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Nimesh Patel



Rising Star
DES SHEMSHEDINI

Agent Spotlight
SUSAN PAOLUCCI

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TOP PRODUCER

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Location:
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PHOTOS TAKEN AT LOMBARDO HOMES MODEL AT
WINDRIDGE ESTATES IN NORTHVILLE



Des SHEM SHEDINI



For Des Maylinda Shemshedini, real estate is a calling born from decades of sales experience and a determination to turn challenges into opportunities. “Each step — from navigating complex deals to earning trust one relationship at a time — has defined who I am: a driven, resourceful agent who’s all in for my clients,” she said.

An agent with Coldwell Banker Professionals and a proud member of the National Association of REALTORS® (NAR), Des has carved out a niche in the Michigan market with her luxury-level marketing and top-tier negotiation skills. “What sets my business apart is the personal commitment I

bring to every client and every transaction,” she said. “I don’t just list homes — I build strategies around people’s goals.”

Des officially launched her real estate journey after more than 20 years in high-level retail and direct sales. From selling high-end furniture to staging homes and designing model units, Des honed a skill set that translated seamlessly into real estate. “I bring strong communication, sharp sales instincts, and a commitment to getting things done right the first time,” she said. “I don’t just show up — I follow through.”

Des’ people-first mindset has earned her numerous accolades, including being named a Top 100 agent by Real Producers. Through her work with Coldwell Banker Professionals, she has received the International Diamond Society honors and was recognized as both a Top Office Producer and Multi-Million Dollar Producer. For Des, however, the

“PEOPLE FIRST, ALWAYS. THE RIGHT RESULTS FOLLOW.”



truest measure of success lies not in awards, but in the referrals she earns. “When a client gives my name as a referral, they’re doing it with confidence, knowing I’ll deliver the same level of service and dedication every time,” she said. “That trust is something I never take for granted.”

While Des’ path has been rewarding, it hasn’t been without obstacles. “There has been a lot of change — decoupling of commissions, NAR shifts, marketing platforms, and my brokerage switching names three times in three years all during a roller coaster economy — but one thing hasn’t changed: People still have goals,” she said. “I stay focused on what matters — helping clients get

where they want to be, with less stress and the right strategy.”

When it comes to her business philosophy, Des describes it as “elevated yet approachable.” She uses her eye for design to help stage homes beautifully and her background in sales to negotiate favorable outcomes. “From positioning their existing furniture to designing a seamless walkthrough experience, I approach every transaction with care, strategy, and intention,” she said.

Des credits her family for instilling the values that ground her business today. “Family means everything to me,” she said. “I was raised with strong values of hard work, loyalty, and love.”

Those same values have guided her through 28 years of marriage, raising two children — a daughter and a son — and welcoming a son-in-law into the family. Away from work, Des enjoys traveling and basking in the simple moments with her family.

For up-and-coming agents, Des wants to remind them that “markets change, platforms shift, but personal service never goes out of style.” “Lead with integrity, be resourceful, and never underestimate the value of genuine connection,” she added.

“When you love what you do, it doesn’t feel like work — and that’s truly how I feel about real estate,” Des said. “People first, always. The right results follow.”

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Susan PAOLUCCI

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PHOTOS TAKEN AT LOMBARDO HOMES MODEL AT KINSLEY IN ANN ARBOR



Handling Homes With *HEART*

When Susan Paolucci first picked up a paintbrush at age 3 to help her parents with their rental properties, she didn't know she was laying the foundation for a lifelong career. Today, as a real estate agent with Berkshire Hathaway HomeServices - Kee Realty, she channels that early exposure into a thriving business built on trust and service.

"I chose real estate because it blends my love for people, homes, and problem-solving," Susan said.

"Every client's story is unique, and I enjoy guiding them through one of life's biggest decisions with trust, expertise, and a personal touch."

In her seven years as an agent, Susan has earned multiple President's Awards, the 2024 Top 10 Sales Award out of nearly 460 agents company-wide, and recognition from Real Producers as one of the Top 300 agents in Wayne County out of more than 6,000. For her, however, the real reward lies in the trust she has built with clients

and the meaningful moments she has helped make possible. "My company's reputation for integrity, market expertise, and client-focused service has allowed me to help families make some of the most important moves of their lives — and that's the part I'm most proud of," she said.

Growing up around rental properties, Susan learned the importance of caring for a home and the potential of investing wisely. Professionally, she has shaped her career around open communication and hard work. "I've built my business on trust and responsiveness — answering calls, following through, and being there when it matters most," she said.

When it comes to her business, Susan believes that her adaptability is another factor to her success. "I've learned to roll with the punches and adapt as rules and tools change," she said. "When something new comes up, I quickly learn how to navigate it so my clients always get smooth, reliable service."

While technology has reshaped how real estate works, Susan believes it can never replace the value of genuine human connection. "Technology has been a game-changer, with online listings, virtual tours, and digital transactions making the process faster," she shared. "At the same time, clients still want a trusted advisor who listens, understands their needs, and guides them through the emotional and financial complexities of buying or selling a home."

"I don't just sell homes — I build lasting relationships, and my clients know I'll be there from the first conversation to well after closing," Susan explained. "I want top-producing agents to know that, when they work with me, they're partnering with someone who values professionalism, communication, and a seamless closing process."

Outside of work, Susan stays energized by working out with a private trainer, which she has maintained for 25 years. She also enjoys traveling — whether it's with her husband

“

*I want top-producing agents to know that, when they work with me, they're partnering with **SOMEONE WHO VALUES PROFESSIONALISM, communication, and a seamless closing process.***

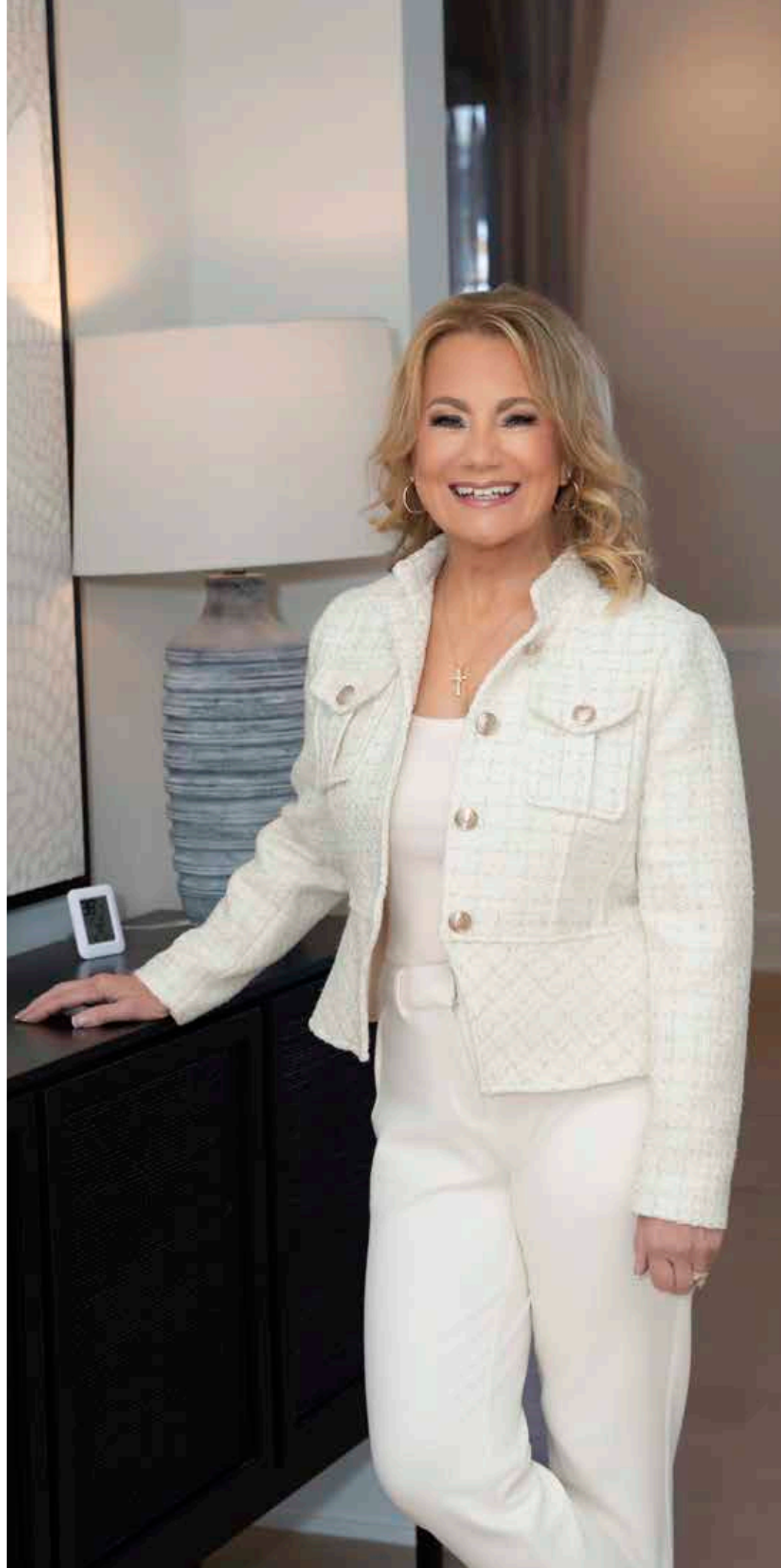
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and family or on annual trips with her high school girlfriends.

For new agents, Susan wants to remind them that the role is all about building relationships, not accumulating sales. “The biggest compliment I ever received was from a major landowner who told me, ‘Susan, I always hated real estate agents until I met you!’” she recalled. “That stuck with me, because it shows that beyond closing deals, success is about being genuine, reliable, and someone who clients can truly count on.”

Susan also carries advice from her first broker, Roseanne, who once told her, “Everything is always figure-out-able. Don’t stress; everything will fall into place.” Over the years, Susan has seen that wisdom hold true.

Susan ultimately leads her business with empathy and a genuine respect for the people she serves. “I want to be remembered as someone who truly cared — not just about the transaction, but about the people behind it,” she said. With each client Susan helps and every relationship she nurtures, that legacy continues to grow. ▀



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When Nimesh Patel was last featured in Real Producers in April 2022, he was already building momentum. Four years later, that momentum has transformed into a powerhouse career defined by leadership, intention and a deep commitment to people.

Today, Nimesh is a co-founder of Redefine Real Estate — a brokerage that was launched in 2024 with his business partner Matt Talbot — as well as an agent. With six years in the industry, more than \$140 million in career sales and \$19.6 million in volume last year alone, Nimesh's rise has been anything but accidental. His accolades

include being named a Real Producers Rising Star in 2022 and receiving back-to-back appearances in Wayne County's Top 100 in 2025 and 2026.

Nimesh attributes part of his success to his business partner, agents and support staff members for creating an environment built on accountability and trust.





“GO FAST AND GO HARD. START USING YOUR CALENDAR AND BLOCKING TIME ... AND STICK TO IT. YOU DON'T NEED TO BE PERFECT AND 'KNOW' EVERYTHING TO START — YOU JUST START.”

“To have friendly competition and accountability with my peers, and to have my operations team literally take care of everything on the back end, it gives me so much more time to continue building relationships,” he said. “Without the team that I have in my corner, the agents and the admins, success for me would not look the way that it does.”

Since his 2022 feature in Real Producers, Nimesh has evolved his business from a four-person team producing \$20 to \$30 million annually to a growing brokerage exceeding \$55 million in volume.

“My business no longer relies on just my production,” Nimesh said. “It’s more so in the growth of the team.”

That shift has required intentional personal growth. Nimesh describes his professional evolution as a deeper investment in leadership. “My growth at this point comes within the team members I have on my team,” he explained. “To be a great leader or teacher, you are continuously

sharpening your skill set via teaching them.”

At the core of Redefine Real Estate is a philosophy of “life by design,” a concept that shapes everything from goal-setting to daily habits.

“If you step back, dive into the details and break down your current life in whole, you can then truly plan out what you want to accomplish,” Nimesh said. “You can intentionally create the life you desire by mapping it out and executing it day to day.”

Nimesh’s advice to other agents reflects that same urgency and discipline. “Go fast and go hard,” he said. “Start using your calendar and blocking time ... and stick to it. You don’t need to be perfect and ‘know’ everything to start — you just start.”

Nimesh believes relentless effort separates strong performers from exceptional ones. “Have the mentality that no one else is going to outwork you,” he said. “I promise the results will speak for themselves.”

What truly sets Nimesh apart, however, is his approach to client relationships. “I’m not looking at myself as a salesperson, but rather, an educator,” he said. “My goal is to deliver comfort, confidence and a true understanding of expectations.”

By laying out clear paths and honest conversations, Nimesh helps clients feel empowered instead of pressured. “It’s a lot easier

for people to make a decision when the path is carved out for them,” he explained.

For Nimesh, that mindset extends to how he handles challenges. “Stay calm — don’t react,” he said. “Be proactive, creative and thoughtful.”

Nimesh believes preparation prevents panic. “I typically talk through every scenario up front, so if we do find ourselves in that situation, it doesn’t come as a shock,” he shared.

Inside his brokerage, Nimesh views his team as elite performers. “I want to envision this team as a Navy SEAL team,” he said. “Small but powerful.”

The physical space of Redefine Real Estate reflects Nimesh and Matt’s vision. Built from the ground up, the office was designed to foster collaboration, productivity and community. “It was established with the intention to build culture and create an atmosphere where people can get work done and bring their family and friends together,” Nimesh explained.

Behind the production numbers is a man who defines himself in one word: consistent.

“I constantly show up,” Nimesh said. “Showing up doesn’t require real talent. Every day, my habits, my intentions and hard work show up.”

That consistency is rooted in family. Nimesh credits his father as his greatest influence. “This man was

built on hard work,” he said. “Never complained, never expected.”

Nimesh also speaks candidly about caring for his parents, both of whom live with mental disabilities. “You learn to adapt and grow in other ways,” he shared. “It’s now my brother’s and my turn to take care of them.”

Nimesh’s business partner, Matt Talbot, has also shaped his journey. “He’s like a mentor to me,” he said. “He has helped me push beyond my comforts.”

Outside of work, Nimesh is a devoted foodie and self-proclaimed sports fanatic. “I think food is my biggest expense,” he joked. More than anything,

he values time with loved ones. “The people you surround yourself with impact you,” he said.

As he looks ahead, Nimesh hopes to expand into personal real estate investing while continuing to grow Redefine Real Estate locally. “What excites me the most is growth,” he said. “I want to pour into others, see them produce more than \$10 million, and change their lives.”

In an industry often driven by numbers, Nimesh’s story stands out for its heart. Built on consistency, culture and care for others, his success reflects a simple truth he lives daily: show up, serve well and design your life with purpose. 🏡





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Thank you to everyone who joined us for an unforgettable **Toast to the Top in Wayne County!**

It was an incredible evening of connection, collaboration, and community. We are so grateful to everyone who attended and helped make the event such a success. A special thank-you to our host venue, **100 Proof at Detroit City Distillery**, located inside **Detroit City Distillery**, for providing the perfect atmosphere to bring professionals together.

We also want to recognize our amazing VIP Sponsors, **Mortgage Center** and

Morse Moving & Storage, whose support helped elevate the experience for everyone in attendance. Thank you as well to our Support Sponsors — **Embassy Title**, **Berkshire Hathaway HomeServices - Kee Realty**, and **Elite Leverage Inc.** — for helping make the evening possible.

The energy would not have been the same without our incredible Event Vibe Curator, **Todd Everett of The Todd Everett Experience**, who kept the atmosphere lively and engaging throughout the event. Behind the scenes, we are grateful to **Real Leverage Solutions** for capturing and

sharing the event on social media, **Metro Shores Media** for the amazing photography, and the team at **Real Push Podcast** for highlighting the conversations and connections that make this community so special.


We appreciate every one of you, and we look forward to seeing you at the next Real Producers event — our **Breakfast of Champions** on May 7, from 9:30 a.m. - 12:30 p.m. at Redefine Real Estate in Plymouth. Reserve your ticket now at rpwaynevents.com.

To sponsor a future event, reach out to Terra.Csotty@n2co.com or rpevents@n2co.com.










2025


BY THE NUMBERS

HERE'S WHAT THE TOP AGENTS IN WAYNE COUNTY SOLD IN 2025



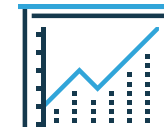
\$3,993,816,868

SALES VOLUME




11,104

TOTAL TRANSACTIONS



37

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AVERAGE SALES VOLUME PER AGENT



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Loan Officer
NMLS License 143461
brian.dekraker@dfcufinancial.com
C: 248.891.2742



Josh Gannon

Loan Officer
NMLS License 27886
josh.gannon@dfcufinancial.com
C: 734.341.8923

