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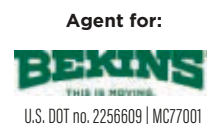
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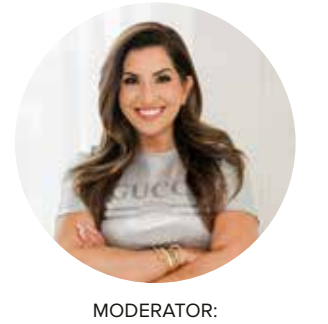
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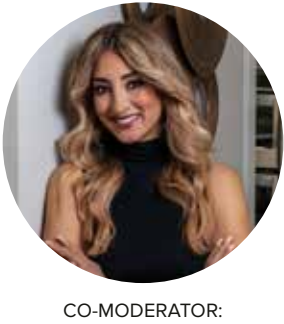
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Thank you for joining us at Breakfast of Champions! It was a privilege to host such a motivated and engaged group of real estate professionals for a morning centered around growth, insight, and meaningful connections.

We're especially thankful to our host 215 West and our panel of accomplished agents who generously shared their perspectives on today's market, effective lead generation, lasting client relationships, and the real-world experiences that have shaped their success. Their honesty and expertise made the discussion both practical and inspiring.

To everyone who attended, we truly appreciate your participation. Your conversations, questions, and connections helped make the event a memorable one. We hope you enjoyed the breakfast and took full advantage of the opportunity to connect with peers and our trusted partners.

Check out photos from this event on social media and in our July issue.

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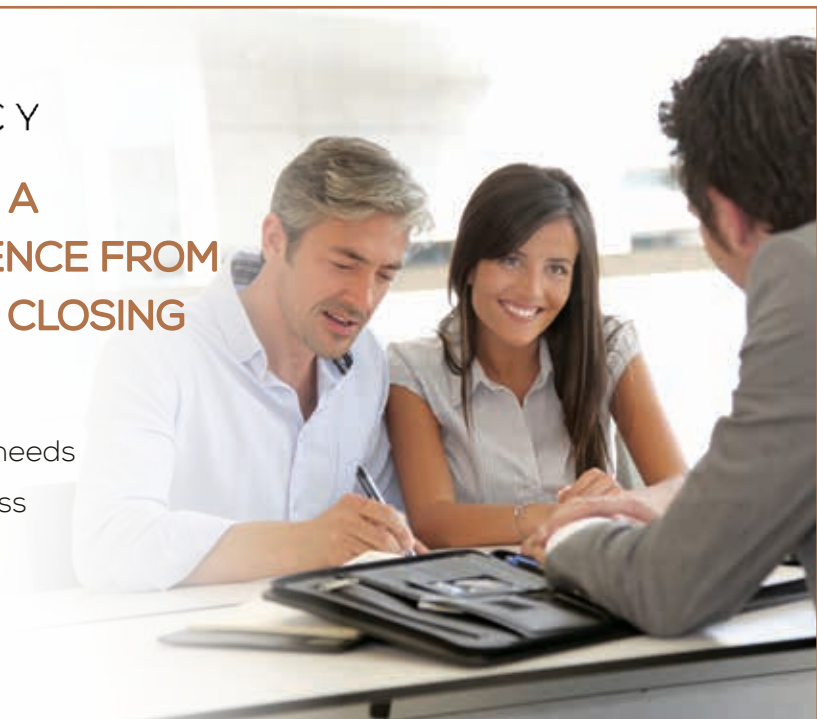
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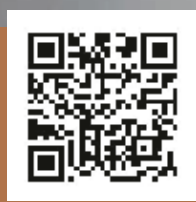
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2. What sets your brokerage apart from others in the market?

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3. Who is your ideal agent and how do you support them?

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5. What are your goals for the next year?

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Mike

BASHORE AGENCY

with State Farm

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PHOTOS TAKEN AT LOMBARDO HOMES
MODEL AT STILLWATER CROSSING IN
MACOMB TOWNSHIP

HELPING EVERY TRANSACTION CROSS THE FINISH LINE

In Metro Detroit's fast-moving real estate market, the difference between a smooth closing and a last-minute scramble often comes down to insurance. Mike Bashore, president of the Mike Bashore Agency with State Farm, has built his Rochester Hills practice around a simple premise: when real estate professionals connect their clients to his team, those buyers and sellers will experience efficiency, expertise, and a steadfast commitment to getting deals across the finish line. With more than two decades in the insurance industry and a deep understanding of the pressures facing agents and their clients, Mike has positioned his agency as a primary resource for lenders and real estate agents who need swift, reliable coverage solutions during the homebuying process.

Mike began his journey into insurance while attending Michigan State University in 2003. He started working the front desk for a veteran State Farm agent, quickly learning the fundamentals of how to protect families' income and assets through auto, home, life, and health insurance. This early exposure sparked a passion for him to help people with achieving their goals.

Over the next 23 years, Mike deepened his expertise by serving as a marketing professional for State Farm's corporate side, coaching some of the company's most successful agents and mastering the business systems that drive results. In 2012, armed with hands-on experience and insights from influential mentors, Mike opened his own independent State Farm office, ready to serve the community with the same care and precision he had spent years refining.

Today, Mike Bashore Agency offers a comprehensive suite of insurance and financial services, including auto, home, renters, life, health, business, disability, ATV/UTV, and motorcycle insurance. The team's combined 40-plus years of experience has earned them recognition through awards such as the Legion of Honor, State Farm

Ambassador, Top 100 New Agents, and the Pinnacle Sunrise Award for Customer Service in Rochester Hills.

At Mike Bashore Agency, Mike and his team prioritize introductions from real estate professionals so that their clients receive a great experience — from the first call through closing. By using listing information to streamline quotes and minimize customer stress, the agency takes the complication out of the process while building lasting relationships and customizing policies to meet each client's individual needs. "Our mission is to provide an exceptional and unique customer experience, driven by great pricing, relationship building, and streamlined systems and processes," Mike explained.

From legislative changes to evolving customer expectations, the insurance industry's shifting landscape has presented its share of challenges since Mike first began his career over two decades ago. He has navigated these obstacles by maintaining a proactive mindset, ensuring that his team stays ahead of industry trends. One current trend the agency is actively addressing is the increased scrutiny over older roofs on homes, a factor that can derail



By combining deep industry expertise with relationship-driven service, Mike Bashore Agency has become a trusted partner that is **ALL ABOUT SUPPORTING AGENTS, PROTECTING CLIENTS, & HELPING every deal reach the finish line with confidence.**

insurance approvals and impact closing timelines. The team's 24-hour turnaround time commitment guarantees that clients never feel left in limbo, and Mike personally speaks with most introductions, reinforcing the agency's dedication to relationship-driven service.

Beyond insurance, Mike Bashore Agency demonstrates the importance of strong relationships and meaningful service through active community involvement. Mike's team actively partners with local organizations and sponsors events such as the Art & Apples Festival and Wet and Wild Wednesdays at the Van Hoosen Farm.

When Mike finds time away from the office, he enjoys golfing, working out, and spending quality moments with friends and family. He and his wife, Christin, have three active daughters: Olivia, 11, a competitive dancer; Peyton, 10, who performs in dance and sings; and Reagan, 7, who practices gymnastics. The family loves to travel and explore new places, and the girls keep their schedule bustling with activities.

As he looks to the future, Mike is focused on continuing to build a team that delivers unmatched service to the Metro Detroit real estate community. He takes pride in developing and growing the knowledge and skills of insurance professionals within his agency, fostering a culture where employees feel valued and customers receive the attention they deserve.

For real estate agents seeking a reliable insurance partner,

Mike recommends that they make the connection easy between their clients and his team. A joint text or email introduction allows Mike Bashore Agency to handle the quote conversation seamlessly from there, removing friction and delivering peace of mind. By building strong business relationships and friendships within the real estate network, Mike has cultivated some of his closest personal connections, underscoring the collaborative spirit that drives his work.

At the heart of Mike's work is a commitment to making the insurance side of every trans-

action feel personal. By combining deep industry expertise with relationship-driven service, Mike Bashore Agency has become a trusted partner that is all about supporting agents, protecting clients, and helping every deal reach the finish line with confidence. ❏

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2025

BY THE NUMBERS


HERE'S WHAT THE TOP AGENTS IN OAKLAND COUNTY SOLD IN 2025...




\$7,556,995,371
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TOTAL TRANSACTIONS



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Yuriy BYEGA

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PHOTOS TAKEN AT LOMBARDO HOMES MODEL AT PRESTON CORNERS VISTAS IN SHELBY TOWNSHIP



Yuriy Byega took an unconventional path into real estate, shaped by experiences that sharpened his people skills. Now an agent with Berkshire Hathaway HomeServices - Kee Realty, he applies that diverse background to every client interaction with focus and intention.

Before Yuriy entered the industry, he was a watchmaker, DJ, event organizer, caterer, and security guard for the Detroit Threat Management Center. He even worked in the neuro ICU at Henry Ford Health System, where he developed the people skills that would later define his approach to client relationships.

After working with a real estate agent and enjoying the transaction process, Yuriy was inspired to pursue a career in the industry. His experience with Richard Landuyt, a broker at Coldwell Banker's Grosse Pointe office, motivated him to turn that interest into action.

Since launching his real estate career in 2018, Yuriy has earned the President's Circle award multiple times from his brokerage while becoming a National Association of REALTORS® (NAR) member. His accomplishments, however, extend beyond traditional metrics, as attorneys now trust him to sell their properties and fellow brokers with established teams seek his advice.

Born in Lviv, Ukraine, Yuriy is uniquely positioned to serve diverse communities. He speaks Ukrainian, Polish, Russian, and English fluently — connecting with clients others can't reach. His philosophy centers on treating people the way he wants to be treated, which results in consistent referrals and repeat business. He also partners with a trusted lender who remains accessible around the clock, ensuring his clients receive seamless service throughout the buying process.

For Yuriy, the most rewarding moments of his job is when he helps clients who were previously denied mortgages and secure them finance through his network of lenders. Client referrals particularly energize him, validating his relationship-focused approach.

Beyond his business, Yuriy remains connected to his Ukrainian roots, regularly sending financial support to families overseas. He also enjoys talking with his daughter, Valentina — who was born on Valentine's Day in 2021 — playing chess,

A Career Built on Treating People Right

For him, success is measured not just by production, but by the trust he earns and the people he helps along the way.



and maintaining his fitness routine at Club Studio.

For aspiring agents, Yuriy recommends building strong relationships through networking, continuously learning about market trends and regulations, and leveraging technology to enhance marketing efforts. He stresses developing a personal brand, understanding the market deeply, and prioritizing exceptional client experiences. Most importantly, Yuriy believes in resilience and the principle that doing more at your job eventually leads to earning more.

As Yuriy continues to grow his business, he hopes his legacy reflects someone who encourages others in real estate, provides accurate guidance, adapts to a changing market, and is always available when clients or colleagues need him. For him, success is measured not just by production, but by the trust he earns and the people he helps along the way. 🏠

An advertisement for HomeTeam Inspection Service. It features two men in grey polo shirts standing in front of a red background with white house outlines. The text reads: "A TEAM OF HOME INSPECTORS YOU CAN TRUST." Below them is the HomeTeam logo and contact information for the Warren Michigan office: (586) 783-9957, warrenmichigan@hometeam.com, and hometeam.com/warren-michigan. A QR code is also present.


An advertisement for UnionHome Mortgage. It features a man in a black shirt and a house with a porch. The text reads: "Your fresh start begins at home." and "Spring is the perfect time to plant roots." Below this is the name of the loan officer, James Taveggia, and his contact information: Loan Officer, jtaveggia@uhm.com, NMLS: 23433, Mobile: (586) 722-8800, and 92 Mill Street, Rochester, MI 48307. A QR code is also included.

An advertisement for "The Gold Standard" magazine and ad design services. It features several magazine covers with titles like "ECOLOGICAL STROLL" and "PROFESSIONALS". The text reads: "THE GOLD STANDARD IN MAGAZINE & AD DESIGN". Below this is a call to action: "But don't just take our word for it. Take theirs." followed by logos for APEX, GD USA, and other awards. The N2 Company logo is at the bottom left, and n2co.com is at the bottom right.

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For nearly eight decades, Riemer Floors has been helping homeowners step into something new — one room at a time. Founded in 1946 and rooted in craftsmanship and integrity, the Bloomfield Hills-based company has grown into a trusted name across Metro Detroit. Today, under the leadership of Owner Bryan Tolles, VP of Sales Steve Frederick, and Showroom Manager Chris Coulter, the company continues to evolve while staying true to its foundation.

Chris, who has been with the company for over four years, describes Riemer Floors as more than just a flooring provider. “We are a full-service flooring showroom and installation company serving homeowners throughout Oakland County and Metro Detroit,” he said. “From product selection to professional installation, we handle the entire process.”

Inside the showroom, clients will find a carefully curated selection of premium carpet, hardwood, luxury vinyl, laminate and area rugs. The goal is simple: Offer something for every style and budget while making the experience enjoyable and seamless. “Our showroom features a mix of leading national brands and exclusive

collections,” Chris said. “Clients can choose flooring that fits both their aesthetic and their budget.”

Over the years, Reimer Floors has expanded its reach and refined its approach to meet the needs of a changing market. What started as a traditional flooring retailer has grown into a design-forward destination that serves a wide range of clients. From homeowners preparing to list their property to buyers eager to personalize a new space, the team works closely with each client to ensure the right fit.

The company has also become a go-to resource for real estate agents. Chris explained that timing and trust are everything in that world. “We understand the real estate business,” he said. “Sometimes you need a quick quote, a realistic budget



“Many families, builders, designers and real estate agents return to us multiple times and refer friends and neighbors. That trust means everything.”

number, or a fast install before photos. We are here to help make that happen without adding stress.”

Reimer Floors’ business strategy is especially valuable for real estate agents working to maximize a home’s value. Whether it is a pre-list refresh or a post-closing upgrade, the team provides honest recommendations. “We give advice that aligns with market realities, not just aesthetics,” Chris said.

Reimer Floors leverages that understanding to carve out a unique niche. Instead of simply selling flooring, they take a consultative approach. “We don’t just sell flooring: We guide clients to the right solution based on lifestyle, budget, timeline and resale considerations,” Chris shared.

In 2023, Reimer Floors entered a new chapter when it joined the KSI Family of Brands, a Michigan-based group of home specialty companies. The partnership brought expanded resources and operational support while preserving the company’s local expertise and personalized service. “It strengthened what we can offer without changing who we are,” Chris explained.

The company has continued to build momentum since then. In 2024, a new location opened inside the KSI Kitchen & Bath Design Center in Northville, expanding its footprint and accessibility. By 2025, the Bloomfield Hills showroom underwent a full remodel, boosting the client experience with a more modern and design-focused environment.

Now, in 2026, Reimer Floors celebrates 80 years in business, a milestone that speaks to its consistency and commitment to quality. For Chris, one of the most meaningful achievements is not a specific award or expansion: It is the relationships built along the way. “Many families, builders, designers and real estate agents return to us multiple times and refer friends and neighbors,” he shared. “That trust means everything.”

At the heart of the company’s success are three key principles: expertise, process and accountability. The team emphasizes clear communication and a structured workflow to ensure projects stay on track. “Our process minimizes surprises,” Chris said. “We know how important timing is, especially in real estate transactions.”

The showroom itself also plays a role in setting the company apart. Designed to reflect the style and quality of homes in Oakland County, it offers an elevated experience that inspires confidence. Clients can explore options in a setting that feels both approachable and refined.

Looking ahead, the vision for Reimer Floors is clear. “Our goal is to be the most trusted flooring provider in Metro Detroit,” Chris explained.

To get there, the team plans to continue investing in product offerings, streamlining installation processes, and strengthening relationships within the community. At the same time, they remain committed to its guiding principle. “We deliver an exceptional customer experience built on trust, transparency and craftsmanship,” Chris said.

For real estate agents and homeowners alike, the company’s commitment translates into peace of mind. When a client walks through the doors of Reimer Floors, they are working with a team that understands how every detail contributes to the bigger picture. “We are not just a flooring store: We are a partner in protecting and enhancing property value,” Chris said.

After 80 years, that partnership continues to stand the test of time. ❏

For more information about Reimer Floors, please visit riemerfloors.com.



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LAITH MARROKI

Turning Struggles into STRENGTH

After over two decades of perseverance and gratitude, Laith Marroki would say that real estate has been more like a calling than a career. “I always say, if I can’t practice real estate, I wouldn’t know what to do with my life,” he said. “Well, maybe I’d cook — that’s my other passion.”

Born in Baghdad, Iraq, Laith was raised in a nation of war, dictatorship, and limited freedoms. “I had a great childhood, despite growing up in war and under Saddam’s regime, but things changed,” he recalled. “I had problems with the government for voicing my opinion. I had to flee my country for fear of my life.”

In 1991, Laith arrived in the United States with over \$50,000 in debt to the friends and family who helped him escape. “That moment was one of the hardest defining moments of my life — leaving my country, my loved ones, and everything familiar behind,” he shared.

Through hard work and grit, Laith paid off his debts, bought a home, and opened his first business within three



PHOTOS BY JAY DUNBAR OF GREAT LAKES AERIAL VIDEO SERVICES

PHOTOS TAKEN AT LOMBARDO HOMES MODEL AT PRESTON CORNERS VISTAS IN SHELBY TOWNSHIP

years. “I’ve had many businesses since — flips, rentals, investments. I took risks because I believed in building something better for my family,” he said.

Now a broker and “rainmaker” at Keller Williams Paint Creek, Somerset & Central, Laith has spent more than 25 years building not only a successful business but also a legacy defined by service and resilience. His sales volume in 2024 topped \$21 million, and his career total exceeds \$250 million. He has also received multiple Triple Gold and Platinum awards from Keller Williams and was previously a top producer at both RE/MAX and CENTURY 21. In addition to his work as a broker, Laith co-owns a property management company with his business partner, Martin Shauya, and is an experienced landlord with multiple rental properties, primarily in low-income areas.

“**HELPING PEOPLE fuels my determination to do more and do better. Whether it’s my clients, my team, or the community, THAT’S WHAT KEEPS ME GOING.**”



At his brokerage, Laith leads a team of six agents and support staff who are considered like family. “The culture we have is second to none — everyone empowers each other,” he explained. “We don’t just sell homes: We build trust, relationships, and dreams.”

Laith’s people-first philosophy has carried him through market crashes and shifting economies. “When we started the Keller Williams franchise in 2007, the market crashed,” he said. “It was a huge challenge, but I took the lead and helped turn things around.

Today, we’re one of the most successful real estate companies in our area.”

Outside of real estate, Laith is an artist, a chef, and a storyteller. “I paint, I draw, and I love making food,” he said with a smile. “I owned a video store in the ’90s, so I’ve seen every movie from that era. I’m a nerd — I’ll admit it!”

Although Laith’s hobbies bring him happiness, he finds greater fulfillment in his family. He and his wife, Rawnak — “my life partner and support system” — have three children: Stephanie, Mark,

and Matthew. In 2024, Laith’s family grew when he became a grandfather. “Becoming a grandfather is the biggest joy of my life right now,” he said. “My daughter Stephanie and her husband Michael gave us a beautiful gift.”

Laith’s son Mark followed in his father’s footsteps, earning his real estate license and joining the team. Laith’s youngest son, Matthew, was an artist and activist known for standing up for the underdog. After his tragic passing in 2017 at just 17 years old, Laith and his family started Matthew’s Masterpieces, a charity in his honor that hosts an annual art event to raise money for multiple charities that Matthew cared about. “He was our soulful kid. Losing him changed everything — my thoughts, my beliefs, my perspective,” Laith said.

Despite life’s unimaginable challenges, Laith channels his energy into helping others. “Helping people fuels my determination to do more and do better,” he shared. “Whether it’s my clients, my team, or the community, that’s what keeps me going.”

“We support charities that help the less fortunate, the abused, and dogs,” Laith added. “I believe that in order to receive, you have to give.”

For up-and-coming agents, Laith reminds them to never sway from the basics. “Know your contracts, know your clients, and never stop learning,” he explained. “We’re not order-takers — we’re professionals, and we need to treat the industry that way.”

“Whether I’m helping someone find their dream home or supporting a fellow agent, I lead with confidence, conviction, and care,” Laith said. “That’s what it means to be a rainmaker. That’s what it means to leave a legacy.”

Most of all, Laith hopes to be known for his heart. “I want to be remembered for being kind and helpful,” he said. “For my work ethic and strategic patience. For making others feel seen, heard, and supported.”



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An advertisement for Silverline Lending. It features a photograph of Brent Wilson, President and Founder, standing in front of a modern house with a pool. The text includes "TOP MORTGAGE BROKER IN METRO DETROIT" and lists services such as "18-YEAR INDUSTRY PRO", "INVESTOR FRIENDLY PRODUCTS", "IN-HOUSE PROCESSING TEAM", "VERIFIED PRE-APPROVALS", and "EXTENSIVE FIRST TIME HOMEBUYER PROGRAMS". It also includes the Silverline Lending logo, contact information, and a QR code with NMLS# 1805970.

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