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MELISSA MITCHELL

Agent Spotlight:
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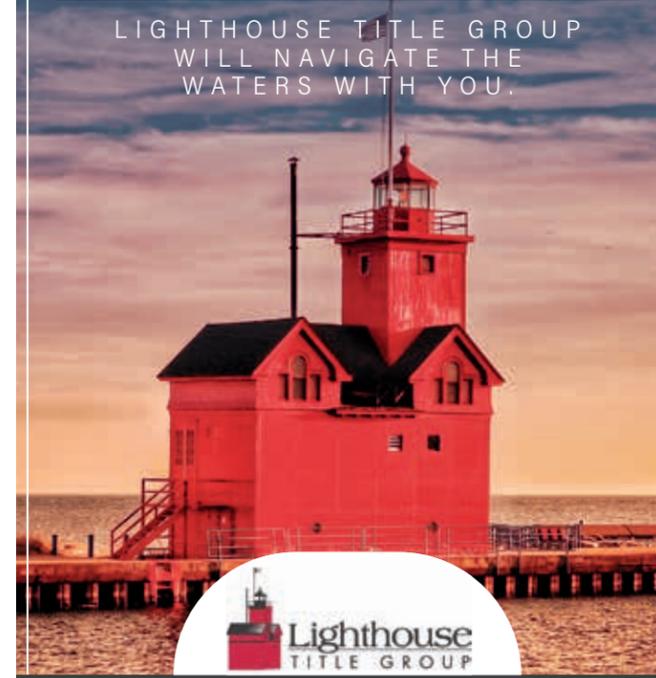
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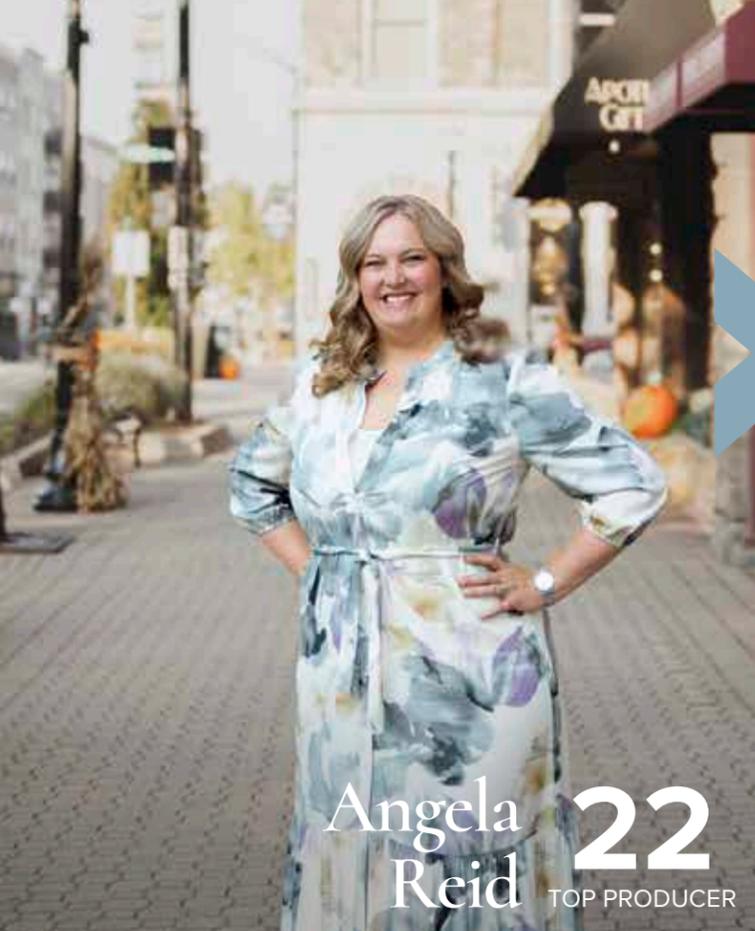
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Angela Reid **22**
TOP PRODUCER

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If you are interested in nominating people for certain stories, please email us at: terra.csotty@n2co.com

Meet The Team



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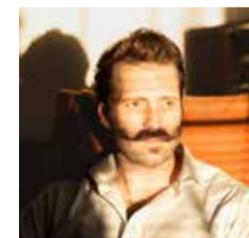
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Welcome to the Top 300!

Out of roughly 7,000 licensed real estate agents across the Grand Rapids area, you've earned your place among the Top 300. That is no small feat — it's a true badge of honor. This recognition reflects your consistency, professionalism, leadership and the trust your clients place in you every day.

At Real Producers, our mission is simple: celebrate you. We exist to spotlight your accomplishments, tell your stories, and create meaningful opportunities to connect — both with one another and with the trusted partners who support your businesses. This publication, our events and our platforms are built around relationships, community and excellence.

Please join me in welcoming our newest Top 300 members. I look forward to celebrating you in person at our **March Toast to the Top** event — where we'll raise a glass to your success and the impact you continue to make across the Grand Rapids area. **Registration is now open at grrpevents.com.**

Be sure to visit grandrapidsrealproducers.com, where you can view past issues, explore previous events and read profiles on our Preferred Partners. These partners have been

personally recommended by many of you — thank you. They are the reason we're able to deliver this publication to the Top 300 at no cost and feature nominated agents for free. Please consider them when building or expanding your vendor list.

If you'd like to recommend a partner or nominate an agent to be featured, you can find the forms on our website or at linktr.ee/realproducers. And don't forget to follow our social media channels so you don't miss a beat with everything happening at Real Producers in 2026.



Congratulations again on this well-earned achievement. I'm honored to celebrate you and look forward to seeing you soon.

Terra Csotty
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2025

BY THE NUMBERS

HERE'S WHAT THE TOP AGENTS IN GRAND RAPIDS SOLD IN 2025

	<h2 style="font-size: 36px; color: #0070C0;">\$4,493,856,286</h2> <p>SALES VOLUME</p>
	<h2 style="font-size: 36px; color: #0070C0;">10,873</h2> <p>TOTAL TRANSACTIONS</p>
	<h2 style="font-size: 36px; color: #0070C0;">36</h2> <p>AVERAGE TRANSACTIONS PER AGENT</p>
	<h2 style="font-size: 36px; color: #0070C0;">\$14,979,521</h2> <p>AVERAGE SALES VOLUME PER AGENT</p>



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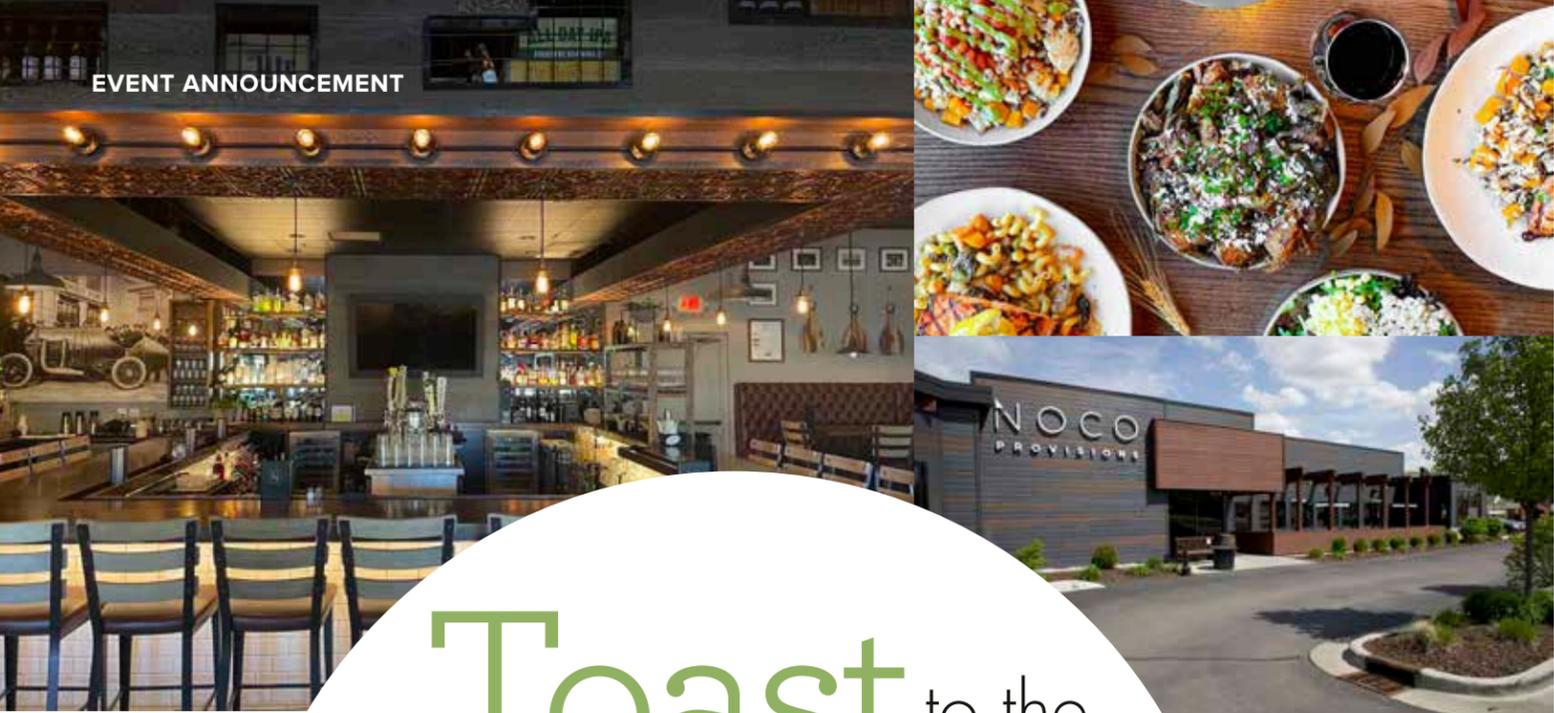
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Time: 3:00 - 5:00 p.m.

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Melissa MITCHELL

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For Melissa Mitchell, real estate is a deeply personal legacy that spans generations. Her grandmother was a pioneer who began building homes on the northwest side of Grand Rapids in the 1950s. Working full time as a teacher, she started out building one house a year. “In her retirement, she started building 2-3 homes per year and would go on to build over 150 homes during her lifetime,” Melissa explained. “I think of my career as a continuation of my grandmother’s legacy of building homes and creating homeownership in West Michigan.”

As a teenager, Melissa hosted open houses, placed Sunday ads, and handled showings for her grandmother’s builds. A year after her grandmother died, Melissa officially received her real estate license in 2014. “It felt like God was whispering — maybe yelling! — in my ear, pointing me in the right direction,” she said.

Throughout her career journey, Melissa has navigated various industries and cities. After earning her degree from the University of Michigan, she built a career in corporate relocation and human resources. She later stepped away from the workforce to focus on raising her children. “When my



youngest started kindergarten, I prayed for 10 months before deciding to pursue real estate,” she said. “Real estate allowed me to keep my grandmother close to my heart and have the flexibility as a mom to be involved at school.”

Since becoming an agent, Melissa has closed over \$67 million in sales — more than \$10 million of which came in the past year. Her accomplishments include earning the Real Estate All Star award from Grand Rapids Magazine from 2021 to 2024, receiving the GRARLA Graduate designation, and ranking in the top 2% of Metro Grand Rapids sales in 2024. She has also served as Chair of the GRAR Strategic Relations Committee and has held seats on the Grievance, Professional Standards, and Government Affairs Committees. “As agents, we compete with one another, but we also need one another to do our jobs well,” Melissa said.

Melissa attributes her success and accomplishments to her strong focus on raising the bar of professionalism within the industry and practicing compassion. “We’re in an industry with a very low threshold for entry, yet we handle one of the biggest financial decisions in people’s

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“Doing the right thing is never the wrong thing.”



being football parents,” she shared. Jackson recently graduated from Kalamazoo College after four years playing as a safety, Sam is a junior at the University of Michigan’s Ross School of Business, and Max is a senior at East Grand Rapids High School. As a family, they enjoy traveling, kayaking, cheering for U of M football, and relaxing at their cottage in Spring Lake.



To up-and-coming agents, Melissa recommends that they get involved and join a committee. “Work toward a new certification every year,” she added “Surround yourself with veterans of the business. Learn constantly and listen more than you speak. Always treat others with patience and respect.”

According to Melissa, true success in the industry lies in giving her clients the confidence and clarity to make empowered decisions. “Even when there’s stress, good communication can make the experience positive,” she said.

Whether she’s mentoring new agents or guiding families through major transitions, Melissa approaches each interaction with care and integrity. She is a reminder that doing good work begins with doing good for others.

lives,” she said. “Doing the right thing is never the wrong thing.”

Although Melissa is a solo agent at GreenSquare Properties, her leadership as an associate broker is evident in her efforts to mentor others. “In the first 10 years of my career, I felt like I had to prove myself and take every opportunity,” she said. “Now, I’m focused on lifting others up and leveraging my business in a more meaningful way.”

For Melissa, her greatest reward comes from guiding clients through life’s transitions. “I love meeting people and hearing their stories,” she shared. “It’s such an honor to be part of their journey during such meaningful milestones.”

One service that is close to Melissa’s heart is helping seniors downsize.

“About 30% of my work is with seniors moving into condos or independent living communities,” she explained. “I feel a profound duty to ensure they’re treated with patience, fairness, and compassion.”

Like many other agents, Melissa will admit that it can be challenging to maintain a work-life balance. “I’ve had to work hard at setting boundaries with clients to protect time with my family. I have become better at knowing when to turn my phone off,” she said.

At home, Melissa is a proud wife to Joel and mother of three sons — Jackson, Sam, and Max. “We’ve had the best time

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SHAWN JACOBS



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PHOTOS BY JACOB HARR
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For Shawn Jacobs, real estate is about building long-term wealth and trust. As the director of multifamily at MOXIE Real Estate + Development, Shawn has spent eight years helping clients grow their portfolios — from first-time investors purchasing duplexes to

seasoned buyers acquiring 100-unit complexes.

“The most rewarding part of my business is watching my clients build their wealth and create freedom through real estate,” Shawn said. “It’s amazing to see how one purchase can lead to a lifetime of opportunity.”

Shawn began his real estate career when he was just 20 years old, attending college at night and selling residential properties during the day. Now, he leads MOXIE Multifamily alongside team members Kyle Kimble and Danny Kolp, who specialize in small to mid-size multifamily investments.

“We’re able to help our clients with anything from a single-family rental or a 100-unit apartment complex,” Shawn said. “Our team is unique in that we can grow with them and have off-market opportunities for all sizes of purchases.”

Shawn was recently recognized as the #1 multifamily sales leader by the Greater Regional Alliance of REALTORS® (GRAR) and the Commercial Alliance of REALTORS® (CAR) West Michigan in 2025, further solidifying MOXIE Multifamily’s position as a market leader.

“One of my biggest professional achievements is buying a 38-unit apartment complex outside Rochester, Michigan, with a group of partners from San Diego,” Shawn added. “It was mostly vacant and distressed. We renovated, repositioned, and sold the property in 14 months. It made me a better agent.”

Shawn’s ability to connect investors with opportunities has made him a trusted name in Grand Rapids, even as challenges mount. “Finding investment opportunities is difficult,” he admitted. “Grand Rapids has seen most of its growth in the past few decades, so there is limited supply of multifamily buildings built since 1980. High inflation and interest rates make it hard to build new inventory, so the lack of supply is the biggest challenge.”

Despite the market constraints, Shawn has built a reputation for integrity and reliability.

“We’ve developed a network of agents, property managers and attorneys who trust us to bring a buyer who will close the transaction and not disturb tenants,” he said. “When those opportunities come up, we want to be top of mind.”

Outside of work, Shawn finds balance in the outdoors and family life. “On the weekends, I spend most of my time boating on Lake Michigan or on the water in northern Michigan,” he said. “I love to fly fish, hunt, hike, and camp — anything outdoors. I’m also an avid traveler and love spending time with family, friends, and my golden retriever, Shae.”

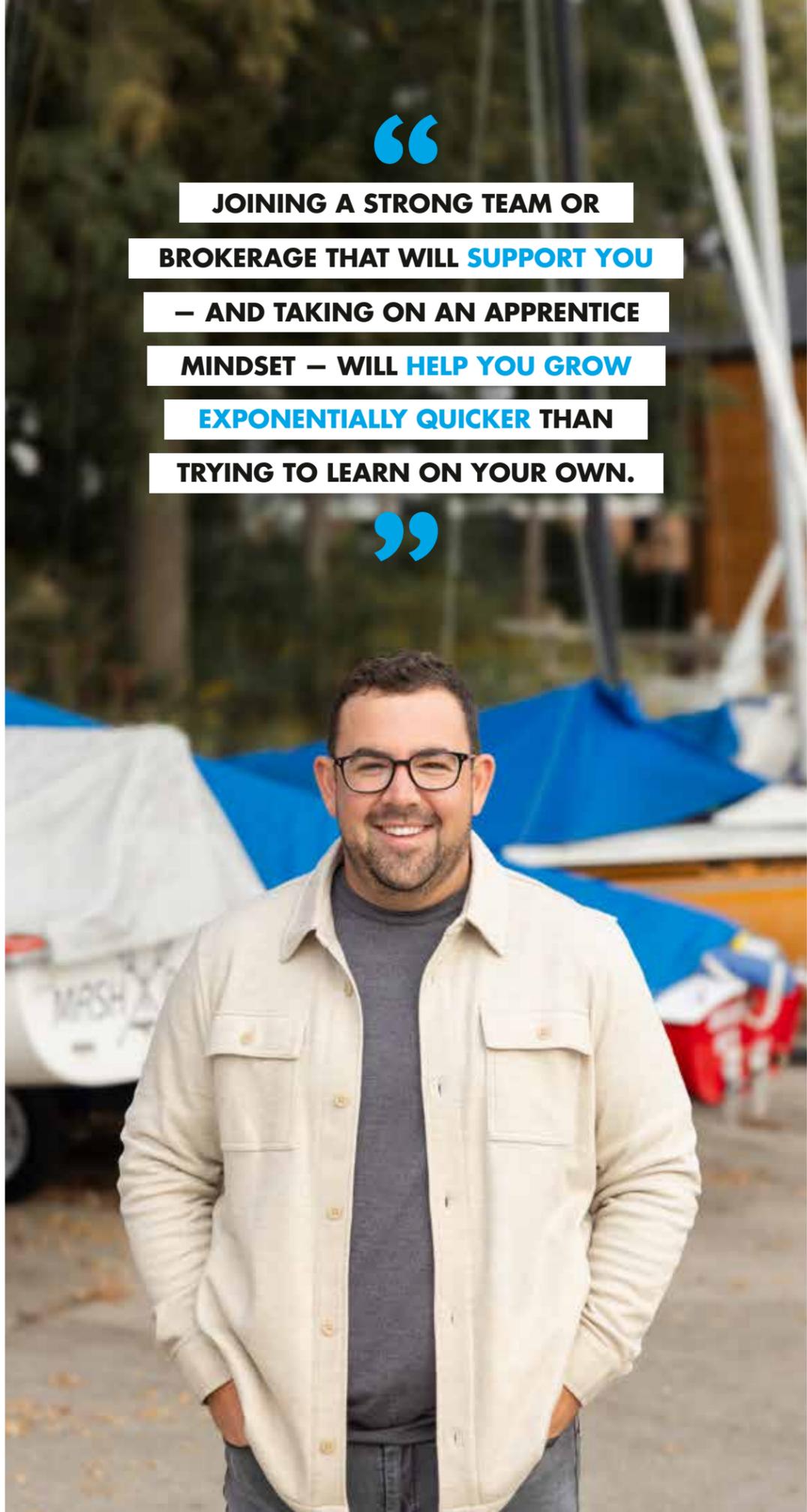
Shawn embraces growth and entrepreneurship in every aspect of his life. For new agents, he reminds them to find a niche and don’t be afraid to pivot. “Joining a strong team or brokerage that will support you — and taking on an apprentice mindset — will help you grow exponentially quicker than trying to learn on your own,” he added.

When it comes to success, Shawn defines it by how much of a lasting impact he has had on others. “To me, success means creating a reputation within the Grand Rapids real estate community as a leader with integrity in the multifamily space,” he said. “We want to be advisors for all of our clients’ multifamily needs, even if we’re not part of the deal.”

“I want to be remembered for running a business based on integrity and doing the right thing, even when it’s hard,” Shawn shared. “There’s enough business for everyone, and I love that real estate can be a team sport.”



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Angela Reid

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A NATURAL FIT IN REAL ESTATE



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Angela Reid has built her career on hard work and meaningful relationships with her clients. An agent at Five Star Real Estate, she has ranked in the top 1% among the brokerage's 900 agents and recognized among the top 500 in the Greater Regional Alliance of REALTORS® (GRAR). "If a job could be made for someone, I truly believe real estate was made for me," she said.

Before earning her license, Angela spent years in management in the lumber industry, working closely with builders and watching homes come to life. "It felt like a natural progression to start selling the completed home," she explained. "Real estate combines all my strengths and has given me an incredible life to share with my family."

According to Angela, her business philosophy is rooted in authenticity. "I won't ever 'fake it 'til I make it,'" she said. "If there's something I don't know, I'm not too proud to ask. I want what's best for my buyers and sellers, and will work extremely hard to assure the process is easy from start to finish."

Angela's motto, "Moving Forward," reflects her commitment to progress. "I don't want to look back or sit behind a desk again," she shared. "Every time I read the motto, it assures me that hard

“ IF THERE’S SOMETHING I DON’T KNOW, I’M NOT TOO PROUD TO ASK. **I WANT WHAT’S BEST FOR MY BUYERS AND SELLERS,** AND WILL WORK EXTREMELY HARD TO ASSURE THE PROCESS IS EASY FROM START TO FINISH.

”

work pays off and there is no looking back.” Angela attributes much of her success to repeat and referral business, treating every referred client with the same level of service as her own.

For Angela, one of the most fulfilling parts of her work is helping first-time homebuyers. “I have been invited to weddings, baby showers, graduation parties and so many other events by clients who have become friends,” she said. “I don’t ever say ‘my past client.’”

Since starting in a “normal market,” Angela has navigated low- and high-interest rates, hot seller’s markets, and a more balanced climate. “Ultimately, I rode the roller coaster and had about 20 years of market changes come in seven years,” she said. Through it all, Angela stays calm, positive and honest, reassuring clients that real estate “is and always will be a great investment.”

When she’s not closing deals, Angela is often with her family. She and her husband, Jason, have two daughters — Ava, 13, and Ani, 9 — and a springerdoodle named Ryder. They enjoy being on the lake and traveling, especially to Hilton Head Island, South Carolina. “Anything on or near the water is my favorite place to be,” Angela shared.

To Angela, success means providing for her family while having the flexibility to enjoy time with them. “The most important thing in life is to be kind and respect the people around you,” she added. “I guarantee the same service for a \$25,000 land buyer as I do a million-dollar buyer.”





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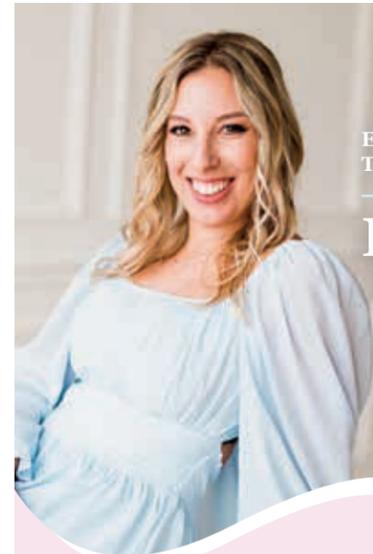



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