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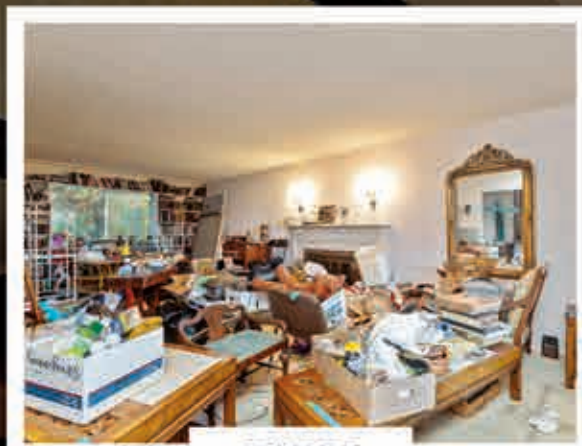
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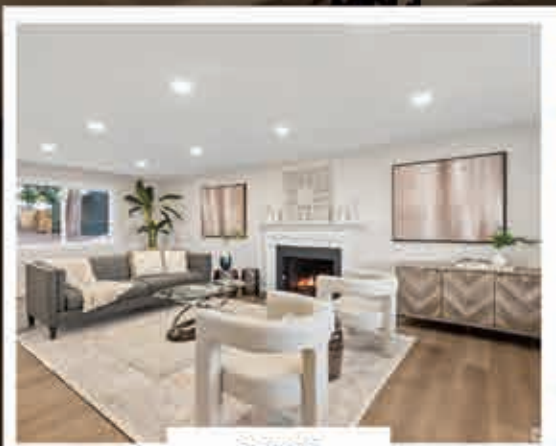


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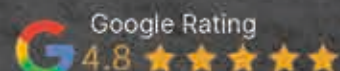
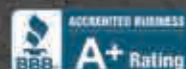
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Content Colby.

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2. Skip your little one's baseball game. They're only five. They probably won't remember.

3. Wake up at 4 a.m. You weren't using those hours anyway.

4. Bring a tripod everywhere. Every family memory is just B-roll you haven't posted yet.

5. Stay home this summer. You'll definitely have time for that vacation next year.

6. Skip the gym. Walking back and forth for B-roll is basically cardio.

7. Skip the family Christmas party. There will always be another Christmas.

8. Give up Sundays. It used to be a day of rest. Now it's batch filming day.

9. Miss bedtime. If your kids want to see you, they can always watch your videos.

10. Hire me. I'll make the content. You keep your life.
-
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- 16 • November 2026

Welcome to the *November issue*
of *Seattle Real Producers!*

Welcome to the November issue of *Seattle Real Producers!*

Fall is here! While we all enjoy the sunshine and long days, there is a different type of comfort into warm fires, comfy clothes and time with family and friends as we near the holidays.

While the publisher’s note typically focuses on what the real estate market is doing, how agents are working through and what is coming up in the coming months with our Real Producers. I want to take the time to be fully open and honest with our tremendous community.

While we are at the end of October and transitioning into November. I want to highlight that October is Cancer awareness month. Sadly and unexpectedly I lost my mom to cancer last November. While the scar from that will never fully heal, I take this brief moment for you to take a pause.

Our world is high paced and is built around the next closing, the next

transaction and who can we meet next and who will give us the next referral. It makes sense as the world of real estate is extremely competitive and the minute you take a break from consistency, someone is waiting who isn’t willing to stop at that moment.

One thing I love asking agents in our interview, “what’s it all for?”. While it’s easy to feel like one is giving a “cliche” answer, ultimately we do what we do for our family. While each family looks and feels different, it is why we continue to move forward.

Don’t forget to take a moment to appreciate what you have and maybe it can be an extra motivation to power through a tough deal, a long day or whatever else is thrown at you.



We are excited to share more amazing stories, highlight our September Hawks on the Water party and so much more. A huge thanks to everyone who is part of the Real Producers community and wishing you a happy November.

Warm Regards,
[Shea Robinson](#)



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CHASE PRUITT

OF GOOSEHEAD INSURANCE

Bringing a Referral-First Approach to the Seattle Real Estate Market



When a homebuyer signs on the dotted line, the absolute last thing a top-producing real estate agent wants is an unexpected insurance surprise derailing a seamless closing. In today's volatile Pacific Northwest market, where carrier underwriting guidelines shift rapidly and property coverage requirements grow increasingly stringent, securing proper coverage has become a pivotal milestone in the transaction process. That is where Chase Pruitt comes in. As the owner of Goosehead Insurance - The Lindberg Agency, a premier Bellevue-based brokerage with access to more than 180 top-rated carriers nationwide, Chase has built his entire practice around one clear, unwavering promise to REALTOR® partners: protect your clients, protect your closings, and protect your hard-

Chase's path into the insurance industry began through an organic family connection rather than a calculated corporate pivot. Originally hailing from northeastern Ohio, he relocated to Seattle when his now-wife was accepted into a Doctor of Nursing Practice program. Shortly after the move, his brother-in-law, a director at Goosehead Corporate, introduced him to Charles Lindberg. Charles quickly became both Chase's trusted business partner and one of his closest personal friends. What started as a warm introduction soon developed

into an extraordinary business venture. Together, the duo established a top-40 Goosehead agency in the entire country and earned the distinction of building the No. 1 brokerage across Washington state and the broader Pacific Northwest region. The transition, however, wasn't without significant sacrifice. Chase stepped away from established sales roles and accepted a steep pay cut to construct the business brick by brick from the ground up. He credits his wife's unwavering faith and encouragement as the foundation of his success.

Furthermore, a deep background in competitive athletics, including years playing college basketball, instilled the relentless discipline, resilience, and collaborative drive that carried him through those intense early years.

Now seven years in, the agency's accomplishments speak volumes. Operating strictly on a referral-only model, Goosehead Insurance - The Lindberg Agency pairs its powerful national carrier footprint with deeply rooted local relationships. That unique dynamic allows Chase and his dedicated team to shop coverage options that most individual clients or captive agents could never access on their own. The team then meticulously breaks down policy nuances so buyers can make genuinely informed financial decisions. The deliberate choice to run a referral-only agency yields distinct advantages in the high-stakes Seattle real estate landscape. Because every single client arrives pre-anchored in trust via a mutual connection—whether a trusted real estate agent, loan officer, or satisfied past client—the team spends zero time on cold prospecting. Instead, 100% of their energy is channeled into deep-dive policy analysis, proactive communication, and white-glove client care. This model aligns the agency's incentives entirely with partner satisfaction, ensuring every referral receives priority handling and meticulous attention to detail.

“At the end of the day, my core creed is simple: serve people well, educate them



with complete honesty, and construct a business around their actual needs,” Chase explains. This philosophy extends directly to his REALTOR® and lender partners. He is candid about what fulfills him most in his day-to-day work: demonstrating to a homebuyer that a minor, thoughtful adjustment to their coverage—sometimes costing just a few extra dollars a year—can eliminate a catastrophic liability gap. In a region marked by historic rate adjustments, tightening underwriting standards, and complex local environmental factors, that level of consultative guidance has evolved from

a nice-to-have benefit into an absolute necessity for protecting wealth.

“At the end of the day, my creed is simple: serve people well, educate them honestly, and build a business around their needs,” Chase says, a philosophy that extends directly to his REALTOR® partners. He is candid about what fulfills him most: showing a client that a modest adjustment to their policy, sometimes just a few dollars more per year, can close a coverage gap that might otherwise cost thousands. In a market shaped by record rate increases, tightening carrier guidelines, and the growing frequency of extreme

weather events, that kind of guidance has shifted from a convenience to a necessity.

Consider a recent scenario involving a buyer purchasing an older home in Seattle's historic neighborhood circuit. Standard captive carriers either declined coverage due to roof age or offered policies with extreme wind and water deductibles that put the client's finances at risk. Because Chase represents over 180 carriers, his team was able to navigate specialty markets instantly, securing full-value coverage at a competitive rate within 24 hours. This not only satisfied lender requirements ahead of schedule but also saved the buyer thousands in



in relationships and life balance shapes how Chase defines authentic professional success: doing high-impact work that creates genuine peace of mind while keeping family and relationships at the center.

The insurance landscape over the past five years has tested even the most seasoned brokerages across the country. Rapidly shifting underwriting criteria and rate adjustments have left countless homeowners severely underinsured without their knowledge. Chase's response has been to double down on transparency,

annual premiums while keeping the agent's deal firmly on track. In another common instance, a client looking to bundle auto and home insurance discovered that a slight policy tweak provided comprehensive water backup coverage—a crucial safeguard in the rainy Pacific Northwest—preventing what could have been a \$30,000 out-of-pocket disaster during winter storms.

Outside the office, Chase is most at home when immersing himself in the outdoors. He stays active with regular workouts, hiking local trails, and honing his game on the golf course or driving range. He and his wife, childhood friends who first met in sixth grade, were married in 2024 in his Ohio hometown. Together, they love attending sporting events, going to concerts, and finding quiet moments to unwind amidst busy schedules. That deep grounding

education, and accessibility. His standing pledge to every industry partner and client is direct and reassuring: "You now have a dedicated guy for this." Whenever complex questions arise or unexpected underwriting hurdles surface near closing, his team steps in immediately to solve the issue. That swift responsiveness has proven to be a decisive differentiator in an industry where client interaction often ends the moment the policy binder is signed.

Looking ahead, Chase remains focused on expanding his agency's footprint throughout the Seattle metropolitan region, deepening ties with local real estate brokerages and mortgage professionals, and continuing to scale through the organic referral networks that built his business. His overarching goal is to remain the premier standard of insurance advisory—the resource top agents

automatically turn to the second a client asks about property protection. Looking ahead, Chase is focused on deepening his presence across the Seattle metro area, strengthening relationships with agents and loan officers, and continuing to grow through the referral partnerships that have defined the agency from the start. His goal is to be the kind of resource that agents think of the moment a client asks about coverage.

For real estate professionals, Chase wants to be more than the person who writes the policy. He wants to be the resource they can call when a question comes up, a coverage issue threatens a closing, or a client simply needs someone they can trust to explain their options.

After seven years in the industry, that approach continues to drive the way Chase and his team do business. By combining access to more than 180 carriers with a referral-based model built around education, responsiveness, and relationships, Goosehead Insurance - The Lindberg Agency has become a trusted resource for agents, lenders, and their clients throughout the Seattle area. ▼

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ASSISTANCE LEAGUE® of the EASTSIDE

***Uplifting** the Eastside, **One Neighbor** at a Time*

PHOTOS BY KAITIE NEWCOMB
SUBMITTED BY AMANDA
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Assistance League® of the Eastside combines compassionate service, strong community partnerships and dedicated volunteers to help local children, adults, and families move forward with dignity and hope. A new outfit can help a child walk into school feeling confident. Clean clothing and personal-care essentials can restore dignity to someone leaving a hospital after an assault. A set of sheets, dishes, and household necessities can help transform an empty apartment into a home. These acts may appear simple, but at the right moment, they can be life-changing. That belief is at the heart of Assistance League of the Eastside, a volunteer member-driven nonprofit serving communities throughout Bellevue, Redmond, Kirkland, Kenmore, Sammamish, Woodinville, Bothell, Newcastle and surrounding areas. The organization began in 1989 as an auxiliary of Assistance League of



Seattle and became an independent chapter of National Assistance League® in 1997. For more than 35 years, its members have worked alongside schools, hospitals, shelters and other community organizations to identify unmet needs and respond with practical, compassionate assistance. What distinguishes Assistance League of the Eastside is its local, hands-on approach. The organization's programs are planned and carried out by volunteer members who live in the communities they serve. Funds raised locally remain on the Eastside, allowing donors, sponsors and volunteers to see their generosity translated into meaningful help for their neighbors. Operation School Bell® is the organization's largest program. Working with the Bellevue, Lake Washington and Northshore school districts, it helps students and families obtain clothing, shoes, school supplies, books, groceries, medications and other essentials. These resources do more than meet immediate needs. They help students arrive at school feeling prepared, included, and ready to learn. Assault Survivor Kits® responds to an especially vulnerable moment. When a survivor's clothing must be retained as evidence following a forensic examination, volunteers provide new clothing and personal-care items for the journey home. Each kit offers comfort and restores a measure of dignity during an extraordinarily difficult experience. The organization also supports adults and families rebuilding after homelessness, violence or other crises through our Community Outreach and Volunteer Engagement programs. Starting Over Support provides household essentials to help individuals establish safe, functional homes. Help4Homeless supplies meals, hygiene products,

welcome bags, and other necessities through local shelters and service providers. Women Inspired Network supports women and families living in shelters, those living in cars, and more. None of this work happens alone. School counselors identify students and families who would benefit from support. Healthcare professionals distribute survivor kits. Shelters and nonprofit partners explain what their clients need most. Businesses, foundations, sponsors and individual donors provide financial and in-kind support. Assistance League volunteers bring those relationships together, transforming community generosity into timely, practical help. During the most recent reporting year, Assistance League of the Eastside's programs provided more than \$359,092 in assistance, touched 3,705 lives and distributed thousands of items, including clothing, shoes, hygiene products and household essentials. Yet the organization's impact is measured in more than numbers. It can be seen in the relief of a parent who can provide what a child needs, the confidence of a student wearing new clothing and the comfort of a survivor who knows someone cared enough to prepare for their needs. "At the center of everything we do is the belief that people deserve to feel seen, supported and valued," said Carol Stamper, president of Assistance League of the Eastside. "When our volunteers, community partners, sponsors and donors work together, we can create meaningful change close to home." That spirit of community will be on full display during the organization's Holiday Home Tour on Friday, December 4, 2026. Guests will enjoy a self-guided tour of beautifully decorated homes in Kirkland, Redmond, and Woodinville. Each home will feature distinctive holiday décor, seasonal





inspiration and creative ideas, ranging from elegant and sophisticated to warm and whimsical. Last year's tour welcomed nearly 750 guests. This year, Assistance League of the Eastside again invites the community to gather friends, explore remarkable homes and celebrate the season while supporting neighbors facing hardship. Real estate professionals are uniquely positioned to help. They understand the emotional importance of home and are deeply connected to the communities they serve. They can attend the tour, become sponsors, introduce the organization to clients, volunteer or recommend an exceptional home for a future tour. Through every program, partnership and event, Assistance League of the Eastside demonstrates what is possible when a community chooses to care for its own: one neighbor, one family and one child at a time. **## Help Build a Stronger Eastside** 🏡



There are many ways to support Assistance League® of the Eastside: Attend or sponsor the Holiday Home Tour. Volunteer as a member. Make a one-time or monthly donation. Join Friends of Operation School Bell® for \$12.50 a month. Ask your employer to match your gift. Recommend an exceptional home for a future tour. Introduce us to a potential community or business partner. Holiday Home Tour 2026 Friday, December 4, 2026 Kirkland, Redmond and Woodinville Self-guided tour • Home addresses provided after purchase Early-bird tickets: \$40 beginning October 1 Regular tickets: \$45 beginning November 1 Website: aleastside.org Email: info@aleastside.org Phone: 425-556-5106 Scan the QR code to purchase tickets, become a sponsor, or learn more.



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Julia Blaine

PEOPLE AT HEART

PHOTOS BY JACKIE PHAIROW PHOTOGRAPHY

For Julia Blaine, the common thread has always been people.

Long before real estate, before clients and contracts, Julia was building relationships in completely different settings. Born and raised in Lake Stevens, she has deep roots in the community she now serves. She and her husband both grew up there and have

known each other since elementary school. Their relationship eventually grew into something more when they began dating at 15, and today, they are raising two children, ages 4 and 2, in the community that has always been home.

Even as a kid, though, homes fascinated her. On road trips, Julia remembers grabbing real estate booklets from the



little plastic holders outside gas stations and stores just to look through the houses.

She loved the differences in architecture, but also what homes represented: the lives and stories created inside them.

Her first career path, however, took her elsewhere.

After attending Everett Community College, Julia began working in an orthodontics office shortly after turning 18. She stayed for about five years

and loved the variety, but especially the relationships she developed with patients and their families.

She eventually realized she wanted to take that connection further and returned to school, earning a teaching degree with a dual endorsement in special education and later a master's degree.

As a special education teacher, Julia worked with students who needed additional academic or social support. The work required her to understand

that no two students needed exactly the same thing.

Years later, she sees how much that experience shaped the agent she would become.

“It’s always been about the people, it’s always been about the relationships,” Julia says.

After the birth of her second child, Julia took a year away from teaching. Staying home gave her time to reconsider

something she had thought about before: getting her real estate license.

She initially imagined she might work on it while her children slept or perhaps sell during the summers.

That didn’t last long.

Julia earned her license in October 2024 and had her first listing within days. Once she experienced everything that went into a transaction, she was hooked.

CONTINUED ►

“If I’m gonna do it, I’m gonna do it,” she says.

That mindset quickly became evident in her business. Julia began with a team at Real, then moved into working independently after her first year. As her business has grown, she has remained committed to continuing her education, staying current on contracts and forms, and building relationships with other agents.

Those agent relationships are particularly important to her because she has seen firsthand how much they can affect a client’s outcome. Strong communication and trust across the table have helped her clients win offers, and in one recent transaction, relationships helped save a deal when financing fell apart just days before closing.

For Julia, none of that is simply networking for networking’s sake.

The relationship ultimately needs to benefit the client.

That same thinking influences how she measures success. Her first-year goal was roughly one transaction a month. As she approaches her third year, she is aiming higher, but she is far more interested in the number of people she can help than her total sales volume.

“How many people can I help, rather than how much money can I make?” she says.

Education has become an important part of that approach. Julia wants her clients to understand not only what they are doing, but also what options may be available to them based on their specific situation. She has helped first-time buyers who assumed homeownership was still years away learn about down payment assistance, seller concessions, and other resources that made

purchasing possible without draining their savings. In some cases, buyers have been able to close with no money out of pocket and even receive their earnest money back at closing.

It is also why Julia sometimes carries her clients’ decisions long after the workday ends.

She has woken up at 3 a.m. wondering whether something was signed or whether every detail had been considered. She worries when buyers stretch themselves financially because she never wants someone to end up resenting the home they purchased.

To Julia, a closing is never just another transaction.

She knows she is helping someone make a decision that can affect their family for years, and she feels a responsibility to treat it accordingly.



That person-first mentality is rooted deeply in Julia’s values. Her faith is central to both her personal life and the way she conducts business. She views her ability to connect with people as something she can use in service of others and is thoughtful about the people, opportunities and organizations with which she aligns herself.

Her husband’s support has also made her career possible. A commercial electrician, he has been what Julia calls her biggest cheerleader from the beginning, stepping in with their family when evenings and weekends pull her toward showings and appointments.

At home, Julia is working on being just as intentional about being present.

Her parents and sister live in the same neighborhood, and an ideal day is remarkably simple: outside with her husband and children, taking walks, playing sports, camping, crafting, or doing puzzles.

Lately, she has even been practicing leaving her phone behind.

For someone who naturally goes from zero to 100, slowing down doesn’t always come easily. But whether she’s with her family, working with another agent, or guiding a client through one of life’s biggest decisions, Julia keeps returning to the same priority.

People first.

The rest, she has found, tends to follow. ■



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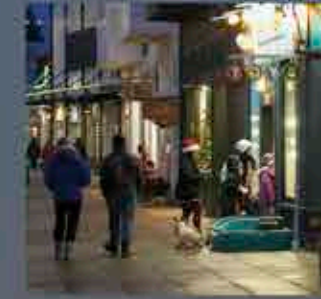
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PHOTOS BY CREATIVE COLLECTIVE

Nestled in the renowned community of Grandridge Estates, this ultra-private, newly constructed residence, dubbed “The Enclave,” is a turnkey experience with curated finishes across nearly 7,200 square feet of modern design.

Oversized sliding doors blend indoor and outdoor living, while the foyer features a soaring 30-foot skylit ceiling, a catwalk, and an art-like, under-lit floating staircase with Quartzite and wood-wrapped treads. The open floor plan connects a Miele® gourmet kitchen, hidden prep kitchen, dining, and living room anchored by a two-story fireplace wall and clerestory windows.





A 30-foot covered pavilion offers a gas fire feature, built-in barbecue and alfresco dining amid mature trees and lawn.

The primary suite is a private retreat crowned by a sculptural Shinnoki® ceiling medallion, with a spa ensuite featuring a soaking tub, dual vanities and an oversized boutique-style closet with center island.

Upstairs offers two ensuite guest rooms with sweeping views, a laundry and storage room, a tiered home theater with wet bar, and a glass-wrapped office, plus a reading lounge gallery with stylish backlit shelving and more. The showpiece staircase transitions from cantilevered white oak treads to book-matched Quartzite slabs below.

The lower level features a wellness room with cedar sauna, steam shower, and cold plunge, plus guest quarters, a temperature-controlled wine display, office, and mudroom.

A four-car garage, expansive motor court, smart home automation, security, and backup generator complete this masterpiece of modern luxury.

The VIP Brokers Open featured incredible cars, amazing people and a property that must be seen in person!

Brian Hopper:

“This home is breathtaking from the moment you walk in the front door, from the 30-foot ceilings to the suspended catwalk and expansive wall of windows facing the backyard. Concept Builders and VB Homes knocked this one out of the park!”

“We had some fun with the video shoot on this one, bringing in some friends who have exotic supercars that really gave the video a pop. And more specifically, his home is truly designed for a car buff, with the four-car garage in the oversized carport plus the expansive motor court.”

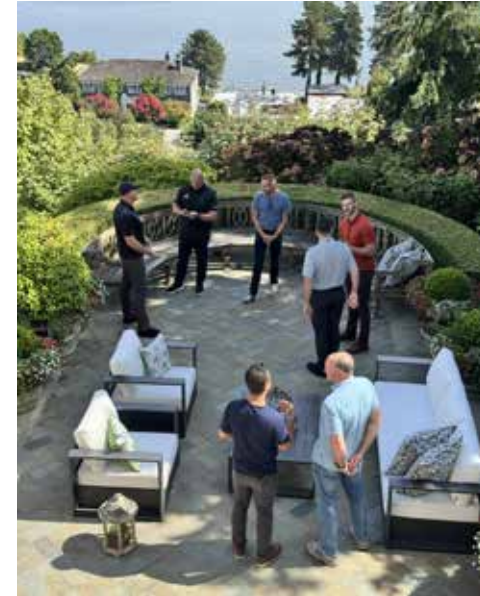
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Magazine CELEBRATION



In September we gathered to celebrate our amazing agent features from August and September. Our hosts Deidre Doyle and Melissa Boucher generously allowed us to celebrate in their fabulous listing in Seattle. We are proud to highlight amazing real estate professionals Javila Creer, Matt Miner and Ryan Palardy, Brian Davis and Stephen Ku. The PNW weather showed it's beauty and we had some productive market conversations.





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FORWARD *Thinking*



SUBMITTED BY CORI WHITAKER

► ARE THERE *Opportunities* THAT EXIST IN A SLOW AND UNCERTAIN MARKET?

There are absolutely opportunities that exist in a challenging market. In fact, those are often the moments when real estate professionals can provide the greatest value. During periods of uncertainty, consumers want guidance from someone they trust. It gives us the opportunity to educate clients on what's happening in the market, why conditions likely are what they are, where opportunities may exist, and what changes could be coming next. In markets like these, I always double down on data so I can stay current and informed. I rely heavily on Keeping Current Matters along with the market insights, analysis, and reports Windermere provides. The monthly data and research are invaluable resources that help me guide clients with confidence and clarity. What I think some agents may overlook is that challenging markets often create unique opportunities for buyers and sellers who are willing to look beyond the headlines. My biggest periods of business growth have come after market disruptions, including the 2008-2012 housing crisis, Seattle's Head Tax discussions in 2018, and the significant interest rate hikes of 2022. Those experiences reinforced that people want an advisor who is informed, calm, steady, and professional. My role is to be a neutral, educational resource who helps clients understand the market, navigate uncertainty, and make confident decisions based on facts rather than emotion.



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ROB McGARTY

THE HUMAN SIDE OF REAL ESTATE

PHOTOS BY JACKIE PHAIROW PHOTOGRAPHY

Rob McGarty did not come into real estate expecting to spend the next two decades building a career in the industry. His background was in electrical engineering, and after college, he worked for major technology companies, including Intel, before spending seven years in software consulting.

It was a career that kept him on airplanes constantly. Eventually, Rob started questioning whether he wanted to continue living that way. Around the same time, he bought a house, and the experience sparked an interest in real estate along with a fairly straightforward thought: I could do this better.

Rob earned his license at the end of 2004 and made the leap into real estate full time in 2005, right around the time his son was born. Then came an opportunity that would put him at the center of a very different approach to the industry. On Martin Luther King Jr. Day in 2006, Rob showed up for his first day as Redfin's first real estate agent.

"Nobody was in the office," he remembers. "I'm like, what the heck?"

It was an amusing beginning to a significant chapter. Over the next five years, Rob helped grow Redfin's real estate operation from essentially himself into a much larger team spanning the West Coast, East Coast, and Chicago. With his engineering background and natural tendency toward systems and problem-solving, the company's

CONTINUED ►



mission made sense to him. He wanted to use technology to create more transparency, improve the consumer experience, and challenge the traditional way real estate had always been done.

After Redfin, Rob joined one of its founders in launching Surefield, where the team developed an early 3D home-tour technology before platforms like Matterport became commonplace. Rob still holds roughly a dozen patents related to that work. But after years spent thinking about how technology could change real estate, his perspective began to shift.

“There’s a bunch of really good agents,” he says. “There’s a bunch of clients who just want really good service.”

Increasingly, that was the part of real estate that felt right to him.

In 2015, Rob opened Bushwick. He wasn’t trying to create a massive brokerage. He wanted independence and the ability to build something around the experience he believed clients deserved.

“I just want my own thing,” he remembers thinking. “My clients will be the boss.”

Despite his years in the industry, he was essentially starting from zero. His time at Redfin had taken him away from personal production and into leadership, so he started with friends and family, focused on doing great work, and allowed referrals to grow from there.

Today, repeat and referral business remains the foundation of Bushwick, including referrals from agents across



the country. “It means the world to me that our clients and other agents trust us with their referrals,” Rob says. That trust shows in hundreds of five-star reviews, many written long before online reviews became a standard part of real estate marketing.

The brokerage itself has grown with the same intentionality. Bushwick operates as one team. Clients may work with more than one person, but information, strategy, and responsibility are shared.

“I’m not interested in adding agents just to make the company bigger,” Rob says. “I just want to have a strong, cohesive team to deliver an amazing client experience.”

Susan has been with Bushwick since 2019 and is the team’s people person. Most days, she’s in the field previewing homes with buyers, attending inspections, and hosting open houses. She’s also a familiar face in Montlake, thanks to her real estate pop-up table and Mrs. K’s Rock Garden. A former radio DJ with an endless supply of stories, she’s a big reason clients have so much fun along the way.

Stacy joined Bushwick just over a year ago as a newer agent with a lifetime of personal real estate experience and quickly became a team ambassador. She helps with showings and inspections, gets listings ready to launch, and pitches in wherever needed. For the past 13

years, she has also coached Viking Robotics at Ballard High School, where she earned the Woodie Flowers Award for how she teaches and inspires. Clients see that same patience, whether she’s breaking a complicated process into clear next steps or keeping everyone calm when something goes sideways.

And nobody is above the unglamorous work. Rob jokingly lists “Chief Floor Sweeper” among his own duties.

Perhaps surprisingly for someone with such a deep technology background, Rob now prefers to keep technology largely behind the scenes. He uses it to make the business more efficient, but he doesn’t want it replacing the conversations clients need during a transaction. People don’t always know what they should be asking, he explains. Sometimes they simply need someone who understands the situation well enough to tell them what matters and what comes next.

CONTINUED ►



That personal connection carries into another longstanding part of Rob's business. Every Friday morning, he writes an email newsletter. At the time of his interview, he had written one for 516 consecutive Fridays without missing a week. He has written from hotel rooms and campsites with Starlink, but he intentionally waits until Friday morning, sits down and writes until it's done. There are occasional typos, and it typically runs longer than planned.

"It is what it is," he says.

The newsletter gives readers his perspective on the market, often through what Rob calls his "engineer data nerd brain," but it has also become a way to stay connected with people and a weekly ritual he genuinely enjoys.

After more than 20 years in real estate, Rob has become equally intentional about making room for life outside of it. He and his wife, Amanda, have

two children, Charlotte and Thomas. Rob bikes constantly, skis, mountain bikes, and recently returned to riding motorcycles. He also takes backcountry ski-touring trips, often traveling into remote parts of Canada for a week of climbing and skiing. Thomas now joins him on some of those adventures, and Rob has also ski-toured through Switzerland and Japan.

He spends as much time as he can at his place in Roslyn, where his personal and professional worlds have begun to overlap. He has sold three of the four highest-priced homes in the area outside of Suncadia and hopes to continue growing there.

More than two decades after entering real estate convinced there had to be a better way to do it, Rob still has the engineer's instinct to question, analyze, and improve. What has changed is what he believes "better" means.

It isn't necessarily more technology or a bigger brokerage. For Rob, it is a small team he trusts, clients who come back, agents who feel confident sending people his way, relationships that lead to relationships and a business that gives him room for the life he has built outside of it.

There is something fitting about where that philosophy has brought him. After the interview, Rob remembered that one of his early goals for Bushwick was to someday make the Real Producers ranking list. The magazine retired the list before he ever had the chance.

Years later, he is appearing in Real Producers anyway, just not quite the way he once imagined.

"I built Bushwick to stay small on purpose," Rob says. "A ranking would have been about me. This gets to be about the team, and that's the whole point." ▼



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FAQ



About Real Producers

Real Producers magazine started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. *Seattle Real Producers* launched in August 2019. Name a large city, and we are there or will be soon! In every market, we take the top 500 agents, based on the MLS production, and build an exclusive magazine around those agents. We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication. We strive to inform and inspire the top-producing real estate agents in the local market and connect them socially. The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

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Q: Who receives *Seattle Real Producers* magazine?

A: The top 500 agents in King and Snohomish counties. The list will reset at the end of every year and will continue to update annually.

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

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the top 500 because we don't know everyone's story, so we need your help to learn about them. It could be 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, they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photo shoot.

Q: What does it cost a REALTOR®/team to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of *Real Producers*. Our goal is to showcase the best and brightest and to collaborate. Elevate. Inspire.

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