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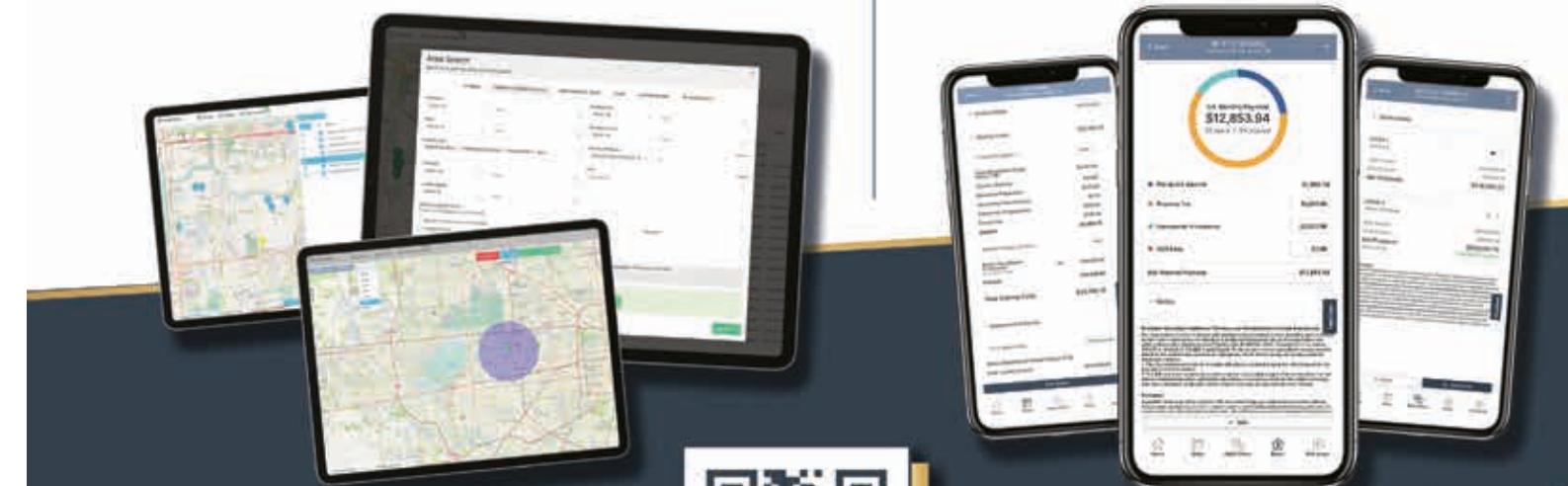
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# Meet The Team



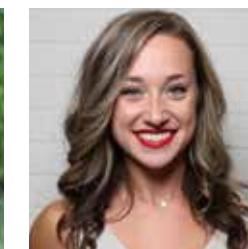
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# Cassi RISSEEUW

WRITTEN BY MEGAN TAYLOR-DICENZO



Photo by Ashley Chancey

Rooted in Community, Driven by Relationships

Born and raised in the close-knit town of Willis, Texas, Cassi Risseeuw embodies the heart and spirit of her hometown. Throughout her life, Cassi's town and business have grown in step with one another. For her, real estate isn't just about transactions; it's about relationships and giving back to the community that has shaped her life.

With more than 17 years of experience in real estate, Cassi built her business in a non-traditional way: through friendship, family, and referrals rather than paid leads. "You take care of people, and they take care of you," she said.

Her journey into real estate began while she was working as an office manager for a marine construction company. It was a position she held for 14 years. When her boss encouraged her to earn her license and to work part-time alongside his wife, a real estate broker herself, Cassi decided to take the leap. For six years, she balanced both careers before making the bold decision to transition into real estate full-time.

Now the broker and owner of Texas Elite Real Estate Group, which she founded about five years ago, Cassi leads with a hands-on, people-first approach. The firm is a full-service real estate agency specializing in helping clients buy, sell, and rent both residential and commercial properties. "I don't want to micromanage anyone," she said. "I'm here to support my team and my clients, to share what I've learned and help everyone succeed."

While Cassi supports her team and clients, she gives back to the community in numerous ways. She proudly supports the Willis Independent School District, volunteers with local food banks, and sponsors several cookoff teams at the Montgomery County Fair and Rodeo. She's also an active supporter of 4H and other organizations. "I get calls all day



Photo by Ashley Chancey

“

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AND HELP  
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SUCCEED.”

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Photo by  
Ashley  
Chancey



long about sponsorships and events,” she shared. “It feels good to gather people together and make a difference.”

Outside of work, Cassi's world revolves around her family. She's the proud parent of two children: her daughter, Jaistyn, who is currently in college, and her son, Kyler, a high school student. She also raised their two nephews, Gavin and Connor, after her ex-husband's sister's passing several years ago. “My kids and my family are my life,” Cassi shared. “There's not a practice or game I'll miss if I can help it.”

As Kyler begins driving, Cassi jokes that she might finally have a little more time to focus on expanding her business or enjoying hobbies in her spare time. She enjoys fishing, though she admits she's not a fan of bugs, and spending time outdoors with her loved ones.

Those who know Cassi describe her as warm and sweet; she's a people person in every sense of the word. “It makes me feel good to make people feel good,” she said. “This career is not about the paycheck; it's about going above and beyond for someone. I love what I do.”

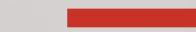


Photo by Matt Tieman

Since 2007, Cassi has had the privilege of welcoming newcomers to the community and celebrating long-lasting relationships with those who have lived there for decades. With deep roots in her community and a reputation for going the extra mile, Cassi Risseeuw continues to make her mark on Willis and the surrounding areas—one relationship, one home, and one family at a time.

“

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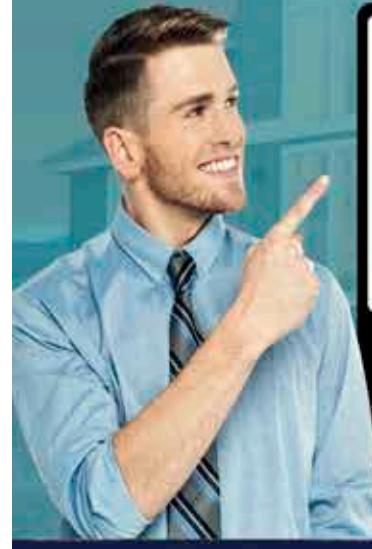


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# Kyler Ferris

## Deeply Rooted in Conroe, Deeply Committed to Clients

At just 33 years old, Conroe native Kyler Ferris has built one of the region's most dynamic and expansive real estate organizations, yet his story is deeply rooted in more than a century of family history. As a fifth-generation Conroe resident, Kyler grew up surrounded by real estate. His family has been buying and selling property in the area since the late 1800s, and he always knew he wanted to carry that legacy forward.

WRITTEN BY  
MEGAN TAYLOR-DICENZO  
PHOTOGRAPHY  
BY JASON DOTSON  
WITH DOTSON PHOTOGRAPHY

Kyler attended The Woodlands Christian Academy before heading to Texas A&M University, where he earned a BBA in Finance. Drawn to entrepreneurship from the very beginning, he immersed himself in Startup Aggieland, the university's incubator for student-led ventures.

After graduation, Kyler joined a tech accelerator that selected ten start-ups at a time, guiding them through a 100-day launch process and supplying early-stage capital. That experience opened the door to his next opportunity: helping to build a family office in Austin for one of the accelerator's founders.

Kyler spent his early twenties in Austin, connecting with entrepreneurs, evaluating



*With that growth came expansion. Fulfilling a lifelong dream, Kyler purchased an office building in downtown Conroe, revitalizing it with a bold mural and billboard and bringing new energy to the area while honoring his family's deep roots.*

investment opportunities, and riding his motorcycle everywhere with a man-bun. “It was a really cool job,” he recalled. “But eventually, I realized I was ready to build something of my own.”

At just 24 years old, Kyler raised \$300,000 and launched his first real estate brokerage from scratch in Austin. Along with a business partner who had a year of experience with the #1 real estate team in the city, he co-founded Sprout Realty on East 6th Street.

About a year and a half later, Kyler branched out on his own, and his business took off. Shortly afterward, he decided it was time to return home. Seven years ago, he and his wife moved back to Conroe. They fell in love with Grand Central Park, and his personal sales volume skyrocketed from \$3 million to \$17 million.

After a few years of rapid growth, Kyler knew it was time to scale his business. “I knew going all-in on YouTube would be the best opportunity,” he said.

In March 2022, he posted his first video and committed to two videos a week for a full year without missing a single upload. Just three weeks in, a viewer reached out: a \$900,000 buyer looking in The Woodlands.

That was the beginning of something massive. Since launching, the channel, *Living in Houston Texas*, has generated over 3,000 inquiries, 3,000–4,000 monthly views, 150 new buyer inquiries each month, more than 32 years of total watch time, and approximately 50% of clients relocating from out of state.



**“**  
*I knew going all-in on YouTube would be the best opportunity.”*

In January 2023, Kyler officially launched Ferris Realty with just a few agents. Today, his operation, brokered by eXp Realty, includes a director of operations, personal assistant, transaction coordinator, two videographers/editors, and a social media marketing coordinator. What began as a three-person team grew to nearly 50 agents in just 18 months, fueled almost entirely by their digital presence.

With that growth came expansion. Fulfilling a lifelong dream, Kyler purchased an office building in downtown Conroe, revitalizing it with a bold mural and billboard and bringing new energy to the area while honoring his family's deep roots.

When he's not working or spending time with clients, Kyler enjoys spending time with his family. He and his wife, Kimberly Rose, have been married for eight years and have two children: their daughter, Chandler Rose (5), and their son, Lawson Clark (2).

Family has always been central in Kyler's life. His grandfather still operates Nixon Mobile Homes on the East Loop, a 60-year-old Conroe business where generations of the family have worked. In his downtime, Kyler enjoys golfing, fishing, and watching Texas A&M football.

Kyler jokes that talking too much used to get him in trouble in school; now, it's one of his biggest strengths in business. He loves to share his mission with others: Serve people at the highest level and help more families fall in love with the place he's always called home.



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