had always longed for, a life-changing moment that shaped her deep appreciation for family and stability.

Her early years took her across the country from Kissimmee, Florida to Houston, to Tampa, Florida and then to Naperville, IL; before ultimately planting roots in Austin over three decades ago. For the past 24 years, she has called the Lake Travis area home, developing not only a deep connection to the community but an expert understanding of its lifestyle and real estate landscape.

Before real estate, Tracy built a successful career in the financial industry, earning her Series 7 and working on the options desk for CyberTrader, a startup later acquired by Charles Schwab. She ultimately stepped away from that fast-paced world to focus on raising her two sons,

Maverick and Hudson, who remain at the center of her life.

Real estate, however, had always been in her DNA. After moving more than a dozen times growing up—and experiencing countless home searches alongside her parents—she developed a natural passion for the process. That passion became a profession in 2009. From her very first transactions—a

\$1.8M luxury listing in Spanish Oaks to a \$150K first-time buyer in Round Rock, Tracy gained a unique, well-rounded perspective that continues to define her approach today.

Having personally bought, sold, remodeled, and invested in over 11 properties throughout the Austin area, Tracy offers clients firsthand experience from every side of the transaction.





After working with several respected brokerages, Tracy found her home with eXp Realty, where she is part of the Luxury Division and collaborates with top agents around the globe.



She is especially known for her expertise in waterfront properties, with multiple sales across Lake Travis, Lake Austin, and Lake LBJ. In addition, she has a growing presence in land and ranch sales, with transactions spanning from Willow City to Johnson City and Dripping Springs. As a member of eXp Realty's Land & Ranch Division, she continues to expand her reach while maintaining a strong foothold in the luxury market.

After working with several respected brokerages, Tracy found her home with eXp Realty, where she is part of the Luxury Division and collaborates with top agents around the globe. She is drawn to the company's forward-thinking model and culture of collaboration, which allows her to deliver elevated service at every price point.

Outside of real estate, Tracy embraces life fully. She enjoys time with her husband Chris, her family, and friends, along with her beloved pets. Whether it's boating on the lake, skiing in the mountains, or scuba diving in tropical waters, she values experiences and connection. She also has a deep appreciation for Austin's vibrant food and wine scene, which perfectly complements her lifestyle.

Tracy is passionate about giving back. She supports Breakthrough T1D, inspired by her oldest son's diagnosis, as well as Austin Pets Alive! and The Nature Conservancy.

Looking ahead, Tracy's goals include continued growth through investment properties and expanded travel, while always maintaining a presence in Austin, a city she will forever call home. 🏡



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Cody
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BUILT A BROKERAGE FROM SCRATCH
& HE'S STILL BUILDING TODAY



Most people see real estate as selling homes. Cody Cooper sees ecosystems. Brokerages. Lending. Roofing. Software. Lead generation. Systems. Scalability. Culture. Partnerships. Marketing. Technology. Community.

His brain moves fast, probably faster than most people around him can keep up with.

“I don’t sleep,” Cody says with a laugh. “Managing four companies and a family is a lot.”

But somehow, he thrives in the chaos.

Over the last several years, Cody has quietly built one of the most aggressive growth stories in the Austin

real estate space. **What started as a brokerage he launched from scratch in 2017 has evolved into a multi-company operation that now includes Sprout Realty, Sprout Roofing, Loan Lab Lending, and an entirely new HOA software platform called HOA Share preparing for launch.**

And somehow, he’s still thinking bigger.

“I didn’t know what it was like to own a brokerage,” Cody admits about the early days of Sprout Realty. “I just figured it out as I went.”

At the time, he had left his position as a top producer at Keller Williams to build something of his own. He had vision, ambition, and a willingness to outwork almost anyone around

him, but the learning curve was brutal.

“It was chaos,” he says honestly.

For years, Cody poured nearly everything he earned back into the business.

“For about two and a half years, I wasn’t making money,” he says. “I was putting my commissions back into the company, paying bills, paying investors, and trying to keep everything moving.”

From the outside, people assumed the brokerage was thriving.

Behind the scenes, Cody was grinding nonstop trying to build systems, generate leads, recruit agents, and create a culture

people actually wanted to be part of. Slowly, things started clicking.

By 2019, Sprout Realty was producing serious numbers. Cody became obsessed with refining lead generation systems and teaching agents how to convert opportunities into long-term business.

That strategy changed everything.

“We’re very lead-heavy instead of sphere-of-influence heavy,” Cody explains. “That’s a huge part of our business model.”

One of the biggest game changers came when Sprout Realty merged with ERA, allowing the company to access programs that dramatically enhanced lead flow opportunities for agents. After partnering with ERA, within 6 months, they acquired their first brokerage out of Dallas with 40 agents to expand into the Dallas/Fort Worth markets.

Part of that growth also came through becoming integrated with Zillow’s preferred partner program, something Cody says drastically increased transaction volume.

For the last four years, the brokerage has consistently handled between 400 and 500 transactions annually.

But Cody was never interested in stopping at real estate. As Sprout Realty grew, he started noticing connected opportunities inside the industry itself.

One of those opportunities was roofing. “About 78



percent of buyers have some sort of roof issue come up during inspections,” Cody explains. “So it made sense.”

Three years ago, he partnered with a friend to launch Sprout Roofing, creating a company that now receives steady referrals from agents and clients alike.

Not long after that came Loan Lab Lending, a mortgage company that now includes roughly 20 loan officers working alongside agents connected to the brokerage.

“All the companies work together really well,” Cody says. “All the teams are

amazing.” But perhaps the most ambitious project yet has nothing to do with buying or selling homes directly.

A year and a half ago, one of Cody’s business partners approached him with an idea centered around HOA management software. The

concept immediately caught his attention. Today, that idea has evolved into HOA Share, a software platform preparing to launch in Houston and Austin within the next several weeks.

The platform is designed to help HOA management companies create new revenue streams through vendor partnerships and lead generation opportunities while potentially helping offset rising HOA costs for homeowners.

“It’s a completely different type of business,” Cody says. “I wanted to learn software. I wanted to learn how to raise money and build technology.” For someone who thrives on building, the challenge energized him.

And while the business side of life continues expanding rapidly, Cody says his personal life has changed dramatically too.

He and April have now been together for four years and are raising two daughters together, Mila, who is two and a half, and Ava, who is one and a half.

“They’re growing extremely quickly,” he says.

April, a social media influencer, has also helped bring another layer of visibility into their world. Still, balancing fatherhood, multiple businesses, leadership responsibilities, and nonstop growth is not easy. But Cody has never really been wired for easy.

Over the years, one of the biggest lessons he learned

was that successful brokerages are not just built on numbers. They are built on people. Culture matters deeply to him.

He also believes strongly in identifying personality, energy, and influence just as much as production. “Attitude is energy,” Cody says. “That’s everything I need in a producing agent.”

That has helped fuel one of Sprout Realty’s biggest growth explosions, taking the company from 21 agents to over 100 agents during one of its fastest expansion periods.

Still, despite the growth, Cody says he remains incredibly intentional about the future.

“I want to build a company that is completely operational without me,” he says. That means building leadership. Building systems. Building structure. And building businesses that can continue growing long after he steps away from the day-to-day operations.

Because for Cody, this was never about simply becoming a successful REALTOR®. It was about creating something much bigger. And judging by the pace he is moving, he is nowhere close to finished. ▀



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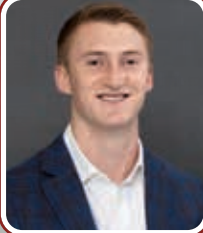
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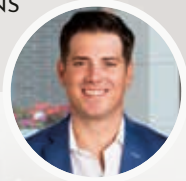
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