

GRAND RAPIDS

JULY 2026

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## Green Crown Real Estate



Rising Star  
**AUTUMN FIORILLO**

Partner Spotlight  
**LIZ REHNER**  
with Elite Leverage Inc.

Event Recap Inside

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PHOTOS TAKEN AT  
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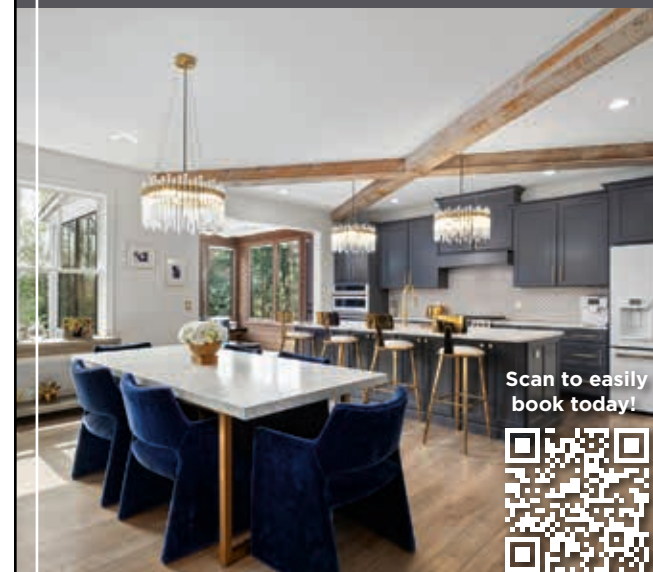


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PHOTOS  
BY EMILY  
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**BUILDING A LIFE OF  
PURPOSE THROUGH  
REAL ESTATE**

# AUTUMN *Fiorillo*

**W**hen Autumn Fiorillo left her corporate career in marketing and customer relations, she was not only making a career pivot but also chasing more purpose. Now a real estate agent at Blu House Properties with eXp Realty, Autumn is helping her clients build lives of value and intention.

For Autumn, her real estate journey began when she met her now-husband, Brian, who was flipping houses at the time. She soon found herself joining him on weekend renovation projects. “Our first house together was a total fixer-upper,” she recalled. “There were times when we didn’t have heat, running water, or flooring — we had to live in a hotel. I have pictures of us eating dinner out of a crockpot on a hotel bed. Talk about post-honeymoon blues!”

Six years later, the couple has flipped more than a dozen homes, built a growing rental portfolio, and purchased an Airbnb in Colorado. “I discovered a genuine passion for real estate, especially for building equity and creating long-term value,” Autumn said. “I decided to leave my corporate career to help others do the same.”

“Given the projects Brian and I worked on in our spare time, real estate was a natural transition,” Autumn added.



Although Autumn is still relatively new to the industry, she is already making quite an impression. In 2024, she was named Rookie of the Year at Keller Williams East before making the switch to eXp Realty — a move that aligned with her long-term goals and growth mindset.

Autumn’s background in marketing and customer relations has shaped her approach to real estate, emphasizing exceptional customer service, clear communication, and genuine connection. She believes

buying and selling should be seamless and personal, creating an experience that feels welcoming, attentive, and client-focused.

Whether Autumn is helping first-time homebuyers or seasoned investors, her people-first mentality shows up in every facet of her business. “As cliché as it may sound, I really love people and take pride in providing the highest level of service,” she said. “It’s easy to get caught up in the transactional side of real estate, but I always keep in mind

“ I REALLY LOVE PEOPLE AND TAKE PRIDE IN PROVIDING THE HIGHEST LEVEL OF SERVICE.”



that there are real people navigating life-changing decisions.”

Autumn’s thoughtful approach also shapes the way she empowers her clients, viewing each transaction as an opportunity to educate. “I’ve owned personal residences, rentals, and

investment properties — I understand how to evaluate a property not just as a home, but as an asset,” she said.

A Michigan native and current resident of Gun Lake, Autumn is deeply connected to the West Michigan community she serves. When she’s not helping clients,

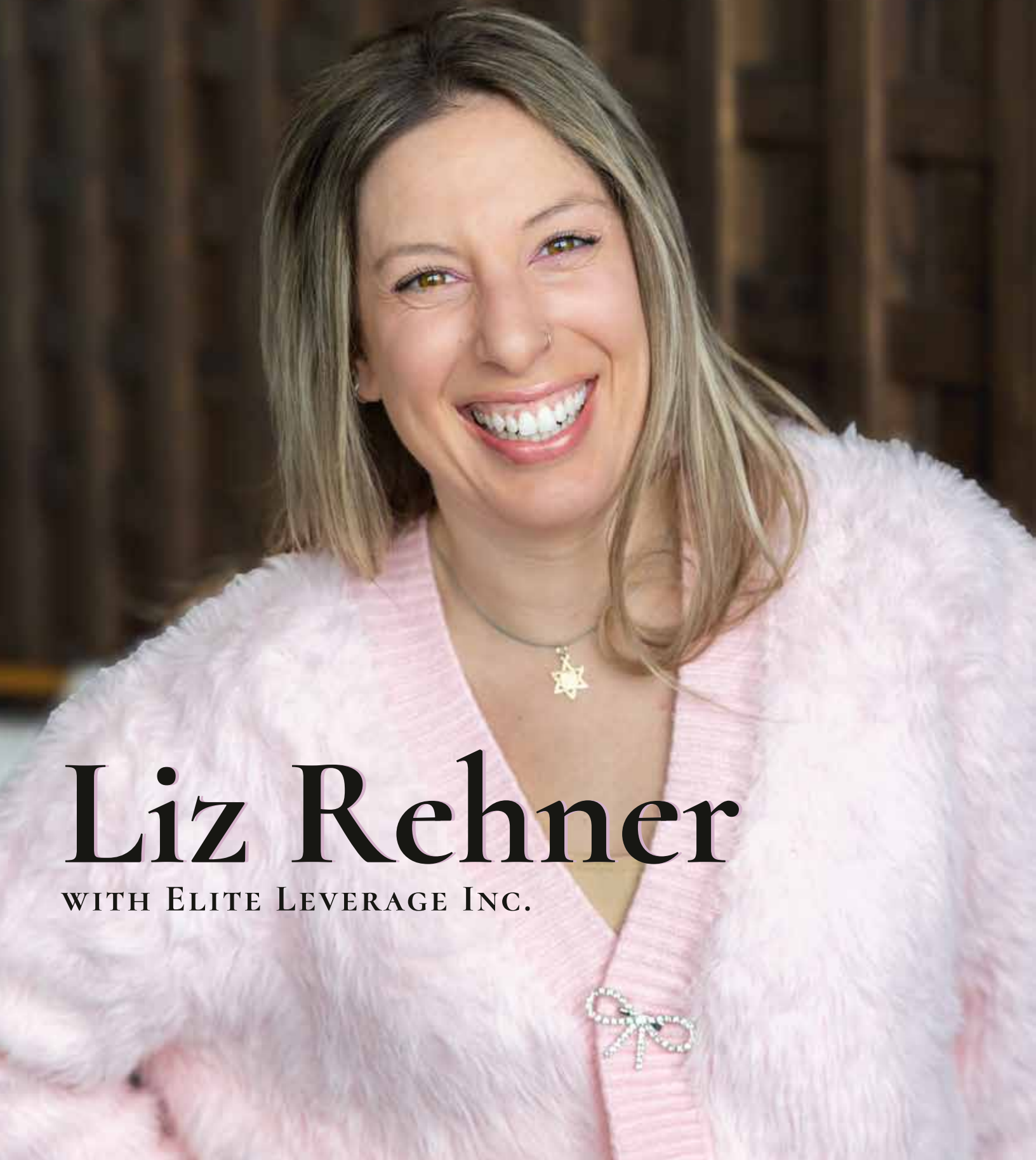
she loves highlighting local businesses and sharing hidden gems on social media. “I love where I live and want to showcase the people, businesses, and places that make it special,” Autumn said. “We’re all, in a sense, competing for clients — but I truly believe there’s room for all of us to thrive by focusing on what makes us unique.”

Outside of real estate, Autumn and Brian spend much of their time outdoors — hiking, boating, and playing fetch with their water-obsessed dog, Olive. “When we aren’t on the lake in Michigan, we love to travel,” she said. “Italy has been a favorite, but we also visit our Airbnb in Colorado regularly. It’s a place to hike, fish, four-wheel, and most importantly, recharge.”

When it comes to her business, Autumn views its success based on how many people she is able to positively impact. “Success for me is living a life aligned with my values — serving others well, building genuine relationships, and wisely stewarding the time and resources the Lord has given me,” she added. “I hope people remember me not just for providing great service, but for genuinely showing care and letting the love of Jesus shine through in our relationship.”

For up-and-coming agents, Autumn wants to remind them that real estate isn’t a one-size-fits-all. “This business has so many paths — residential, commercial, vacation homes, investments,” she said. “Talk to others, learn from them, and carve out your own lane.”

Through her work, Autumn continues to remind others that building a meaningful life starts with serving others well and staying true to what matters most. “Real estate has changed my life, and I love getting to share that gift with others,” she said. “This isn’t just about homes — it’s about freedom, relationships, and purpose.”



# Liz Rehner

WITH ELITE LEVERAGE INC.

## Helping Agents Shine, One Transaction at a Time

PHOTOS BY JACOB HARR WITH PHOTOREAL  
PHOTOS TAKEN AT ADA HOTEL

**Liz Rehner** stumbled into the real estate industry after trading on-premise liquor sales for the magic of transaction coordination. Six years later, she has built Elite Leverage Inc. into a thriving company that serves real estate professionals across all brokerages by helping agents dazzle while she handles the details.

“We’re not just here to check boxes or push paper: We’re your behind-the-scenes partners — the detail-obsessed, system-loving, chaos-organizing pros who have

your back from contract to close and beyond,” Liz said.

Before her career in transaction coordination, Liz had earned a bachelor’s degree from Western Michigan University in 2008. She soon dove into the fast-paced world of liquor distribution, and although she loved the work at age 23, the grueling six- to seven-day weeks and constant spotlight left little room for personal growth or graduate school. When Liz bought her first home, she connected with the real estate team that facilitated the transaction and landed an executive assistant position.

“I was still able to work with people, which I love, but in a controlled 9-to-5 environment,” Liz explained. “I got to be the Pepper to Iron Man, and that really was where I found my place and comfort.”

For many years, Liz grew with that team, evolving from executive assistant to database manager to event coordinator with her own virtual assistant. When the growth path plateaued, she accepted a director of operations role with a Detroit team, where she helped elevate their business and co-founded a Young Professionals chapter through Keller Williams. The leadership role expanded her network and deepened her real estate roots.

In 2020, the team owner passed away, the group disbanded,

and the pandemic upended the industry. Suddenly unemployed, Liz received a call from an agent she’d met through Young Professionals who needed help with paperwork and getting a listing launched. This single transaction sparked Elite Leverage Inc. “The rest is history, and here we are,” Liz said.

Today, Elite Leverage Inc. handles everything from pre-list through post-close, plus notary services in Michigan. The company operates with a distinctive personality-forward approach that reflects Liz’s philosophy: authenticity wins clients.

“I encourage my team to let their personality shine through and be intentional,” Liz shared. “I do not want robots behind computers. I want the real you to show up and shine bright, because it will attract the type of people you want to work with.”

Elite Leverage Inc. is currently all-female owned and staffed — a point of pride for Liz in a male-dominated industry. She has even adopted the motto “Pink goes great with your real estate business” — inspired by the *Wicked* movies — alongside her signature hashtag #leveragewithliz.

When it comes to her career success, Liz credits several mentors, including Karina Loken, an operations expert from Houston who told her at a happy hour, “I can feel you





“I encourage my team to let their personality shine through and be intentional.”

are going to do big things. Go do them. Go sparkle brighter than you ever have before.” Liz also draws inspiration from her 92-year-old grandmother, a trailblazer who ran businesses and wrote for newspapers while raising a family.

According to Liz, hearing how her service is changing lives is what fulfills her the most. Clients report growing their businesses, taking family vacations, starting side ventures, reducing stress-related health issues, and simply showing up better for loved ones. “That feeling of relief they get, that weight off their shoulders, is what keeps us going and thriving,” Liz said.

Outside of work, Liz enjoys time with her husband, Kyle, and their two dogs — Marley and Ziggy. Both Western Michigan University alumni, the couple has been married since 2015. Liz has also traveled to 11 countries — three of them with Kyle — and fills her free time with yoga, dance, live music and admittedly too much Bravo TV.

From helping agents streamline their business to creating a supportive team, Liz has built Elite Leverage Inc. into a company that truly elevates real estate professionals. “We are here to grow with you and make you dazzle,” she said. With that mission at the heart of everything she does, Liz continues to empower clients and colleagues alike to shine brighter, work smarter, and thrive. ❖

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PHOTOS TAKEN AT ADA HOTEL

**Green Crown Real Estate, LLC** has established itself as a brokerage grounded in gratitude, fortitude, and charity. Under the leadership of broker and owner Cory Maguire, Green Crown Real Estate has developed a reputation for fostering meaningful relationships and maintaining a supportive environment where agents can thrive. “We want our agents to not only be good salespeople but also be positive-contributing members of society,” he said.

At Green Crown Real Estate, agents are encouraged to build their businesses in ways that align with their individual strengths and lifestyles, creating a culture where autonomy and accountability go hand in hand. “I’m passionate about creating a positive culture of learning for anyone who is around me,” Cory explained.

Cory began his real estate career in April of 2013, and over a decade later and more than \$66 million in career sales, he still believes that growth is a lifelong pursuit. “I enjoy networking with other agents and the constant evolution of the business,” he said. “I pride myself with developing my agents and helping them hit their goals.”

Cory’s service on the Grand Rapids Association of REALTORS® (GRAR) Board of Directors, serving as a treasurer for 2026, reinforces Green Crown Real Estate’s commitment to elevating the profession as a whole. “I want to be remembered for leading by example and for always willing to do anything that I am asking others to do alongside them,” Cory explained.

As for the future, Cory aims to continue expanding Green Crown Real Estate in Michigan and southwest Florida, driven



“We need to focus on what we can do better at and stop focusing on what others are doing around us. Don’t be afraid to fail. Fail faster and fail forward.”





by a mission to empower more agents and extend its values-forward model of leadership. “I believe that, through reading and educating myself, I can create any path that I want,” he said.

Outside of real estate, Cory is a devoted family man. He and his wife, Becca, have four children — Marielle, Carson, Greyson, and Reese. “We are big fans of taking road trips and seeing the country,” Cory shared. “We frequent Disney World and enjoy the planning process of all that goes into a trip.” As for Cory, his hobbies include listening to Audible books, golfing, camping, and playing games.

For agents who are new to the industry, Cory emphasizes resilience and personal responsibility. “Control the controllables in your life,” he said. “We need to focus on what we can do better at and stop focusing on what others are doing around us. Don’t be afraid to fail. Fail faster and fail forward.” These guiding principles have become central to his brokerage’s coaching philosophy.

As Cory continues building Green Crown Real Estate, the brokerage is becoming known for the intentional way it serves clients and uplifts the community. As a result, Green Crown Real Estate is establishing a legacy where clients feel cared for and agents have the space to grow into their full potential at their own pace. 🏡





# Thank You for Attending Breakfast of Champions!

PHOTOS BY JACOB HARR WITH PHOTOREAL

Our biggest event of the year brought together incredible networking, a delicious breakfast, and valuable insight from a panel of some of West Michigan's top real estate agents at The Atrium at Uccello's in downtown Grand Rapids.

Throughout the morning, attendees had the opportunity to connect with sponsors by visiting each table and collecting stamps in their event passports for a chance to win exciting raffle prizes. The educational portion of the event was moderated by Jason Lash of Epique Realty, who guided an engaging and insightful conversation with our panelists.


A special thank-you to Kendra Havemeier of Bellabay Realty, Mike Smallegan of Smallegan Real Estate, Tammy Jo Budzynski of Keller Williams, and Christian Huyge of Polaris Real Estate

for sharing their experiences, business strategies, and wisdom with everyone in attendance.

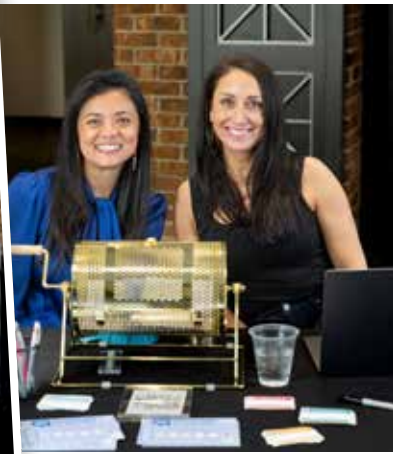
We wrapped up the morning by raffling off prizes generously donated by our sponsors. Thank you to **Over and Underwood Home Inspection, Lighthouse Title Group, America's One, Morse Moving & Storage, Elite Leverage Inc., Success Licensing School, and Fresh Start Property Management Group** for helping make this event such a success. Jacob Harr from **PhotoReal** provided excellent photography and Brian McDonald from **Brian McDonald Photography** provided videography.

We hope everyone has a fantastic summer, and we look forward to seeing you again in September for our charity golf simulator event!



 To sponsor a future event, email [grrealproducers@n2co.com](mailto:grrealproducers@n2co.com).







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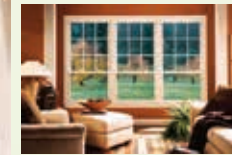
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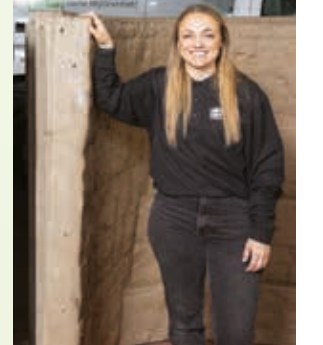
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**\$4,493,856,286**  
SALES VOLUME



**10,873**  
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**36**  
AVERAGE TRANSACTIONS PER AGENT



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AVERAGE SALES VOLUME PER AGENT



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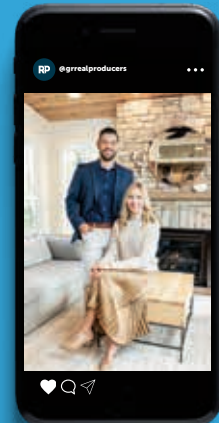
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