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Mike Maletich
Owner



Ben Snowden
Publisher
412-908-4676
Ben.Snowden@n2co.com



Mitzie Maletich
*Photo Shoot & Promo
Coordinator*
412-605-9491



Kendra Woodward
Editor & Writer



Kaycee Hill
Ad Strategist



Janet Miller
Photographer



Adela Dan
Photographer



Nick Johnson
*Tour D Space
Video*



Kevin Kerata
VP of Operations

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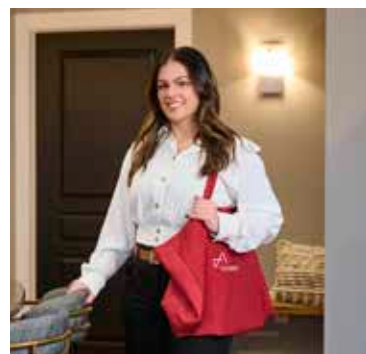


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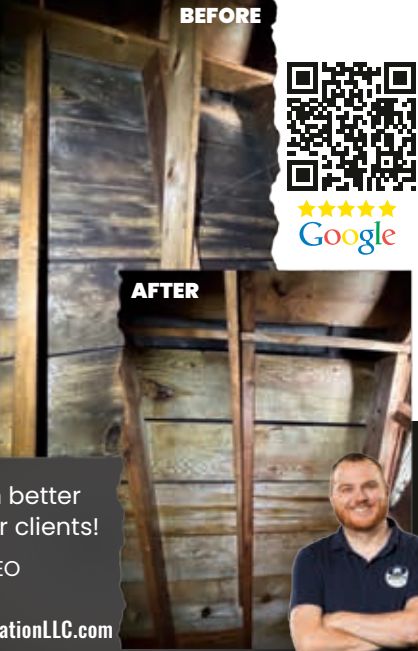
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Twenty Six

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WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY ADELA DAN PHOTOGRAPHY
PHOTOGRAPHED AT THE RENO FAMILY HOME;
ORIGINALLY OWNED BY JEAN AND MIKE, NOW OWNED
AND OCCUPIED BY MEGAN AND HER FAMILY!

Some businesses are built through strategy while others are built through necessity. Reno Real Estate Group, however, was built through something much harder to curate... decades of trust and a reputation for quality service.

When the decision was made to create a family team, the goal wasn't to reinvent the industry by any means. Instead, as Lauren Reno Silverman explains, the family saw an opportunity to preserve and strengthen a name that had already become woven into the fabric of Northeast Ohio real estate. "As a family, we saw an opportunity to not only preserve the relationships and reputation our mom [Jean Reno] had established in the community, but also to create a long-term plan for the future of the business."

Jean's path into real estate was never part of some carefully designed career plan, rather a natural progression of a legacy her parents had started. And although she didn't intend to follow in her parent's footsteps, having worked other jobs since the age of 16, she eventually found herself facing a full circle moment when an invitation from Jean's younger sister, Pam, changed everything. What followed was a continuation of a legacy their parents

had started as the two sisters earned their real estate licenses side by side in 1986. Looking back, Jean still laughs at how it all unfolded, admitting, "I did not choose real estate; it chose me."

Despite a brief career working in her husband's family jewelry business before stepping away to raise their growing family, Jean used her newfound passion for real estate to build a reputation rooted in consistency, relationships, and treating every client with the same level of care... values passed down from her parents which stretched far beyond the limits of real estate. One lesson in particular continues to stand out for the Reno family to this day; when Jean's mother was asked why she spent so much time focusing on lower income properties, she replied, "because that home is going to be someone's palace".

It's a mindset which became a guiding principle in Jean's business, ensuring



"We often describe ourselves as a family business within a family business."



every client, at any price point is treated with care and careful consideration. As Lauren explains, "My mom certainly carries that integrity with her regardless of being in a predominately luxury market. She has always treated every client and listing with an equal amount of attention, respect, and time."

In 2015, Jean's husband Mike joined her after three decades of helping grow his family's jewelry company. "Being part of a family that ran a small business taught me the value of hard work and accountability," Mike says. "Watching and taking part in our "mom and pop" store growing into over 50 locations nationwide over 30 years was truly gratifying and showed me that hard work pays off."

Meanwhile, the next generation of Renos were already preparing for its own chapter when sisters, Megan and Lauren, obtained their real estate licenses together in 2011...much like Jean and her sister had done decades

prior. At the time, neither daughter immediately stepped into the business full time, but the foundation had been laid for their future plans.

While Lauren was already dabbling in the administration side of real estate, Megan's decision to give herself to the industry wholly was a little more difficult as she had spent a decade working as an elementary teacher. Ultimately, she admits she felt called to pursue the opportunity to continue the family legacy when she realized the correlations real estate had to her teaching career, explaining, "Ultimately, real estate allowed me to combine my passion for helping others with the opportunity to continue and grow a business that has been an important part of my family for decades. It felt like the right next chapter professionally and personally, and I am grateful every day to work alongside my family while helping clients achieve their goals."

By 2023, all the pieces had finally aligned and Jean was excited to face

a new evolution in real estate with a more collaborative mindset as Reno Real Estate Group was born. The transition would ensure her clients (and the next generation of homeowners) were taken care of for decades to come, and not only brought their family together, it also combined four licensed agents with different backgrounds, experiences, and strengths under one roof to better serve the clients Jean had so diligently nurtured throughout her career...much like when they were younger, all living under one roof.

Today, those unique strengths allow the family to approach their client's journeys with decades of knowledge from various industries while staying true to their "Quality Service is a Family Tradition" philosophy. It's a reflection of how they operate, a phrase that reflects both who they are as a family real estate team and the legacy behind the business as well. "We often describe ourselves as a family business within a family business," Lauren explains of

“Real estate is ultimately about people, relationships, and community, and we believe it is important to *support the places and people that have supported us!*”

the correlation between their own team and the values and culture supporting them at Howard Hanna. “It makes the partnership and branding feel especially authentic to who we are as a team.”

Whether helping a first-time buyer, growing family, or longtime homeowner preparing for their next chapter, the team’s philosophy remains steady, focusing on meeting every client where they’re at. “Instead of searching for clients that fit our needs, we focus on meeting clients where they are and helping them navigate whatever stage of life or real estate journey they may be experiencing,” Lauren explains.

It’s a similar approach they bring to their community as well, having remained deeply involved with local

school efforts though PTO, nonprofit organizations, animal advocacy efforts, fundraising initiatives, and community programs over the years. “We strongly believe in investing back into the community that has supported our family and business for so many years,” Megan says. “Real estate is ultimately about people, relationships, and community, and we believe it is important to support the places and people that have supported us!”

And as the future continues to pave the way for technological advancements and new industry tools, Jean admits the motivation which once got her going in the morning has now evolved into something much greater. She laughs that a great cup of coffee is still the first thing she reaches for to get her day

started off right, but the pride she takes in having her daughters now working alongside her has become her greatest motivation of all.

Because that’s what Reno Real Estate Group was truly created to accomplish. Not simply the formation of a new team, rather the continuation of a multi-generational family passion. A story built on relationships, strengthened through trust, and carried forward by agents who genuinely enjoy showing homes, educating clients, solving problems, and helping people through life’s biggest transitions. And as the business continues to evolve, their mission remains remarkably unchanged: preserve the values that Jean built, while creating opportunities for the generations still to come. ▀



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For Adela, luxury photography is defined by intention rather than expensive equipment. In her real estate work, this means meticulously managing elements like lighting, symmetry, and composition to evoke emotion. She applies this same rigoro lifestyle and event photography, capturing the fleeting, candid moments between milestones. Ultimately, she views photography as an essential investment in proof of a life well-lived.



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Sharon Moser

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There's a certain kind of comfort you get when you know you have someone steady in your corner...an ally who can take a task that feels overwhelming and quietly turn it into something manageable, even hopeful. For those who put their trust in Sharon Moser, they understand that isn't a secondary priority in her world. It's the foundation of her entire career!

Originally from Boston, but having navigated several moves along the way, Sharon's youth carried a bit of adventure as she laughs explaining that her family could have been considered gypsies. No matter, after bouncing between a childhood raised in both Cleveland and Youngstown, she eventually made her way to North Carolina after college.

While working as a bank teller, an unexpected door opened for Sharon when the loan officer who had helped her and her husband purchase their first home, saw something in Sharon and suggested she explore a career in the mortgage world. "It was pretty cool that it was our loan officer who suggested that I get into it," she smiles of how everything fell into place.

Taking the opportunity, Sharon initially stepped into the industry in 2004 as a processor, gaining a strong understanding of what happens behind the scenes during real estate transactions. But when life shifted and her family began to grow, Sharon made a choice that many mothers understand deeply...she stepped away from her career to raise a family.

For years, she poured herself into her children, creating a home filled with activity, warmth, and the kind of everyday-chaos that becomes cherished over time. And as her youngest started heading off to school, the idea of returning to work began to take shape once more. This time, however, Sharon wanted something different. Admitting she wanted to try the sales side of things, while staying invested in mortgages and lending.

That curiosity led her to Novus Home Mortgage in 2020 where an experimental idea quickly morphed into something much more meaningful, and Sharon found her niche working with first time homebuyers. And the transition wasn't by accident, rather by instinct, Sharon admitting, "As a mom, I am able to provide special care and attention to their needs."

Offering guidance, reassurance, and a steady voice in what can often feel like an intimidating process, Sharon's career was blossoming in new ways. She even coined the nickname as "The Mortgage Mom", which encompasses the care she has for each and every client.

Just last year she came to the realization that 70% of her clients are first time buyers, many of whom come in unsure, overwhelmed, or convinced homeownership is out of reach. Sharon meets them right where they are, walking them through each step, breaking down the numbers, and helping them understand what's possible. "It's a lot of educating people, holding their hand, and showing them it's not as scary as they think it is."





Sharon with her husband, Dave, and their kids, Sarah, Katie, David, and George.

She frequently works with down payment assistance programs and a wide range of loan products thanks to Novus’ broad product gallery, helping clients from all types of financial backgrounds to tailor solutions that fit their needs while finding a path forward. It’s a style of care which means even after normal business hours have closed, Sharon continues to be a supporting hand for her clients.

Nights, weekends, in between school events or family dinners...Sharon shows up. Because for her, this isn’t just another transaction or means to a paycheck, it’s a relationship she treasures long after closing. Efficient, thorough, and knowledgeable, Sharon is someone who treats everyone like family. She prepares them for what’s ahead, equips them with understanding, and stays alongside them the entire way. Then, with a smile, she adds a little humor to the process, joking that everybody needs a girl on their team...someone to add that little bit of warmth and care to such a stressful experience.

At home, that busy schedule doesn’t ease as Sharon and her high school sweetheart, Dave, have built a life centered around their four kids. So much so, that when she returned to the workforce, their roles shifted in a way that speaks volumes about their partnership as Dave stepped away from his teaching career to homeschool the kids and manage the home. Creating a rhythm within the family that allows Sharon to thrive in her business while still staying deeply connected to what matters most. “It’s a family affair,” she laughs...a “party of six,” constantly moving between activities, shared hobbies, and time spent together.

Beyond family vacations and extracurricular activities, Sharon finds time for her own hobbies, like the book club she started three years ago. She also enjoys baking, as she once sold home-baked goods to local establishments and markets as a stay-at-home mom, before using that same skill to connect with local real estate offices as she started lending with Novus Home Mortgage. It’s a technique she continues to utilize around the holidays, bringing agents fresh baked goods to remind them that she’s still here for them.

That same spirit for connection also shows up in her community efforts as well, having started an annual fundraiser in 2024 from a playful idea where she and a few girlfriends went out for dinner and dancing while wearing tutus...on 2/2. The event sparked so much intrigue from bystanders, that they decided to use the idea for good and raised \$10,000 in the process. The following year, that number doubled to \$20,000, turning a simple quirky idea into an annual event for good.

Looking at Sharon’s journey, it’s clear that everything she builds, whether it be her business, her relationships, or her community impact, comes from a place of care. And in an industry that can often steamroll the joy in an already stressful process, she’s created something entirely different - a space where people feel supported, understood, and confident enough to take that next step. Because at the end of the day, Sharon isn’t just helping people get a mortgage...she’s helping them feel at home, long before they ever get the keys. 🏡

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AMANDA

Carter

The Moments
That Define You

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY ANDREW EICHER PHOTOGRAPHY



There are moments in life that don't just nudge you forward...they rebuild you entirely. And for Amanda Carter, that moment didn't arrive quietly, it came all at once. Layered with personal change, professional uncertainty, and a market that seemed to shift beneath her feet, she found something special...her true purpose.

Born and raised in Akron, Ohio, Amanda's foundation in real estate was built on both education and connection. After graduating from The Ohio State University with a degree in Business and Marketing, she stepped into the corporate world, working in third party logistics with C.H. Robinson. It was a fast paced environment that sharpened her skills and introduced her to the kind of discipline that would later define her career, admitting, "The education and network I gained there continue to fuel my real estate career today."

After seven years in Columbus, Amanda returned home to Akron to manage

logistics for a startup company selling workwear out of Denmark. Looking back, she admits it was that job which well and truly became a stepping stone for the career she was destined for. During that time, she welcomed her first child into the family and realized she needed a career that wouldn't restrict her to a corporate 9-5 schedule.

So she pivoted, and started transitioning into her next chapter by picking up a side gig as a real estate agent in 2017. She jokes, "With two grandmas, my mom, aunt, and cousins having past and current real estate licenses, it was always in the back of my mind if Plan A

didn't work out." However, what began as a part-time backup plan, quickly gained momentum fueled by a strong network of family and friends who trusted her from the start.

Within just two years, Amanda got the courage to step into real estate full-time, and once she made that decision...she was all in! "I was no stranger to hard work and the grind required to succeed in the business." In fact, it was that direct connection between effort and outcome that drew her in even more.

"I think real estate was fascinating to me because the amount of work I put



into crafting my technique and serving my clients would directly correlate to my earnings and success - nevermind tenure or corporate politics.” Coupled with the skills she had already gleaned in negotiation, finance, accounting, and branding, everything blended together seamlessly, becoming the foundation of her success.

But beyond the strategy, there was something deeper driving her...her children. “They are my entire world and my best little friends.” She laughs, explaining how Savannah and Marcel have been part of her journey from the very beginning...quite literally since they were in the womb. “I love showing them first hand how hard work and integrity can bless your career and your life,” Amanda prides. “I want to give

them the best life possible, with plenty of new and inspiring experiences that will shape their entire lives.”

Then, 2024 tested everything Amanda thought she had prepared for. Amidst a shifting market and divorce, she found herself facing a level of doubt she hadn’t experienced before. “My business dropped more than 50% and I questioned if I should get another job or shift careers entirely,” she admits candidly. It was a season that challenged not just her business, but her confidence as well.

The following year, however, swept through and told a much different story! With a renewed sense of clarity and determination, Amanda made the decision to rebuild...intentionally,

strategically, and on her own terms. Partnering with The Agency Cleveland Northcoast, she leaned into a brand that aligned with her newly evolving vision. Their philosophy, “Luxury is an experience, not a price point,” mirrored her own approach to client service and presentation, and results soon followed.

That same year, Amanda tripled her volume, becoming the top producing agent in her brokerage and earning The Agency’s Chairman Award, as a top 5% agent with the company... globally. The recognition allowed her to attend the Chairman’s Gala, where she connected with some of the top producing agents in the world. “It was very inspiring. The kind of inspiration that makes you want to level up your entire life, be more disciplined, and

feel like you can really do anything you want to do - if you tap into your authentic self, work smarter, and lead with a grateful heart.”

In March of 2026, she took another bold step when she launched The Amanda Carter Homes Team. With a clear vision and refined approach, Amanda built her brand around one simple but powerful promise, reflected in her slogan, “Bold Moves. Smart Strategies. Seamless Transactions.” From elevated marketing and their PR-first approach to their strong online presence and bold strategies, every listing is positioned with intention.

It’s not just about selling homes... it’s about creating an experience that resonates. “This year has already been

big for me,” Amanda smiles. “I’ve never felt so confident in my career and passion for real estate. And, after a year of rebuilding, I’m excited to scale my business and reach new heights.”

As she looks ahead, Amanda’s focus remains on the most important piece of the puzzle, balance and giving her family an amazing life. Scaling her business while creating more time for the moments that matter most for her kids and her two fur-babies, sibling Bengal cats named Shere Khan and Bagheera, is her top priority. Whether the family is enjoying the outdoors, hiking, playing soccer, visiting the beach, honing their dance and piano skills, or learning about Japanese culture, Amanda’s greatest success centers around her kids. 🍷

“I’ve never felt so confident in my career and passion for real estate. And, after a year of rebuilding, I’m excited to scale my business and reach new heights.”

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