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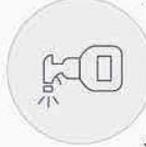
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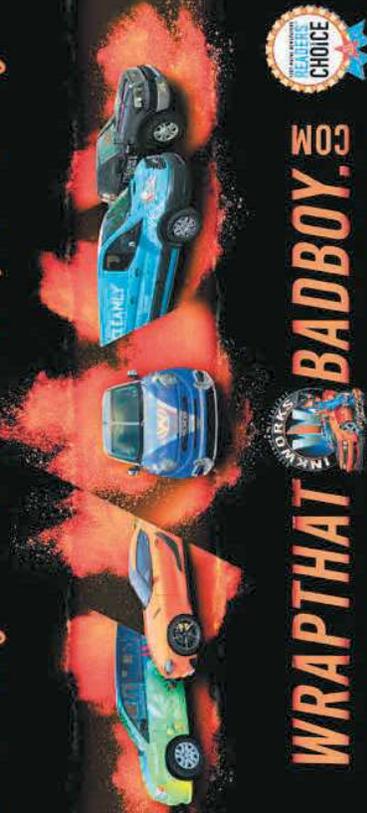
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# Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Each business on this list has been personally vetted, and referred to us by another top producing real estate agent. Please take a minute to familiarize yourself with the businesses partnering with our platform. These local businesses are proud to partner with you and make this RP community possible. Please support and thank them for supporting the real estate community!

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# Meet The Team



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Too often we are in machine mode and forget to slow down and enjoy the ride. There will be plenty of time to hustle and get after it, but each month as you receive your copy of *Fort Wayne Real Producers*, take a minute to reflect on the month before and learn about a few of your peers and our **trusted partners** who make this platform free for you as a top producing agent.

We have had an amazing time growing this product and service over the past 8 years, but this is just the beginning. After 11 years since its inception in Indianapolis, *Real Producers* is now in over 140 markets across the country and rapidly growing. If you have real estate friends in different parts of the country, ask them if they have *Real Producers* in their market yet. There's a good chance that they do, and if they are receiving the publication every month themselves, congratulate them and say, "Welcome to the top!"

Hope to see you at our 4th Annual Charity Awards Gala (*The RPAs*) on March 10th!



Jon Good  
Owner/Publisher,  
*Fort Wayne Real Producers*  
jon.good@realproducersmag.com  
574-538-9089

February is one of my favorite issues of the year. Why, you may ask? Well, because February means a new top 300! **Congratulations** if this is your first time receiving the magazine. Also, congratulations if you have received the magazine from the beginning or find yourself remaining in the Top 300 Real Estate Agents in the Greater Fort Wayne area for the year 2026! If you are new to receiving *Fort Wayne Real Producers*, there is a section called "The Real Update" in the back that explains more in depth who we are and what we do. However, once you read all the stories each month, you will have a pretty good idea of what we are all about.

Every February, we reset the distribution to run for 12 months and be sent for free to the Top 300 Greater Fort Wayne real estate agents from the year before. This is based on closed volume from both the UPSTAR and NE Indiana boards. For 2026, the cutoff was the **highest it has ever been in my 8 years of doing this, right around \$3.5 million** in closed volume for the year 2025. If you are receiving this publication, give yourself a pat on the back! That was a great year for you last year, despite all of the craziness that real estate always brings!

My challenge for you this year is to enjoy the process and the journey, even when times get busy or hard. The journey is what shapes us to become the best versions of ourselves.

PARTNER SPOTLIGHT

# KIRACOFÉ HOMES



Built on Family, Backed by Experience

**Kiracofé Homes is more than a new construction company—it is the realization of a family vision built on legacy, craftsmanship, and relationships. Dylan Kiracofé alongside his father and brother, have built the company with a dear good in mind: to build quality homes together while establishing a business that could be passed down for generations. At its core, Kiracofé Homes reflects a shared love for building and a commitment to doing things the right way, both on and off the job site.**

While considered one of Fort Wayne and Lafayette's newer builders, the experience behind the brand runs deep. With more than 50 years of combined experience among the ownership team, Kiracofé Homes has built residences across over 35 counties throughout northern Indiana. That extensive background allows the company to deliver homes that strike a thoughtful balance between quality construction, affordability, and location—while remaining responsive to the unique needs of each community they serve throughout Northeast Indiana.

One of the biggest challenges Kiracofé Homes helps solve for agents and their clients is the stress that often accompanies building or buying a new home. New construction can feel overwhelming, especially for buyers navigating the process for the first time. The team works intentionally to remove that anxiety by creating an experience that is personal, transparent, and seamless. One of the company's most notable differentiators is its willingness to carry the construction loan for buyers. Rather than requiring clients to secure complex interim financing, buyers pay only a

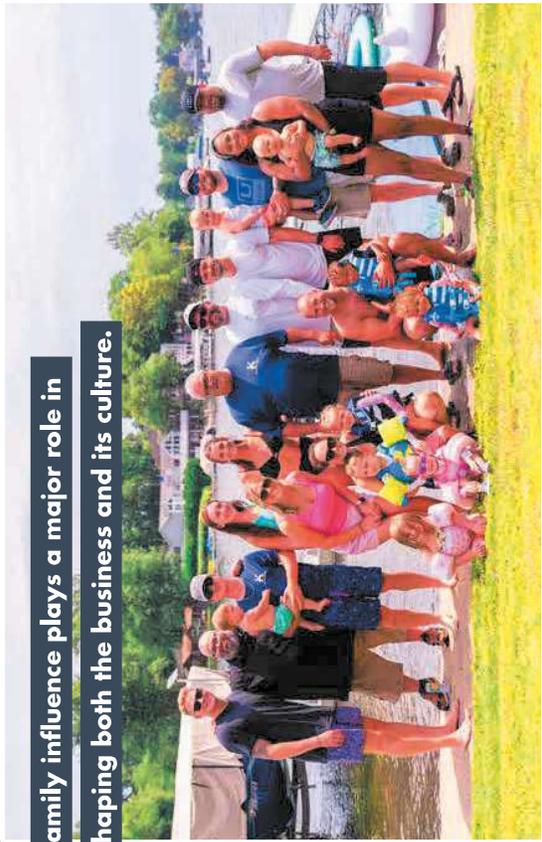
small portion of the purchase contract upfront, with the remainder due at closing. This approach simplifies the process, reduces financial pressure, and allows everyone involved to focus on the excitement of the build. From a partnership standpoint, Kiracofé Homes is intentionally real estate agent-driven. The company does not operate with an in-house sales team, ensuring that agents are never competing with a builder's internal representatives for their own clients. Every transaction is handled through the agent relationship, reinforcing



a collaborative model that protects referrals, strengthens trust, and makes the process smoother for buyers. Clear communication and accessibility remain central to how the company supports its agent partners from start to finish. As the real estate market continues to evolve, adaptability has remained a cornerstone of the business. Each project begins with a careful evaluation of the wants and needs of the surrounding area, allowing the team to adjust floor plans, features, and pricing to align with buyer demand. Rather than forcing a one-size-fits-all product, Kiracofé Homes remains flexible—listening closely to both agents and homeowners to ensure the homes they deliver truly fit the market.

There is one misconception about new construction the company works hard to change: the belief that building a home is chaotic, chaotic, chaotic.

**Family influence plays a major role in shaping both the business and its culture.**



encouragement has helped shape a business rooted not only in skill, but in character.

Outside of work, time in the Kiracofe household is often spent with family—whether it's trips to the park, ice cream outings, or cheering on the Buckeyes and the Packers. That same emphasis on balance, relationships, and long-term thinking carries directly into the way Kiracofe Homes operates day to day.

Today, Kiracofe Homes continues to grow with intention, delivering quality homes backed by a 10-year Quality Builders Warranty. With a strong focus on communication, agent partnerships, and craftsmanship, the company remains committed to building homes—and relationships—that stand the test of time.

risky, or intimidating. While the process can feel daunting, Kiracofe Homes prioritizes upfront answers, consistent communication, and proactive problem-solving to limit mistakes before they happen. Their hands-on approach helps ensure buyers and agents feel informed and confident throughout the entire build.

Family influence plays a major role in shaping both the business and its culture. Dylan says that a strong mentorship from his father who spent years teaching every aspect of the trade laid the foundation for leadership today, while the support of his wife, Mattyson, continues to push growth both personally and professionally. That combination of guidance and





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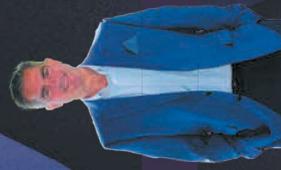
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# Samantha SHEPHERD

How many years have you been a real estate agent? 2

What is your career volume as an agent? \$3,923,400.00 (as of 12/8/2025)

What was your total volume last year? \$3,551,900.00 (1/17/2025 to 12/8/2025)



“  
**BEING ABLE TO PROVIDE  
 FOR MY FAMILY IS  
 everything.”**

**What awards have you achieved as a real estate agent?**  
 Recognition for pending sales over a certain amount, recognition for closed sales over a certain amount, and nomination for rising star with Real Producers.

**When did you start your career in real estate?**  
 I began my career as a real estate agent in February 2023.

**What did you do before you became a real estate agent?**  
 Before I was an agent, I worked in health care. Primarily I was a medical records director at a long-term care facility but also spent time on the floor caring for patients amongst other responsibilities.

**What are you passionate about right now in your business?**  
 Right now, I am passionate about growing my business and earning the trust of new clients. My goal is to always provide as smooth a transaction as possible for all involved in a deal.





“**REAL ESTATE HAS BEEN A great choice. I'M SO GLAD I MADE THE LEAP.**”

**What has been the most rewarding part of your business?**

The most rewarding part of my business has been getting to the closing table and helping deserving individuals and families make their way into home ownership. Growing relationships with people whom I never would have met otherwise and helping them reach their goals.

**What was your biggest challenge as an agent?**

My biggest challenge has been switching from a regular 9 to 5 job, where I know there will be a

paycheck at the end of each week. In real estate you must make connections, build on those connections and trust the process that leads to the closing table. I am the type of individual who likes to have and maintain control of every situation. Real estate doesn't always go that way. It has taught me patience and forced me to loosen up a bit.

**How does real estate fit into your dreams and goals?**

Real estate has allowed me more freedom to be available to my family. I'm more in control of my schedule and day to day life. One of my children is homeschooled,



real estate has allowed me to be more available to her as well. My goal is to continue to build my business and open up many more opportunities for my family and children.

**What's your favorite part of being an agent?**

It's hard to pick just one thing that I like most. If I were to pick just one thing, I would say that "I knocked it out of the park feeling". When searching for homes for buyers, I like to make a line up of houses I think fit their criteria, sometimes I search for hours picking out just the right home options. When the buyer walks in and is blown away, knowing this is their home and we go under contract - that feeling. When a seller is wanting a certain amount for their home and I think we can get more. I come up with a listing strategy and get multiple above asking offers - When I get to call the buyers and relay the above asking offers and they're blown away - that feeling. The feeling of knowing that I did right by my clients and exceeded their expectations.



**Tell us about your family.** I have a big, blended family. Five children, four biological and one stepdaughter. Lizzie-13, Noa-13, Sienna-9, Archer-4, and Blakey-2. My husband is a police officer with the Allen County Sheriff's Department. We have 4 dogs, a cat, a couple rats, a frog and some fish. Yes, we have a full house.

I'm originally from Defiance, Ohio. I moved to Fort Wayne in 2010. I still have quite a bit of family there, but some have followed me to Indiana.

**Favorite books?**

I'm not a huge reader but I do enjoy an audio book on a long car ride from time to time. I would say my favorite so far is "Greenlights" by Matthew McConaughey.

**Are there any charities or organizations you support?**

I don't regularly donate to any specific charity or organization, but I always round up when asked for various charities. In the past I have adopted families or children for Christmas.

**What are your hobbies and interests outside of the business?**

I would say travel is my main hobby. I love planning trips and experiencing new cultures (especially the unique foods). Every year we take our kids to a new place they've never been and my husband and I always set aside time for a trip just us. Recent trips include-Sedona, Grand Canyon, Las Vegas, Puerto Rico, New York, Seattle, San Diego, Disney, Wisconsin Dells, Galitnburg, Boston, Salem and New Orleans.



“**REAL ESTATE HAS ALLOWED ME MORE FREEDOM TO BE AVAILABLE TO MY family.**”

I also enjoy home renovating. I always have a new home project I'm working on.

**Given your status and expertise, what is some advice you would give the up-and-coming top producer?**

I would stress that you keep putting yourself out there. Even if you don't see any immediate fruit from your labor, be patient. It will happen; it just takes time and persistence. Early on, I was sending out 500 letters at a time, dropping off 400 teacher treats, 700 donuts for police officers, boxes of snacks to firefighters and clients didn't happen right away. I had to keep at it and eventually my work paid off.

**In closing, is there anything else you would like to communicate using this Fort Wayne Real Producer platform?**  
 Real estate has been a great choice, I'm so glad I made the leap. I look forward to seeing what the future holds for myself and the industry.

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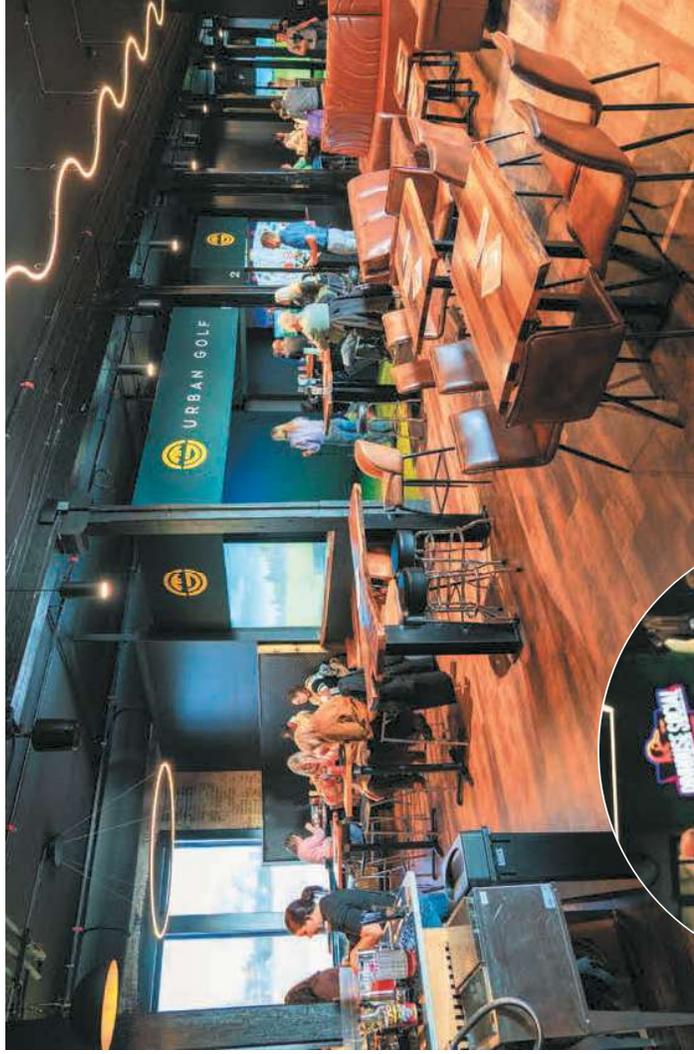
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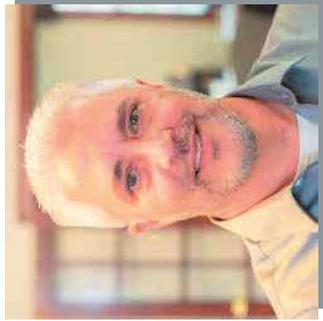
# DIAMOND RESIDENTIAL MORTGAGE



Diamond Residential Mortgage has built its reputation on a simple but powerful idea: service is not a talking point, it is the job. From the very first conversation to the moment keys are placed in a buyer's hand, the Diamond team operates with an intentional focus on availability, communication, and trust. Clients and real estate partners alike quickly recognize that this is a group that understands urgency and accountability. The process has been refined to be both user-friendly and efficient, guiding borrowers clearly from application through closing while minimizing stress and surprises. As Division President

David Oyer often notes, trust is the foundation of a successful loan transaction. "People know that we will get to the closing on time," he says—a statement that has become synonymous with the Diamond name. Diamond Residential Mortgage itself was born out of both challenge and opportunity. In the aftermath of the 2009 housing bubble, founder Paul Diamond, along with several professionals who had worked under his leadership at another lender, made a deliberate decision to impact the mortgage industry for the better. They chose to carry forward the

best parts of the business while discarding the inefficiencies and frustrations that had long plagued the industry. The result is a company that remains vigilant and competitive on rates while offering an impressive depth of loan programs designed to serve buyers at every stage of life. From traditional residential mortgages to renovation loans, manufactured home financing, construction and jumbo loans, and even Alt-QM programs for more complex or non-traditional scenarios, Diamond is positioned to help families achieve homeownership when other lenders may fall short.



A major differentiator for Diamond Residential Mortgage is its culture—one that is healthy, collaborative, and deeply experienced. Many members of the team bring 25 to 40 years of mortgage expertise to the table, providing invaluable perspective in a constantly changing market. Equally important is the fact that the company is led by someone who understands the realities of loan origination firsthand. With more than 30 years in the industry, David Oyer has walked in the shoes of his team. He understands the pressure, the long hours, and the importance of balance, which directly impacts the quality of work-life for those at Diamond. That leadership approach fosters loyalty, accountability, and a genuine sense of care that carries through to clients and referral partners.

Oyer often describes Diamond's customer base as a group of "raving fans." While most clients never see the countless details being managed behind the scenes, they consistently experience smooth transactions and timely closings. Oyer likens it to a great meal—guests may not see how it's prepared, but they know when the final entrée is exceptional. Realtors appreciate that Diamond operates

The strength of Diamond Residential Mortgage is further reflected in its **DIVERSE AND TALENTED LOAN ORIGINATION TEAM.**



with the same efficiency and client-first mindset they bring to their own businesses. The alignment makes for a strong partnership, one that continues to generate referrals and repeat business built on trust rather than transactions.

At the center of it all is David Oyer himself, a respected industry veteran who has spent decades building relationships across the real estate community. He trains his team to listen first



following the Colts and Indiana University athletics, playing golf and basketball, and coaching high school basketball—currently serving again at Churubusco High School.

The strength of Diamond Residential Mortgage is further reflected in its diverse and talented loan origination team, each member bringing a unique background and shared dedication to service.



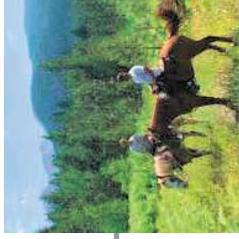
Cheryl Richey brings 15 years of experience and a steady, reassuring presence to the Diamond team. She is especially passionate about working with buyers who believe homeownership may be out of reach, guiding them through



education, credit improvement, and long-term planning until they are sitting confidently at the closing table. Cheryl's commitment to availability and communication sets her apart, as does her belief that strong relationships among industry partners are key to a smooth transaction from start to finish. Outside of work, she enjoys traveling and spending time with her family, including her husband, Joseph, and their two children.



Grant Sinn values the flexibility and balance that mortgage lending provides, allowing him to serve clients at a high level while maintaining a strong home life. He appreciates Diamond's team-first mentality and willingness to go the extra mile to make even the most challenging loans solvable. When he's not working, Grant enjoys staying active, spending time outdoors, going to the gym, and keeping up with sports.



Judy Senff's background brings a global perspective to Diamond Residential Mortgage. Having grown up in a Foreign Service family and lived in multiple countries, Judy developed a deep appreciation for people, communication, and adaptability. Since joining



Diamond in 2023, she has embraced the company's family-oriented culture, where coworkers and clients alike are treated with care and respect. Judy enjoys travel, karaoke, and spending quality time with her husband, Dyland, and their son, Vincent.



Alyssa Hatfield represents the next generation of lenders, driven by a genuine passion for helping clients achieve the dream of homeownership. Known for her enthusiasm and strong family values, Alyssa balances her work with lake days, travel, and time with her teenage daughter—bringing warmth and relatability to every client interaction.



When you build a business around **TRUST, TEAMWORK, AND SERVICE, SUCCESS NATURALLY FOLLOWS.**



Behind the scenes, Shea Smith plays a critical role in keeping Diamond's operations running smoothly. With experience as a processor, notary, and licensed loan officer, Shea has been with Diamond since 2017 and is widely respected for her operational

excellence. Her ability to find solutions in challenging situations reflects the collaborative strength of Diamond's nationwide team. Outside the office, Shea enjoys spending time on the lake with her family and being outdoors with her dogs.



Together, the Diamond Residential Mortgage team represents a powerful blend of experience, innovation, and heart. They may not always show everything that happens behind the scenes, but the results are evident at the closing table. For real estate agents, Diamond is a lending partner that understands urgency, protects relationships, and performs consistently. For buyers, it is a trusted guide through one of life's biggest milestones. And for the people who make up Diamond Residential Mortgage, it is proof that when you build a business around trust, teamwork, and service, success naturally follows.



love for people. Since entering the business in 2019, Madi has embraced technology, marketing, and personal branding as tools to enhance the client experience. Her energy, optimism, and belief that mortgages can be both professional and enjoyable resonate strongly with buyers. Outside of work, she enjoys traveling, outdoor activities, sports, and time with family, friends, and her husband.



Madi Cook's path into the mortgage industry began with her own journey toward homeownership, quickly turning into a career fueled by continuous education and a



and care. Much of her business is referral-based, a testament to the lasting relationships she builds with clients and partners alike. She finds the greatest joy in attending closings and witnessing the excitement of buyers turning a house into a home.

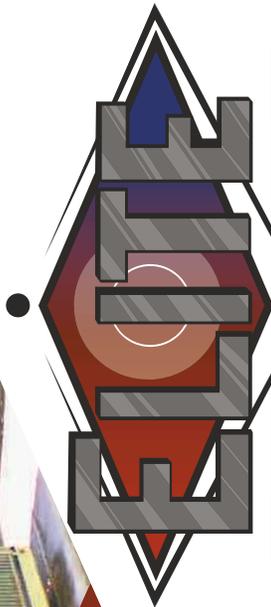


With more than 21 years in the industry, Renee Hiner exemplifies the compassion and relationship-driven mindset that defines Diamond Residential Mortgage. Known for her clear communication and availability, Renee understands that trust is earned through consistency





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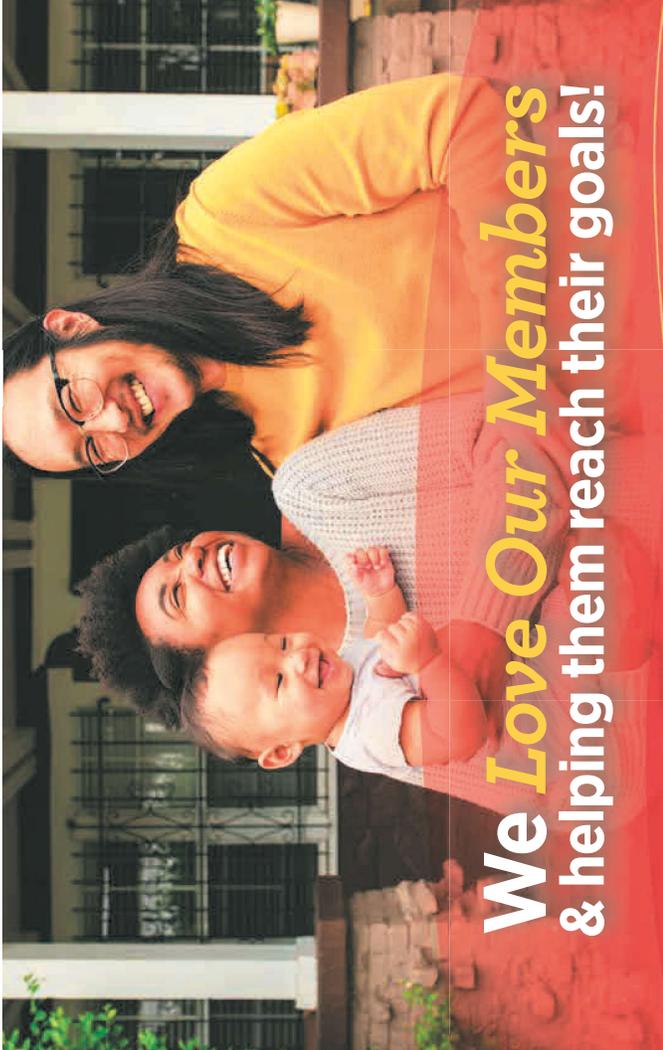
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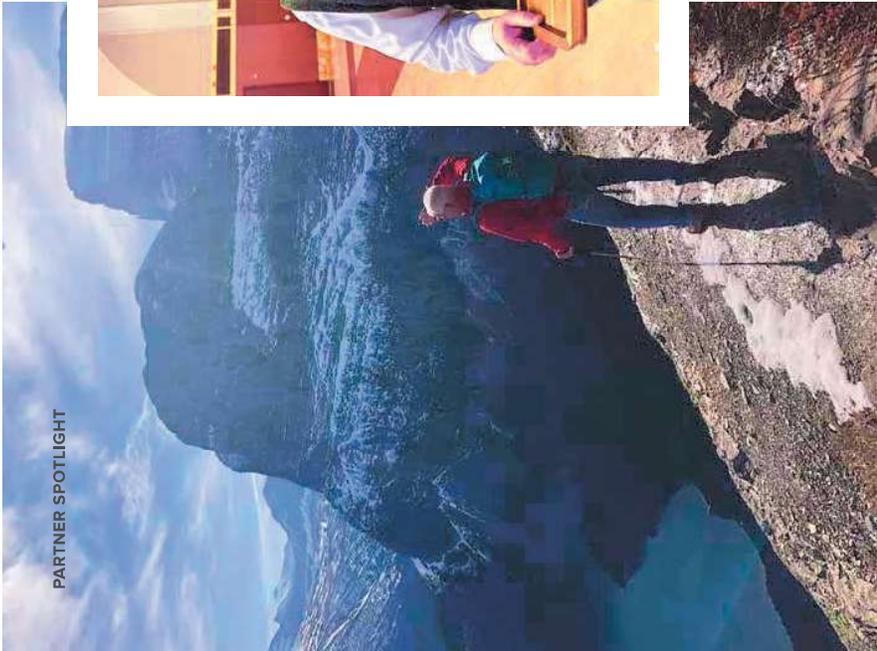


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# Home Warranty Inc.

**Scott Kellenberger's** path into the home warranty world wasn't a straight line—it was built through real estate, entrepreneurship, and a front-row seat to how markets (and homeowners) behave when conditions shift. In 2003, Scott closed a remodeling company and became a licensed real estate agent, eventually teaming up with two other agents to list and sell apartment complexes. As their business

grew, they joined a national firm and began marketing Fort Wayne's larger apartment assets to a national audience. Then came 2008. When the real estate market collapsed—commercial included—lending stalled and deals dried up, pushing Scott to look for something adjacent to real estate that would keep him close to the industry until momentum returned. That search led him to **Home Warranty**

*Built on  
Grace and  
Truth*

Inc. (HWI), a small company out of northwest Iowa—and, notably, a concept Scott himself hadn't even heard of before joining.

What makes Scott such a valuable partner to agents is that he doesn't just "sell a warranty"—he leans hard into the part of the business that can make or break relationships: customer service. Scott is direct about the biggest challenge HWI helps solve for agents and their clients: "Customer Service!" HWI's commitment, he says, isn't aspirational talk; it's a daily standard that gets measured and compared. He points to the claim that HWI may be the only call center in the nation answering 95% of calls in under 60 seconds and completing calls in under five minutes—while still maintaining top-tier customer satisfaction (citing BBB Customer Review Ratings). And when a claim goes sideways (because sometimes they do), Scott steps in personally. "My job is to intervene when claims go bad and make sure the homeowner gets a fair settlement," he shares—because when the homeowner feels heard and treated fairly, the agent's reputation stays protected too.

That agent-first mindset shows up in the day-to-day way Scott partners with Real Producers' caliber of professionals. He sums it up with a line that says a lot about how he views service: "Essentially, I spoil my agent partners."

If a warranty needs to be registered, he'll do it. If administrative details are clogging up an agent's already full day, he'll help. If a client needs a clear explanation, he'll take that call. If a claim needs a steady hand and an advocate, he'll work the problem. Scott's goal is simple: bring the same professionalism and





excellence to the partnership that top agents bring to their own businesses.

Scott is also candid about an industry misconception he wishes more people understood—because clearer expectations make for smoother closings and fewer surprises after move-in. In his view, many real estate agents and homeowners still carry an outdated “repair or replace” assumption. The reality, he says, is that “2026 and beyond is...a repair first industry. If it can be fixed, it will be fixed.” He notes that some companies—

including HWI—may offer cash in lieu of repair, but the biggest win for everyone is aligning expectations early, so clients understand what a warranty is designed to do and how claims are typically handled today.

Looking ahead, Scott is energized by what’s coming next at HWI—especially changes that match what homeowners (and agents) are seeing on inspections and in real-world repair costs. He shares that HWI has released three new warranty plans for 2026, with “exciting improvements,” including significantly improved HVAC coverage and optional coverages outside the home—like exterior water and sewer lines. In other words, coverage is expanding beyond the four walls in ways that can matter a lot when surprises show up after closing.

Away from work, Scott’s story gets even more personal—and more human. When asked about major influences in his life, he doesn’t default to the expected answers. He points to a friend and his wife as the two people who most shaped him. After walking through a difficult divorce and depression, Scott shares that his friend “literally saved my life,” pulling him out of isolation and introducing him to a church community and a pastor who would help transform the next chapter. Then came the woman who would become his wife—someone

who listened, embraced his journey, and walked it out with him. Scott reflects that he learned about grace from his friend, but learned how grace works from his wife—calling her one of the most loving and forgiving people he knows, and thanking them both for their patience and their example of “Grace and Truth.”

Scott’s also the kind of person who measures life in experiences, not just milestones. One of the accomplishments he’s most proud of came on a trip to Montana when he and his wife took on what he describes as the second most difficult hike in Glacier National Park—a 12-mile round trip with a 2,500-foot elevation climb. Late-October conditions turned it into something much more intense, with the final stretch buried under three to four feet of snow. They pushed through anyway—without proper equipment—high-stepping to the top, and Scott admits, “I thought I was going to die!” It was so taxing he didn’t even want to talk about it until they were safely back home in Indiana.

And if you’re looking for the detail that surprises people most, it might be this: Scott is a home chef with about 40 years of cooking under his belt. He loves healthy eating and, when time allows, wants to make nearly everything from scratch—stocks, dressings, sauces, dips—down to growing herbs and vegetables (and even daydreaming about raising livestock). He and his wife love to travel, and they’ve got a mini-Aussie Doodle who’s right there in the middle of their daily life. Around Fort Wayne, they stay active hiking, biking, and walking—living the kind of balanced lifestyle that makes it easier to show up with steady energy for clients and agent partners alike.

Scott’s love for food runs deep enough that, back in 1985, he even applied to the Culinary Institute of America—but a two-year waitlist and a 25-year-old’s lack of patience redirected him. So he bought their cookbook and just started cooking. He jokes that the good news is he never poisoned anyone (that he knows of), never burned anything to the ground, and still has all his fingers—and his wife insists his food is better than most



**CONTACT US!**

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restaurants, which is “good enough” for him. And in true “stay tuned” fashion, he’s also working on a food product that could become a major next chapter—though, as his patent attorney insists, he’s not allowed to say more.

At the heart of Scott Kellenberger’s work with Home Warranty Inc. is a simple promise to the agents he serves: you should never have to chase answers, carry claims stress alone, or wonder whether your clients will be taken care of after closing. Scott shows up as a real partner—someone who handles details, communicates clearly, and steps in when the situation needs experience and advocacy. And in a business where trust is everything, that kind of service doesn’t just protect transactions—it protects relationships.



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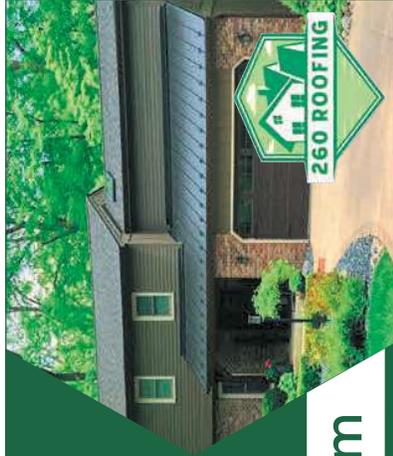
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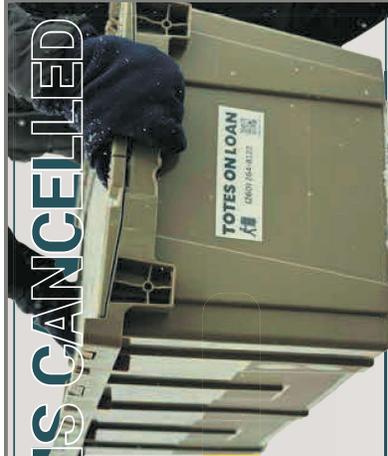


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# HEIDI HAIFLICH

## From CURVEBALL to CALLING

Heidi Haiflich's real estate story didn't start with a lifelong plan to sell homes—it started with a curveball. In late 2014, after seven years with a direct sales company where she had built a team, hosted monthly meetings, and poured herself into the work, the company abruptly changed its business structure and eliminated the need for those in her role. Overnight, Heidi found herself needing a new direction—and fast. That's when her mother-in-law, Lynette, and her husband, Phil, encouraged her to pursue a real estate license. With several rental properties already in their world, it made practical sense. Still, Heidi admits she'd never imagined herself selling real estate. Looking back, she calls it "a huge blessing wrapped up with a beautiful bow for our family," and it launched what would become a standout career built on relationships, consistency, and genuine care for the people she serves.





SHE DOESN'T DO  
**LIFE OR BUSINESS**  
 ALONE—AND SHE DOESN'T EXPECT HER  
 CLIENTS TO FEEL LIKE THEY ARE, EITHER.

Licensed in 2015, Heidi quickly proved she wasn't just entering the industry—she was built for it. She earned Real Producers Rising Star recognition in June 2018 and has achieved nine consecutive years in the Top 300 agents, with four of those years landing her in the Top 100. Over the course of her career, she estimates her volume at roughly \$77,000,000, noting that with new builds it's likely closer to \$80 million. Even in a changing market, her production remains strong, with a recorded 2025 volume of \$8,353,800. But what makes her success especially compelling is that it isn't powered by paid advertising, purchased leads, or flashy marketing campaigns—it's powered by people who trust her enough to send their friends and family her way.

At the heart of Heidi's drive is the support system she's built at home. She's quick to share how much her husband, Phil, has shaped her confidence and

consistency, describing him as her encourager, her rock, and the person who believes deeply in what they can accomplish as a family. She also credits her mother-in-law, Lynette, who listened to every detail of every deal in the beginning—cheering her on, celebrating her wins, and giving her the kind of steady encouragement that matters when you're building momentum in a new career. Heidi's warmth comes through when she talks about them, and it's clear: she doesn't do life or business alone—and she doesn't expect her clients to feel like they are, either.

Before real estate, Heidi's path included time at the University of Saint Francis, where she studied Graphic Design and then Art Education for around four years. Ultimately, once she met Phil and they decided she would stay home with their children, she chose to step away from school. It was expensive,





“THE LITTLE THINGS DO MAKE A BIG DIFFERENCE.”

and she was paying for it herself—but she has never regretted the decision. And in a way, that choice reflects something that shows up throughout her story: Heidi makes intentional, values-based decisions, and then she commits fully. Before kids, she also worked as a server at local restaurants, even winning the waiter/waitress contest at the Three Rivers Festival while working at 'The Cork and Cleaver'—an experience she still credits today because it taught her the art of customer service and the power of thoughtful details.

That hospitality background became a foundation for her real estate philosophy. Heidi learned early that “the little things do make a big difference,” whether it was remembering someone’s order, asking about their family, or making a customer feel seen. Over time, those small moments built loyalty—people asked to sit in her section, returned again and again, and treated her like their go-to person. For Heidi,

“IT'S HOW YOU  
**MADE THEM FEEL,**  
 NOT HOW WELL YOU FILED  
 THEIR FOLDER.”



real estate works the same way. People remember how you made them feel. They remember who showed up, who cared, who followed through, who didn't treat them like a transaction—and when they remember that, they refer.

Ask Heidi what's most rewarding in real estate, and she'll tell you it's the people—especially the moment when dreams turn into keys. Many of her clients become friends, and she loves the contagious excitement of first-time homebuyers when they finally get to step into ownership. Helping families achieve their home goals—whether it's their starter home, their forever home, or the next chapter—is what keeps her passionate year after year. But she's also honest about the challenges, especially the reality that plans can change instantly when the right home hits the market. That on-call nature of real estate takes flexibility, communication, and a family that's willing to roll with it. Time management and balance are constant “growing pains,” and Heidi embraces that evolution rather than pretending it's easy.

If there's one theme that defines Heidi's business—and sets it apart—it's what she calls “After Transaction Care.” To her, the closing table isn't the finish line; it's the beginning of a long-term relationship. She believes in birthday cards, anniversary cards, and homiversary cards. Monthly mailers, emails, and thoughtful pop-bys. Client events like “Christmas with Santa.” Fun touches like sending lottery cards in March for St. Patrick's Day, hiding something for Easter, or simply texting someone because they crossed your mind. Heidi understands something many overlook: not every agent's superpower is organization or systems, but everyone can choose to be thoughtful—and genuine care is unforgettable. As she puts it, “it's how you made them feel, not how well you filed their folder.”

That's also why Heidi's definition of success is beautifully simple: a referral. For her, success is a client trusting her enough to connect her to someone they love. It's providing “A+” care during the transaction and seeing the smile on a buyer's face with keys in hand. And it's also being present—balancing the demands of clients with the relationships that matter most at home. Heidi's ability to keep her mind in the moment, even in a fast-paced industry, speaks to the kind of professionalism that's rooted in purpose, not pressure.

Family is clearly at the center of Heidi's world. She and Phil will celebrate 29 years of marriage this October, and she says it with the joy of someone who still feels like she married her best friend. Together they've raised three sons, each carving out



an impressive path. Their oldest, Logan, lives in Kentucky and works as a software engineer for Fidelity—he bought his first home about a year ago and shares life with his dog, Tac. Their middle son, Connor, is studying at Purdue Fort Wayne with plans to become a mechanical engineer—and at just 25, he's already a property owner of three homes, something Heidi is understandably proud of. Their youngest, Gavin, is a senior at Blackhawk Christian, and if you know Heidi, you've probably heard about his golf game. He qualified for IHSAA state as an individual the past two years, competed in a national tournament in Louisiana that aired on the Golf Channel in December, and plans to play golf in college. Outside of work, the Haiflichs love to travel, spend time at their lake house boating and swimming, and follow their son's tournaments—making memories in every season.

In a business where many agents chase leads, Heidi has built something different—and she's proud of it. She calls herself “the secret agent” because she doesn't buy advertising or leads of any kind, and she even gives sign calls away to other agents. Her business stays full through past clients and referrals, so she invests her marketing budget into the people who already know her character and service. One of the most telling parts? Heidi doesn't play favorites with her client care. Clients from ten years ago still hear from her just as often as someone who bought a home last year. And when she decides to do a pop-by

gift, she doesn't want anyone to feel forgotten—so her entire mailing list gets it.

Her creativity shows up in memorable ways, too—like the time she fell in love with a vegetable peeler. Instead of keeping it to herself, she bought hundreds, wrote a love letter about it, folded it “like it was 1980,” and had her assistant, Mary-Margaret, help deliver them. It's funny, yes—but it's also strategic in the best way: It's personal, it's unexpected, and it reinforces the brand Heidi has built—one rooted in warmth, thoughtfulness, and real connection. She doesn't want her clients to feel like names on a database. She wants them to feel like people she genuinely cares about—because she does.

When asked what she'd change if she could go back, Heidi's answer is grounded and wise: nothing. She believes everything in your past makes you who you are today, and the hard lessons are there for a reason—to strengthen you. That same mindset carries into her advice for newer agents: master time management, block time for family and friends, and build a referral-driven business so you're not always chasing the next lead. Give A+ service, follow it up with consistent after-care, and go above and beyond—because when you do, it comes back “10-fold.” Heidi Haiflich's career is proof that the agents who win long-term aren't always the loudest in the market—they're often the ones who quietly, consistently, and genuinely take care of people.



# THE REAL UPDATE

JON GOOD

Let's get **real**. This movement has caught fire. What movement am I referring to? The movement that you all know as *Real Producers*. Indianapolis was the starting point for a program that is now in over **140 markets** across the country. That's a lot of traction in under ten years. As we grew, we knew that we wanted to brand ourselves the same across the board but never lost sight of the local mission.

This magazine has been successful because of its ability to connect top-producing agents with preferred partners and with each other. There are many other reasons that make it successful, but, at its core, that is what this is all about.

The vision is simple: We want to be a one-stop shop for top-producing agents in every

market across the nation. How do we do that? In my opinion, three main groups of people stand to benefit from this monthly publication: the real estate agents featured, the partners who advertise and the publishers who produce the magazine.

What's in it for the agents? It is truly a badge of honor to receive the magazine. Being in the top 300 out of 1,500-plus agents is an accomplishment in itself. There are countless perks to being featured in the magazine, but one of my favorites is the element of humanizing a local legend in real estate.

What's in it for our partners? The struggle is real. How do we connect with influential, top-producing agents in our market? How do we cultivate relationships with this group? Our partners get constant

exposure through the monthly magazine and the quarterly events. The hard work is done. Partners just need to show up!

What's in it for the publisher? Our publishers have the unique ability to connect with a group of people that is otherwise pretty difficult to get in front of. We are all busy building our own businesses. Our publishers are entrusted with featuring top agents, connecting our partners and producing quality content regularly.

Where do you fit in all this? It's simple. Connect us with people. Who should be on the next cover? What business is catering to agents at a high level? Who should be our next publisher to launch a *Real Producers* magazine in a new market?

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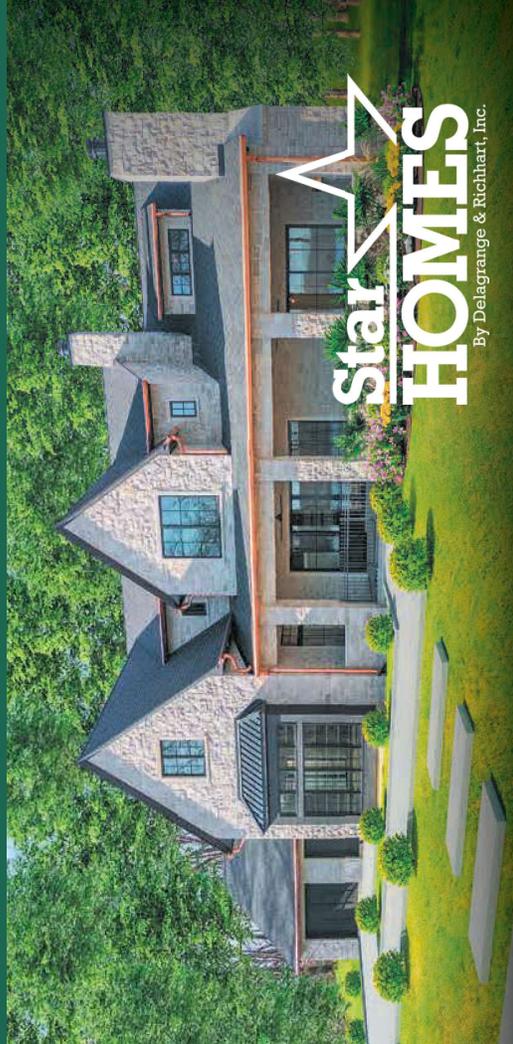
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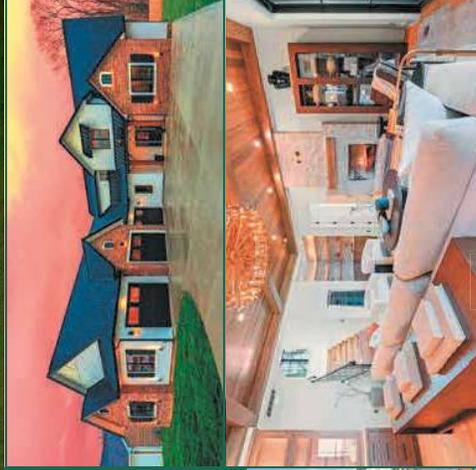
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# TOP 100 STANDINGS

Year-End Top 100 Standings: From January 1, 2025, to December 31, 2025

#	Agent	Office	Units	Volume	Average	#	Agent	Office	Units	Volume	Average
1	Chad Metzger	Metzger Property Services, LLC - UPMEPS	175	\$47,942,122	\$273,954	34	Gregory Brown	CENTURY 21 Bradley Realty, Inc - UPBRAD	46.5	\$15,061,600	\$323,905
2	Evan Riecke	Encore Sotheby's International Realty - UPENSO	87	\$38,086,754	\$437,778	35	Mark Bock	Mike Thomas Associates - NE344	33	\$14,965,639	\$453,504
3	Barbara Hendrick	Coldwell Banker Real Estate Group - NE9	59	\$37,229,880	\$631,014	36	Lucas Deck	Weichert Realtors - Hoosier Heartland - NE2458	58	\$14,635,913	\$252,343
4	Bradley Noll	Noll Team Real Estate - UPNTRE	66.5	\$32,439,766	\$487,816	37	Patti Couperthwaite	Coldwell Banker Real Estate Group - NE9	32	\$14,568,250	\$455,257
5	Warren Barnes	North Eastern Group Realty - UPNDEA	115	\$30,904,195	\$268,732	38	Joelle Ruefer	Encore Sotheby's International Realty - UPENSO	33	\$14,490,150	\$439,095
6	Beth Goldsmith	North Eastern Group Realty - UPNDEA	63	\$28,874,282	\$458,321	39	David Gall	Coldwell Banker Real Estate Group - UPRWGR09	33	\$14,411,513	\$436,712
7	Timothy McCulloch	Schreier McCulloch Real Estate - UPSMRE	114	\$28,739,358	\$252,099	40	Kyle J. Ness	Ness Bros. Realtors & Auctioneers - UPRLNB02	40	\$14,122,664	\$353,066
8	Geoff Cavender	eXp Realty, LLC - UPEXPX	42.5	\$27,296,650	\$642,274	41	Katie Brown	Mike Thomas Assoc., Inc - UPMTAS	37.5	\$14,045,835	\$374,555
9	Tim Haber	RE/MAX Results - UPREMX01	71	\$24,208,805	\$340,969	42	Andy Zoda	Coldwell Banker Real Estate Gr - UPRWGR05	58	\$13,970,925	\$240,878
10	Christy Thomson	RE/MAX Results - NE30	70	\$22,209,450	\$317,277	43	Wendy France	CENTURY 21 Bradley Realty, Inc - UPBRAD	41.5	\$13,898,000	\$334,891
11	Mary Arne Taylor	North Eastern Group Realty - UPNDEA	73	\$22,199,795	\$304,106	44	Tina Stuckey	Mike Thomas Assoc., Inc - UPMTAS	39	\$13,840,277	\$354,878
12	Heather Rogan	Regan & Ferguson Group - UPREFE	36.5	\$21,922,293	\$600,610	45	Heather Sanders	eXp Realty, LLC - UPEXPX	50	\$13,683,099	\$273,661
13	Leslie Ferguson	Regan & Ferguson Group - UPREFE	36.5	\$21,922,293	\$600,610	46	Raylene Webb	eXp Realty, LLC - UPEXPX	85	\$13,652,892	\$160,622
14	Mary Sherer	ERA Crossroads - UPSHAA	69.5	\$21,706,926	\$312,329	47	Justin Walborn	Mike Thomas Assoc., Inc - UPMTAS	33	\$13,523,736	\$409,810
15	Brecken Kennedy	Mossy Oak Properties Indiana Land and Lifestyle - NE2272	49.5	\$21,706,458	\$438,508	48	Matthew Donahue	CENTURY 21 Bradley Realty, Inc - UPBRAD	47.5	\$13,516,200	\$284,551
16	George Raptis	Mike Thomas Assoc., Inc - UPMTAS	46.5	\$21,585,835	\$464,211	49	Jody Holloway	Coldwell Banker Holloway - UPCOHO	44	\$13,509,750	\$307,039
17	Bradley Stinson	North Eastern Group Realty - UPNDEA	57.5	\$20,435,192	\$355,394	50	Emily Ewing	North Eastern Group Realty - UPNDEA	41.5	\$13,218,534	\$318,518
18	Brandon Steffen	Steffen Group - UPSTEF	49	\$20,234,875	\$412,956						
19	Brandon Ferrell	Keller Williams Realty Group - UPKEPR	55	\$20,015,259	\$363,913						
20	Jordan Wildman	eXp Realty, LLC - UPEXPX	83.5	\$18,930,800	\$226,716						
21	Stacie Bellam-Fillman	Orizon Real Estate, Inc - UPORIZ	71	\$18,805,298	\$264,863						
22	Dana Botteron	CENTURY 21 Bradley Realty, Inc - UPBRAD	49.5	\$18,780,275	\$379,399						
23	Jacob McAfee	CENTURY 21 Bradley Realty, Inc - UPBRAD	56	\$18,039,106	\$322,126						
24	James Felger	Mike Thomas Assoc., Inc - UPMTAS	73	\$17,368,024	\$237,918						
25	Jessica Arnold	North Eastern Group Realty - UPNDEA	49	\$16,882,414	\$344,539						
26	Daniel Orlando	Mike Thomas Associates - NE341	52	\$16,866,000	\$324,346						
27	Candice Everage	Weichert Realtors - Hoosier Heartland - NE2458	60	\$16,705,676	\$278,427						
28	Brandon Stone	CENTURY 21 Bradley Realty, Inc - UPBRAD	123	\$16,446,850	\$133,714						
29	Tyler Secrist	CENTURY 21 Bradley Realty, Inc - UPBRAD	50	\$15,845,825	\$316,916						
30	Gregory Feihl	Orizon Real Estate, Inc - UPORIZ	58	\$15,780,600	\$271,079						
31	Stacy Dalley	North Eastern Group Realty - UPNDEA	60.5	\$15,635,950	\$258,445						
32	Cecilia Espinoza	Realty of America LLC - UPREOA	74	\$15,486,212	\$209,273						
33	Elizabeth Urschel	CENTURY 21 Bradley Realty, Inc - UPBRAD	41.5	\$15,175,412	\$366,672						

Disclaimer: Information is pulled directly from MLS. New construction or numbers not reported to MLS within the date range listed are not included. MLS is not responsible for submitting this data. Some items report each agent individually. Ft. Wayne Real Producers does not alter or complete this data nor claim responsibility for the stats reported to by MLS. Data is based on UPSTAT and NE counties.

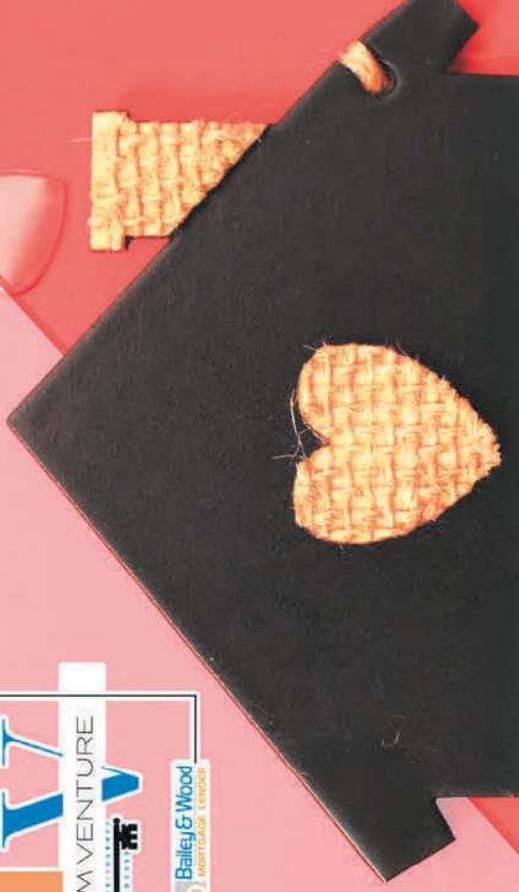
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# TOP 100 STANDINGS

Year-End Top 100 Standings: From January 1, 2025, to December 31, 2025

#	Agent	Office	Units	Volume	Average	#	Agent	Office	Units	Volume	Average
51	Isabella Reed	Keller Williams Realty Group - UPKEPR	38.5	\$13,018,500	\$338,142	84	Mike Kirchberg	Uptown Realty Group - UPUTRG	40	\$10,981,342	\$274,533
52	Justin Hefflin	Mike Thomas Assoc., Inc - UPMITAS	36	\$12,884,080	\$357,891	85	Keri Garcia	Mike Thomas Assoc., Inc - UPMITAS	22.5	\$10,919,573	\$485,314
53	Jared Kent	Anthony REALTORS - UPANRE	36	\$12,865,000	\$357,361	86	Jodi Skowronek	North Eastern Group Realty - UPNOEA	21.5	\$10,887,800	\$506,409
54	Reginald Miller	Mike Thomas Assoc., Inc - UPMITAS	26.5	\$12,589,402	\$475,071	87	Craig A Walker	Coldwell Banker Real Estate Group - NE9	20	\$10,829,000	\$541,450
55	Courney Ousley	Mike Thomas Assoc., Inc - UPMITAS	35	\$12,555,547	\$358,729	88	Melissa Maddox	North Eastern Group Realty - UPNOEA	40.5	\$10,811,507	\$266,950
56	John-Michael Seygde	Coldwell Banker Real Estate Gr - UPRWGR06	48	\$12,293,480	\$255,114	89	Cyndee Frechter	North Eastern Group Realty - UPNOEA	41	\$10,756,500	\$262,353
57	Lori Stinson	North Eastern Group Realty - UPNOEA	31	\$12,144,296	\$391,751	90	Ian Barnhart	Coldwell Banker Real Estate Gr - UPRWGR05	39	\$10,680,600	\$273,861
58	Michelle Wyatt	Wyatt Group Realtors - UPWGRE	38.5	\$12,099,952	\$314,544	91	Aaron Shively	Pinnacle Group Real Estate Services - UPPGRE	39	\$10,630,915	\$272,587
59	Kay Young	ERA Crossroads - KOI28	27	\$12,068,000	\$446,962	92	Sabrina Phyo	Uptown Realty Group - UPUTRG	45	\$10,434,900	\$231,886
60	Kelly Werth	Noll Team Real Estate - UPNTRE	18	\$12,062,350	\$670,130	93	Valerie Bartram	Mike Thomas Assoc., Inc - UPMITAS	35	\$10,315,414	\$294,726
61	Paula Abright	Wilda Realty - UPWIBL	36	\$11,953,217	\$332,033	94	Jeffery Holtsclaw	CENTURY 21 Bradley Realty, Inc - UPBRAD	42	\$10,285,482	\$244,892
62	Roy Smith	American Dream Team Real Estate Brokers - UPADTR	46	\$11,922,536	\$259,185	95	Marin Brandenberger	Coldwell Banker Real Estate Group - UPRWGR09	27	\$10,277,099	\$380,633
63	Jeffery Walboon	Mike Thomas Assoc., Inc - UPMITAS	30	\$11,915,536	\$397,184	96	Lauren South	Keller Williams Realty Group - UPKEPR	33	\$10,203,909	\$309,209
64	Scott Yoder	Coldwell Banker Real Estate Group - UPRWGR09	37	\$11,904,185	\$321,734	97	Billie Shively	eXp Realty, LLC - UPEXP	51	\$10,177,850	\$199,565
65	Richard Fletcher	North Eastern Group Realty - UPNOEA	40	\$11,886,440	\$297,161	98	Alan Scherer	North Eastern Group Realty - UPNOEA	26	\$10,173,327	\$391,281
66	Scott Pressler	Keller Williams Realty Group - UPKEPR	40.5	\$11,869,698	\$293,078	99	Ty Mills	Messy Oak Properties/Indiana Land and Lifestyle - NEZ272	25.5	\$10,158,382	\$398,367
67	Joyce Swartz	Coldwell Banker Real Estate Group - UPRWGR09	34	\$11,743,550	\$345,398	100	Tiffany Ham	Noll Team Real Estate - UPNTRE	33	\$10,107,350	\$306,283
68	Tyler Jackson	CENTURY 21 Bradley Realty, Inc - UPBRAD	59	\$11,677,700	\$197,927						
69	Scott Marker	United County Real Estate/Anchor Realty - NE2413	32	\$11,617,900	\$363,059						
70	Alyssa Schendel	North Eastern Group Realty - UPNOEA	46.5	\$11,617,800	\$249,845						
71	Son Huynh	CENTURY 21 Bradley Realty, Inc - UPBRAD	36	\$11,612,374	\$322,565						
72	Scott Jester	Coldwell Banker Real Estate Group - UPRWGR09	39	\$11,510,400	\$295,138						
73	Hayden Weber	Weichert Realtors - Hoosier Heartland - NE2458	38	\$11,461,621	\$301,621						
74	Alison Rhinehart	Regan & Ferguson Group - UPRFEF	17	\$11,444,800	\$673,223						
75	Trey Forbes	Weichert Realtors - Hoosier Heartland - NE2458	35.5	\$11,370,787	\$320,303						
76	Larry White	Liberty Group Realty - UPLIGR	41	\$11,331,629	\$276,381						
77	Andrea Gates	Coldwell Banker Real Estate Group - UPRWGR09	42	\$11,294,800	\$268,923						
78	Erin Poivy	Mike Thomas Assoc., Inc - UPMITAS	28	\$11,205,500	\$400,196						
79	Kimberly Ward	North Eastern Group Realty - UPNOEA	138	\$11,196,480	\$81,133						
80	John Weinwright	Lewis & Lambright Inc - NE18	30.5	\$11,119,000	\$364,557						
81	Troy Wieland	Wieland Real Estate - UPWREE	34.5	\$11,076,538	\$321,059						
82	Jackie Clark	Coldwell Banker Real Estate Group - UPRWGR09	29.5	\$11,066,343	\$375,130						
83	Linda Williams	Coldwell Banker Real Estate Gr - UPRWGR06	40	\$11,032,000	\$275,800						

Disclaimer: Information is pulled directly from MLS. New construction or numbers not reported to MLS within the date range listed are not included. MLS is not responsible for submitting this data. Some agents report each agent individually. Ft. Wayne Real Producers does not alter or complete this data nor claim responsibility for the data reported to by MLS. Data is based on UPSTAT and ND counties.

## Where Teamwork Meets Homeownership

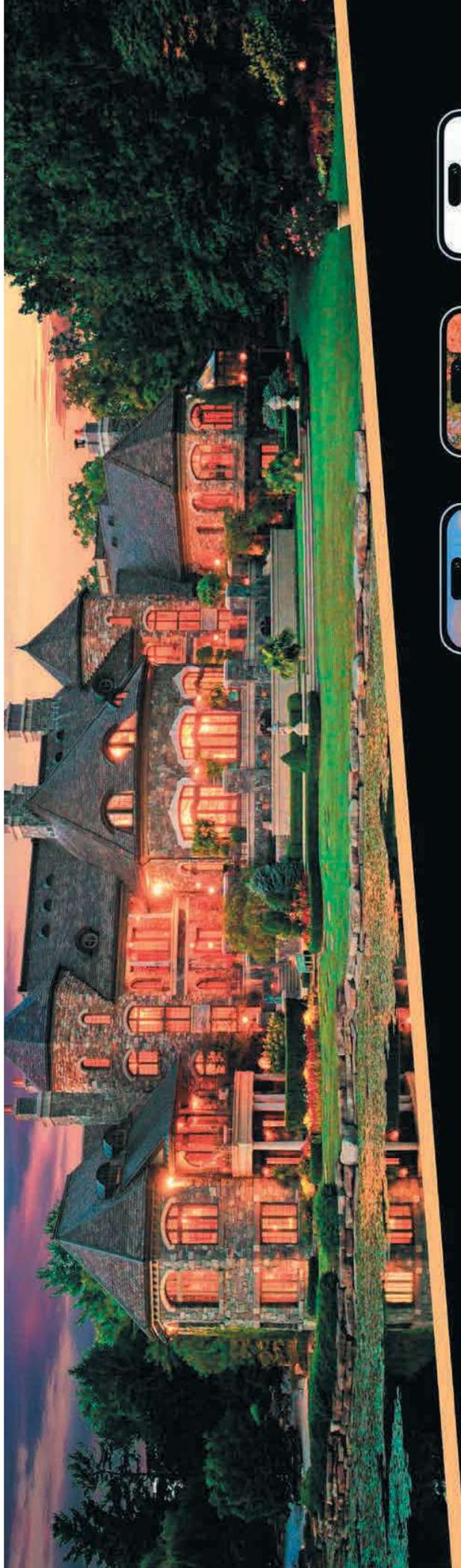
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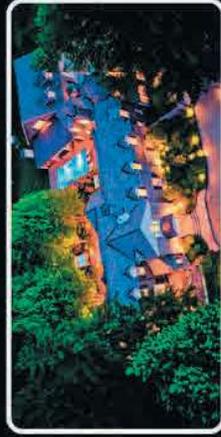




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