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James Morgan
& Jessica Jones

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AT WILLOWCREST IN PITTSFIELD TOWNSHIP

Agent on the Rise
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Agent on the Rise
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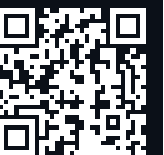
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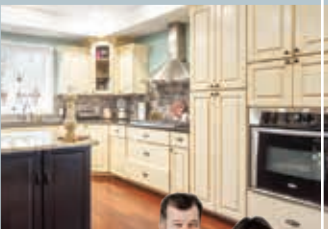
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JOSEPH LAMERSON



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Joseph Lamerson designed his real estate career the same way he approaches every client relationship: with patience, persistence, and a willingness to go well beyond what the job requires. As an agent at Opul Realty, Joseph has carved out a reputation in Wayne County as someone his clients can count on long after the paperwork is signed.

Joseph grew up working in the hospitality industry, eventually managing bars and restaurants and logging 70-hour weeks. Real estate had been on his radar for years, his close friends in the business regularly encouraging him to make the leap, but the timing never seemed right. “I had no time to take tests or study or anything like that,” he said. When

the pandemic occurred in 2020, one of those friends saw an opening and sponsored Joseph through eXp Realty. “It was kind of a blessing in disguise for me to get out of working 70 hours a week and having no time for family or friends,” Joseph added.

Joseph found his footing at eXp Realty before following his broker, Mike Tripoli, to Opul Realty when Mike launched the independent brokerage. Joseph believed in the culture and made the move without hesitation.

In the beginning of his career, Joseph leaned heavily on his sphere of influence, stayed consistent with marketing, and made himself useful — even when there was nothing in it for him financially. Slowly, the effort began to pay off. Around two years ago, he crossed \$5 million in annual sales and held that mark the following year as well. “Plant your seeds, touch your base — friends, families, neighbors, and friends and families of neighbors,” he explained. “Let them know you’re serious about it.”

For Joseph, what separates him from others in the industry is his refusal to treat clients as transactions. He described working with families who had recently lost loved ones and needed help settling estates on tight budgets. The houses weren’t worth much, but Joseph helped anyway, pitching in to move belongings, prep the property, and guide grieving families through the process without adding to their burden. The effort didn’t go unnoticed: The attorney involved in one of those deals saw how Joseph handled himself

and began sending referrals his way. “I go way out of my way, even if I’m not making any money off something. I’ll do what I can to help,” he said.

As for Joseph’s philosophy on business growth, he doesn’t like to chase paid leads or spend heavily on platforms such as Zillow. Instead, he believes word of mouth is the most reliable engine in the industry. “You can cold call people all day or send out flyers, and people already know five or 10 other real estate agents,” he said. “It’s all word of mouth.”

Away from work, Joseph prioritizes time with his wife and their 2-year-old daughter. He is quick to credit real estate with giving him something the restaurant business never could: the ability to be present with his family. “If I was still in the bar and restaurant business, I wouldn’t see her,” he said about his daughter. “I’d be leaving before she got up and getting home when she was in bed.” Joseph also enjoys riding motorcycles and tackling home improvement projects, including a basement renovation he has been working on in his spare time.

When he thinks about the future, Joseph intends to continue growing his relationship-based business, refine his marketing approach, and build on his referral network. His plan is to keep doing what works: showing up, following through, and proving to every client that they made the right call.

“
I go way out of my way, even if I’m not making any money off something. **I’ll do what I can to help.**
”

By putting relationships first and delivering on every promise, Joseph continues to earn trust that extends far beyond the closing table. His steady mindset remains the driving force behind his growth and the impact he makes on every client he serves. ▀





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
AVERAGE TRANSACTIONS PER AGENT



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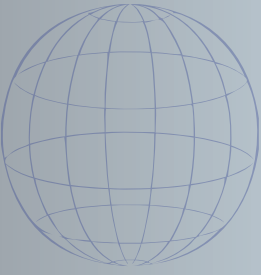
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Building Success Through Relationships

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PHOTOS TAKEN AT
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AT WILLOWCREST IN
PITTSFIELD TOWNSHIP

Jaclyn Truax built her reputation as a trusted real estate advisor the old-fashioned way: through genuine relationships and a courage to leap when the moment called for it. Today, she is an agent at @properties REMI Christie's International Real Estate, where her referral-driven business speaks louder than any marketing campaign ever could.

Jaclyn grew up in Livonia with deep roots in the community she now serves. She is a proud graduate of Franklin High School and received a degree from Schoolcraft College, and her network of friends and family still anchors much of her business. Long before she ever held a real estate license, she was quietly developing the instincts that would define her career. She and her husband bought and sold three homes, each one a deliberate project. They purchased on short sales, flipped within the two-year window, and made calculated renovation choices designed to maximize equity. "I did all of this before I even knew I wanted to be in real estate," Jaclyn shared.



After guiding them through three transactions, Jaclyn's agent finally echoed what her husband had been telling her all along: she had a natural knack for real estate. While working full-time in automotive accounting, Jaclyn enrolled in coursework and studied late into the evenings at a local Panera Bread while her young son slept at home. She earned her license at the end of 2019.

When the pandemic hit and layoffs swept through the automotive industry, Jaclyn found herself at a crossroads. "If it wasn't for COVID-19, I would probably still be working my accounting job," she explained. "It's very hard to



leave security, especially with a young one at home.”

Jaclyn worked through two brokerages before finding her home at @properties — and even that decision carried a touch of fate. After meeting Kaitlyn Pangrazzi at a Detroit moms’ networking event, Jaclyn connected with broker Mark Brown and scheduled a coffee meeting. She was still weighing the decision when, stepping out of her car before dinner one evening, she spotted the @properties love logo hanging from the rearview mirror of the car parked next to hers. “I was like, ‘Oh my gosh, it’s got to be a sign,’” she said. Jaclyn was in the brokerage by the next morning.

For Jaclyn, the move proved to be the right one. From 2024 to 2025, she more than doubled her business. She credits the culture and collaboration at @properties for her rapid success, but she also heavily invested in her own development. At the start of 2025, she completed the Ninja Installation — a sales training program rooted in Larry Kendall’s Ninja Selling philosophy. “It’s based on relationships — how to build your business based on the family and friends you already have and do it in a really non-salesy way,” she explained. Today, approximately 80% of Jaclyn’s business comes from referrals.

One of Jaclyn’s most memorable interactions as an agent began with a couple she had met at an open house — they were downsizing, the husband quietly battling dementia. Every time Jaclyn visited, Rich would ask if she



purchase her first home — a house directly next door to her mother’s childhood home, the one that had once belonged to Rich. “Abby was like, ‘Jackie, I was praying to my grandpa all the time, telling him to please help me find this house,’” Jaclyn said. “It was a beautiful full-circle moment.”

Away from work, Jaclyn fills her time outdoors. She and her husband explore the state in their travel trailer, camp, visit the family cottage up north, and spend time on the lake. She also spent seven years singing in a classic rock band and loves music and live concerts.

In the years ahead, Jaclyn is focused on reaching the \$10 million production milestone, which @properties celebrates with a Rolex. She also plans to eventually build a small team of driven women who want to establish serious careers in real estate.

For new agents, Jaclyn advises that they get a mentor, hire a coach, and invest in themselves before they feel ready. She took that same approach by enrolling in Tom Ferry coaching before she even had her license. “Learn as much as you possibly can,” Jaclyn added. “Shadow. Be there during showings. Be a fly on the wall for everything.”

Jaclyn’s willingness to take chances and commit fully to her growth has shaped a career defined by momentum and authenticity. As she works toward her next milestones, that foundation remains at the heart of everything she does. 📌

“*Learn as much as you possibly can. Shadow. Be there during showings. Be a fly on the wall for everything.*”

wanted some whiskey. The family had no explanation for it, and it became a running joke. When they closed, they gifted her a small bottle of whisky. Jaclyn still has it, and she attached a sales goal to it: She officially hit that milestone in 2025 and plans to open it to celebrate.

Rich has since passed away, but in the time since, Jaclyn has worked with both of his grandchildren. Most recently, she helped his granddaughter Abby

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JAMES Morgan

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& JESSICA Jones

James Morgan and Jessica Jones have built their real estate careers around a shared commitment to helping people. At Social House Group, their complementary strengths, focus on client service, and dedication to developing other agents have helped The MoJo Team become a growing collective. Two separate career changes ultimately brought them into the same office, where a mentor-mentee relationship between Jessica and James eventually evolved into a lasting professional partnership.

Jessica entered real estate in 2013 after deciding it was time for a different professional direction. “My first career was in social work,” she said. “I made a really good transition from helping people with their personal goals as a social worker to helping people accomplish their real estate goals.”

James joined the industry in 2019 after a career that included power technology, health coaching, and leadership with the United Steelworkers Union while employed at a chemical plant. Throughout his professional life, helping others had been a consistent theme, but he eventually wanted a different path. Real estate offered that opportunity while allowing him to continue working with and advocating for people.

Their paths crossed when James joined Jessica’s office. Jessica had already been in

the business for about six years and was mentoring and training newer agents. James had noticed her work on social media and specifically asked whether she could serve as his mentor. Their first year together established the foundation for a relationship that would eventually extend far beyond mentorship.

Jessica and James eventually took over management of their former office as co-managers, creating a partnership that exceeded individual transactions. Their leadership collaboration began in 2021, while their formal real estate team took shape in 2024 when they moved together to Social House Group and launched The MoJo Team. The move came in July, before they had an office of their own. Team meetings and training sessions took place at Jessica’s home and in a conference room at the local library. A dedicated office opened in November,

giving the group a home base and marking an exciting milestone for the team.

For Jessica and James, their approach to building their team is intentionally non-traditional. The MoJo Team operates more as a collective of agents growing alongside one another than as a conventional team focused on distributing leads. Social media serves as a major component of the team’s lead-generation strategy, while word-of-mouth and referrals continue to generate business. Agents also have opportunities to strengthen their own personal brands with support from an in-house marketing resource.

The team prioritizes education as a key part of its support system, with Jessica leading the mentorship side of the business at Social House Group and James overseeing coaching. Mentorship focuses on hands-on experience during



an agent’s first transactions, pairing new agents with experienced professionals who demonstrate how they operate their businesses, provide guidance through early deals, and help ensure important details are not overlooked. As for coaching, James works individually with agents on their businesses, careers, accountability, branding, and skill development. Together, the two approaches give agents practical experience and strategic guidance as they work to elevate their businesses.

Community involvement also remains an important part of The MoJo Team and its Social House Group office. The team is involved with the Belleville Area Chamber of Commerce, Belleville Area Kiwanis Club, and Belleville Central Business Community, while also supporting Friends of Michigan Animal Rescue through an annual adoption event. The Belleville Farmers Market also benefits from the team’s sponsorship, another reflection of its commitment to the community.

Away from the office, James finds his downtime in the company of family and friends, along with plenty of opportunities to stay active. Golf and basketball are among his favorite ways to spend time, while kettlebell training has become a more recent passion. His family life includes his wife Kathy, his dog Cooper, and his 92-year-old grandmother, Carmen, who lives with them.

Jessica’s time away from real estate revolves largely

“
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taking care of your clients,
YOUR BUSINESS
WILL GROW.”



around family and the outdoors. Her husband and three sons keep her busy, with hiking, kayaking, swimming, and golfing filling much of her time during the warmer months.

When asked about what makes a successful real estate agent, James cautioned newcomers against treating the profession like a hobby. “You’ve got to get dead serious about building a business and a personal brand and really learning the ropes,” he said.

“The agents who are most successful in real estate are those who approach it as their business and focus on being disciplined and building a business,” Jessica added. “If your focus is on taking care of your clients, your business will grow.”

James and Jessica’s commitment to supporting clients and developing agents continues to shape The Mojo Team and the culture they are creating at Social House Group. For them, that shared purpose remains at the center of everything they do. ▀



EVENT RECAP

SWING for a Cause

THANKS FOR ATTENDING!

Thank you to everyone who joined us for our Wayne County charity event! Thanks to your incredible generosity and participation, we are thrilled to announce that we raised **\$600** to support **St. Jude Children's Research Hospital**.

A very special shout-out goes to Craig Hickey from Power House Group Realty! Craig not only generously donated a gift basket for our raffle, but he also won the 50/50 drawing and immediately donated his winnings right back to the cause. Because St. Jude happens to be Craig's charity of choice, his amazing gesture helped us reach our \$600 goal!

A Special Thanks to Our Host & Sponsors:

This event would not have been possible without our wonderful host location and sponsors!

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Simulator Sponsors: Dan Syck with Mortgage Center and Becky Alley with Capital Mortgage Funding

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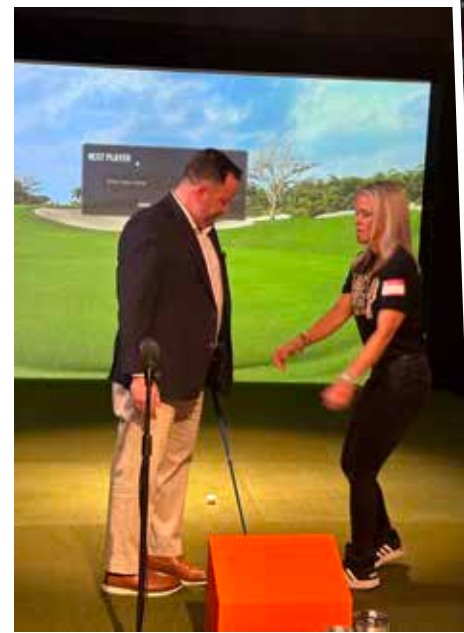
Photography: Metro Shores Media

Gift Basket & Raffle Donors: We extend our sincere gratitude to everyone who donated gift baskets, gift cards, and raffle items to help raise funds.

Thank you all again for participating, supporting, and showing up for a great cause. Mark your calendars — we can't wait to see you at our next event on November 4!

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





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