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Reece Hale
Founder
reece.hale@realproducersmag.com
816-588-0019



Ashley Streight
Director of Operations
316-253-7900



Dan Allsup
Ad Strategist



Tiffany Matson
Photographer
www.TiffanyMatson.com
816-797-6722



Christine Caso
Photographer
913-226-5675



Joseph Cottle
Writer
231-527-5945



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RICHEY

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Leading with
Heart, Growing
with Purpose

PHOTOS BY TIFFANY MATSON



While technology continues transforming the industry, Kristena believes one thing never changes. People.

“Real estate has always been, and will continue to be, a relationship business,” she said. “Technology can make us more efficient, but it can’t replace trust, empathy, experience, or genuine human connection.”

That philosophy has become even more important as artificial intelligence becomes part of everyday business.

Kristena embraces innovation but sees it as an assistant rather than a replacement.

Success in real estate is often measured in numbers. Transactions closed. Homes sold. Awards earned. But for Kristena Richey and the team at Richey Real Estate Group, success has always meant something much bigger.

It is about relationships, community, leadership and creating opportunities that last long after a closing day celebration.

After growing up in Blue Springs, Kristena jumped straight into a career as a real estate agent. Nearly two decades later, she isn’t just leading a successful team. She’s building a culture centered on helping people thrive.

That vision led Richey Real Estate Group to make a major move in August 2025 by joining Real Broker after years with two respected local brokerages.

“We were grateful for our experiences there, but as our team grew, we felt our vision for the future had evolved beyond what those models were designed to support,” Kristena said.

The decision wasn’t simply about changing companies. It was about creating more opportunities for everyone on the team.

“As a team leader, one of my biggest priorities is helping the agents on

our team succeed both professionally and financially,” she said. “Real’s model supports entrepreneurship, collaboration, and ownership in a way that aligns closely with our values.”

“I think the opportunity with AI is to use it as a tool, not a substitute,” she said. “People don’t hire us because we can generate content faster, they hire us because they trust us to guide them

“**REAL ESTATE** has always been, and will continue to be, a relationship business. Technology can make us more efficient, but it can’t replace trust, empathy, experience, or genuine human connection.”





“**AT THE CORE OF ALL OF IT,** I'm passionate about helping people build a life they're proud of.”

through one of the biggest decisions of their lives.”

That focus on authentic relationships extends well beyond clients. As the leader of Richey Real Estate Group, Kristena is equally passionate about developing the people who work alongside her.

“Real estate is hard, and life is hard,” she said. “While goals and accountability matter, I believe great leadership also means meeting people where they are and helping them navigate whatever season they’re in.”

Sometimes leadership means coaching. Sometimes it simply means believing in someone before they believe in themselves.

Kristena also enjoys helping both agents and clients discover the power of real estate as a long-term investment.

“I’m also very passionate about investing and building generational

wealth,” she said. “Real estate has created incredible opportunities for my family, and I love helping others see what’s possible for themselves. None of this would not be possible without the tremendous support of my husband and business partner, Travis. He has helped me build the foundation of our team and is invaluable. I also want to recognize Courtney Redding and Kate Daniels. Together, they were instrumental in launching Richey Real Estate Group, and I’m incredibly grateful for everything we’ve built together.”

Whether someone is purchasing a first rental property, renovating a home or building additional income streams, Kristena loves watching people realize what can be accomplished through thoughtful planning.

Her motivation, however, goes much deeper than financial success.

“At the core of all of it, I’m passionate about helping people build a life they’re proud of.”

That perspective also shapes the advice she gives to other real estate agents.

In an industry where social media often highlights everyone’s biggest wins, Kristena encourages professionals to stop comparing themselves to everyone else.

“If I could give every real estate agent one piece of advice, it would be this: keep your eyes on your own paper,” she said.

She believes every person’s journey is different, making comparisons both unfair and unproductive.

“The agents who find long-term success are usually the ones who stop chasing what works for everyone else and start leaning into what works for them.”

Discipline and consistency, she says, will always outperform chasing trends.

“Relationships, conversations, and consistent effort create opportunities.”

Those same values carry into her daily life. One of Kristena’s favorite podcasts comes from Mel Robbins because of the honesty and vulnerability she brings to every conversation.

“There’s something refreshing about someone who is successful but still willing to share the hard parts of life,” Kristena said.

Her reading list reflects that same intentional mindset. *The Miracle Morning* reinforces the importance of beginning each day with purpose, while *Unreasonable Hospitality* reminds her that the little things often leave the biggest impression.

“Every morning I spend time in my Bible and a gratitude journal, and I’ve found that when I start my day with intention, everything else tends to fall into place.”

Perhaps nowhere is Kristena’s heart more evident than in her commitment to giving back.

She founded Just a Sandwich, a nonprofit that provides peanut butter and jelly sandwiches to food-insecure individuals throughout the community.



“What started as a simple idea became a way to meet a very basic but important need,” she said.

Richey Real Estate Group also supports organizations throughout Kansas City, including Ronald McDonald House Charities, Harvesters and Care Beyond the Boulevard. Kristena says many of the most impactful organizations are working quietly behind the scenes with little recognition.

“Giving back has always been a top priority for me, both personally and professionally,” she said. “Success means very little if you’re not using it to make a positive impact on the people around you.”

That servant-minded approach has become the foundation of everything Richey Real Estate Group represents.

“Our mission has never been simply to sell houses,” Kristena said. “It’s to help people through some of life’s biggest transitions and to continue showing up for them long after the closing table.”

She wants clients to know they’re more than another transaction. She wants team members to know there’s room for everyone to succeed. And she wants the community to know they’re deeply invested in making Kansas City stronger.

“If there’s one thing I’d want people to know about me, my team, and our business, it’s that we’re about so much more than real estate,” she said.

For Kristena, success isn’t measured by the next sale. It’s measured by the lives impacted along the way, proving that when relationships come first, everything else has a way of falling into place. 🍷





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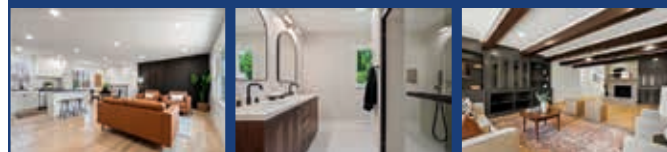


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Opening Doors, BUILDING FUTURES **BANK**

When it comes to helping families achieve the dream of homeownership, Luke Landau and Ricardo Perez believe success is about much more than closing loans. Together, the duo at Central Bank has built the Landau Lending Team around education, authenticity and a genuine desire to help people create long-term financial security through real estate.

While their paths into lending were different, they share a common purpose: making the home-buying process less intimidating and more rewarding for every client they serve.

For Ricardo, that journey began in Michoacán, Mexico, before his family settled in Garden City, Kansas. Leaving home to attend Kansas State University was a major milestone, especially since it wasn't common within his family.

"Leaving family behind to pursue a higher education has been one of the hardest things I have overcome," Ricardo said. "The Hispanic culture places a high value on family responsibility. So, the fact that I was leaving for school made things tough."

He found support through a faith-based community in Manhattan while earning his degree in agricultural business.

After graduating in 2019, Ricardo entered banking as a personal banker, learning firsthand how important financial education is for clients.

His career soon evolved into mortgage lending, where he discovered an even greater drive.

"I am very passionate in educating our community about home ownership, especially the Hispanic community," Ricardo said. "This is something that I was not made aware of or taught. Being able to create generational wealth through real estate. Helping families build this is very rewarding."

Luke's path looked different.

Born in Kansas City, Missouri, Luke spent much of his childhood moving around the world because his father served as a Navy physician. From Okinawa, Japan, to Buenos Aires, Argentina, and several states in between, those experiences shaped his appreciation for different cultures and eventually helped him become bilingual.

After earning a degree in international business from Kansas State University, followed by an MBA from Baker University, Luke entered mortgage lending during the time of the Great Recession.



"I graduated during the financial crash of '08 and fell into mortgage banking on accident because no companies were really hiring," Luke said. "I realized I was talented at it from a financial mindset, bilingual skills, and sales aspects."

Seventeen years later, those skills have helped establish him as one of the nation's top-producing lenders. Luke has earned Presidents Club recognition every year since 2016 and was named the bank's top mortgage lender in both volume and units for 2025



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for Central Bank Mortgage. He also ranks among the nation's top 1% of mortgage lenders.

Rather than chasing only large transactions, Luke has always focused on serving borrowers who often need extra guidance.

“I always wanted to help people that needed financial literacy,” Luke said. “There is so much gratification in helping others.”

That philosophy made adding Ricardo to the team feel like a natural fit.

The two were introduced through a mutual real estate agent who believed Ricardo's bilingual abilities and dedication would complement Luke's vision.

“We connected and knew it was the right move,” Ricardo said.

Luke immediately saw the same potential.

“I knew Ricardo would be a good fit. He is incredibly smart, patient, and a hard worker,” Luke said.

Today, the Landau Lending Team includes Luke, Ricardo, loan officer assistant Eva Scammerhorn, bilingual processor Blanca Alvarado and processor Jessica Klebba. Together, they work to find solutions for everyone from first-time buyers to experienced investors.

One of the team's biggest points of pride is helping buyers who may not believe homeownership is possible.

In 2025 alone, the Landau Lending Team helped clients receive more than \$311,000 in down payment assistance, opening doors for families who otherwise may have remained renters.

“The most rewarding part of our business is helping first-time buyers and low-to-moderate income buyers obtain a home with better terms than other lenders offer,” Luke said.

Ricardo agrees that watching families receive their keys never gets old.

“We have helped so many families who thought that home ownership was not possible,” Ricardo said. “Seeing how grateful they are once this dream becomes reality is priceless.”

Their commitment extends well beyond the transaction itself.

Ricardo enjoys teaching buyers that

today's interest rates shouldn't discourage them from building equity.

“The right time to buy is when you are ready” he said. “Rates can always be refinanced once they come down. Home prices appreciate, so chances are if you wait the home you wanted to buy will only be more expensive later. There is no reason to wait, make memories with your family in your own home now.”

Luke believes success also comes from maintaining strong relationships throughout the industry.

“You can learn from your competition,” he said. “Never burn a bridge. You really have no idea where your path may lead or how a connection could be valuable to you in the future.”

Away from the office, both prioritize family.



Ricardo and his wife, Obdulia, are raising energetic twin daughters, Julianna and Lilianna, while cheering on soccer matches, visiting parks and taking annual beach vacations. The family also sponsors a child through World Vision because, as Ricardo says, helping others has always been an important part of their lives.

Luke is the proud father of Clara, Reagan and Emmalyn. Whether they're enjoying time at the family's Lake Lotawana home, snow skiing, or watching his daughters pursue dance, gymnastics, academics and sports, he treasures creating memories together.

Looking ahead, both see their careers as opportunities to make an even greater impact.

Ricardo hopes to spend the rest of his career helping families build generational wealth through homeownership while continuing to educate underserved communities.

Luke wants his legacy to reach beyond lending numbers.

“My goal is to be salt and light to those around me,” Luke said. “Authenticity, pro-activity, and honesty how I will lead the team and clients. The income is a byproduct of doing right by people, helping accomplish their goals, and closing in celebration.”

He hopes people will remember him simply “that I was a faithful servant, a good father, a leader who loves, and a businessman who always did things the right way.”

Together, Luke and Ricardo have created more than a lending team. They have built a mission-driven partnership centered on relationships, education and opening doors. For every family they help, homeownership is the beginning of a brighter future. ▀



When “They’re a Good Person” BECOMES A LEADERSHIP PROBLEM

The hidden cost of avoiding hard conversations

SUBMITTED BY CHRISTY BELT GROSSMAN, CEO AND OWNER OF OPS BOSS COACHING™



There’s a line that echoes through leadership circles everywhere, usually spoken with a sigh and a hesitation to act: “But they’re a good person.” And they probably are. Kind. Loyal. The one who shows up to team events with a smile. The one you’ve known for years. The one you genuinely want to succeed. The one you keep hoping will “turn the corner.”

But somewhere along the way, empathy quietly mutates into avoidance. And avoidance always issues its own invoice. It just arrives later, with interest.

Because while you’re protecting one person from discomfort (that person is YOU!), your entire team is learning what you actually tolerate. And they are always watching.

The moment your best people start pulling away
Top performers notice first.

- They notice who misses deadlines without consequence.
- Who drops the ball and calls it “a busy season.”
- Who creates confusion that others quietly clean up.

- Who needs the same reminders over and over again.
- Who promises effort but never produces change.

And eventually, the shift happens. At first, they ask “Why is this allowed?” Then, quietly, they start asking something heavier: “Why am I working this hard?”

That’s the moment culture begins to leak—slow, invisible, and expensive. Like a tire losing air on a long highway stretch. You don’t notice until performance starts drifting and momentum gets harder to maintain.

Silence is not neutral. It’s instructional. Many leaders mistake silence for diplomacy. It isn’t. Silence is instruction.

- If you keep fixing it, you are not leading it.
- If you keep tolerating it, you are teaching it.
- If you keep avoiding it, you are funding it.

You did not build a high-performance business to become the emotional support system for underperformance. This is not

about becoming harsh or transactional. It’s about becoming clear. Because clarity builds strong teams. Vagueness quietly erodes them.

The real issue is rarely “the person”

Most leaders assume they have a people problem.

More often, they have a clarity problem dressed up as a performance issue.

Terms like:

- “Be proactive.”
- “Communicate better.”
- “Take ownership.”
- “Move faster.”
- “Respond quickly.”

Sound clear in the leader’s mind. But in execution? They are fog in motion.

- One person believes “responsive” means same day.
- Another believes it means within the hour.
- Another thinks it’s “immediately”.
- Another believes it means “after I finish what I’m doing and remember.”

When expectations can be interpreted four ways, they will be executed ten different ways.

That is why coaching starts to feel exhausting for so many high-capacity leaders. Not because coaching is ineffective, but because the system underneath it is inconsistent.

- Too many conversations.
- Too little measurement.
- No cadence.
- No reset mechanism.
- No clear “growth or transition” structure.

So leadership becomes like Groundhog Day. Same conversation. Different Tuesday.

The quiet trap of being the fixer

High performers often unintentionally create dependency.

- You answer too quickly.
- Solve too often.
- Over-explain everything.

And slowly, the team stops building thinking muscles and starts building a reflex: Bring it to the leader. Like raccoons showing up at the back door with shiny problems expecting them to be sorted and returned better than before.

If you become the smartest person in every problem, you eventually become the bottleneck in every outcome.

Your role was never meant to be permanent rescue operation. It is development. Coaching is not vibes. It’s structure. Strong leadership is not emotional improvisation. It is intentional design.

A simple framework changes everything:

1. Re-Set
Define expectations with precision. Clarify ownership, standards, KPIs, and behavioral alignment.
2. Re-Wire
Install rhythm. Coaching cadence. Scheduled feedback loops. Accountability systems. Consistent reinforcement. (You don’t just talk about something once and the problem is solved.)
3. Re-Launch
Measure performance within a defined window. Decide—based on evidence—whether growth is actually happening.

Because avoidance is not leadership. It is delayed clarity with compounding cost.

The uncomfortable truth: not every seat fits every person This is where many leaders resist. Not every person is a long-term fit for every role. That does not make them wrong. It does not make you unkind. It does not make the relationship a failure. It simply means alignment has expired (or was never there to begin with.) Sometimes the most respectful leadership move is to stop forcing a role that no longer fits.

People often thrive when they are released from environments that no longer match their wiring. Many leave one team and excel elsewhere because the mismatch was never about capability—it was about placement.

The goal is never to “win” against a person. The goal is clarity, growth, and honest alignment. Sometimes that leads forward together. Sometimes it leads forward separately. Both can be clean outcomes when handled with integrity. The leadership line that matters most At the highest level, leadership is not about how much you tolerate. It is about how clearly you define what excellence looks like—and how consistently you reinforce it. Because culture is not built in mission statements. It is built in what you allow. And every leader eventually has to decide: Will I protect feelings in the short term? Or protect standards in the long term? The best teams do not survive on comfort. They survive on clarity.



About Ops Boss® Coaching
Ops Boss® Coaching was founded by Christy Belt Grossman, former COO of one of the nation’s first \$1 Billion sales teams. Ops Boss® Coaching is celebrating their 10th Anniversary of being the premier provider of education, coaching, and community for real estate operations professionals (we call them Ops Bosses®!). Learn more at www.OpsBossCoaching.com.



2025

BY THE NUMBERS

HERE'S WHAT THE TOP 500 AGENTS IN KANSAS CITY SOLD IN 2025



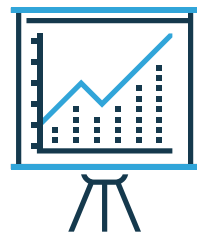
\$10,129,957,170

SALES VOLUME



21,477

TOTAL TRANSACTIONS



\$20,259,914

AVERAGE SALES VOLUME PER AGENT



43

AVERAGE TRANSACTIONS PER AGENT

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teamemerick@homewarrantyinc.com

TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2026 - June 30, 2026

#	FIRST NAME	LAST NAME	OFFICE NAME
1	Rob	Ellerman Team	ReeceNichols- Leawood Town Center
2	Koehler	Bortnick Team	ReeceNichols - Leawood
3	Eric	Craig	ReeceNichols-KCN
4	Thrive	Team	KW Kansas City Metro
5	Dan	Lynch	Lynch Real Estate
6	Bryan	Huff	Keller Williams Realty Partners Inc.
7	Dani	Beyer	Keller Williams KC North
8	Taylor Made	Team	KW Kansas City Metro
9	Sam	Lind	Kw Kansas City Metro
10	Sara	Bash Reda	Compass Realty Group
11	Mike	Reilly	Reilly Real Estate LLC
12	Michelle	Lutz	Lutz Sales + Investments
13	Katherine	Lee	Sage Sotheby's International Realty
14	Lauren	Anderson	ReeceNichols -The Village
15	Brooke	Miller	ReeceNichols - Country Club Plaza
16	Nelson Home	Group	Keller Williams KC North
17	Spradling	Group	EXP Realty LLC

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Teams and Individuals Closed from Jan. 1, 2026 - June 30, 2026

#	FIRST NAME	LAST NAME	OFFICE NAME
51	Rothermel	Group	Keller Williams KC North
52	Stacy	Porto	ReeceNichols -The Village
53	Ellen	Murphy	ReeceNichols - Leawood
54	Krishna	Chinnam	Keller Williams Realty Partners Inc.
55	Charles	Small	ReeceNichols-KCN
56	Billie Bauer	Network	Keller Williams Realty Partners Inc.
57	Whitney	Stadler	Compass Realty Group
58	Dan	O'Dell	Real Broker, LLC
59	Candi	Sweeney	ReeceNichols - Parkville
60	Aaron	Donner	Keller Williams Realty Partners Inc.
61	John	Barth	RE/MAX Innovations
62	George	Medina	ReeceNichols - Country Club Plaza
63	Blake Nelson	Team	Kw Kansas City Metro
64	Bridget	Brown-Kiggins	Weichert, Realtors Welch & Co.
65	Heather	Brulez	Weichert, Realtors Welch & Co.
66	Peter	Colpitts	ReeceNichols- Leawood Town Center
67	Lindsey	Pryor	Compass Realty Group

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#	FIRST NAME	LAST NAME	OFFICE NAME
101	Lisa	Ruben	ReeceNichols - Country Club Plaza
102	Katie	Fisher	Weichert, Realtors Welch & Co.
103	John	Kroeker	Weichert, Realtors Welch & Co.
104	Jodie	Brethour	Compass Realty Group
105	Sharon	Barry	ReeceNichols -The Village
106	Christine	Lies	ReeceNichols-KCN
107	Ashley	Sweeney-Emmons	ReeceNichols - Parkville
108	Teresa	Hayes	Twaddle Realty, Inc.
109	Audrie	King	Platinum Realty LLC
110	Tony	Long	Real Broker, LLC
111	Andy	Blake	Real Broker, LLC
112	Brice	Bradshaw	Compass Realty Group
113	Ivy Home	Team	KW Kansas City Metro
114	Jared	Smith	Inspired Realty of KC, LLC
115	Cory	Ward	Compass Realty Group
116	Breeze	Team	EXP Realty LLC
117	Jim	Fussell	Kw Kansas City Metro

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Teams and Individuals Closed from Jan. 1, 2026 - June 30, 2026

#	FIRST NAME	LAST NAME	OFFICE NAME
118	Jeff	Curry	Weichert, Realtors Welch & Co.
119	Wardell	& Holmes	Wardell & Holmes Real Estate
120	Rachel	Kilmer	ReeceNichols - Lees Summit
121	Paul	Lowry	Midwest Land Group
122	Ryan	Hubbard	United Country American Heartl
123	Dana	Allen	ReeceNichols- Leawood Town Center
124	Sbd	Team	SBD Housing Solutions LLC
125	Sara	Tarvin	ReeceNichols - Leawood
126	Debbie	Sinclair	Prime Development Land Co LLC
127	Kyle	Talbot	Kw Kansas City Metro
128	Stacy	Anderson	ReeceNichols - Leawood
129	Melissa	Irish	ReeceNichols -Johnson County W
130	Murray	Davis	BHG Kansas City Homes
131	Stephen W	Smith	RE/MAX Revolution
132	Ed	Stroud	Real Broker, LLC
133	Adrienne	Fisher	ReeceNichols - Country Club Plaza
134	Ray	Hill	Nottingham Realty
135	Jenna	Halvorson	Real Broker, LLC
136	Toby	Prussman	Real Broker, LLC-MO
137	Kevin	Bryant	Compass Realty Group
138	Susan	Fate	ReeceNichols -The Village
139	Jeff	Yacos	Real Broker, LLC
140	Tabb	Reese	Aristocrat Realty
141	Lisa	Fitzpatrick	ReeceNichols - Overland Park
142	Dee	Rolig	EXP Realty LLC
143	Liz	Jaeger	ReeceNichols - Leawood
144	Rick	Binkley	Compass Realty Group
145	Larry	Eckhoff	RE/MAX Innovations
146	Guide	Group	Compass Realty Group
147	James	Edwards	United Country Real Estate Buckhorn Land and Realty
148	Majid	Ghavami	ReeceNichols- Leawood Town Center
149	Molly	Hipfl	ReeceNichols - Lees Summit
150	Sarah	Page	Compass Realty Group

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#	FIRST NAME	LAST NAME	OFFICE NAME
151	Shelby	Hernandez	Opendoor Brokerage LLC
152	Darcy	Roach	Homes by Darcy LLC
153	Ryann	Hemphill	Keller Williams Realty Partners Inc.
154	Jeffrey	Quinn	Missouri Land and Farm LLC
155	Lisa	Miller	Lynch Real Estate
156	Benji	Lytle	Opendoor Brokerage LLC
157	Jason	Rains	RE/MAX Elite, REALTORS
158	Megan	Wampler	Keller Williams KC North
159	Heather Lyn	Bortnick	ReeceNichols - Country Club Plaza
160	Bailey	Lyons	Lyons Realty Group
161	Michaela	Hagan	West Village Realty
162	Lola	Block	ReeceNichols - Leawood
163	Rebekah	Schaaf	ReeceNichols - Overland Park
164	Skyler	Wirsig	Midwest Land Group
165	Christine	Dunn	Keller Williams Realty Partners Inc.
166	Pamela	Chyba	ListWithFreedom.com Inc
167	Michelle	Hack	Rodrock & Associates Realtors

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#	FIRST NAME	LAST NAME	OFFICE NAME
168	Chris	George	Weichert, Realtors Welch & Co.
169	Jo	Chavez	Redfin Corporation
170	Micquelyn	Malina	Keller Williams Realty Partners Inc.
171	Jessica	Walker	Keller Williams KC North
172	Jack	Allen	BHG Kansas City Homes
173	Travis	Heman	Whitetail Properties Real Esta
174	Zachary	Kelly	ReeceNichols - Leawood
175	Suzanne	Golomski	ReeceNichols - Leawood
176	Aaron	Blount	Midwest Land Group
177	Vinny	Monarez	Keller Williams Platinum Prtnr
178	Melanie	Johnson	ReeceNichols - Leawood
179	Lindsay	Sierens Schulze	ReeceNichols - Leawood
180	Patty	Simpson	Crown Realty
181	Donnie	Thomas	Midwest Land Group
182	Erin	Dreiling	ReeceNichols -The Village
183	Mike	Russell	Real Broker, LLC
184	Sara	Stucker	ReeceNichols-KCN
185	James	Asher	Asher Real Estate LLC
186	Denise	Markworth	Action Realty Company
187	Ben	Ewbank	Midwest Land Group
188	Sharon G.	Aubuchon	RE/MAX Premier Realty
189	Madison	Moss (Harpst)	RE/MAX Innovations
190	Brett	Budke	ReeceNichols -Johnson County W
191	Randi	Platko	Prime Development Land Co LLC
192	Becky	Budke	ReeceNichols -Johnson County W
193	Becca	Hageman	Compass Realty Group
194	Chris	Austin	Kw Kansas City Metro
195	Jonas	Barrish	Compass Realty Group
196	Aimee	Miller	ReeceNichols - Lees Summit
197	Tara	Blaufuss	RE/MAX Realty Suburban Inc
198	Richelle	Oades	Rodricks , Oades & Co. Realty
199	Mikki	Armstrong	ReeceNichols - Lees Summit
200	Chuck Davis Real Estate	Group	Re/max Professionals

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FAQ about Kansas City Real Producers

Ever since we launched *Kansas City Real Producers* in July 2017, I have heard some of the same questions from many of you. I figured it would be most efficient to publish the answers here in case more of you had the same questions. Remember, my door is **always** open to discuss anything regarding this community — this publication is 100% designed to be **your** voice!

Q: Who receives this magazine?

A: The top 500 agents of Kansas City. We pulled MLS numbers (by closed volume) in the Kansas City market. We cut off the list at number 500. The list will reset in early 2025 based on 2024 totals and continues to update annually.

Q: Why am I not listed on the top 200 standings/ why are my numbers showing differently?

A: There are a number of reasons why that could be the case. First, be sure to read the disclaimer in its entirety. We pull the data on the exact date listed, so if the closed transaction is not submitted by that date, it will not be included. User error or BRIGHT error is always a possibility. The most common reason is that for any deal with an alternate agent listed, the production gets divided in half between the lead agent and the alternate. There are a few other factors at play, so if you have a question about the Standings, please contact me, and we can take a look: reece.hale@realproducersmag.com.

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

A: It's really simple — one or multiple peers have first nominated every featured agent you see. You can nominate or be nominated by other agents, affiliates, brokers, owners, and office leaders. A nomination currently looks like this: you email us at reece.hale@realproducersmag.com with the subject "Nomination: (Name of Nominee)." Please explain WHY you are nominating them to be featured. It could be that 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, or they give back to the community in a big way, etc. Once the timing is right, the next step is an interview with us to ensure it's a good fit. If all works out, then we put the wheels in motion.

Q: What does it cost to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! This is NOT a pay-to-play model whatsoever.

Q: How can I write an article to be printed?

A: If you are interested in writing an article to contribute your ideas, experience, knowledge, expertise, or stories to the *Kansas City Real Producers* community, please email me at reece.hale@realproducersmag.com. Even if you don't consider yourself a prolific writer, let's talk!

Q: Who are the Preferred Partners?

A: Anyone listed as a "Preferred Partner" in the index at the front of the magazine is an integral part of this community. They will have an ad in every issue of the magazine, attend our events, and be part of our Facebook group. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many agents have personally referred every single Preferred Partner you see. We won't even take a meeting with a business that has not been vetted by one of you and is "stamped for approval," in a sense. Our goal is to create a powerhouse network not only of the best agents in the area but the best affiliates, as well, so we can all grow stronger together.

Q: How can I refer a local business to join KCRP as a Preferred Partner?

A: If you know and want to recommend a local business that would like to work with more top real estate agents, please email me at reece.hale@realproducersmag.com and introduce us! This is the only way we can grow and strengthen this community, through your referrals. It's much appreciated!

Q: How might I get more involved in this community?

A: Two primary ways: First of all, if you have not already, be sure to join our private Facebook group specifically for the top 500 real estate agents and our preferred partners. To request to join, simply search on Facebook the keywords "Kansas City's Top 500 Real Producers Community," and it will pop right up. Request to join, and we will promptly accept you into the group. This online community is a space for further connection, contribution, and curiosity to be shared among our members. Secondly, be sure to attend our events. We currently plan to host events throughout the year, a couple of golf outings, and some VIP social events throughout 2025. We promote these events via email and Facebook, so if you haven't been receiving invites, please email me immediately at reece.hale@realproducersmag.com.



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DEREK MCGOWAN
NMLS# 1478470
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