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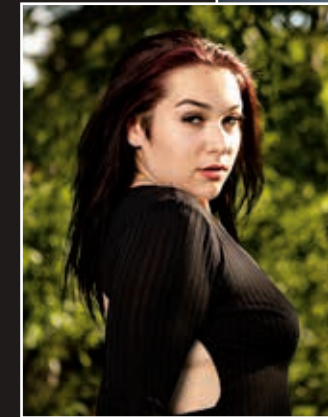
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LAWRENCE DAVIS & CASSIDY ODELL BODY20

NOT JUST ANOTHER WORKOUT

“ This is such a unique workout,” says Dr. Lawrence Davis, owner of BODY20 Fort Collins. “I was drawn to how efficient and effective it is. It’s not just another workout; it’s a revolutionary way to train and take care of your body. I’m a very busy person, and I’m always looking for ways to do as many things in one day as possible. It delivers the benefits of a 60-minute workout in just 20 minutes. Anyone can fit in 20 minutes a day.”

Lawrence, married to Kayla, is a father of four—three boys and one girl. Fitness has always been important to their family. He is currently a practicing trauma and acute care surgeon for UCHealth. He brings more than 20 years of experience and deep expertise in healthy living. “I’ve always been interested in health and wellness, especially preventative care,” he shares. “As I look toward the next phase of my career, I wanted to find a way to help people, especially as we



THE ULTIMATE
BODY HACK

age. BODY20 is low-impact and low-resistance. It’s the perfect way to incorporate fitness and wellness to support healthy aging.” Lawrence purchased the Fort Collins BODY20 studio on Harmony Road in early 2026.

Ideal for busy real estate professionals, BODY20 is a cutting-edge fitness studio that pairs advanced Electro Muscle Stimulation (EMS) technology with personalized one-on-one and small-group training in a 20-minute workout. The BODY20 FDA-cleared suits activate 90% of muscle fibers, helping build strength, tone up, and burn fat efficiently. In less than half the time, you can get the same results as a typical HIIT workout.

Cassidy Odell is Lawrence’s sister-in-law. She grew up in Eaton and ran cross country in college. She spent the early part of her career working in finance. Burned out and ready for a change, Cassidy and Lawrence realized they both wanted a new opportunity. With a shared passion for the wellness space, this opportunity was meant to be.

Cassidy has stepped into the role of gym manager at BODY20 and is thrilled to serve clients and help their community grow. “I’ve been a runner my whole life,” she states. “I can easily run 15 to 20 miles, no problem. I thought this workout wouldn’t do it for me. I assumed I couldn’t get the same results in just 20 minutes. Boy, was I wrong. I was sore in places I didn’t even know I could be sore. It’s an amazing workout for everyone, from elite athletes to beginners.”

BODY20 is the perfect workout because it adapts to every fitness goal, athletic level, and lifestyle. Whether you’re a beginner building strength, a busy professional needing



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Learn more and book your first BODY20 workout for free at www.body20.com/location/fort-collins.



a time-efficient routine, or a competitive athlete looking to enhance performance and recovery, BODY20-certified coaches fully customize sessions to meet your individual needs.

The Fort Collins BODY20 has five trainers, each suited to support any guest. Matt has been with the studio since it opened several years ago. Chandra, Asher, and Nicole have deep backgrounds in exercise science, and Copalli is a bilingual trainer. “Every one of them is fun, high-energy, and so good at listening to members,” Cassidy stresses. “They are all willing to take extra time to create workouts that truly fit each client. They’re so in tune with our clients. They’re just great people and great to work out with.”

Mary Burrell, *NoCo Real Producers* publisher, is a longtime member of BODY20. “My husband and I have been working out at BODY20 twice a week for almost a year and a half, and we love

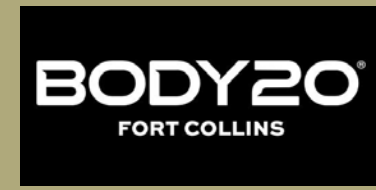
it,” she emphasizes. “I’ve always been active, but I’m so much stronger now. The whole team is great, and the workouts are fast and effective. The results speak for themselves. I can’t recommend them enough.”

BODY20 is also an excellent workout option for people recovering from injury or surgery because it offers a low-impact, highly controlled form of training tailored to each person’s recovery stage. Through its unique EMS technology, BODY20 activates muscles without placing heavy stress on joints or requiring high-intensity movements, helping individuals safely rebuild strength, improve stability, and support the rehabilitation process. With guidance from certified coaches, members can progress at a comfortable pace while restoring muscle function and confidence in their movement. Mary returned to the gym following her recent total knee replacement, and

the workouts are helping her regain her strength.

At BODY20 Fort Collins, you can experience the future of fitness before committing. At your first workout, you will receive a complimentary body scan that provides a detailed look at your body composition, including muscle mass, body fat percentage, and overall balance. Then you’ll get to try a 12-minute EMS workout, where you can feel how the technology activates multiple muscle groups simultaneously in a fast, effective session.

“We’re here for you,” Cassidy says. “Come in and get to know us and meet our team. We invite you to try the program and see just how different BODY20 is from every other gym.”



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Sophia & Dylan

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STORY BY JACKI DONALDSON
PHOTOS BY ERIN WAYNICK,
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Sophia and Dylan Besthorn had been building a life together long before they built a business. After more than six years together, the two recently married and now share a home with their two dogs, Tucker and Casey. Not long ago, they made a decision that would shift everything. They both stepped away from their previous careers to go all-in on real estate. With a willingness to bet on themselves and a clear focus on their individual strengths, the business began to gain traction. Momentum followed, and together, they've created something they are extremely proud of.

Along the way, they've had moments that reinforced exactly why they chose this path: helping clients navigate



major transitions, find stability, and step into new chapters. Sophia recalls her youngest buyer, who purchased her first home at 21. "She'd been working since she was 18 and bought the house all by herself," Sophia explains. "How incredible is that?"

Both Sophia and Dylan came into real estate from very different backgrounds, and that contrast has become one of their greatest advantages. Sophia grew up in Loveland, Colorado, raised by a business-owning father and a biologist mother, developing both independence and curiosity early on. A competitive sand volleyball player always on the go, she graduated high school early and enrolled in beauty school at 17.

After beauty school, she opened her own salon suite and quickly built a full clientele. Still, something was missing. "It was isolating," she says. "I loved it, but I was 18 and didn't have a lot of room to connect outside of work." She later moved to a high-end salon, where her business continued to grow, but she found herself hitting a ceiling. "I was burned out," she says. "I was at the max amount of hours making the max amount of money."

The idea for real estate came from her chair, where conversations with a client in the industry sparked her interest. Not long after, she decided to pursue it. When another client expressed frustration with her agent, Sophia didn't

hesitate. "Girl, give me two weeks, and I'll have my license," she told her.

By November 2024, Sophia was licensed, and in her first year, she closed 15 deals by leveraging her network and social media.

Before joining Sophia, Dylan worked as a journeyman lineman, installing power lines across the country in demanding, often dangerous conditions. "I didn't like my job anymore, and she didn't like hers either," he shares. "She came home one day and told me she wanted to get into real estate. I thought it was hilarious because I had been thinking about real estate as well."

“

WE UNDERSTAND THAT NOBODY IS GREAT AT EVERYTHING, AND WE LEAN HARD INTO WHAT EACH OF US IS GOOD AT.

”



They made a plan. Sophia would go first. “She fell in love with it instantly,” Dylan states. “Watching from the sidelines solidified for me that real estate was the business we belonged in together.”

At first, Dylan balanced two jobs while getting started. But as opportunities grew, so did the clarity. “I started to get clients quickly, and after a lot of prayer, I decided it was all or nothing, and I was going full-time with Sophia into real estate,” he shares.

Today, they run The BestHomes Team, each leaning into their strengths. Dylan leads on the front end with showings, inspections, and negotiations. He thrives on connection. Sophia operates behind the scenes, managing marketing, systems, and follow-up to keep everything moving. “What I think sets our team apart is that we both have very different skill sets,” Dylan says. “We understand that nobody is

great at everything, and we lean hard into what each of us is good at.”

Sophia and Dylan stay close to their clients long after closing day. They send birthday cards, do pop-bys, and gather for dinner. The relationships don’t end when the keys change hands. “We want all of our clients and partners to know that we are relational, not transactional,” Dylan notes. The couple is grateful to their transaction coordinator, Jayme Miskiewicz, for keeping them organized and the business running smoothly.

For Dylan, the most rewarding part of the work is helping people achieve their goals. Sophia agrees, adding that building something of their own has been just as meaningful. Their mindset is simple and consistent. “We wake up every day and say, ‘We are going to do this thing,’” Sophia says. “No one can take this business away from us, and that is so powerful.”

QUICK HITS

DYLAN

Go-to fuel: Coffee

On repeat: “Winter”

by TV on the Radio

Dream trip: Japan

Favorite room in the house:

“The shop is always the best room in the house!”

SOPHIA

Go-to fuel: Coffee

On repeat: “I love a good worship song from Brandon Lake”

Dream trip: Thailand or Africa

Favorite room in the house:

“For sure the kitchen! The kitchen is everything in a home.”



Reframing an Email Newsletter



BY MAYAN ROHRER, THE LOCAL LETTERPRESS

As someone who works day in and day out on email newsletters, I've seen all the benefits and heard all the pushback.

Mass emails are annoying. I already do other marketing. I don't need emails. This feels like spam. What if someone doesn't want to hear from me? What if someone unsubscribes?

From an industry known for cold calling, these hesitations always make me smile. The reality is that tangible solutions exist to address each one. More importantly, the benefits of a thoughtful email newsletter outweigh the potential concerns by leaps and bounds.

How you build your email list

It goes without saying that an email sent to 1,000 people you barely know, who did not consent to receiving information from you, will perform poorly. It will likely end up in spam folders and won't be worth your time or energy. An effective email list can start small and grow steadily over time. Starting small allows you to build the habit, provide consistent value, and grow with intention. That foundation makes all the difference.

What information to include in your newsletter

You've been thoughtful about list growth and asked for consent. Now what to share? I use a simple formula for my clients' newsletters. The specifics are less important than the intent: Every email should provide real value. As much as everyone

loves chocolate chip cookies and paint color trends, your clients aren't opening your emails for fluff. They want a real takeaway. They want something useful and interesting. New local listings, relevant market insights, or community events they can share with their families. When readers know they'll gain something from your email, they open it.

Newsletter frequency

Many agents worry about overloading their audience. In practice, this concern is rarely an issue. Some high-level real estate agents send weekly email newsletters successfully. The bigger consideration is your capacity to provide helpful information. You don't want to send a rushed or low-quality email just to check a box. Choose a schedule you can realistically maintain and focus on delivering substance.

Understanding your statistics

Every email platform provides performance metrics: open rates, click-through rates, and unsubscribes. Open rate reflects the number of people who opened your email. Click-through rate measures engagement with your links. The average open rate in real estate is about 35%. Often, agents are looking for a much higher number, but this percentage is a healthy benchmark. Unsubscribes are inevitable. It's business, not personal.

The real benefit

If you commit to sending a consistent newsletter, you are almost guaranteed to see results. Rob Crouch of Roots Real Estate explains it perfectly: "People won't talk to me about my newsletter, but I'll run into them at the grocery store, and they'll mention something I talked about in my newsletter. I don't get consistent feedback on my newsletter, but did I sell more real estate in a down year? Yes. I know this tactic is working, and it's the most important part of my marketing strategy."

I once spoke with a mentor who ran a highly successful real estate business. She evaluated every marketing decision through return on investment (ROI): If one additional transaction covered the time or cost, it was worth doing. Compared to most marketing tactics, email newsletters offer an exceptionally high ROI.

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Jackie Olsgard

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STORY BY JACKI DONALDSON
PHOTOS BY AUDREY ROYBAL,
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Playing the Long Game

At Pelican Lakes Golf Course, every round for Jackie Olsgard starts with a quiet moment, a look down the fairway, and a decision about how to play what's in front of her. As an avid golfer, she doesn't rush the process. She takes her time, making sure every shot counts.

She approaches real estate the same way, drawing on many of the same traits that make her an accomplished player. She stays patient under pressure, accepts imperfect outcomes, holds herself accountable, thinks long-term, perseveres without immediate reward, stays focused and humble, solves problems as they come, and bounces back with resilience.

Jackie grew up in a small town in northeast Iowa. Her dad owned and operated an HVAC business, and she spent much of her childhood alongside him as he worked in homes. By high school, she could nearly install an AC unit on her own. When she and her dad stopped at hardware stores, she'd find herself flipping through magazines filled with homes and log cabins, studying layouts and design ideas. Years later, while going through old boxes at her parents' house, she found a childhood worksheet with a simple question: "What is your dream job?" Her answer: Interior designer. Real estate agent.

Even so, her career path started elsewhere. After graduating from college, where she double majored in marketing and graphic design and competed





as a collegiate golfer, Jackie worked as a mission director for a church, then joined the staff at C3 as a marketing director, a new role at the brokerage at the time. She eventually stepped fully into sales and earned her license in February 2024. By then, she had already spent years building relationships across Northern Colorado. “I love people and community,” she says. “I’ve planted deep roots and established a foundation.” Her real estate momentum came quickly because the trust was already there.

Jackie’s business spans everything from first-time buyers to luxury homes, investors, and farm and ranch properties. That last segment feels especially natural given her rural upbringing. She consistently

“
At the end of the day,
my head is going to hit
the pillow knowing I
treated everyone with
the utmost respect.”

pours into her clients, offering everything from high-level marketing and staging. She stays connected through thoughtful touchpoints like holiday gifts, handwritten notes, and in-person visits. One year, she delivered branded spatulas with pancake mix for Christmas morning. Another year, cookie kits. “I’ve had clients say, ‘We just can’t get you out of our kitchen,’” she shares with a laugh. In many homes, her magnets still live on refrigerators, and on one property, she even found one of her mailers still sitting in an outbuilding. Jackie was surprised, and thrilled, to see it was still there.

At the center of everything for Jackie is the trust her clients and other agents place in her, and that trust flows from her desire to treat everyone with the same level of care. “At the end of the day, my head is going to hit the pillow knowing I treated everyone with the utmost respect,” she stresses.

Outside of real estate, Jackie stays deeply connected to her community. She is active in her church and serves on the board of C3 Cares, an organization focused on supporting individuals and families facing housing instability. She is also passionate about supporting foster and adoptive families.

At home, life is full. Jackie and her husband, Jason, are raising three young children: Jordyn, 6; Jayden, 3; and Jamilyn, 9 months. The family also has a white lab, Shandy. Their days move quickly between school drop-offs, practices, and work responsibilities. Jordyn spends much of her time riding horses and taking lessons year-round. Jayden recently started flag football, with Jason coaching from the sidelines. Their youngest has already been part of showings and closings. “She was two weeks old at her first closing,” Jackie reflects.

When the family steps away from the pace of work and family life, travel often centers them. They love experiencing new cultures and people, and one place continues to pull them back: a small fishing village in Mexico where they were married. “I’ve been there at least 16 times,” Jackie says about their go-to getaway, Barra de Navidad.

Some days, her work looks like a closing table with a baby in tow. Other days, it’s a showing between school drop-offs and practice. She meets clients where they are, in kitchens, over coffee, or somewhere in between. And much like the quiet moments at Pelican Lakes, Jackie keeps her focus steady, reads what’s in front of her, and intentionally carves her path. ▀



BEHIND THE BUSINESS

Favorite meeting

spots: Avery’s Modern Teahouse, Coffee House 29

Favorite room in the house:

A walk-in pantry with a window

Dream

vacations:

Greece, Italy, Switzerland

On repeat:

v!n playlist

Grounding

quote: “Talent

is our floor, but our character will determine our ceiling.” —Cori Close, head coach for the UCLA Bruins women’s basketball team, after winning first National Championship in 2026



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STORY BY JACKI DONALDSON
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ERIN WAYNICK PHOTOGRAPHY



**With a teacher's heart
and a strategist's mind,
CHRISTINA LARSON
ADVOCATES FIERCELY FOR
EVERY CLIENT SHE SERVES.**

One of Christina Larson's clients emphatically expresses, "During one of the most trying and toughest times of my life, Christina was not only a REALTOR®, but also a friend who genuinely cared." Another shares, "One of the first rules of sales is that the hardest customer to please is another salesperson. Christina Larson is by far the best salesperson I have ever worked with."

The testimonials are abundant and overwhelmingly positive.

*"Christina Larson is THE BEST."
"Christina is very good at her job."
"Christina was absolutely great to work with."*

The words come quickly and consistently when clients talk about Christina. Some focus on her professionalism, others on her results, and most focus on how she shows up as a steady, trusted presence during some of life's biggest moments. That combination of expertise and care is no accident. It's been building for a lifetime.

Real estate was never a distant concept for Christina. It was part of her everyday world growing up in Naperville, Illinois, where her father worked as an architect and developer. She saw projects long before they became homes. Her dad had his own plane, a Cessna, and she flew with him to scout land. Together, they walked job sites, and



Christina watched entire communities take shape from the ground up. From luxury homes along the Fox River to large-scale commercial and multifamily developments, she learned how vision, planning, and execution come together in real estate. Still, her own professional path didn't begin there.

Christina began her career in education as an elementary school teacher, developing the skills that would later become the foundation of her real estate success: communication, patience, and the ability to guide people through complex processes with clarity and confidence. The parents of her students were the first to see

the natural fit and encouraged her to move into real estate. They recognized what her clients now experience firsthand. The former classroom teacher states, "I believe my role is to educate, advise, and advocate. Clients deserve more than just a transaction. They deserve to understand what they're doing and why it matters."

That understanding is just what they get. Whether she's working with first-time buyers or seasoned investors, Christina emphasizes the long-term value of homeownership as a strategic step toward financial stability and growth.

Her approach is both relational and highly disciplined. Behind the warmth her clients often mention is a structured business she's built on trusted systems, consistency, ongoing education, and a commitment to excellence. That balance is especially critical in the luxury market, where expectations are high and details matter. She credits her success in real estate to preparation, precision, and holding herself to a very high standard every day.

Her interest in contract law further strengthens that precision. Having been accepted into law school, Christina brings heightened attention to detail and strong negotiation skills to every transaction. The added layer of protection and advocacy gives her clients confidence, particularly in complex or high-stakes deals.



“
Christina
is the best
REALTOR®
we have ever
worked with.”

In moments of uncertainty and stress, the consensus is that Christina is steady, responsive, and fully present. “To say I would recommend Christina is an understatement,” one happy buyer says. “She worked with us for more than a year with no formal agreement and a low budget. Not your typical situation for sure. Regardless, she treated us like one of her clients with two to three times the budget. Her persistence and tenacity to find us a home and not just a house was beyond what we could have expected.”

Outside of her work, Christina focuses on what matters most to her. She is the proud mother of three adult sons who are her greatest inspiration. She finds balance between creativity and the outdoors, spending time hiking and backpacking, or enjoying quieter moments through knitting and quilting. She also adores her pup, Athena, and the friendships she’s cultivated over the years. “They bring me balance, perspective, and a sense of grounding that I consider

essential, and they remind me who I am on the days I forget,” she shares.

For those who work with Christina, the message is clear: She is a knowledgeable professional, a strategic advocate, and, when it matters most, someone firmly in her clients’ corner.

“Christina is committed to excellence.”
“Christina will work hard to get the best possible deal for her clients.”
“Christina is an exceptional REALTOR®.”





Ask Sean:



YOUR REAL ESTATE QUESTIONS ANSWERED

BY SEAN DOUGHERTY RE/MAX ALLIANCE

I'm new; how do I grow my business?

People often ask me, "I'm new; how do I grow my business?" It's a loaded question, but just as the industry is full of real estate professionals, it's also full of answers. Here are a few suggestions that have worked for me over the past 25 years.

First, and easiest, wear your name tag everywhere. Initially, you may feel uncomfortable, but you'll get over it. Think of all the places and people you encounter during a typical day. If someone sees your name tag and asks you a question about real estate, now you're the expert. If you bring up the subject of real estate first, people may perceive you as a salesperson, which is not the first impression you want to make. If you have your name tag on, you're not a "secret agent." You're someone who will be happy to answer questions for someone who instigates the conversation.

Get out there and volunteer in a field that genuinely interests you. Love pets? Maybe help out at the animal shelter

or local pet rescue. You'll get to meet folks who like the same activities you do and will maybe strike up a friendship. Let them make the first move in asking what you do and get to know them, too. Volunteering is a great way to give back to your community and a nice way to meet new people, especially if you're newer in the community.

Your city and county governments have many different committees and commissions that are looking for attendees at their meetings for feedback and thoughts from the public. Attend some that interest you and/or relate to real estate. If you find the experience interesting, try to volunteer on the committee. Think planning commissions, boards of appeals, the County Board of Equalizations—places where your expertise will come in handy or where you can learn to improve your knowledge. Then, take that information and spread it to your clients, friends, and acquaintances when appropriate. Become the local expert, and people will come to you for

answers. Eventually, people will also look to you for all things real estate.

Last, be yourself. Don't fake your interests, as people can see right through you if you're disingenuous. People like real people, like them, and you'll find that you will prefer to work with real people, like yourself. Keep up this practice with a smile on your face, and you'll find the success that's waiting for you.

Please note that I am not an attorney, nor have I ever been one. This information should not be considered legal advice. If you have a specific situation, you should call your broker or an attorney immediately.



Do YOU have a burning question you'd like answered? Please scan the QR code to send us your question, and we'll consider it for an upcoming issue.

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Eliza Brock Joins First American Title

Please join us in welcoming Eliza Brock to the team.

Eliza Brock was born and raised in Loveland, Colorado, where she developed a strong appreciation for community and connection. She values building genuine relationships and brings a grounded, approachable presence to the closing process.

Eliza has five years of experience in the title industry, supported by a background in the county recorder's office and the insurance field, giving her a well-rounded understanding of the business.

Outside of work, Eliza enjoys spending time with her husband and their three kids when they're home from college. She loves traveling, being on the lake, and going on four-wheeling adventures.

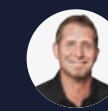
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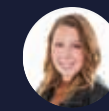
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Maximize Buying Power With These 4 Simple Credit Tips:

Now more than ever, a homebuyer's FICO can either help or hinder his or her ability to receive the best loan terms available. In some cases, it can prevent them from buying at all. Here are some tricks and facts to help homebuyers maximize their FICOs and avoid costly, unintended mis-steps:

- Have your credit report pulled and analyzed by your lender as early as possible. Checking a consumer site or looking at a credit card statement will show an inaccurate "promotional" score that can be up to 50+ points off from the "true" scores.
- Don't open new accounts or close existing accounts, unless absolutely necessary. Paying off loans, consolidating debt, or transferring credit card balances to 0% cards can have a negative impact on one's score.
- Don't rush to pay off collections. While counter-intuitive, paying off an old collection can actually lower FICOs. Additionally, many collection agencies will negotiate to delete accounts in exchange for payment. This leverage may be lost once a balance is paid.

- Make multiple credit card payments per month. Credit card companies only report once per month, when the statement is issued. If you can sneak in extra payments before that date, the bureaus will see a lower balance, generally leading to higher credit scores.

Every report is unique, so other "tricks of the trade" may be usable to boost a buyer's score and improve lending options. Either way, it's important to check and review a buyer's credit report early to ensure they're in the best position possible.



Justin Crowley

Sr. Loan Originator
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