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Partner Spotlight:
TAYLOR HARTLEY
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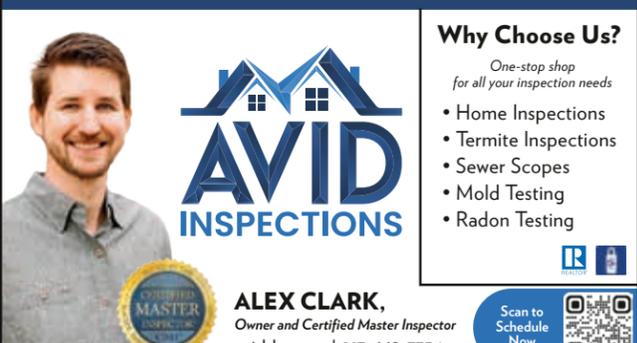
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Faithful STEP

Matt Webb never expected real estate to become the place where his faith, his competitive drive, and his desire to help people would all collide. But five years after getting licensed, he's built a business that reflects each of those motivations clearly. And if there's one thing he hopes readers understand, "My business is truly not about me," Matt says. "What's freely been given to me, I want to give to other people."

That posture of service has shaped the way he approaches everything, from sales volume to team leadership. It wasn't always the plan, though. Before real estate, Matt was working in hospice sales in Dallas, preparing for what he thought would be a future in ministry. He and his wife had moved there for him to take a church internship, an unpaid role, when they found out they were expecting a baby. Suddenly, everything shifted. Matt took a job with a hospice company, and the owner, a highly successful businessman, took him under his wing. "He told me, 'You'll have more impact off the stage than on it,'" Matt remembers. "I met with him once a week for about eight or nine months, sitting in high-level meetings, watching how he talked to people and thought about business."

When COVID hit, everything in hospice sales changed. Matt and his family moved back to Kansas City as the company planned to open a new branch, but the shutdowns made access to hospitals nearly impossible and forced him to rethink his career path. In the middle of all the uncertainty, real estate kept coming to mind. So, he dove in by watching YouTube, studying the business, and learning everything he could. "I figured I'd just run with it and see where it led," Matt says. "And from that moment on, I never looked back."

What happened next surprised even him. In his first year, he closed 24 transactions and sold a six-million-dollar apartment complex as his fifth deal. "It was almost like instant success," Matt says. Even when interest rates shot up and the market shifted, he kept adapting. He started flipping houses to create his own inventory and to build a business



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EVEN IF YOU TELL
THEM EVERYTHING."**



“

**IF I WANT TO HAVE INFLUENCE
AND IMPACT, I HAVE TO**

be someone worth imitating.

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that could survive any market cycle. “Everyone was complaining about showing 20 houses,” he says. “I thought, okay, if 20 is the benchmark, let’s get people into 20 houses. But it’s not going to be this easy forever. How do I last when things get hard?”

Lasting wasn’t the problem. Scaling was. As his business grew, from 30 transactions, to nearly 40, to 64, to over 100 this year, Matt realized he couldn’t do everything alone. He hired an assistant who will soon step into a director of operations role, brought on a project manager, and began developing agents who wanted to learn and grow. The motivation wasn’t just efficiency. It was stewardship. “You can’t lead anybody unless you lead yourself really well,” he says. “If I want to have influence and impact, I have to be someone worth imitating.”

There’s ambition in Matt, but it’s grounded. In the next five to ten years, he hopes to reach a hundred doors in rental properties and shift his focus toward mentoring. He talks often about wanting to pour into men, help people build meaningful careers, and one day start a nonprofit that supports women coming out of prison or addiction. “I want to be a leader of leaders,” he says.

He’s also thinking about his family. Matt and his wife have two young daughters, and he’s clear about his priorities: “I can’t get these years back,” he says.

When he’s not working, though he admits that turning off is tough, he’s playing basketball, traveling to Chiefs games, finding good restaurants, but also sneaking in some underwriting for rental deals. “I love my job,” he says simply. “I enjoy this.”

If there’s one lesson he wants newer agents to hear, it’s this: don’t gatekeep. Build relationships, take action, ask questions, and don’t be afraid to bet on yourself. As Matt puts it, “Most people won’t take action even if you tell them everything. And if they do, what makes you special is you.”

It’s a fitting summary of a career built on taking the next faithful step: hustling, learning, helping, and leading, all at the same time.





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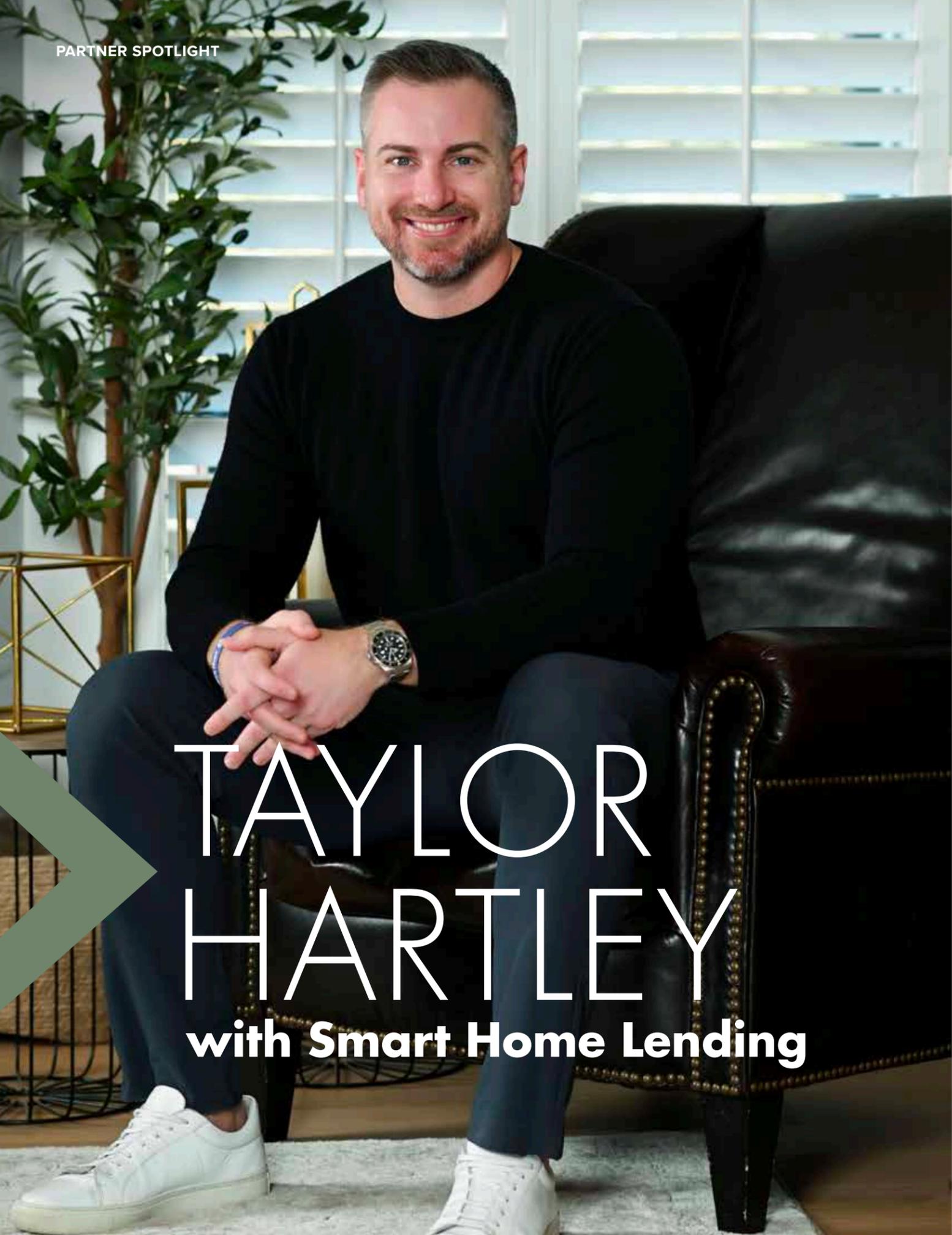
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TAYLOR HARTLEY

with Smart Home Lending

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Heart FIRST, Loans SECOND

Taylor Hartley did not grow up dreaming about interest rates and loan programs. Born in Arlington, Texas, and raised in Keller, Texas, Taylor's early years were filled more with small-town roots and big ambitions than spreadsheets and contracts. After graduating from Kansas State University in 2007 with a degree in marketing, Taylor's path into the mortgage world was anything but predictable. "I bartended in Manhattan, KS after school for a semester," Taylor said. "Then moved to Overland Park, KS and started in the mortgage industry."

That short stop behind the bar helped sharpen people skills that would later become essential in a career built on trust and relationships. At first, Taylor thought the future would look different. "I thought I wanted to be in commercial banking, but went the residential mortgage path instead," Taylor said.

That decision set the stage for nearly two decades of growth, challenges and steady success. Taylor entered the industry in the spring of 2007 at Countrywide Home Loans. It was an intense introduction, followed quickly by a reality check when Bank of America acquired the company.

"We all got laid off," Taylor said. Rather than walk away, Taylor leaned in. In 2008, the journey continued at LeaderOne Financial. By 2012, Taylor moved into Wells Fargo Private Banking.

Two years later came a shift to Community First National Bank in Manhattan, Kansas, followed by another leap in 2017 into the broker world. Finally, in 2022, Taylor officially launched Smart Home Lending. "I started my own company and funded it by myself. No investors," Taylor said. "So there was a lot of bootstrapping and figure-it-out moments."

That independence shaped how Smart Home Lending operates today. Built on the broker model, the company was intentionally structured to secure highly competitive rates while keeping borrower fees among the lowest in the area. Taylor's vision was to create a mortgage company that combines incredible execution with genuine care, where clients do not have to choose between pricing and service.

Smart Home Lending serves as a direct partner to homebuyers, a transaction partner to real



estate agents, and a strategic resource for financial advisors and beyond, helping clients make long-term financial decisions. By aligning communication, expectations, and timelines across all parties, the team works to ensure transactions move smoothly and relationships stay protected.

Today, Taylor has been the owner of Smart Home Lending for four years and leads a tight-knit team that reflects years of trust and collaboration. "I have worked with Jasmine Alexander, my loan processor, for seven years, and Ryan Alexander, my compliance officer, for five years," Taylor said. Those long-standing partnerships mirror Taylor's approach to leadership, built on loyalty and mutual respect.

The company is also designed to support its loan officers, maintaining competitive commission structures that prioritize retention, stability, and long-term client relationships over short-term volume. The result is a consistent team aligned around service, accountability, and putting clients first. The results speak for themselves. Taylor has earned recognition as a top mortgage broker in Kansas and ranks in



“ I’M STILL ALWAYS TRYING TO GET BETTER AND LEARN FROM OTHER PEOPLE.”

the top 1 percent of loan officers nationwide. Still, accolades are not what drive the work.

“I’ve had a lot of good mentors,” Taylor said. “Jonny Wainscott and Chris Paris taught me the ropes. Dave Brown in my opinion is the best LO in KC, and I’ve looked up to him since 2014. Jim Casson got me into the broker world in 2017, and that was the best thing I’ve ever done for my career.” Those influences helped shape not only Taylor’s technical skills but also a people-first philosophy. “It’s been a long road, but I’ve learned a ton from a lot of good people,” Taylor said. “I’m still always trying to get better and learn from other people.”

Today, growth remains a top priority. “I’m really focused on growth for me and my LO’s,” Taylor said. “It’s harder than I thought to still produce loans and hire LO’s.” Balancing leadership with production is no small task, but Taylor embraces the challenge. The most rewarding part of the business, however, is not measured in numbers. “Seeing how many families I’ve helped,” Taylor said. “Not just with loans but with the team that works with me. It’s pretty cool to have close relationships with the people that work here.”

That heart-led philosophy shows up in practical ways. Clients benefit from proactive, fast communication, clear updates throughout escrow, and a personalized experience that feels less transactional and more like working with a trusted friend. Real estate partners know they can expect predictable timelines, transparency, and a lender who understands how critical reputation is in every deal.

Smart Home Lending is best suited for clients and agents who value transparency, competitive pricing, and consistent communication, particularly in transactions where reliability and reputation matter most. For Taylor, the ultimate goal is simple: ensure that every deal closes cleanly, predictably, and in a way that strengthens, not strains, the relationships and people involved

That same sense of connection defines life outside the office. Taylor and spouse Molly met at Kansas State and are now raising three sons together. “My wife is Molly Hartley and she’s the life of the party and crazy smart,” Taylor said. “She’s probably the smartest person I know, but you’d never know because she’s always down to earth and humble.” Their sons bring plenty of energy to the household. “Henry is really into books and science. Griffin plays every sport he can. And Jack is always trying to keep up with his brothers,” Taylor said.

When work slows down, Taylor enjoys soccer, most sports, and “going to the lake and chilling with my friends.” Community involvement also plays a role. Smart Home Lending supports Children’s Mercy through events and contributes to Braden’s Hope.

Taylor sees a future deeply connected to real estate professionals. “I love everything about it and I can’t see myself ever leaving the industry,” Taylor said. “I’d like to eventually grow to a few cities in the Midwest and have smaller offices with a few really good LO’s.”

At the heart of everything is a simple mission. “I genuinely care about other people,” Taylor said. “My team, my clients, my referral partners and my family. I lead by my heart and not my head.” For Taylor, leading with heart does not mean sacrificing performance. It means building a company efficient enough to deliver competitive rates, low fees, exceptional communication, and long-term trust. All at the same time.

When asked how Taylor hopes to be remembered, the answer is immediate. “Actually caring about people,” Taylor said. It is a value summed up in a favorite quote: “Do what’s right, even when no one is watching.”

And it is the foundation on which Smart Home Lending continues to grow. “I created Smart Home Lending to help people,” Taylor said. “As long as we remember that, that’s all you need.”

FIX YOUR SYSTEMS, SCALE YOUR BUSINESS

SUBMITTED BY CHRISTY BELT GROSSMAN, CEO AND OWNER OF OPS BOSS COACHING™

If your business feels like it's running you instead of the other way around, you're not alone. Many real estate teams spin their wheels, adding new tools, processes, and systems—yet results don't match the effort. Oftentimes you add layer upon layer, and end up overcomplicating things.

The truth is - your business won't truly scale until your systems do. And broken systems are like bad coffee—everyone suffers until you fix them.

So how do you evaluate your systems?

Start With Purpose

Evaluating your systems isn't busy work—it's strategy in action. Before diving in, ask yourself:

- Which systems are slowing us down?
- What's holding the team back?
- Where are we leaving money or time on the table?

Clarity on “why” ensures honest evaluation—and honesty uncovers opportunity.

If you have a Director of Operations (or the closest equivalent on your team), they should take the lead. Examine every core system in your business.

To simplify, break them into three key areas:

Sales:

- Database & CRM
- Lead Management
- Marketing Campaigns
- Social Media
- Touch Program
- Listing & Buyer Consultations
- Listing Administration
- Showing Feedback
- Open Houses
- Buyer Process
- Contract to Close
- Receiving & Presenting Offers

- Reviews & Testimonials
- Agent Referrals
- Client Events

Operations:

- Goals & Accountability
- Communication
- Meetings
- Agent Standards
- Recruiting
- Retention/Culture
- Onboarding
- Offboarding
- Budget & Financials
- Tracking & Numbers

Personal Systems

Your personal efficiency systems are just as critical—they ensure you lead without burning out:

- Start-Up & Shut-Down Routines
- Time Blocking
- Task Management
- Personal Referrals
- Habit Tracking (Journaling, Affirmations, Visualization, Goals, etc.)

What to Look For

Ask yourself these questions for each system:

- Do you have a tool or solution in place? CRM, templates, calendars, etc.
- Is it scalable? Can this system handle growth, or will it collapse when you add just one more team member?
- Is it documented? Could someone walk in tomorrow and run it successfully?
- Who owns it? Accountability matters. One owner, one system—no exceptions.
- Team effectiveness rating: How well is it working? Honest feedback is gold.
- Priority: Which systems need immediate attention versus later tweaks?
- High Priority: Fix or elevate these first—they move the needle.
- Medium Priority: Tackle next.
- Low Priority: Optional improvements—don't let them distract you.



Focusing on high-impact areas first often produces bigger results faster than trying to build new systems from scratch.

Turn Evaluation Into Action

Once priorities are set, create a straightforward action plan. Assign each system an owner, a deadline, and a clear goal. No formulas, no overcomplicating—just clarity, accountability, and execution.

Why It Matters

When your systems run efficiently and effectively, everything else gets easier. You'll know what's broken, what's missing, and what's already good but could be

great. With alignment between Ops and Team Leader, your business becomes predictable, trainable, and scalable—and you get the freedom to lead rather than constantly firefight.

Bottom Line

Stop guessing. Stop spinning. Stop working harder than you need to. Strengthen your systems—team and personal alike—and your business backbone will carry everything else: sales, growth, culture, and profits.

When your operations are solid, everything scales. And scaling isn't just growth—it's freedom, clarity, and momentum for your business.



About Ops Boss® Coaching

Ops Boss® Coaching was founded by Christy Belt Grossman, former COO of one of the nation's first \$1 Billion sales teams. Ops Boss® Coaching is celebrating their 10th Anniversary of being the premier provider of education, coaching, and community for real estate operations professionals (we call them Ops Bosses®!) Learn more at www.OpsBossCoaching.com.

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2025

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HERE'S WHAT THE TOP 500 AGENTS IN KANSAS CITY SOLD IN 2025



\$10,129,957,170

SALES VOLUME



21,477

TOTAL TRANSACTIONS



\$20,259,914

AVERAGE SALES VOLUME PER AGENT



43

AVERAGE TRANSACTIONS PER AGENT



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TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2026 - Jan. 31, 2026

#	FIRST NAME	LAST NAME	OFFICE NAME
1	Rob Ellerman	Team	ReeceNichols - Lees Summit
2	Mike	Reilly	Reilly Real Estate LLC
3	Koehler Bortnick	Team	ReeceNichols - Country Club Plaza
4	Eric Craig	Team	ReeceNichols-KCN
5	Bryan	Huff	Keller Williams Realty Partners Inc.
6	Dan	Lynch	Lynch Real Estate
7	Scott	Ventimiglia	Midwest Land Group
8	Spradling	Group	EXP Realty LLC
9	Ray Homes KC	Team	Compass Realty Group
10	Majid	Ghavami	ReeceNichols- Leawood Town Center
11	Tommy	Needles	Keller Williams Platinum Prtnr
12	Richey Real Estate	Group	Real Broker, LLC-MO
13	Sara	Tarvin	ReeceNichols - Leawood
14	The Collective	Team	Compass Realty Group
15	Whitney	Stadler	Compass Realty Group
16	Macoubrie	Zimmerman	Weichert, Realtors Welch & Com
17	Rothermel	Group	Keller Williams KC North

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TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2026 - Jan. 31, 2026

#	FIRST NAME	LAST NAME	OFFICE NAME	
18	Taylor	Made	Team	KW KANSAS CITY METRO
19	Brooke	Miller		ReeceNichols - Country Club Plaza
20	Richelle	Oades		Rodricks , Oades & Co. Realty
21	Nelson	Home	Group	Keller Williams KC North
22	Jolene	Desmond		Platinum Realty LLC
23	Sharon	Barry		ReeceNichols -The Village
24	Dani	Beyer	Team	Keller Williams KC North
25	Ask	Cathy	Team	Keller Williams Platinum Prtnr
26	Michelle	Lutz		Lutz Sales + Investments
27	Kim	Brown		ReeceNichols -Johnson County W
28	Hendrix	Group		Real Broker, LLC
29	Michelle	Marquez		ReeceNichols - Lees Summit
30	Lindsay	Sierens Schulze		ReeceNichols - Leawood
31	Mindy	Wetmore		ReeceNichols - Leawood
32	Kalin	Callewaert		Compass Realty Group
33	Skyler	Wirsig		Midwest Land Group
34	John	Barth		RE/MAX Innovations
35	Andrew	Bash		Sage Sotheby's International Realty
36	Joey	Zarrillo		RE/MAX Heritage
37	Shelly	Balthazor		ReeceNichols- Leawood Town Center
38	Shannon	Brimacombe		Compass Realty Group
39	Nicole	Westhoff		ReeceNichols - Lees Summit
40	Cjco	Team		ReeceNichols - Leawood
41	Sherry	Hines		Weichert, Realtors Welch & Com
42	BG	& Associates		BG & Associates LLC
43	Jenna	Halvorson		Real Broker, LLC
44	Pamela	Chyba		ListWithFreedom.com Inc
45	Heather	Brulez		Weichert, Realtors Welch & Com
46	Thrive	RealEstate KC	Team	KW KANSAS CITY METRO
47	Anna	Diamond Coble		O Shaughnessy & Diamond RE
48	Jeff	Curry		Weichert, Realtors Welch & Com
49	Homeric	Group		KW KANSAS CITY METRO
50	Moving to	KC	Group	KW KANSAS CITY METRO

#	FIRST NAME	LAST NAME	OFFICE NAME	
51	Tanya	Burns		RE/MAX Town and Country
52	Blake	Nelson	Team	KW KANSAS CITY METRO
53	Mendy	Jarman		Keller Williams Realty Partners Inc.
54	Hayley	Wildy		KW KANSAS CITY METRO
55	Benjamin	Lytle		Opendoor Brokerage LLC
56	Lindsey	Pryor		Compass Realty Group
57	Reese	Montgomery	Team	Aristocrat Realty
58	Ken	Hoover	Group	Keller Williams KC North
59	Matthew	Palmquist		Whitetail Properties Real Esta
60	Heather	Leiker		Weichert, Realtors Welch & Com
61	Jeannine	Webb		Seek Real Estate
62	Jana	Larsen		ReeceNichols - Leawood
63	Donnie	Thomas		Midwest Land Group
64	Guide	Group		Compass Realty Group
65	Bre	Dayton		Dayton Dynasty Realty LLC
66	Kristin	Searle		West Village Realty
67	Hern	Group		Keller Williams Platinum Prtnr

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Teams and Individuals Closed from Jan. 1, 2026 - Jan. 31, 2026

#	FIRST NAME	LAST NAME	OFFICE NAME
68	SBD	Team	SBD Housing Solutions LLC
69	Karen	Stump	ReeceNichols - Parkville
70	David	Van Noy Jr.	Van Noy Real Estate
71	Kristin	Holdhusen	ReeceNichols - Leawood
72	Hightower Heritage	Team	Jason Mitchell Real Estate Mis
73	Brian	Fleming	Vitale Realtors
74	Locate	Team	Compass Realty Group
75	Lauren	Anderson	ReeceNichols -The Village
76	Kyle	Talbot	KW KANSAS CITY METRO
77	Miles	Rost	Keller Williams Realty Partners Inc.
78	Dee	Rolig	EXP Realty LLC
79	Trish	Shiever	Welcome Home Real Estate LLC
80	Leah	Taylor	KW KANSAS CITY METRO
81	Elevated Home	Team	Keller Williams Realty Partners Inc.
82	Tamra	Trickey	ReeceNichols - Leawood
83	Sharp Homes	Team	Epique Realty
84	Carla	Walter	Gold Key Realty
85	Lee	Ripma	Lutz Sales + Investments
86	Taryn	Myers Fisher	Compass Realty Group
87	Jeffery	Albright	Weichert, Realtors Welch & Com
88	Sherelle	Witt	Weichert, Realtors Welch & Com
89	Becky	Brock	ReeceNichols - Leawood
90	RJC	Team	Keller Williams KC North
91	Amy	Stoecker	Kansas City Realty
92	Chris	George	Weichert, Realtors Welch & Com
93	Jennifer	Barth	RE/MAX Realty and Auction House LLC
94	Dan	O'Dell	Real Broker, LLC
95	Bailey	Lyons	Lyons Realty Group
96	Heavenly Homes	Team	KW KANSAS CITY METRO
97	Kelly	Heaven	KW KANSAS CITY METRO
98	Molly	Hipfl	ReeceNichols - Lees Summit
99	Michelle	Eads	Northland MO Realty
100	Andy	Blake	Real Broker, LLC

#	FIRST NAME	LAST NAME	OFFICE NAME
101	Alex	Owens	Compass Realty Group
102	Vicki	Shepherd	Realty Executives
103	Kim	Nofsinger	Keller Williams Realty Partners Inc.
104	Alex	Larson	Auben Realty MO, LLC
105	Cory	Ward	Compass Realty Group
106	John	Ward	Compass Realty Group
107	Explore Home	Group	Keller Williams KC North
108	Suzy	Goldstein	BHG Kansas City Homes
109	Rose	Freeman-Krell	Keller Williams Realty Partners Inc.
110	Drew	Page	RE/MAX Premier Realty
111	Katherine	Lee	Sage Sotheby's International Realty
112	Dylan	Crandall	Real Broker, LLC
113	Nichole	Graham	Real Broker, LLC
114	Mike	Russell	Real Broker, LLC
115	Brady	Sullivan	RE/MAX State Line
116	Tracy	Jackson	ReeceNichols - Country Club Plaza
117	Sundance	Team	Rodrock & Associates Realtors

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Teams and Individuals Closed from Jan. 1, 2026 - Jan. 31, 2026

#	FIRST NAME	LAST NAME	OFFICE NAME
118	The Fisher Hiles	Team	ReeceNichols - Country Club Plaza
119	Larry	Eckhoff	RE/MAX Innovations
120	Christy	Tulipana	Platinum Realty LLC
121	Abby	Best	Compass Realty Group
122	Brenda	Youness	Weichert, Realtors Welch & Com
123	Gina	Spencer	Weichert, Realtors Welch & Com
124	Jeff	Yacos	Real Broker, LLC
125	Mindy	Methner	ReeceNichols - Lees Summit
126	Peter	Colpitts	ReeceNichols- Leawood Town Center
127	Quinn	Whimley	Reilly Real Estate LLC
128	Kris	Smith	Keller Williams KC North
129	Sudy	Hurst	ReeceNichols- Leawood Town Center
130	Brenda	Oliver	Heritage Realty
131	Steve	Ashner	ReeceNichols - Overland Park
132	Teresa	Hayes	Twaddle Realty, Inc.
133	Jessica	Smotherman	RE/MAX Elite, REALTORS
134	John	Waltmon	Main Street Renewal, LLC
135	Connie	Stark	MO-KAN Veteran Realty LLC
136	Derek	Ellis	Platinum Realty LLC
137	Bobby	Oberlander	Midwest Land Group
138	Maribeth	Anderson	EXP Realty LLC
139	Doser Steere	Group	LPT Realty LLC
140	Matt	Bass	RE/MAX Premier Properties
141	Sara	Bash Reda	Compass Realty Group
142	Kirsten	McGannon	Compass Realty Group
143	Ryan	Hubbard	United Country American Heartl
144	Candi	Sweeney	ReeceNichols - Parkville
145	Roberta	Beringer	Weichert, Realtors Welch & Com
146	Will	Wiest	Midwest Land Group
147	Matt	Rumans	ReeceNichols-KCN
148	Martha	Cromwell	The Real Estate Store LLC
149	Robert Chad	Chadwick	BHG Kansas City Homes
150	Melisa (Missy)	Price	Weichert, Realtors Welch & Com

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TOP 200 STANDINGS

Teams and Individuals Closed from Jan. 1, 2026 - Jan. 31, 2026

#	FIRST NAME	LAST NAME	OFFICE NAME
151	Kerwin	Holloway	ReeceNichols - Overland Park
152	Amanda	Meyers	Optimum Realty Group LLC
153	HCR	Team	RE/MAX Elite, REALTORS
154	Pamela	Abel	20th Century Real Estate Serv.
155	Jocelyn	Rivard	Keller Williams KC North
156	Stacy	Porto	ReeceNichols -The Village
157	Stephanie	Murphy	ReeceNichols - Leawood
158	Dana	Allen	ReeceNichols- Leawood Town Center
159	Ivy Home	Group	KW KANSAS CITY METRO
160	Travis	Heman	Whitetail Properties Real Esta
161	Barbara	Kearney	Compass Realty Group
162	Bill	Gaughan	Keller Williams Realty Partners Inc.
163	Anthony	Lee	DRH Realty of Kansas City, LLC
164	Dan	Martin	Kansas City Realty
165	Tony	Long	Real Broker, LLC
166	LeAnn	Hiatt	Huck Homes
167	Denise	Foster	House Brokerage

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#	FIRST NAME	LAST NAME	OFFICE NAME
168	Stacy	Warburton	ReeceNichols - Lees Summit
169	Melanie	Johnson	ReeceNichols - Leawood
170	Joel	Taylor	Midwest Land Group
171	Traci	Bertz	United Real Estate Kansas City
172	Vicki	Smith	RE/MAX Innovations
173	Jennifer	West	Keller Williams Realty Partners Inc.
174	Jessica	Kurzweil	ReeceNichols - Lees Summit
175	Amy	Howell	Weichert, Realtors Welch & Com
176	Micah	Roos	Keller Williams Realty Partners Inc.
177	Jennifer	Dove	Kansas City Real Estate, Inc.
178	Destination	Home Team	ReeceNichols - Lees Summit
179	Grace	Fancher	Seek Real Estate
180	Vicki	Fallon	Keller Williams KC North
181	Paul	Lowry	Midwest Land Group
182	Cheryl	Scheele	Platinum Realty LLC
183	Toby	Prussman	Real Broker, LLC-MO
184	Cody	Donelson	Compass Realty Group
185	Lola	Block	ReeceNichols - Leawood
186	Susan	Renschler	Keller Williams KC North
187	Cathy	Smith	KW Diamond Partners
188	Stephen W	Smith	RE/MAX Revolution
189	Jenny	Burkhead	Keller Williams KC North
190	Teresa	Acklin	Prime Development Land Co LLC
191	Aaron	Olla	Real Broker, LLC
192	Julie	Henke	ReeceNichols - Lees Summit
193	Laurie	Bradshaw	Compass Realty Group
194	Loughlin & Associates	Team	Keller Williams KC North
195	Sarah	Snodgrass	Compass Realty Group
196	Tina	Bender	Compass Realty Group
197	Aaron	Blount	Midwest Land Group
198	Trent	Teager	Platinum Realty LLC
199	John	Simone	ReeceNichols-KCN
200	Amy	Arndorfer	Premium Realty Group LLC

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We'd love to help!

FAQ about Kansas City Real Producers

Ever since we launched *Kansas City Real Producers* in July 2017, I have heard some of the same questions from many of you. I figured it would be most efficient to publish the answers here in case more of you had the same questions. Remember, my door is **always** open to discuss anything regarding this community — this publication is 100% designed to be **your** voice!

Q: Who receives this magazine?

A: The top 500 agents of Kansas City. We pulled MLS numbers (by closed volume) in the Kansas City market. We cut off the list at number 500. The list will reset in early 2025 based on 2024 totals and continues to update annually.

Q: Why am I not listed on the top 200 standings/ why are my numbers showing differently?

A: There are a number of reasons why that could be the case. First, be sure to read the disclaimer in its entirety. We pull the data on the exact date listed, so if the closed transaction is not submitted by that date, it will not be included. User error or BRIGHT error is always a possibility. The most common reason is that for any deal with an alternate agent listed, the production gets divided in half between the lead agent and the alternate. There are a few other factors at play, so if you have a question about the Standings, please contact me, and we can take a look: reece.hale@realproducersmag.com.

Q: What is the process for being featured in this magazine?

A: It's really simple — one or multiple peers have first nominated every featured agent you see. You can nominate or be nominated by other agents, affiliates, brokers, owners, and office leaders. A nomination currently looks like this: you email us at reece.hale@realproducersmag.com with the subject "Nomination: (Name of Nominee)." Please explain WHY you are nominating them to be featured. It could be that they have an amazing story that needs to be told, perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. Once the timing is right, the next step is an interview with us to ensure it's a good fit. If all works out, then we put the wheels in motion.

Q: What does it cost to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! This is NOT a pay-to-play model whatsoever.

Q: How can I write an article to be printed?

A: If you are interested in writing an article to contribute your ideas, experience, knowledge, expertise, or stories to the *Kansas City Real Producers* community, please email me at reece.hale@realproducersmag.com. Even if you don't consider yourself a prolific writer, let's talk!

Q: Who are the Preferred Partners?

A: Anyone listed as a "Preferred Partner" in the index at the front of the magazine is an integral part of this community. They will have an ad in every issue of the magazine, attend our events, and be part of our Facebook group. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many agents have personally referred every single Preferred Partner you see. We won't even take a meeting with a business that has not been vetted by one of you and is "stamped for approval," in a sense. Our goal is to create a powerhouse network not only of the best agents in the area but the best affiliates, as well, so we can all grow stronger together.

Q: How can I refer a local business to join KCRP as a Preferred Partner?

A: If you know and want to recommend a local business that would like to work with more top real estate agents, please email me at reece.hale@realproducersmag.com and introduce us! This is the only way we can grow and strengthen this community, through your referrals. It's much appreciated!

Q: How might I get more involved in this community?

A: Two primary ways: First of all, if you have not already, be sure to join our private Facebook group specifically for the top 500 real estate agents and our preferred partners. To request to join, simply search on Facebook the keywords "Kansas City's Top 500 Real Producers Community," and it will pop right up. Request to join, and we will promptly accept you into the group. This online community is a space for further connection, contribution, and curiosity to be shared among our members. Secondly, be sure to attend our events. We currently plan to host events throughout the year, a couple of golf outings, and some VIP social events throughout 2025. We promote these events via email and Facebook, so if you haven't been receiving invites, please email me immediately at reece.hale@realproducersmag.com.



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