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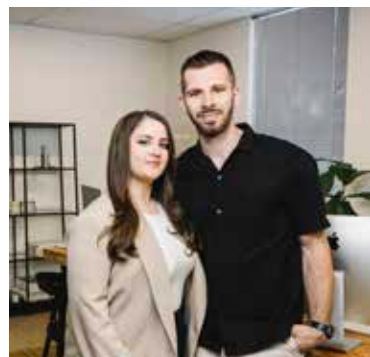


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John Meussner has also been helping home buyers for over 20 years as a mortgage professional. With hundreds of 5-star reviews ranking him in the top 5% of loan officers nationwide (experience.com), customers often cite their appreciation for the communication, transparency, professionalism, and industry-leading closing timelines they receive when working with John & his team.



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Cheers to you, your family and our Sacramento Real Producer Family.



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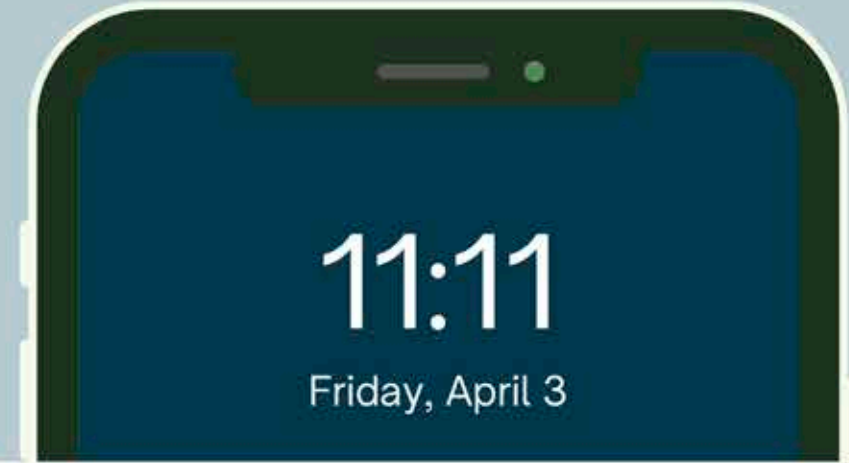


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BUILDING LEGACY, LEADING WITH HEART

THE STORY OF LIMIN WANG

In 2015, Limin Wang arrived in the United States with two suitcases, \$800 in her pocket, and an unwavering belief in the American dream. Today, she ranks among the top 5% of producers in Sacramento County, has earned Masters Club recognition year after year, and is recognized as part of Sacramento Real Producers Top 500. But for Limin, success has never been about accolades. It has always been about family, legacy, and lifting others as she climbs.

Originally from Beihai, a small coastal city in southern China, Limin grew up in a modest household where hard work and education were deeply valued. At just 13 years old, her father made the difficult decision to send her to boarding school so she could focus on her studies. That early independence shaped her discipline, resilience, and deep sense of responsibility.

“It symbolized gratitude, stability, and the fulfillment of a promise I made to myself,” Limin shares. “Everything I have achieved is rooted in their support.”

That experience did not just mark financial growth. It defined her purpose. Real estate became the vehicle through which she could help other families, especially immigrant families, achieve the same sense of pride and security.

Years later, she was selected as a top student to participate in a cultural exchange program in Boston. While continuing her studies, she helped teach Mandarin to her host family’s children. The experience strengthened her communication skills and cultural awareness. It was one of many moments that prepared her for a life bridging communities.

Today, as a Realtor with Portfolio Real Estate, Limin specializes in new construction and serves buyers, sellers, and investors throughout the Sacramento region. Her business, which closed \$17.6 million in volume last year, is built on consistency, education, and relationship-driven service.

After completing her exchange program, Limin moved to California to pursue a business degree and earned her cosmetology license. Working closely with clients refined her service skills, attention to detail, and ability to truly listen, qualities that would later become foundational in her real estate career.

Her transition into real estate in 2020 was deeply personal. That same year, she welcomed her daughter, Kianna, and helped her parents immigrate to the United States. Purchasing a home for her parents became one of the most pivotal moments of her life.

“
My goal is to ensure nothing is lost in translation.
”



Fluent in Cantonese, Mandarin, and English, Limin has become a trusted advocate for multilingual communities navigating the complexities of homeownership. She understands firsthand how overwhelming language and cultural barriers can feel.

“My goal is to ensure nothing is lost in translation,” she explains. “I walk my clients through every step so they feel confident and empowered.”

Her approach is rooted in education. Whether guiding clients through builder contracts and incentives in new developments or explaining long-term investment strategies, Limin prioritizes clarity over pressure. She believes informed clients make confident decisions.

What truly sets her apart is the depth of her relationships. For Limin, real estate is never transactional.

“I treat every client like family,” she says. “My relationship with them does not end at closing.”

Many of her clients become lifelong friends. Referrals are a natural result of the trust she builds by showing up consistently and doing things the right way, even when no one is watching.

Her philosophy is simple. “Success is built, not given.”

It is a mindset forged through years of perseverance, working as an English tutor in college to support herself, starting over in a new country, and building her business from the ground up while raising her daughter as a single mother.

Outside of real estate, Limin prioritizes balance. She enjoys going to the gym, hiking, and spending quality time with her daughter and extended family. Large family dinners filled with authentic dishes, laughter, and connection remind her why home matters so deeply.

She is also actively involved in the Sacramento Association of REALTORS, serving on committees including YPN and the Global Business Council. Community service, including volunteering with local food banks, is not optional in her life. It is a responsibility.

To Limin, success means being able to support her family, honor her parents’ sacrifices, and create a secure and inspiring future for her daughter. It means helping families build not just homes, but foundations for generational wealth.

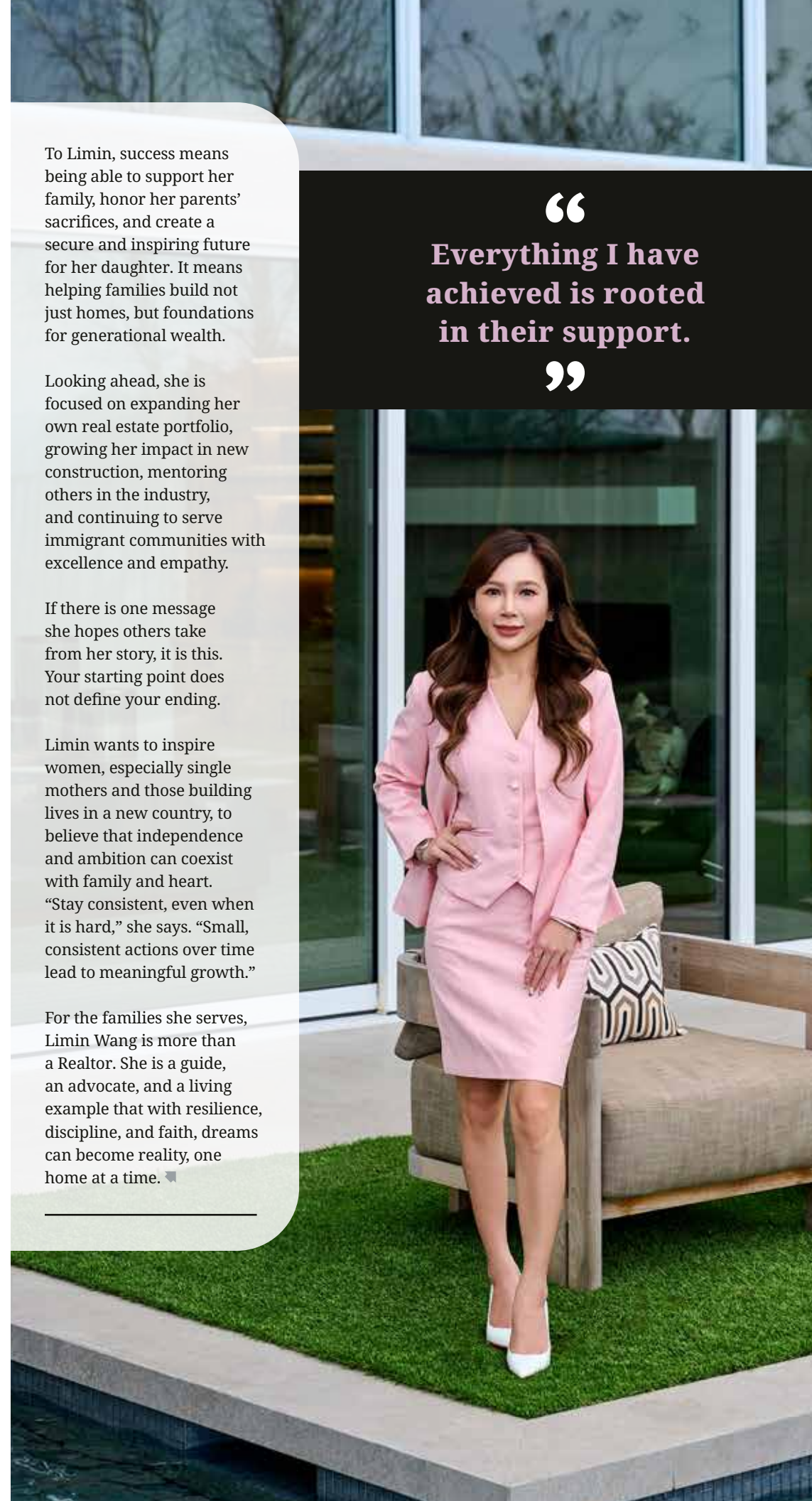
Looking ahead, she is focused on expanding her own real estate portfolio, growing her impact in new construction, mentoring others in the industry, and continuing to serve immigrant communities with excellence and empathy.

If there is one message she hopes others take from her story, it is this. Your starting point does not define your ending.

Limin wants to inspire women, especially single mothers and those building lives in a new country, to believe that independence and ambition can coexist with family and heart. “Stay consistent, even when it is hard,” she says. “Small, consistent actions over time lead to meaningful growth.”

For the families she serves, Limin Wang is more than a Realtor. She is a guide, an advocate, and a living example that with resilience, discipline, and faith, dreams can become reality, one home at a time. 🏡

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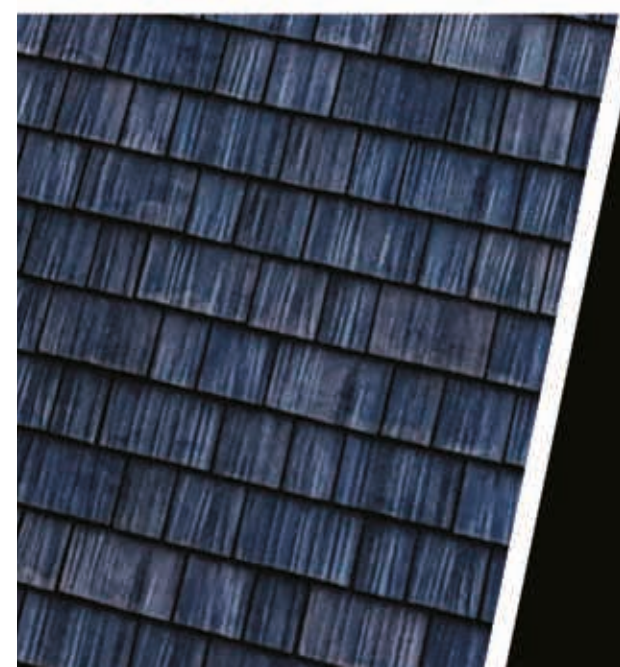
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LEO WHITTON

FOUNDING MEMBER



Leo's decades-long career in the mortgage industry has been inspired by his commitment to people. As a mortgage advisor, Leo's goal has always centered around "forging meaningful relationships with his clients, becoming a trusted mortgage advisor and even their friend." Since 1993, he's done just that, guiding aspiring homeowners as they navigate the ever-changing landscape of the housing market and the various economic seasons at play.

He has spent nearly 20 years in wholesale, supporting hundreds of mortgage brokers, and managing large teams of Account Executives throughout Northern California. At this time, his wholesale personal production has exceeded more than \$4 billion. This experience has helped him transition back to being a loan originator.

A pillar in the lending community and stalwart in Sactown's business scene, Leo has been a longtime member of the California Association of Mortgage Professionals (CAMP) since 2005. His energy and love of the industry soon caught the attention of his peers, who voted him a board member for the Greater Sacramento Chapter in 2007. Leo then went on to become the president of that Sacramento chapter and served four terms as president. In 2017, he was named vice president of the California Association of Mortgage Professionals at the state level, a distinct honor and achievement.

Early 2019, Leo stepped into the next phase of his career as a founding partner of Empire Home Loans alongside Anthony Lombardo and Julie Yarborough. Combined, the trio has an impressive 75 years of industry experience and is taking the independent lender channel by storm. As Vice President of the rapidly growing brokerage, Leo is motivated by the return to his roots as a mortgage broker. "I've spent the last 20 years educating and supporting others, so I felt it was time for me to jump back into originating so that I can give my clients more personal attention." Teaming up with Julie Yarborough and Anthony Lombardo to build Empire Home Loans has made the decision to return to loan origination an easy one for Leo. What started as a crazy idea among three friends in Sacramento is now an award-winning independent mortgage brokerage with offices from sea to shining sea.

LEO WHITTON

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Alya & Ivan Barnnyak

Petite Events Co

PHOTOS BY SARAH NELSON PHOTOGRAPHY

IN OUR RECENT INTERVIEW, Alya and Ivan Barnnyak, founders of Petite Events Co, shared the heart behind their business and the journey that brought them there. What began as a desire for flexibility, purpose, and more intentional family time has grown into a thriving company known for elevating corporate events and luxury weddings through custom fabrication and design-forward installations. Rooted in their experiences as immigrants, their faith, and a shared entrepreneurial spirit, Alya and Ivan approach every event with intention, creativity, and a deep commitment to creating meaningful, memorable experiences for every client they serve.

What is your business, and what does your business do?

Event Rentals and Custom Fabrication for Corporate Events and Luxury Weddings

For events specifically, what services does your business offer?

We specialize in rentals and custom fabrication for corporate events, brand activations, and company gatherings. We create custom environments, branded installations, and design-forward event elements that help companies elevate their events and create memorable guest experiences.

What work (school, etc.) did you do before your current business?

Alya – I originally pursued a career in nursing. After becoming a mom, I decided to shift my professional path and follow my passion for the creative and event industry.

Ivan – I've held a variety of roles throughout my career, and I've always had an entrepreneurial spirit. That drive ultimately led me to join and help grow the vision behind Petite Events.

What were the life events that led you to your current business?

Becoming a mom really changed my perspective. I wanted more flexible hours so I could spend time with my daughter while building something on the side, instead of going back to school. That desire led me to discover my true passion, creating beautiful, memorable experiences. Ivan's always had an entrepreneurial spirit and had tried all kinds of things, so it just made sense for us to team up. Together, we started Petite Events, turning our love for creativity and detail into events people really remember.

Tell us more about that. Why did you get into your business?

We got into this business because we wanted more than just a job. For me, flexible hours were important so I could spend time with my daughter

while building something of our own. Having flexibility didn't necessarily mean working less; it meant being able to prioritize my time and be truly present. We both wanted to do work we genuinely love, creating beautiful events, helping clients bring their visions to life, and filling in the missing pieces we saw in the industry. At the end of the day, it's about being helpful to people, making their events special, and having fun while doing it.

What do you find most fulfilling about your work?

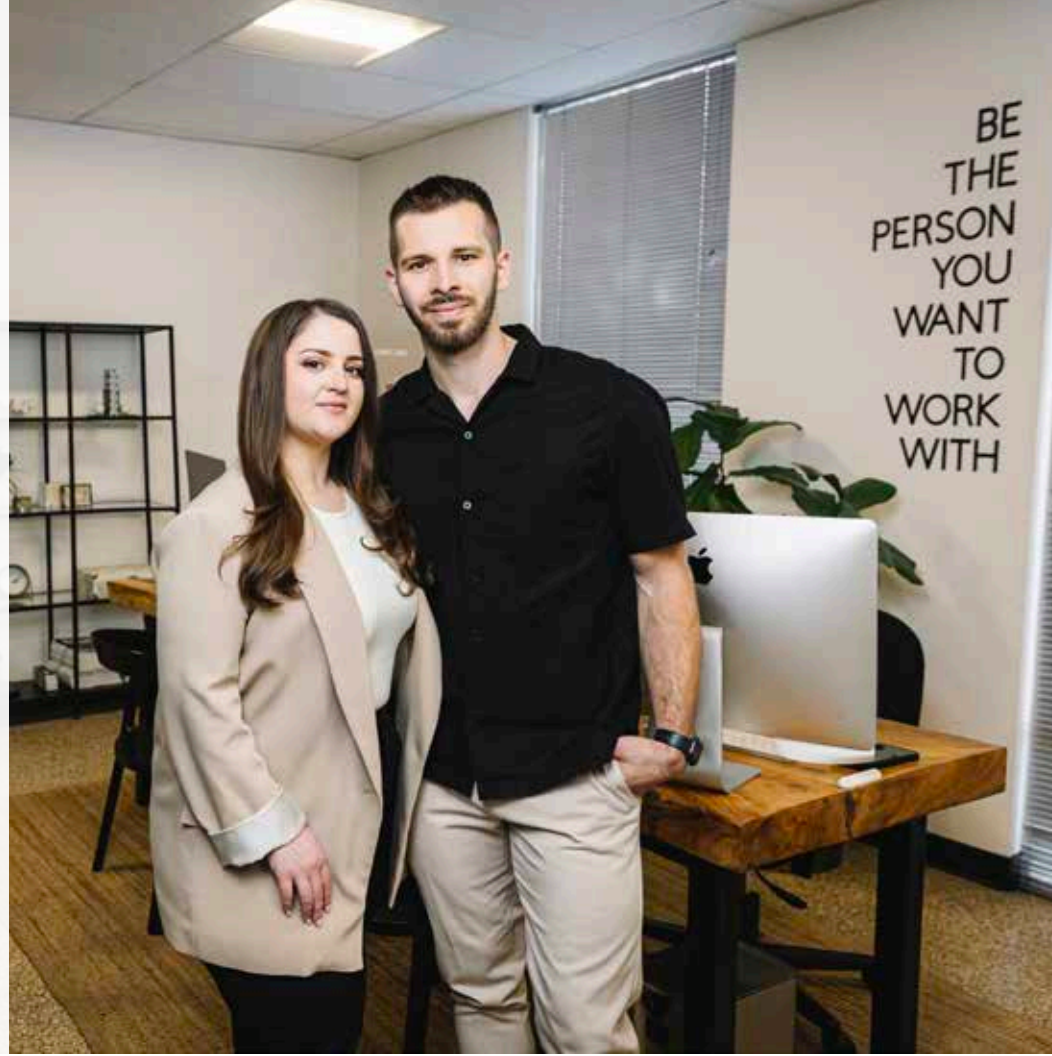
What we find most fulfilling about our work is seeing everything come together in the end. For Ivan, it's watching all the hard work behind the scenes turn into a beautiful final result and seeing the client's event be a success. For me, it's the creative side of the process, being able to design, create, and truly fill my creative cup while bringing someone's vision to life. Together, those moments make all the effort worth it.

Share specific things that you do in your business that others in your line of work don't do.

One thing that really sets us apart is the level of service we provide. Many of our clients mention this in their reviews, how supported and taken care of they feel throughout the entire process. We truly prioritize the client experience, not just the transaction.

Another difference is our ability to create custom pieces. In addition to our rental inventory, we design and fabricate custom builds tailored specifically to our clients' events, which allows us to bring very unique visions to life.

We also place a strong emphasis on the quality of our pieces and the overall event presentation. Our rentals are regularly maintained and checked to ensure they always meet our quality standards. From the materials we use to the way everything is styled and installed, we focus on delivering high-quality pieces that elevate the event and create a polished, memorable experience for our clients and their guests.



Tell us about your personal background. Where are you from? What is your educational background? What's your story?

Ivan and I both immigrated to the United States with our families, he when he was 9, and I when I was 15. Those experiences shaped who we are today and taught us the value of hard work, perseverance, and building opportunities from the ground up.

Our faith is also a big part of who we are. We are Christians, and our goal in business and in life is to do everything for the glory of God. That mindset influences how we treat our clients, how we run our business, and the way we approach the work we do every day.

Can you share the story of one pivotal moment or time in your life?

One pivotal moment for me was marrying my husband and starting our life together. We didn't have all the answers, but we figured things out as we went, and through it all, we've truly become a team. For Ivan,

becoming a dad was a defining moment. It made him realize the example he wanted to set and the kind of life he wanted to build, not just for himself, but for our family. Together, these moments have shaped who we are personally and professionally.

How did that event shape you into the person you are today?

Those moments taught us what it means to be partners, leaders, and intentional in everything we do. Marriage showed me the power of teamwork, patience, and trust, while becoming a dad reminded Ivan of the responsibility of setting a good example and building a life with purpose.

Tell us about your family and what you enjoy doing together.

We love spending intentional, present time together as a family. Whether it's hiking, camping, or playing board games, we make the most of our time together. Fitness is also a big part of our lives. We've been part of the CrossFit community for almost three years, and

it's become a daily habit. Our daughter has even joined kids' CrossFit and does gymnastics. Being active helps us relieve stress, recharge mentally and physically, and tackle long stretches of work with energy. Above all, we love being together and do everything as a family.

What is your favorite quote? And why?

Ivan - my favorite quote is, "Motivation gets you started. Discipline keeps you going." It resonates with me because motivation can come and go, but discipline and daily habits are what truly help me stay consistent and continue moving forward, especially when things get challenging.

Alya's is a Bible verse, Colossians 3:23: "Whatever you do, work at it with all your heart, as working for the Lord,..." It reminds me to approach everything I do with a joyful and grateful heart, giving my best effort and remembering that our work can serve a greater purpose.

What is one thing you want our readers to understand about you or the way you approach your business?

It would be that we run our business with intention, heart, and a focus on the experience. We're not just about transactions; we care deeply about helping our clients, creating memorable events, and doing everything with integrity, creativity, and joy. At the core, we're people who value relationships, teamwork, and making a positive impact through the work we do.

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What is the best advice you have ever received?

Don't let the opinions of others shape you

What has been your greatest achievement?

Our greatest achievement has been building and successfully running a business together as a family while supporting each other.

What do you want to be remembered for?

Ivan - I want to be remembered for my resilience and dedication in everything

I set my mind to. Alya- I want to be remembered for how I made people feel...included, loved, and cared for.

What does the future hold for you, personally and professionally?
We see the future as a time to grow our family, continue building our business, and serve others meaningfully while trusting God's guidance every step of the way. ▾

CONTACT US!

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It's been such a great start to 2026, and *Sacramento Real Producers* is excited to look back at a couple of the events that have already brought the community together in a meaningful way.

The year began with the January Roundtable, an event that continues to serve as a cornerstone for intentional, relevant conversations within the community. Each year, the goal is to create space for topics that truly support growth both in business and beyond. This year's discussion focused on tax strategy, investments, and building a strong professional "bench."

An incredible group of panelists took part in the conversation, including Jamie Furlong, Chris Herrera, Clint Herndon, Jana Reyes, Liz Andersen, and Erin Swanberg, with the discussion thoughtfully moderated by Top 500 agent Elizabeth Axelgard. The insights shared were both practical and honest, giving attendees valuable takeaways they could immediately apply to their businesses.

A special thank you goes out to the vendor sponsors who helped bring the experience to life. Petite Events Co created a beautiful stage design that set the tone for the morning, Coram Deo provided a custom coffee bar that quickly became a guest favorite, and Dancer's

Pantry delivered a stunning brunch spread that elevated the entire event.

Shortly after, the 2026 Top 500 list was announced, recognizing the top-producing agents across the market. That announcement led into the first celebration of the year for this group, Toast to the Top.

Hosted at MATI, Roseville's newest restaurant, the evening was especially memorable as the venue welcomed the Real Producers community within its first month of opening. The space provided the perfect backdrop for a night centered around connection, celebration, and recognition.

The event was filled with energy as agents and partners came together to build relationships, celebrate accomplishments, and kick off the year ahead. It was an evening that reflected what *Sacramento Real Producers* is all about bringing the right people together in a way that feels intentional, elevated, and genuine.

With such a strong start to the year, there is a shared excitement for everything still to come in 2026 and continued gratitude for the community that makes it all possible.



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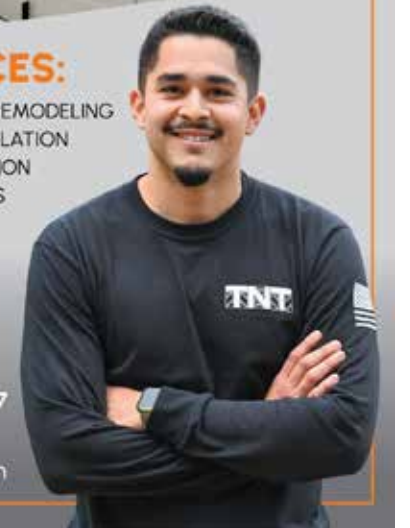


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The Expert's Curse: Why Your Experience is Your Biggest Expense

BY RICKY O'NEAL
EXACTLY WHAT TO SAY, CERTIFIED GUIDE
LEADERSHIP & CONVERSATION COACH

To the Top 500 agents and industry
leaders reading this:

Congratulations. You've reached a
summit most never attempt to climb.
But there's an uncomfortable truth
about being at the top... your success has
made you dangerous.

When we become experts, we often stop
being curious. We rely on experience
to tell clients what they need before
truly understanding what they want. In
the Exactly What to Say® framework,
we call this "prescription before
diagnosis." In any other profession, that
is considered malpractice.

The most expensive mistake a high-
performing agent makes is solving the
wrong problem at the right time. We've
all been there. Providing thoughtful
content before establishing the proper
context. We lead with our stats and
systems, hoping to prove our value, yet
the reality is that when you lead with
your solution, you force the client to
defend their problem.

The 'Expert's Curse' begins the moment
you stop practicing the craft and
start relying on what you think you
already know. Mastery, however, isn't
about having all the answers, it's the
intentionality to ask the questions that
allow a client to discover for themselves
why your path is the only logical one

forward. As a 'decision catalyst,' you
understand that the highest-paid skill in
real estate is your communication, and
true professionals know the worst time
to think about what you are going to say
is in the moment you are saying it.

In the organizations I lead and among
the professionals I coach, we believe
that communication is the only skill that
pays every other skill. We focus on doing
the work before the work, identifying
the critical moments where trust is built
and results are won long before the
conversation begins.

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you communicated? Would it help if
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conversations count, it might be time to
master the moments that matter most.



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Lay Xaochay | Branch Manager & Escrow Officer

Lay Xaochay is the Branch Manager of Elk Grove and an Escrow Officer with 29 years of experience in the industry. She loves her work because it allows her to solve problems and find meaningful solutions for her clients. Lay entered the escrow business when the opportunity unexpectedly came her way, and it turned out to be the perfect fit. She is a proud wife and mother who enjoys life's sweet treats, especially beautifully crafted cakes. When she's not working, you'll find her enjoying a sugary mocktail or relaxing anywhere with a beach.



Jennifer Phan | Escrow Assistant

Jennifer Phan is an Escrow Assistant with 22 years of experience, and what she loves most about her work is delivering exceptional customer service. She entered the escrow industry because of the people; she's truly a people person who thrives on building genuine connections. Jennifer is a proud wife, mother, and dog grammy whose sweet tooth leans especially toward Vietnamese desserts. Her cocktail of choice is a refreshing Midori Sour, and Hawaii is her favorite destination when she's ready to unwind and recharge.



Thea Walker | Escrow Officer

With 25 years of experience in escrow, Thea Walker brings deep expertise, precision, and a true passion for helping clients achieve their homeownership goals. She began her career as a receptionist and quickly discovered a love for the intricate, detail-oriented nature of the industry—fueling her drive to advance into the role of escrow officer. Outside of work, Thea enjoys life with her 28 year old daughter and her lively 3 year old grandson. A fan of all things lemon, her go to dessert is anything citrusy, and she never turns down a good lemon drop. When it's time to unwind, you can find her relaxing anywhere there's a beach.



Sara Wardlaw | Escrow Assistant

Sara Wardlaw is an Escrow Officer with a combined 12 years of escrow experience, including 7 recent consecutive years in the industry. She entered the escrow industry after recognizing the opportunity to build a career that requires precision, strong communication, and consistent problem-solving skills that aligned naturally with her professional strengths. After taking a decade off to raise her young family, she and her husband now stay busy with their six children, who range from ages 8 to 19. Free time is rare, but when she's not working, she can almost always be found at a baseball or softball field cheering on her kids. Sara loves summertime, enjoys a crisp Sauvignon Blanc, and finds joy in cooking for her family and friends.



Stephanie Phan | Sales Executive

Stephanie Phan is a Sales Executive with 4 years of sales experience with over a decade in customer service and relationship building. She is passionate about helping others succeed through a strong relationship full of support. She is a proud wife, mom, dog mom, and daughter who values family and connection. She was a former dancer and coach, her favorite dessert of all time is mint chocolate chip ice cream, as it never disappoints, and when she's ready to unwind, my favorite getaway spot is Ho Chi Minh City!



Inno Epino | Sales Executive

Inno brings a relationship-driven approach and a passion for client service to every interaction. With a strong background in luxury client advising and a proven track record of building meaningful, long-term relationships, Inno is dedicated to delivering exceptional experiences and supporting clients with care, intention, and expertise. Outside of work, Inno is a proud father to an incredible son, who is his greatest motivation and joy. A lifelong sports fan—go Lakers!—he loves unwinding with a good game, training in Muay Thai, or getting lost in a great Netflix series. Whether it's diving into a new show, perfecting a combo at the gym, or cheering on his team, he brings the same enthusiasm and energy to his personal life that he offers to his clients.



A New Chapter for **FINLEY** TERMITE & HOME INSPECTIONS

PHOTOS BY SARAH NELSON PHOTOGRAPHY
WRITTEN BY CHRISTINA KITCHEN

Change can create questions, especially in the real estate world, where consistency and trust matter so much. For Finley Termite & Home Inspections, this next chapter is really about strengthening what already works and making things even better for the agents and clients they serve.

Recently, Finley entered a new phase as ownership transitioned within the family. Today, the company is owned by Kyle and Jennifer Finley, who also own Twin Termite & Home Inspections. While that might sound like a big shift, the most important takeaway is simple. The same trusted company is still here, now supported by more resources, more availability, and a stronger team behind the scenes.

Clearing Up the Confusion

One of the biggest questions people have is whether Finley and Twin are becoming one company. They are not, and that is by design.

Both companies will continue to operate separately, each with its own brand, team, and relationships in the real estate community. Finley remains Finley. Twin remains Twin. What has changed is the ownership and the ability for both companies to collaborate behind the scenes.

For agents, this is actually a major advantage. It means more scheduling flexibility, more inspectors available when timelines get tight, and a deeper level of support when things need to move quickly. Instead of losing what made each company strong, this partnership adds another layer of reliability.

A Business Built on Family

Finley Termite & Home Inspections has always been rooted in family. Originally founded in 2014, the company

quickly earned a reputation for strong relationships and dependable service.

Kyle's story in the industry goes back even further. He grew up learning the business from the ground up, working alongside his stepfather in Southern California. In 2007, he started Twin Termite & Home Inspections, building it on experience, consistency, and trust.

At the same time, Kyle and Jennifer were raising their four children and building a life together. Like many families, it was not always easy. There were long days, a lot of sacrifice, and plenty of learning along the way. Over time, both their family and their businesses grew stronger together.

Today, that same foundation continues to guide Finley. It is not just about inspections. It is about relationships, trust, and showing up for people during one of the biggest moments in their lives.

What Sets Finley Apart

In an industry where many companies try to do everything, Finley has chosen a

At the end of the day, their goal is simple.
Work hard.
Treat people well.
Build something that lasts.

different approach. They focus on doing a few things extremely well, and that focus shows up in three key ways.



1. A Better Way to Book Inspections

Finley has invested heavily in creating a modern, streamlined experience through HomeandTermite.com. This platform allows agents and clients to book inspections anytime, day or night.

Users can view real-time availability, choose their preferred inspector, schedule instantly, and complete everything in one place. There is no waiting for a call back or trying to coordinate during business hours. It is simple, fast, and designed for the pace of today's real estate transactions.

Even more unique, the platform pulls availability from both Finley and Twin, giving users access to more options than any single company can offer.

2. True Specialization

Finley is not a company that spreads itself thin across multiple services. Their focus is clear. Home inspections and termite inspections are what they do, and they do them exceptionally well.



Jennifer's family in Uganda

That level of specialization means agents can trust that they are working with a team that understands the inspection process inside and out, and knows how to support a transaction from start to finish.

3. Accessibility and Communication

Real estate moves quickly, and problems rarely happen on a convenient timeline. Finley prioritizes being available, responsive, and easy to work with.

With the added support of their sister company, they are now even better positioned to handle tight timelines, last-minute scheduling needs, and unexpected challenges.

A Bigger Purpose

For Kyle and Jennifer, success has never been just about business. Family has always been at the center of everything they do—but so has a deeper sense of responsibility to give back. After more than two decades of marriage and raising four children, they made the decision in 2024 to step away from their day-to-day routine and spend a year traveling the world together.

That time allowed them to slow down, reconnect, and reflect on what truly matters.

One of the most meaningful parts of their journey has been their ongoing work in Uganda. Over the past eight years—and through more than a

dozen trips—they have built lasting relationships within the community and helped fund and construct two schools that now provide education for local children. On one trip, they spent over two months on the ground, working side by side with the community to build classrooms and invest in something that will outlive them.

What makes this work especially meaningful to them is that it's made possible by the people they serve every day. Through their termite and home inspection business, they've been blessed with the trust and support of the real estate community—and they see this as an opportunity to pass that blessing on. In many ways, every home they inspect contributes to something bigger happening across the world.

That experience continues to shape how they approach both life and business. It's a reminder that their work isn't just

about transactions—it's about people, impact, and legacy.

Looking Forward

As Finley Termite & Home Inspections moves into this next season, the focus remains clear. Continue building strong relationships. Continue improving systems. Continue showing up for the agents and clients who trust them.

The partnership with Twin is not about changing who they are. It is about strengthening what they already do well and creating even more opportunities to serve.

For agents and homeowners, that means more flexibility, more reliability, and a team that is fully committed to making the inspection process as smooth and stress-free as possible.

At the end of the day, their goal is simple. Work hard. Treat people well. Build something that lasts. ▀



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Laura Eklund

Two Generations, One Mission

Building a Business on
Trust, Faith, and Relationships

WRITTEN BY
CHRISTINA
KITCHEN
PHOTOS BY OLHA
MELOKHINA
PHOTOGRAPHY

Longevity in real estate is never accidental. It is earned through consistency, integrity, and a genuine commitment to people. For Laura, that commitment has guided more than two decades of service in the Sacramento region. Her business was built not on shortcuts or flashy tactics, but on relationships, trust, and doing the right thing even when no one is watching. In an industry that has changed dramatically over the years, those core values have remained her constant.

At the heart of The Eklund Group is founder and lead agent Laura Eklund, whose work ethic was shaped long before she ever considered a career in real estate. Laura grew up in Redding, California, in a family-owned nursery where all hands on deck was not a saying, it was a way of life. From a young age, she worked alongside her family, learning that there were no shortcuts, no excuses, and no sleeping in. At the time, it felt strict. Looking back, she credits that experience with instilling discipline, accountability, resilience, and an unshakable work ethic that has carried into every role she has held. Those early lessons laid the foundation for how she shows up for her clients today.


One of the most pivotal moments in Laura's life came at age 24 when she

purchased her first home. What should have been an exciting milestone turned into a frustrating experience. She and her husband felt unsupported and overlooked by their agent, so they decided to move in a different direction, which meant getting a new agent. That experience was eye-opening. It showed Laura just how much influence an agent has during one of the most important moments in a person's life. It planted the seed for her future career and shaped the standard she holds herself to today, fiercely advocating for her clients and ensuring they never feel overlooked or unheard.


Laura has guided first-time buyers, growing families, and longtime homeowners through major life transitions. Being trusted with those moments is something she never takes lightly. Many of her clients start as clients and become friends, and she considers that one of the greatest rewards of her career.

In 2025, Laura and her son, Preston, officially established The Eklund Group, marking an exciting new chapter in her career. While still a relatively young team, it has already brought fresh energy and perspective to the business. Preston spent several years in the lending world, building a strong foundation in finance and understanding the market from a different angle. When the industry shifted, Laura encouraged him to get





“Faith is taking the first step even when you don’t see the whole staircase.”



his real estate license and join forces. Together, they are blending experience, proven strategies, and next-generation ideas to provide the highest level of service for their clients.

Working with Preston has been one of the most rewarding chapters of Laura’s career. He brings innovative ideas, technology-driven solutions, and a fresh perspective, while Laura provides decades of market knowledge, experience, and relationship building. Together, they have created a dynamic team that honors the past, embraces innovation, and remains deeply focused on client success.

Together, they are blending experience, proven strategies, and next-generation ideas to provide the highest level of service for their clients.

That hands-on, highly personalized approach defines The Eklund Group. Laura believes communication and education are essential. Clients are guided step by step so they feel informed, confident, and supported at every stage of the process. Her goal is always to advocate for her clients and help them make decisions that align with their goals, never to pressure them into transactions.

That philosophy has led to consistent success. In 2025, The Eklund Group closed 46 transactions totaling more than 28 million dollars in volume. While those numbers reflect a strong business, Laura measures success differently. For her, true success is repeat clients, referrals, and relationships that last long after the transaction closes.

Family remains central to Laura’s life. She has been married to her husband, Brian, for 28 years, and together they have raised two children. She considers raising good humans her greatest achievement. Outside of real estate, Laura enjoys gardening, being outdoors, and spending time with family, all of which help her stay grounded and connected.

When Laura reflects on success, her perspective is rooted in faith and gratitude. She is quick to say that none of her success would be possible without

Photo by Anita Martin





God. One quote that resonates deeply with her is, "Faith is taking the first step even when you don't see the whole staircase." That mindset has guided her through challenges, growth, and the decision to build a business alongside her son.

Looking ahead, Laura is excited about what the future holds. Teaming up with Preston has reinforced the importance of adaptability, trust, and growth. Together, they are committed to continuing to serve clients at the highest level while building something meaningful that will endure for years to come.

In an industry that continues to evolve, The Eklund Group remains a steady and trusted presence, built on faith, hard work, and two generations moving forward together. ♣

Clients are guided step by step so they feel informed, confident, and supported at every stage of the process.



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