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PUBLISHER'S NOTE

Can you believe we're halfway through the year? Whether you crushed your Q1 & Q2 goals or feel like you're still warming up—there's good news: the second half of 2025 is *wide open* and full of opportunity.

Summer is sizzling, and so is the real estate scene in Wichita. With networking events happening nearly every week, there's never been a better time to shake hands, swap cards, and build the kind of authentic relationships that make this industry so rewarding.

If you're an agent or a business looking to level up, let me remind you—*when you work the Real Producers platform, it works for you.* The agents and partners who lean in, show up, and stay engaged

are the ones seeing doors open (literally and figuratively).

Remember, in this community, we thrive on **collaboration over competition.** There's room for all of us to grow, give, and win—together.

And if we haven't met yet? Let's fix that. I'm always open to meeting another standout business or interviewing a top-producing agent with a great story to share.

So here's to the second half—let's make it bold, meaningful, and maybe even the most exciting stretch of your career yet.

You've got this. **Let's go!**

With gratitude,
Samantha Lucciarini

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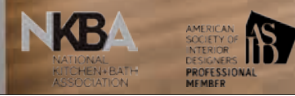


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Cindy & Clarke CARNAHAN

A LEGACY OF LEADERSHIP

PHOTOS BY KIM STIFFLER WRITTEN BY DAVE DANIELSON

In an industry defined by constant change, few stories capture the balance between tradition and evolution quite like that of Cindy and Clarke Carnahan. As mother and son, colleagues, and collaborators, they bring together decades of experience and a shared philosophy rooted in relationships, service, and trust.

Together, they are part of ReeceNichols South Central Kansas, where their work reflects not only individual success, but a family legacy that spans generations.

A Leap Into the Unknown

For Cindy Carnahan, real estate was never part of the original plan. After graduating from Wichita State University with a degree in elementary education, she stepped into a teaching role in Wichita public schools. But it didn't take long to realize something wasn't right.

"I found out pretty quickly it was a calling—and I hadn't been called," she says with a laugh. Feeling out of place and unsure of her next step, Cindy turned to her father for guidance. After a series of aptitude tests suggested she pursue sales—specifically intangible products like insurance—she hesitated. That path didn't feel like the right fit either.

Instead, her father offered a different suggestion: real estate.

With a tight 90-day window to earn her license and make her first sale, Cindy jumped in with urgency and determination. She had bills to pay, and no safety net. It was a trial by fire—but one that would ultimately shape a remarkable 50-year career.

Finding His Own Path

For Clarke Carnahan, the journey into real estate was less direct, but no less meaningful. After graduating from the University of





Kansas, Clarke found himself searching for direction. He experimented with different paths, including a stint selling health insurance in North Texas—a role he quickly realized wasn't for him.

"I knew Dallas wasn't a spot where I wanted to live day to day," he admits candidly. "And I just wasn't passionate about the work."

Eventually, Clarke returned to Wichita, where he already held a real estate license he had earned years earlier. What began as a practical decision—to use an existing credential—quickly turned into something more.

"I've always enjoyed building relationships and making connections," he says. "Real estate just fit."

Joining the Carnahan Group, he stepped into a business he had observed his entire life, bringing a fresh perspective while embracing the foundational values that had long defined it.

A Partnership Across Generations

While Cindy and Clarke both operate as individual agents, their shared connection creates a unique dynamic—one that blends experience with adaptability.

"We almost never work transactions together," Clarke explains. "But we draw on the experience of the group (especially Cindy) when we have unique problems to solve."

That communication has become one of their greatest strengths. Cindy offers decades of insight shaped by a career that began in a very different era of real

estate, while Clarke brings a modern approach informed by technology and evolving industry practices.

The contrast is striking.

"When I started, we didn't have cell phones, MLS systems, or digital lockboxes," Cindy recalls. "If you wanted to show a house, you needed a key—and you only got one if someone liked you."

Transactions were slower, more manual, and often required mailing documents for out-of-town deals. Today, the process is faster and more efficient, but also more complex in different ways.

Clarke has helped bridge that gap, guiding his mother through technological advancements and the changing world where a new generation is now in business with his younger perspective, while benefiting from her seasoned perspective.

"If something is new for Cindy," he jokes, "it's probably not going to be good."

But in truth, that balance allows them to approach challenges from multiple angles, solving problems more effectively together than either could alone.



“ *I've always enjoyed*
BUILDING
RELATIONSHIPS AND
MAKING CONNECTIONS.
Real estate just fit.”

More Than Just Transactions

At the heart of their business is a shared understanding: real estate is about far more than buying and selling homes.

"There are always problems to solve," Cindy says. "People are going through major life changes—marriages, divorces, relocations. It's

not just about the house. It's about achieving the clients' desired lifestyle."

That perspective has shaped how they serve their clients. Whether working with first-time buyers or families they've known for generations, the focus remains the same—providing steady guidance and unwavering support.



Clarke, too, is beginning a new chapter. Recently married to his wife, Svitlana, he brings the next generation into the family story, continuing a tradition that has long defined the Carnahan name.

“I like to say I’m the kid who never left home,” he says, reflecting on his deep roots in Wichita.

Those roots extend beyond family and into the community, where both Cindy and Clarke have remained actively involved throughout their careers.

For the Carnahans, the relationship doesn’t end at closing. They remain a resource, a sounding board, and a trusted partner long after the transaction is complete.

“Even after the deal is done, we’re still here,” Cindy adds. “Still solving problems, still helping however we can. As Frank Hedrick, President of Beech Aircraft, once told me, ‘If you’re not solving problems, you would be making minimum wage.’”

It’s a philosophy that has stood the test of time, even as the industry continues to evolve.

In a business often driven by numbers and transactions, Cindy and Clarke Carnahan offer something different—a reminder that at its core, real estate is about people.

And for them, that will never go out of style. ▀

In fact, the Carnahans have had the rare privilege of working with multiple generations of the same families, helping parents, children, and even grandchildren navigate their real estate journeys. “It’s incredibly meaningful,” Clarke says. “Relationships

are what this business is all about. And multigenerational relationships are the bedrock of our business.”

A Foundation Built on Family

Family is not just central to their business—it’s woven into every part of their story.

Cindy’s father, Ed Clarke, was also in the real estate industry, establishing a legacy that continues today. Her husband, John Carnahan, has built his own career in dentistry and now teaches advanced general dentistry, offering another example of dedication and service.



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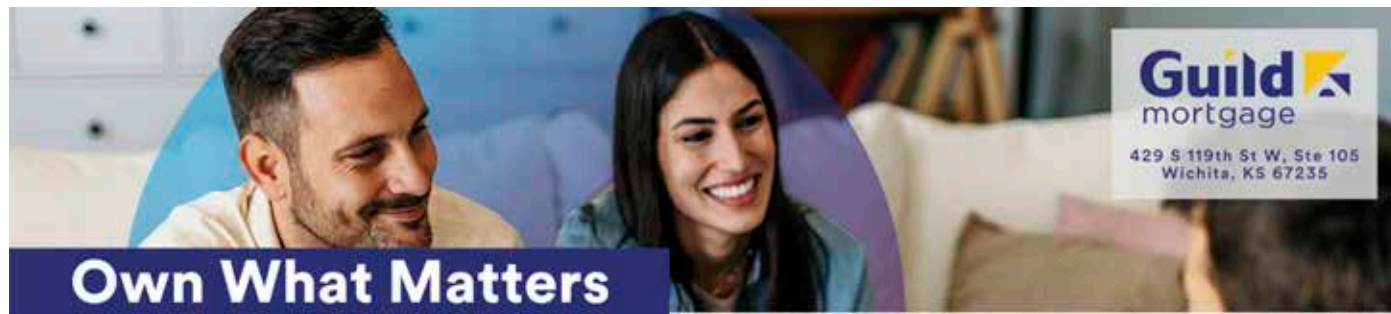
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There Are 3 Ways to Buy a Home in Retirement. Only One Was Designed for Retirement

When buyers over 62 purchase a home, most people assume they only have two choices: Pay cash... or get a traditional mortgage. But there's actually a third option that was specifically designed with retirement in mind. And in my opinion, it's one of the most overlooked financial planning tools available today.



Option #1: Pay Cash

At first glance, this sounds like the safest option. No mortgage payment. No debt. Simple. But there's an important question retirees should ask themselves: "Do I really want a large portion of my liquid assets tied up inside my home?"

We've seen retirees drain hundreds of thousands of dollars from:

- retirement accounts
- investments
- savings
- emergency reserves

...just to avoid a mortgage payment. The problem is that home equity is not liquid.

You can't easily use home equity to:

- cover unexpected medical expenses
- replace lost income
- help family members
- handle long-term care situations
- maintain retirement flexibility

In many cases, paying all cash can leave retirees "house rich and cash poor."

Option #2: Traditional Financing

This is still a great option for many borrowers, and at MTG Family Mortgage, we absolutely help clients with conventional financing every day.

But traditional financing was primarily designed around working-age borrowers whose income is expected to continue. Retirement changes that equation.

Many retirees experience:

- reduced monthly income

- increased healthcare expenses
- changes in investment income
- loss of pension or Social Security income when a spouse passes away

And yet the mortgage payment remains. That's one of the biggest concerns I have with traditional financing in retirement planning. In our industry, we often qualify buyers based on where their income is today.

But what happens if:

- one spouse passes away?
- income drops significantly?
- retirement lasts longer than expected?
- unexpected expenses arise?

A traditional mortgage payment does not adjust to those life changes.

Option #3: HECM for Purchase

The FHA-insured HECM for Purchase program was designed specifically for buyers age 62+. Instead of paying all cash or committing to a required monthly mortgage payment for the rest of retirement, buyers can purchase a home using a reverse mortgage structure designed to create more flexibility. And that flexibility is what makes this program so powerful.

Here's what many Agents and consumers don't realize:

Borrowers CAN choose to make payments on a HECM for Purchase. In fact, many financially strong retirees do exactly that.

Some choose to:

- make monthly principal and interest payments
- pay down the balance strategically
- preserve more equity over time

But here's the difference: Those payments are optional. So if life changes later, the borrower has flexibility traditional financing simply does not offer.

A Real Retirement Planning Difference

Imagine a retired couple purchases a home and voluntarily makes payments toward their HECM loan. Years later, one spouse passes away.

With traditional financing:

- household income may suddenly decrease
- the mortgage payment still remains fully due
- financial stress often increases dramatically

But with a HECM for Purchase:

- the surviving spouse can stop making voluntary payments if needed
- no required monthly mortgage payment exists as long as loan obligations are met**
- the borrower may also have access to a line of credit that has grown over time

That flexibility can completely change a retiree's financial stability after a major life event.

Why I Believe This Matters

After years of helping retirees and pre-retirees, I truly believe many people are being set up for unnecessary financial stress simply because they were never shown another option. Retirement planning is not just about qualifying for a loan today.

It's about preparing for:

- future income changes
- longevity

- healthcare costs
- surviving spouse scenarios
- maintaining independence and flexibility later in life

That's why I believe the HECM for Purchase is often one of the strongest mortgage strategies available for retirees and pre-retirees.

Not because it's the right solution for everyone.

But because it was actually designed around the realities of retirement.

Final Thoughts

The conversation around reverse mortgages has changed dramatically over the last decade.

Today's HECM for Purchase is not simply about borrowing money.

For many retirees, it's about:

- preserving liquidity
- protecting flexibility
- reducing financial pressure
- creating options later in life

And in retirement, options matter.

Michael Gonzales

Certified Reverse Mortgage Professional
Branch Manager
MTG Family Mortgage



INSTEAD OF PAYING ALL CASH or committing to a required monthly mortgage payment for the rest of retirement, buyers can purchase a home using a reverse mortgage structure designed to create more flexibility. And that flexibility is what makes this program so powerful.

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JUAN AVILA

BUILDING HIGHER

PHOTOS BY KIM STIFFLER WRITTEN BY DAVE DANIELSON



Honesty, integrity, and trust. These are the qualities that help ICT Roofing & Exteriors stand out. For founder Juan Avila, building a company on those foundations was essential. Now, after nearly three years of running his own business, Juan has created a roofing company where clients can feel secure and comfortable, supported by a team that values relationships as much as results.

Humble Beginnings

Juan started out with big dreams for the future. He wanted to make a name not only for himself, but for his family as well. His parents, he says, are his greatest motivation and strongest support system.

“They put a lot of time, attention, and money into my needs and wants. I’m very blessed to have the type of family that I have.”

Juan wanted to make sure the sacrifices they made for him were worthwhile.

Initially, he envisioned a future in accounting or banking and began

pursuing a finance degree at Friends University. However, during his freshman year in 2020, Juan started working in the roofing industry to help pay for tuition. He spent long hours learning every aspect of the business. Over time, he fell in love with the work and the satisfaction that came from seeing the results of his efforts. More importantly, he discovered how rewarding it was to help people in his community.

So, in 2023, just before beginning his senior year of college, Juan launched ICT Roofing & Exteriors—a company grounded in customer satisfaction, appreciation, and service. Since then, the business has continued to grow. Today, Juan leads a team specializing in roofing, exteriors, and gutter work throughout Wichita, backed by more than twenty-five years of combined industry experience.

What Business Means to Juan

For Juan, business is about much more than revenue. He and the team at ICT Roofing & Exteriors pride themselves on building genuine relationships with clients and always keeping customers’ best interests at heart.

Juan recalls one situation in which he took it upon himself to advocate

for a family after their insurance company failed to honor its original commitment. He worked tirelessly on their behalf and ultimately helped save the family \$18,000. He didn't do it for recognition or financial gain, but because he cared about helping people and doing what was right.

"Just seeing their faces and how appreciative they were goes to show me that I love what I do, and I do it with a lot of hope to help people out," Juan says.

Everything Juan and his team do is driven by a genuine desire to serve their clients and community. He measures success not by the amount of money he earns, but by the impact he makes and the satisfaction of those he serves.

"Success, from a business perspective, is getting that handshake from the client and hearing them say, 'I really appreciated working with you. You guys did a phenomenal job.' That's the best compliment we could receive."

Why ICT Roofing & Exteriors?

What sets ICT Roofing & Exteriors apart is where they place their focus. They don't look at clients and see dollar signs—they see people. People with needs, concerns, and goals that deserve attention and respect.

The company makes every property a priority and strives to deliver excellence on every project.

"We're not there to make the most amount of money off somebody," Juan says. "We see clients as potential friends down the line."

Juan and his team are committed to completing every job with quality, efficiency, and professionalism. Their goal is to do the work right, finish on time, and leave customers completely satisfied. The payment comes second to the experience.

Another quality that makes ICT Roofing & Exteriors unique is simple: they care.

They care beyond the job itself. Rather than viewing clients as transactions, they view them as people with whom they can build lasting relationships. ICT Roofing strives not only to be a trusted roofing company but also a trusted partner in the community.

By upholding strong values and consistently putting customers first, the company continues to build a reputation for being reliable, trustworthy, kind, and committed to making the best possible decisions for its clients.

Leaving a Legacy

Looking ahead, Juan and the team at ICT Roofing & Exteriors hope to continue giving their all to both their clients and the Wichita community. Juan's goal is to leave behind a legacy defined by kindness, reliability, and trustworthiness—both for himself and for the company he has worked so hard to build.

"I wake up every day with a chip on my shoulder to be a better person and to make a name for myself and for my family," he says.

He and his team remain committed to working hard, serving others, and making a positive impact through both their actions and their attitude.

On a personal level, Juan hopes to be remembered as someone who was kind, honest, family-oriented, and deeply rooted in his faith. He is incredibly grateful for every person and every opportunity that has helped him and his company reach this point.

For Juan, the ultimate goal is simple: make people happy. 🏠

“

I wake up every day with a chip on my shoulder to be a better person and to make a name for myself and for my family.”



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BRYANT HOME INSPECTIONS

Helping Homeowners Understand Their Homes

PHOTO BY KIM STIFFLER WRITTEN BY DAVE DANIELSON

As the owner and inspector at Bryant Home Inspections, Lisa Bryant combines a unique background in healthcare, hands-on problem solving, and homeowner education to help clients better understand the properties they own or hope to purchase. Whether she's inspecting a traditional family home, a rural property, a commercial building, or even a church, Lisa's goal is always the same: give people the knowledge they need to make informed decisions and become successful homeowners.

A Different Path into Home Inspections

Before entering the inspection industry, Lisa spent more than a decade working as a registered nurse. While nursing provided a rewarding career, she knew

it wasn't how she wanted to spend the rest of her working life.

As she explored new career options, she realized that home inspections offered a unique opportunity to combine several of her strengths.

"I've always been hands-on," Lisa says. "I worked on engines when I was younger, I've always worked on my own home, and I enjoy figuring out how things work."

What ultimately attracted her to home inspections was the balance between technical problem-solving and client education.

"I often tell people that a home inspection is like a head-to-toe

assessment of a patient," she explains. "The only difference is that my patient is the house."

One of the things Lisa enjoys most about her work is education.

"There's so much that people don't understand about how their home works as a system," she says. "I love helping clients understand what's happening and how they can be successful homeowners."

Her inspections cover a wide range of property types. In addition to residential homes, she performs light commercial inspections and often travels to communities outside the Wichita area when clients need her expertise.

FREQUENTLY ASKED QUESTIONS ABOUT WATER DAMAGE AND FOUNDATIONS

One of the topics Lisa discusses most frequently with homeowners is water management and foundation protection. Following the significant storms experienced throughout the region in recent years, she's spent a great deal of time helping homeowners understand how water can impact their homes and what steps they can take to protect their investment.

Q: Why is water one of the biggest threats to a home's foundation?

A: Water has a significant impact on the soil surrounding your home. In areas with clay-based soils, changing moisture levels can cause the ground to expand and contract. Over time, that movement can put stress on a foundation and lead to costly structural issues. That's why managing water around your home is one of the most important parts of home maintenance.

Q: What can homeowners do to protect their foundation?

A: Start with proper drainage. Gutters, downspouts, grading, and sump pumps all work together to move water away

from the home. One of the most common issues Lisa sees is downspouts that discharge water too close to the foundation. Extending downspouts and ensuring water flows away from the house can help prevent future problems.

Q: What are some early warning signs of foundation trouble?

A: Homeowners should watch for cracks in walls, doors or windows that suddenly stick, moisture intrusion, standing water near the home, or poor drainage around the foundation. Catching these issues early can often prevent more extensive and expensive repairs later.

Q: What should homeowners do if their basement floods after a storm?

A: Removing the standing water is only the first step. Once water enters a finished basement, materials such as drywall, carpet, and padding may need to be removed and properly treated to prevent mold growth. After a flood event, it's important to evaluate all affected materials and address hidden moisture before it creates larger problems.



An Advocate for Homeownership

At the heart of Lisa's work is a genuine belief in the value of homeownership. She encourages people not to be intimidated by the responsibilities that come with owning a home.

"My goal is to help people understand their homes," she says. "The more they know, the more confident and successful they'll be as homeowners."



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Dixie Ball

ALL-IN LIFE AND PURPOSE

PHOTOS BY KIM STIFFLER WRITTEN BY DAVE DANIELSON



If you've spent any time around Dixie Ball, you've probably learned two things pretty quickly.

First, she loves people. Second, she knows how to have fun. Along the way, when she got started in the business, she built her brand with her motto, "I'LL GIT 'R SOLD!!!" that she even had on her red jeep that she drove at the time.

After more than 21 years in real estate, Dixie has built a career that has placed her among the top producers in South Central Kansas, but ask her what she's most proud of and the conversation quickly shifts away from production numbers and toward family, friendships, and the relationships she's built along the way.

For Dixie, success has never been about the next transaction. It's about the people.

"All I ever wanted to be was a mom," she says. "Everything else just came after that."

From Stay-at-Home Mom to Top Producer

Dixie's path into real estate wasn't one she planned from childhood. Born and raised in Mulvane, Kansas, she attended Butler County Community College before settling in the Goddard area, where she and her husband, Monty, raised their children, Destiny and Jordan.

"I think having a loving husband on the homefront as my rock has been a big reason that I was able to hang in there through the tough times and be successful in the Real Estate Industry," Dixie says.

For years, Dixie dedicated herself to motherhood. But anyone who knows her knows she wasn't exactly sitting still. She operated a licensed daycare called Bouncing Balls Daycare. She opened a gift shop called Down Home Gifts. She sold Mary Kay. When her daughter became interested in cheerleading, Dixie even started a competitive cheer program known as The Kansas Cheer Academy Jaguars.

And if there was a volunteer opportunity available, chances are Dixie was already

signed up. School PTO? Absolutely. Baseball scorekeeper? Of course. Softball coach for the Dixie Chicks? Naturally. "I volunteered for everything, everywhere," she says with a laugh.

Looking back, she realizes all those years of involvement created something incredibly valuable when she eventually entered real estate—a vast network of relationships and connections throughout the community. By February of 2005, with her son in high school and her daughter preparing for graduation, Dixie found herself asking a question familiar to many parents.

"What am I going to do with myself now?" The answer turned out to be real estate.

One Person. One Business. One Commitment

Today, Dixie serves clients through Better Homes and Gardens Wostal Realty and remains something of a rarity in today's real estate landscape.

There is no assistant. No transaction coordinator. No listing manager. No buyer's agent. No team. Just Dixie. And she's perfectly happy that way.





With approximately 550 career transactions, 38 closings last year, and 27 already this year, she continues to deliver top-level service while personally handling every aspect of the transaction.

Her consistency has earned her a place among the Top 300 agents in the region for more than a decade and in the Top 200 last year, placing her among the top 5 to 7 percent of agents in the MLS. She has also been a regular member of the prestigious Masters Circle through the REALTORS® of South Central Kansas.

Finding Joy in Every Transaction

While many agents eventually focus on a niche, Dixie has chosen a different path. She simply loves real estate. Whether she's helping with a \$50,000 property or a million-dollar transaction, she approaches every client with the same enthusiasm and commitment.

Still, she admits there is one group that holds a special place in her heart.

First-time homebuyers.

"The excitement, satisfaction, and appreciation you get from first-time buyers can put life back into perspective," she says. Helping someone achieve the dream of homeownership for the very first time reminds her why she entered the business in the first place. It's not about the house. It's about what the house represents.

Lessons from Humble Beginnings

Dixie's outlook on life was shaped by experiences that began long before real estate.

When she was young, her mother was tragically killed in a car accident. Her oldest sister, Cindy, then only 21 years old, stepped in and took responsibility for raising the younger siblings. To this day, Dixie credits her sister with changing the course of her life.

"She gave me a fighting chance," Dixie says. "Instead of becoming a ward of the state, I got to grow up in a loving home."

Today, after the loss of their other siblings, Dixie and Cindy remain incredibly close. In fact, Cindy recently moved back to Kansas and purchased a home just a few doors away. The two

now enjoy spending time together and appreciating the life they've built. Those humble beginnings taught Dixie empathy, gratitude, and a deep appreciation for people from all walks of life.

"I think it made me a very open, nonjudgmental person," she says.

The Pool, the Parties, and the People

Outside of real estate, Dixie is known for something else entirely. Her pool.

Friends, family, clients, and anyone lucky enough to be in her circle know that summertime at Dixie's house

means fun, laughter, and gatherings around the water.

Some people work from home. Dixie jokes that she works from the pool. In fact, the timing of this feature was intentional. She wanted pool season. Because that's where she comes alive.

Whether she's hosting family, planning the next party, spending time with her grandchildren, or simply enjoying life with the people she loves, Dixie embraces every opportunity to make memories. She and Monty now enjoy a growing family that includes two children, five grandchildren, and several bonus



“**The excitement, SATISFACTION, and APPRECIATION** You get from first-time buyers can put life back into perspective.”

children and grandchildren who have become part of their extended family.

Those who know Dixie know that she loves wearing some bling. She also is a big fan of country music, with Luke Bryan being a favorite.

Measuring Success

Ask Dixie what success means, and the answer comes quickly. It's not awards. It's not rankings. It's not production. It's love.

"For as long as I can remember, family has been my why," she says.

The love she shares with her children, grandchildren, husband, sister, friends, and clients is what matters most.

If there is one thing she hopes people remember about her, it's simple.

"I am just a tad OCD. I'm also very impatient and extremely competitive," she smiles. "I love fiercely. And I will go to the ends of the earth for my people."

Considering the countless lives she's touched over the years, it's safe to say that's exactly how she'll be remembered. 🍷



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or many people, insurance is something they purchase, file away, and hope they never have to think about again. For Ciara Hernandez, it's much more than that.

As a Personal Lines Insurance Agent with Conrade Insurance Group, Ciara has spent nearly two decades helping clients navigate one of life's most important financial protections. While policies and premiums are certainly part of the conversation, her true focus is education, communication, and building lasting relationships.

With nineteen years in the industry and nearly five years at Conrade Insurance Group, Ciara has built a reputation for making insurance feel less complicated and far more personal.

An Unexpected Career Path

Growing up, Ciara always knew she wanted to work in sales. Watching her parents operate their own business inspired her entrepreneurial spirit and taught her the value of hard work, service, and relationships.

Insurance, however, was never part of the original plan.

While attending Missouri Southern State University and pursuing a degree in marketing, Ciara was introduced to the insurance industry through an unexpected connection: her pole vault coach's wife, who worked as an insurance agent. What began as a part-time job quickly became something much more.

"I fell in love with it," Ciara says.

She became licensed while still in college and spent the summer before her senior year working full-time in the industry. After graduation, she returned to Wichita and accepted a position as Marketing Director for an independent insurance agency, helping lead a complete company rebrand.

But it didn't take long to realize where her true passion lived.

"I enjoyed marketing, but I found myself drawn to the

client side of the business," she says.

That realization led her into personal lines insurance, where she steadily built a referral-based business fueled largely by relationships within the real estate community. Fifteen years later, those relationships remain one of the most rewarding aspects of her career.

"I'm grateful for the opportunity to have worked with so many amazing people," she says. "The support I've received over the years has extended far beyond normal business relationships."

The Conrade Difference

Ask Ciara what she loves most about Conrade Insurance Group, and her answer comes without hesitation.

"I absolutely love working here."

As the largest locally owned insurance broker in the area, Conrade combines the personalized service of a hometown agency with the

resources and market access of a large brokerage.

Whether clients need homeowners insurance, business coverage, life insurance, employee benefits, or specialized protection, the team has the expertise and carrier relationships to provide customized solutions.

What truly sets Conrade apart, according to Ciara, is its commitment to people.

“They genuinely care,” she says. “It’s not just about writing a policy and hoping the client stays for a year. It’s about continually finding ways to remain competitive and deliver value long-term.”

In an industry that is constantly evolving, that commitment has helped Conrade build lasting relationships with clients throughout Wichita and beyond.

Education Over Transactions

One of the things that immediately stands out about Ciara is the way she approaches her work.



“

I'M GRATEFUL FOR THE OPPORTUNITY

TO HAVE WORKED WITH SO MANY AMAZING PEOPLE.”

That’s one of the reasons she is passionate about changing the perception of the industry.

“I feel like I have an opportunity to change the narrative,” she says.

Whether she is helping a family better understand their coverage, preparing a homeowner for potential risks, or finding creative ways to save a client money, Ciara sees education as one of the most valuable services she can provide.

“I am aware that the news we give as insurance agents isn’t always the easiest to receive,” she says. “But I promise to give my clients the information they need to be prepared for the possibility of a major claim.”

For her, insurance is not about selling fear. It’s about providing peace of mind.

Relationships That Last

When Ciara reflects on nearly two decades in the insurance industry, she doesn’t immediately think about policies, premiums, or production numbers.

She thinks about people. “It’s almost like I accidentally created a support network that’s continued to be present in so many personal and professional moments,” she says.

Many of the relationships she initially built through business have evolved into meaningful friendships over time.

“Through all the ups and downs life throws at you, it’s crazy how many people in my work circle have become truly good and important friends.”

That relationship-first mindset has been a driving force behind her success. Much of her business continues to come through referrals from trusted partners in the real estate community, many of whom have become close friends over the years.

A Legacy of Service

Throughout her career, Ciara’s focus has remained remarkably simple: help people, communicate well, and always do the right thing.

When asked what makes her approach different, her answer is straightforward.

“I ask a lot of questions, I spend more time explaining coverage, and then I continue to be available once a policy is issued.”

It’s a philosophy that has helped her build a thriving career and a loyal client base.

As she looks toward the future, Ciara hopes to be remembered as an expert in her field who genuinely cared about the people she served. But perhaps her most important audience is much closer to home.

She hopes her twelve-year-old daughter, Memphis, sees the example she is setting through hard work, perseverance, and dedication.

Ciara wants her daughter to understand that success comes from showing up, putting in the effort, and taking pride in what you do.

After all, whether it’s a career, a business, or a life well-lived, the same principle applies: Whatever you do, you should be proud of it. ▀



She doesn’t see insurance as a transaction.

Instead, she sees it as an opportunity to educate.

“I don’t treat insurance transactionally,” she explains. “It’s more like a knowledge share between me and a client.”

Rather than rushing through quotes and applications, Ciara spends time helping clients understand their coverage, identify potential gaps, and make informed decisions based on their unique needs.

Communication is another cornerstone of her business.

She is often surprised by how many new clients tell her they

struggled to receive responses from previous insurance agents.

“If your agent isn’t communicating proactively and can barely respond reactively,” she says, “it might be time to make a change.”

For Ciara, accessibility matters. She believes clients deserve an advocate who will answer questions, explain options, and remain available long after the policy is issued.

Changing the Narrative

Ciara understands that insurance is not always the most exciting topic of conversation.

In fact, many people view it as a necessary expense rather than an important financial tool.

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JENNY GRANDFIELD



BUILDING SUCCESS WITH INTEGRITY

PHOTOS BY KIM STIFFLER
WRITTEN BY DAVE DANIELSON

For Jenny Grandfield of REAL Broker, LLC, real estate wasn't originally the plan. In fact, for years she enjoyed a successful career in the pharmaceutical industry, traveling throughout the Midwest as both a sales representative and district manager. But what started as a backup plan eventually became a thriving business, a family enterprise, and a life built around freedom, opportunity, and integrity.

Today, Jenny's journey serves as a reminder that some of the most rewarding careers begin with a willingness to take a calculated risk and trust the process.

A Different Path to Real Estate

Before becoming a licensed real estate agent in August 2024, Jenny spent years building a successful career in pharmaceuticals. Both she and her husband, Derek, worked in the industry, often for the same company and, at one point, even selling the same products.

While they enjoyed stable careers with excellent benefits, company vehicles, and strong incomes, they recognized a potential risk.

"We felt like we had all of our eggs in one basket," Jenny recalls. More than a decade ago, they began exploring real estate as a way to diversify their future. After attending real estate investment classes, they purchased their first property with plans to renovate and flip it.

The outcome didn't exactly mirror the success stories shown on television. "We thought we were going to flip it," Jenny laughs. "But it needed a new roof, and by the time we got everything done, it made more sense to keep it."

Instead of selling, they converted the property into a rental. Today, that same house remains part of their portfolio and represents the beginning of a journey that would ultimately transform their lives.

Building a Business One Property at a Time

Over the next several years, Jenny and Derek continued purchasing, renovating, and managing properties while maintaining their full-time careers.

Each successful project helped them acquire additional rentals, slowly building a substantial portfolio.

As their family grew and the number of properties increased, so did the demands on their time.

Eventually, they reached a crossroads.

"We realized we couldn't continue managing everything ourselves and maintain the lifestyle we wanted for our family," Jenny says.

After exploring the possibility of hiring a property management company, they discovered something surprising. Rather than paying someone else to manage the growing portfolio, it made more sense for one of them to step away from corporate America and focus on real estate full-time.

In 2022, Derek made that leap.

Together, they launched a property management company and expanded their real estate investment business. The long-term plan was for Jenny to eventually join him.

That day arrived in August 2024.

Leaving behind what she jokingly refers to as the



"golden handcuffs" of corporate America, Jenny obtained her real estate license and officially entered the industry full-time.

Seeing Possibilities Others Miss

Ask Jenny what she enjoys most about real estate, and her answer reveals the mindset that has fueled her success. She loves solving problems.

More specifically, she loves identifying opportunities.

Whether she's helping a seller prepare a home for market, evaluating a renovation project, or walking through a property that needs improvement, Jenny naturally sees possibilities where others might see obstacles.

"I love going into a property and seeing the opportunity," she says.

Her strength lies in evaluating a home's current condition and creating a strategy that maximizes value.

Sometimes that means staging and decluttering. Other times it involves paint, flooring, updated finishes, landscaping, or a complete renovation plan.

Jenny approaches each property with a clear process and a meticulous eye for detail.

"I'm a process girl," she says with a smile.

That attention to detail has become one of the defining characteristics of her business.

The Little Things Matter

One lesson Jenny has learned throughout years of investing, renovating,

“
MAYBE THEY
DIDN'T
LIKE THE
OUTCOME,”
SHE SAYS,
“BUT CAN
THEY SAY
I DID THE
RIGHT
THING? IF
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THEN I FEEL
LIKE I'VE
SUCCEEDED.”
”



and now listing homes is that details matter.

In fact, she believes many of the small details buyers overlook are often the very things that influence how quickly a property sells.

Before a listing goes live, Jenny conducts a thorough walk-through armed with blue painter's tape, marking anything that needs attention.

From touch-up paint and landscaping to lighting, cleanliness, staging, and curb appeal, every detail receives careful consideration.

“We make sure it's clean. We make sure there's good lighting. We make sure the windows are clean.



We make sure it's staged. We make sure the lawn is mowed,” she explains.

Those efforts pay off.

Her listings consistently attract strong interest because she understands that first impressions aren't just important—they're everything.

And while buyers may not consciously notice every detail, she knows other agents certainly do.

Faith, Family, and Integrity
At the center of everything Jenny does is her family.

She and Derek are raising three children—Aspen, Presley, and Bregs—and have intentionally built a life that allows them to spend more time together while pursuing shared goals.

Outside of work, Jenny enjoys hiking, gardening, boating, water skiing, snow skiing, traveling, and spending time outdoors.

Whether she's on a lake, in the mountains, or exploring a new destination with her family, she values experiences and relationships above all else.

When asked how she hopes others would describe her, her answer comes quickly. “Integrity,” she says.

For Jenny, success isn't measured solely by transactions, listings, or growth. It's measured by whether she does the right thing, treats people fairly, and leaves clients feeling they had a positive experience.

“Maybe they didn't like the outcome,” she says, “but can they say I did the right thing? If they can, then I feel like I've succeeded.”

It's a philosophy that guides every decision she makes—and one that continues to shape a real estate career built on trust, hard work, and doing things the right way. ▀



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CHANGING LIVES

For Danielle Dillon, success has always been about impact—the lives changed, opportunities created, and futures transformed along the way.

As a Real Estate Agent and team owner with Keller Williams Signature Partners, and a private money lending professional with Kingdom Capital, Danielle has spent the last 12 years helping others achieve results they never thought possible. Along the way, she has mentored more than 400 real estate agents, helped facilitate more than \$50 million in investment financing in the past year alone, and built a career centered on service, education, and empowerment.

From Small-Town Nebraska to Big Dreams

Danielle's story began in the small Nebraska communities of Gretna and Scribner, where she grew up as a self-described farm kid. Her childhood was filled with horses, barrel racing competitions, FFA activities, and long days learning the value of hard work.

"We didn't have a lot of money growing up, but I never felt like I went without," Danielle says. "My family taught me how to make the most of what we had."

Those lessons in resourcefulness and perseverance would later become foundational to her success. Whether helping in the family garden, showing horses, or competing in Future Farmers of America events, Danielle learned that achievement comes from consistency and effort.

Those same principles still guide her today.

A Leap of Faith

Before entering real estate, Danielle worked in sales, marketing, customer service, and eventually as a college recruiter. It was during that time that her sister encouraged her to explore a career in real estate.

Danielle accepted an Inside Sales Associate position with Select Homes, where she quickly discovered a talent for lead generation and relationship-building. But it was a Tony Robbins "Unleash the Power Within" event that truly changed the trajectory of her life.

The experience gave her the courage to leave the security of a salaried position and pursue real estate full-time.

For a single mother raising two children, it was a daunting decision.

"It was one of the most terrifying decisions I've ever made," Danielle recalls. "But I knew I needed to remove the safety net and give myself no option except to succeed."

Her children became her motivation, fueling her determination to create a better future for her family.

Looking back, she considers it one of the best decisions she has ever made.

More Than Real Estate

As Danielle's career evolved, so did her vision. What began as helping buyers and sellers soon expanded into coaching, leadership, investing, and lending. She realized real estate could be much more than a



DANIELLE DILLON



Strength Through Adversity

Danielle's success story has not been without challenges. One of the defining chapters of her life was raising her children as a single mother. She carried the responsibilities of provider, caregiver, and role model while building a career.

Later came another unexpected battle: breast cancer. "Hearing the words 'you have cancer' changes you," Danielle says.

The experience forced her to reevaluate priorities, embrace gratitude, and focus on what truly matters. Today, she proudly celebrates being five years cancer-free. Those experiences strengthened her resolve and deepened her appreciation for life. "If there's one lesson I've learned, it's that we are capable of far more than we think," she says.

A Passion for People

While Danielle has earned numerous accolades—including recognition as a Women in Business honoree, a Top 5 Keller Williams Coach, a Millionaire Real Estate Coach, and the top loan strategist at Kingdom Capital—she remains most proud of the people she has helped along the way.

Whether mentoring a new agent, helping a first-time investor purchase a rental property, or guiding someone toward financial freedom, she finds fulfillment in seeing others succeed.

"Those moments never get old," she says. "Watching someone achieve a goal they once thought was out of reach is incredibly rewarding."

Defining Success

For Danielle, success has little to do with titles or production numbers.

Instead, she defines it as having the freedom to live life on her own terms while making a positive impact on those around her.

Family remains at the center of everything she does. Her son, Kieran, and daughter, Faith, continue to be her greatest source of pride and inspiration.

After overcoming adversity, building businesses, mentoring hundreds of professionals, and helping countless investors create wealth, Danielle remains focused on a simple mission: helping people discover what's possible.

At the end of the day, that's the legacy she hopes to leave behind—not just successful transactions or thriving businesses, but lives changed for the better through education, opportunity, and unwavering belief in others. ▀

transaction—it could be a vehicle for building wealth and financial freedom.

Today, Danielle leads The Dillon Group, serves as Director of Agent Academy at Keller Williams Signature Partners, and works as a private money lender with Kingdom Capital.

Her specialty is helping investors grow their portfolios through strategic financing solutions, including fix-and-flip loans, DSCR loans, bridge loans, construction financing, and portfolio lending. "What excites me most is helping people build wealth through real estate," she says. "Real estate changed the trajectory of my life, and I'm passionate about helping others use it to change theirs."



“

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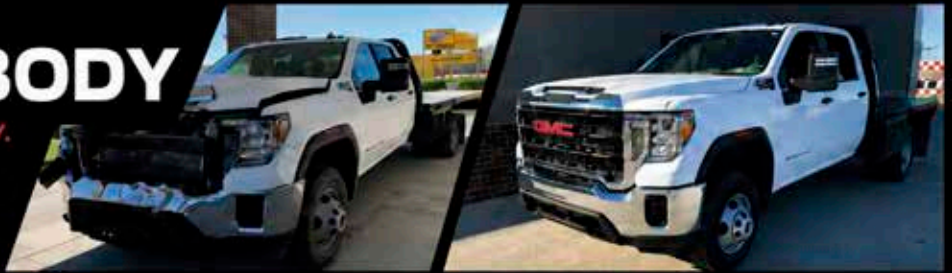


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