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On The Rise

DUSTIN SPARROW

Affiliate Spotlight

LARYSSA

MCCONNAUGHAY

Mortgage Investors Group

Affiliate Spotlight

KRISTEN MOORE

Achosa Home Warranty

Jimmy Turek

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DUSTIN SPARROW

BUILDING RELATIONSHIPS AND REALIZING POTENTIAL IN CENTRAL KENTUCKY

PHOTOS BY RENEE HENSLEY

Dustin Sparrow, a dedicated REALTOR® with ERA Select Real Estate, has quickly made a name for himself since beginning his real estate journey in 2021. For Dustin, success is not simply about closing deals; it is about genuinely serving others and making a positive impact in Central Kentucky.

From the Cubicle to the Closing Table

Before finding his calling as a REALTOR®, Dustin spent several years in retail at Hibbett Sports before transitioning to Corning Incorporated. At the glass manufacturing facility, he worked his way up from a union sheet glass operator to a Store Room Manager. While he gained valuable experience, the corporate environment left him feeling burned out. The lack of flexibility

weighed on him, and he saw a ceiling on his earning potential that hindered the life he wanted for his family.

The pivot to real estate came organically. While purchasing a third home for his growing family, his agent recognized his potential and encouraged a career change. Real estate offered exactly what Dustin was looking for: greater control over his time, work environment, and earning potential. He always had a knack for connecting with people, and he felt confident that his previous professional experiences would translate well into a successful real estate career.

A Foundation of Communication and Advocacy

Dustin recognized early on that his professional background could help him stand out as a REALTOR®. Noticing that communication and timeline management were often lacking in the industry, he made it his mission to provide a highly organized experience. In his business, Dustin focuses on three distinct pillars. First, he prioritizes constant communication, ensuring his clients never have to wonder about the status of their transaction by staying ahead of deadlines. Second, he focuses on building lifelong relationships, aiming to remain a trusted resource for his clients long after they receive their keys. Finally, Dustin views himself as an advisor and advocate rather than a salesperson. He focuses on educating his clients, pointing out potential risks, and helping them make informed decisions, even if it means walking away from a commission to protect their best interests.

Real estate transactions can be a monster at times, so Dustin takes great pride in being a constant, level-headed source of support. What he finds most fulfilling is reaching the finish line with his clients. Whether it is watching a buyer's excitement or seeing the relief of a seller closing an important transaction, Dustin cherishes his role in these major transitions.





**DUSTIN
DEFINES
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NOT AS A
DESTINATION,
BUT AS THE
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OF THE
FULFILLMENT
OF YOUR
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POTENTIAL.**

Rooted in Family and Faith
To understand what drives this Central Kentucky REALTOR®, one must look at his personal story. Born and raised in Danville, Dustin faced profound adversity early in life when his father passed away. He was raised by his mother and grandmother, a team effort that taught him enduring lessons. He watched his mother work multiple jobs to provide for him, showing him the true meaning of discipline and self-sacrifice.

The most pivotal moment in his life occurred in 2017 when he married his wife, Leslie. Getting married shifted his perspective, giving him a greater sense of responsibility and making him think more intentionally about the kind of man he wanted to become. Today, Dustin and Leslie are raising a daughter and a son, with another daughter on the way. The flexibility of being a REALTOR® allows him to consistently show up and provide for his family.

Redefining Success for the Future
When he is not working, Dustin enjoys working out in his home gym, playing golf, and reading. Written on his gym whiteboard is his favorite quote: “Work like a farmer. Train like an athlete. Fight like a soldier. Love like Jesus.”. This quote reminds him that success is about preparation, resilience, and how you treat other people.

Dustin defines success not as a destination, but as the pursuit of the fulfillment of your ultimate potential. He is guided by the best advice he ever received: control what you can control, and just do it. Focusing on controllable factors like attitude, energy, and work ethic can change a person’s life for the better. Looking to the future, he plans to continue growing his business, eventually investing in quality housing options, and above all, setting an example of hard work, faith, and service for his children. 🏡



Jimmy Turek

WRITTEN BY
ELIZABETH
MCCABE
PHOTOS BY
JARON JOHNS

From the Fayette County
Public Library to One
of Lexington's Most
Respected REALTORS®

**Driven. Dedicated.
Determined. Jimmy Turek
has never allowed life's
obstacles to define him.**

Raised in an entrepreneurial family, Jimmy watched his father navigate business trials that ultimately led to white-collar criminal charges and spending time in the Federal Medical Center. Rather than hiding from that hardship, Jimmy views it as foundational strength. "I wear it like a badge of honor," he reflects. "Not a lot of people went through what I went through."

Determined to build a better future, Jimmy's first office wasn't at a polished brokerage or a conference room with floor-to-ceiling windows. It was actually a computer inside the Fayette County Public Library.

Jimmy drove a laundry truck for \$10 an hour while he studied for his real estate license using the library's internet because he couldn't afford the service at home.

When a librarian asked what he was working on and offered a simple, warm "Good for you, good luck" it sparked a lasting gratitude. She probably had no idea she was witnessing the beginning of a career that would eventually make Jimmy one of Lexington's most respected real estate professionals.

Today, Jimmy sits on The Library Foundation Board of Directors, making an annual giving pledge to support its community initiatives. "There are a ton of things the library does for people," he notes. "They helped me be successful."

That's who Jimmy is. He never forgets the people who believed in him or the relationships that opened doors along the way on his route to Bluegrass Sotheby's International Realty.

Relationships Matter
Growing up in Lexington, Jimmy learned early that relationships matter. Long before building a prominent real

**Built Success, One
Relationship at a Time!**

estate career, he spent his youth playing select soccer on an all-star squad pulling talent from five local high schools. That experience introduced him to people from every corner of Lexington, many of whom remain lifelong friends today. “A friend of thirty years that I used to play soccer with,” Jimmy smiles, “and now I’m helping him sell his house.”

Jimmy earned his real estate license in 2010, but success didn’t arrive overnight. Like many new agents, he worked relentlessly while trying to establish himself. Those early years taught him lessons no classroom ever could.

One conversation, however, changed everything. A mentor/client and well-respected Kentucky businessman



offered Jimmy a piece of advice that has stayed with him throughout his career: “The best deals I’ve ever done are the ones I didn’t do.”

The second lesson came during a transaction when Jimmy was negotiating a repair request and working hard to save his client money. Focused on proving his value, he was caught off guard when his client stopped him and offered a simple piece of advice: “Take your ego out of the way.” It was exactly what Jimmy needed to hear.

“As new agents, we’re trying to prove ourselves,” he says. Looking back, he realizes real estate isn’t about winning every negotiation or proving how hard you’re working. It’s about listening, keeping clients’ goals at the center of every decision, and recognizing that the best outcome isn’t always the one that satisfies your own ego. It’s about people, not your personal pride.

Of all the clients he serves, first-time homebuyers remain his favorite. Despite today’s rising home prices, he believes homeownership remains one of the most powerful ways families build financial stability and create opportunities for the future.

“It’s the one you remember the most,” he says. Watching buyers

receive the keys to their first home never gets old. While many agents chase the newest marketing trend or social media strategy, Jimmy has built his business differently.

“My business is truly organic and word of mouth,” he says. Many of his clients become friends long after closing day. His secrets to success are simple: focus

on doing exceptional work, treat people well, and the referrals will follow.

“The fruits of your labor will come,” he points out.

For agents navigating the market’s natural ebbs and flows, Jimmy advises finding a great brokerage, locking in, and embracing the grind. After all, as

his office buddy Bradford Queen teased Jimmy when he earned the February 2024 cover feature on *Bluegrass Real Producers*: “If you work hard one day, you too can be on the cover!”

Family Matters

When not working, Jimmy enjoys spending time with his wife, Marin. She owns a retail boutique, Poppy &



Pomelo, and a make-your-own-crafts and candles cocktail bar called Wick + Mortar studio. An entrepreneur at heart, she understands the realities of building a business.

To relax, they enjoy traveling. “Sanibel is our happy place,” says Jimmy. “We get there two to three times a year.” The moment he crosses the bridge onto the island, he feels the stress melt away. They also love visiting museums. “We are art lovers,” says Jimmy. “We are also foodies and like a good cocktail.”

Other pastimes include caring for their three Chihuahuas and a cat. “The Chihuahuas take up a lot of our time,” he laughs. The cat? Not so much. Together, they keep the household lively.

“The fruits of your labor will come.”

Final Thoughts

What’s next for Jimmy? He simply wants to continue growing, serving clients well, and giving back to the community that helped him find his own path.

Years ago, Jimmy sat inside the Fayette County Public Library hoping real estate would change his future.

Today, after building a career founded on relationships and hard work, he’s helping ensure that same library continues opening doors for the next person who’s simply looking for an opportunity. 📖



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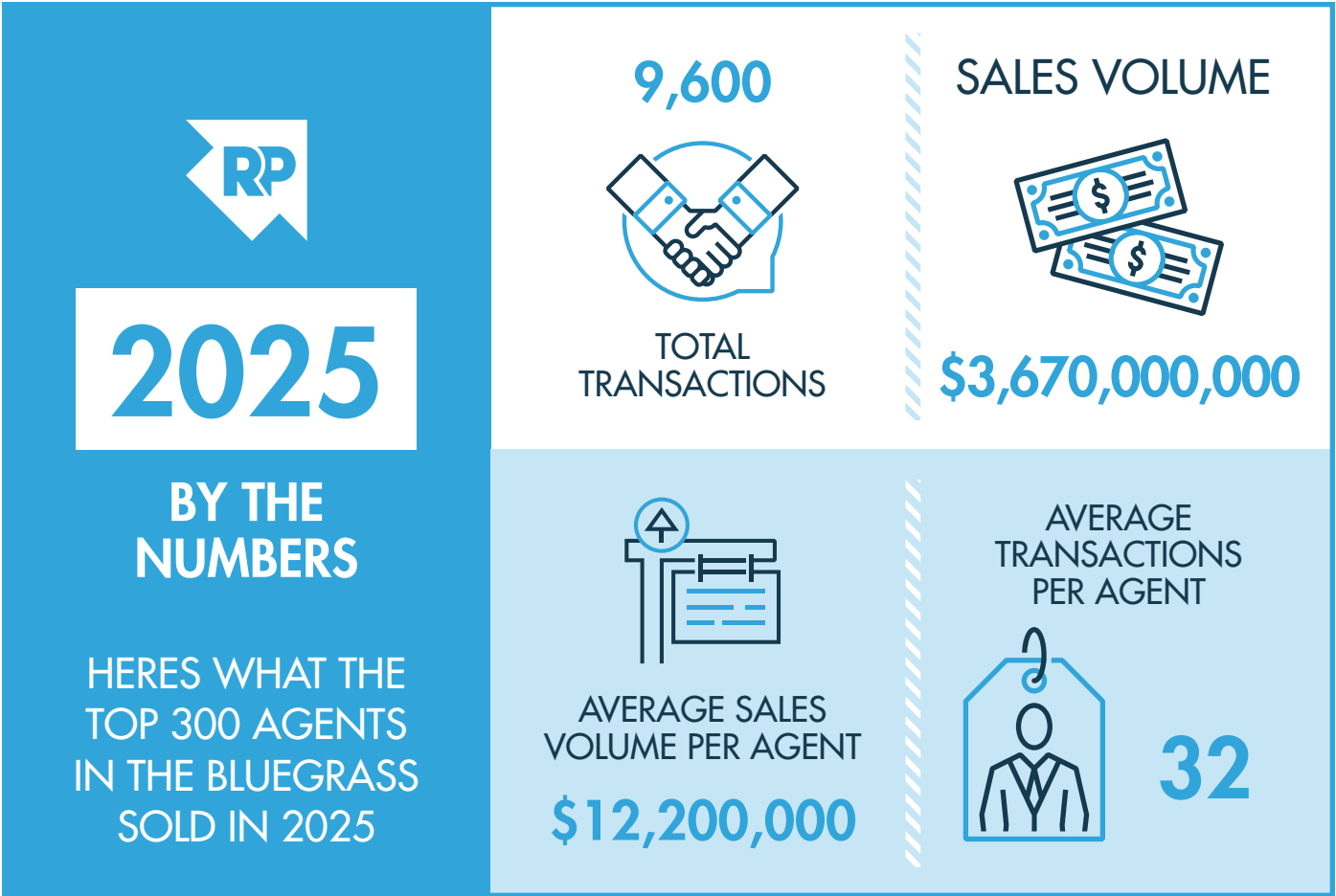
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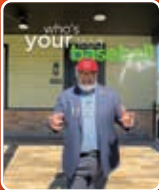


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Achosa Home Warranty

WRITTEN BY ELIZABETH MCCABE
PHOTO CREDIT: BRENNA SMITH

MOORE Than a Home Warranty

Trust is a fragile thing. It takes years to build, moments to lose, and an extraordinary amount of effort to earn back. Few people understand that better than Kristen Moore.

After spending 13 years with one of the nation's largest home warranty providers, Kristen built her career on relationships, honesty, and always putting her clients first. But as the industry evolved, so did homeowners' expectations. Unfortunately, the traditional home warranty model didn't

always evolve with them. Rather than accepting the status quo, Kristen made one of the biggest decisions of her career.

She joined Achosa Home Warranty.

For Kristen, it wasn't simply changing companies. It was aligning herself with a business model that reflected the personal brand she had spent nearly two decades building.

"REALTORS® work incredibly hard to build their personal

brand," Kristen says. "When I found Achosa, I knew I had found a company that represented mine."

That philosophy has become the driving force behind her mission: restoring confidence in an industry that too many REALTORS® and homeowners have grown skeptical of.

Today's consumers live in what Kristen jokingly calls an "Amazon world." We expect answers immediately, deliveries tomorrow, and service now—not next week. When a water heater fails on a Saturday morning or an air conditioner quits during a 90-degree heat wave, homeowners don't want to hear they'll have to wait several days for someone to call.

Achosa was built differently.

While the home warranty industry has sometimes earned a reputation for complicated claims and frustrating delays, Achosa focuses on making the claims experience as seamless as possible. Instead of assigning homeowners to a contractor network filled with unknowns, Achosa allows homeowners to choose their own trusted contractor. From the very beginning of the process, homeowners know exactly what to expect because of the transparent communication. Repairs can be completed quickly, homeowners work with professionals they already know and trust, and Achosa pays contractors their retail rates the very same day.

These are just some of the reasons why REALTORS®

across the country have begun to regain confidence in home warranties. **That commitment to a better claims experience has fueled Achosa's rapid growth, with the company now serving homeowners in 30 states. Alaska became its newest market on June 1.**

Everyone wins.

"It's about respecting everyone's time," Kristen explains. "The homeowner gets faster service, the contractor is paid quickly and fairly, and the REALTOR® gains confidence in an industry where trust has been lost."

Kristen spends much of her time helping REALTORS® understand exactly what a home warranty does, how it protects their clients, and perhaps most importantly, how it protects the agents themselves.

"The real estate market changes," she says, "but the amount of risk a REALTOR® assumes in every transaction really doesn't."

Still, many homeowners hesitate to purchase a home warranty because they've heard horror stories or assume they're not worth the investment. Kristen enjoys changing that perception with facts. Every conversation is an opportunity to replace skepticism with confidence.

While protecting homes is her profession, protecting children has become her family's passion.

Four years ago, her husband, Eric Moore, walked away from a 20-year career at



Duke Energy to pursue a calling that would ultimately save lives.

And with that, Swim Life of Northern Kentucky (NKY) was born.

What began with lessons in their backyard pool quickly grew into something much larger. Today, Swim Life of NKY operates out of its own fully renovated indoor facility in Florence, Kentucky, where four instructors teach water survival skills to approximately 85 to 90 children every day.

Their mission extends far beyond swimming—it's about drowning prevention.

Recognizing that children with autism face a significantly higher risk of drowning, Kristen and Eric created the Joshua Al-Ateef Jr. Scholarship Program to provide life-saving swim lessons for children with autism and other nonverbal diagnoses.

What started as a quarterly scholarship donated by Swim

Life of NKY has grown into an incredible community effort. Thanks to additional funds donated by various businesses and others in the community, eight scholarships were awarded in 2025. So far in 2026, Swim Life of NKY has already awarded 13 scholarships, with five more about to be funded through a generous \$3,000 grant from the Northern Kentucky Water Rescue Association.

"Watching our community rally around these families has been incredible," Kristen says. "We're especially grateful to Joshua's mom, Jonisa, for trusting us to continue honoring his legacy through this scholarship program."

Swim Life of NKY has also expanded its offerings. In addition to its nationally recognized water survival curriculum, the organization has launched a new stroke development program for children who are ready to build upon their water survival skills and develop stronger stroke techniques. While survival remains the



highest priority, the new program provides families with a natural next step after children have mastered those life-saving fundamentals.

Whether she's educating REALTORS® about home

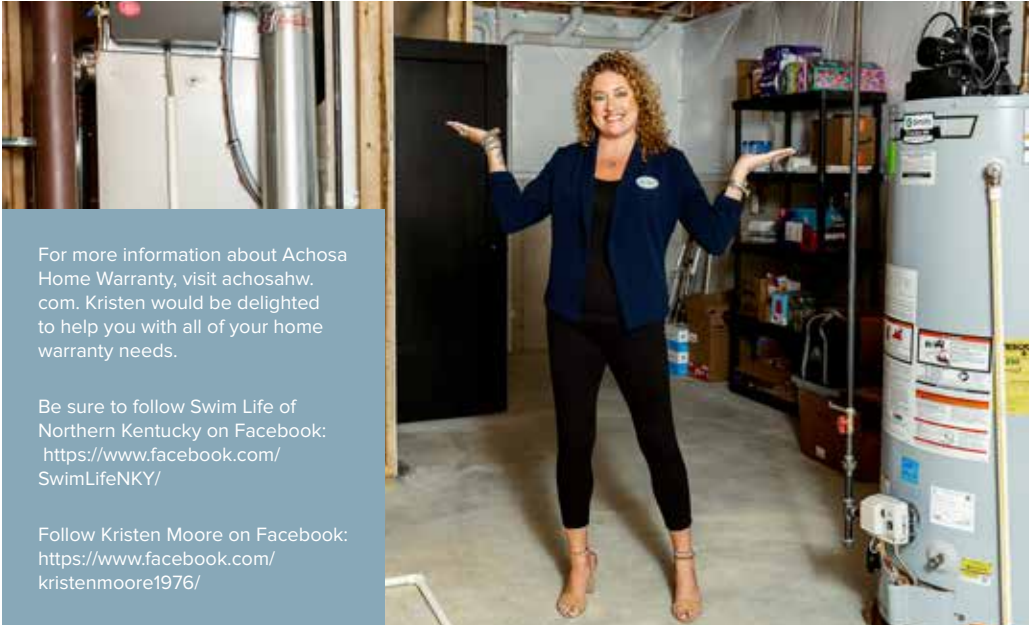
warranties or working behind the scenes at Swim Life of NKY, Kristen's purpose remains remarkably consistent.

"It's never just about selling a product," she says. "It's about helping people feel protected."

That commitment—to service, education, transparency, and community—is what defines both Kristen Moore and Achosa Home Warranty.

Every homeowner deserves confidence. Every REALTOR® deserves a trusted partner. And every child deserves the opportunity to stay safe around water.

For Kristen, those aren't just goals. They're the legacy she's building every single day. 🏡



For more information about Achosa Home Warranty, visit achosahw.com. Kristen would be delighted to help you with all of your home warranty needs.

Be sure to follow Swim Life of Northern Kentucky on Facebook: <https://www.facebook.com/SwimLifeNKY/>

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Laryssa McConnaughay

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Mortgage Investors Group



In an industry increasingly dominated by rapid-fire algorithms, automated online quotes, and distant call centers, one fundamental truth remains unchanged: real estate is built on genuine human connection. For top Realtor® partners seeking to deliver an exceptional homebuying experience, having a dependable mortgage leader who honors that truth makes all the difference. With 24 years of hands-on experience in lending, Laryssa McConnaughay, Senior Mortgage Loan Advisor and Sales Manager at Mortgage Investors Group, brings an unwavering commitment to honesty, relationship building, and community care to every transaction. Her approach goes far beyond processing loan applications; it focuses on creating lasting partnerships and turning homeownership dreams into tangible realities for buyers across the region.

Rooted deeply in Kentucky, Laryssa McConnaughay's path toward industry excellence is anchored by a Bachelor of Science degree in Finance from Georgetown College. Born and raised in Georgetown, Kentucky, her passion for serving

others extends far beyond balancing mortgage figures. She actively gives back as a Faith Baptist Deacon, contributing her leadership to the Admin Committee, Student Team, and Pastor Search Committee. In addition, she supports local enterprise as a committee member for Women in Business through the Scott County Chamber of Commerce. Her dedication earned her the Silver Production Award in 2025, alongside a seat on the Loan Officer Advisory Board with Mortgage Investors Group.

At its core, Mortgage Investors Group operates as a dedicated independent mortgage banker committed to elevating Realtor® partners. Under Laryssa's guidance, the firm blends old-fashioned hard work with state-of-the-art technology, offering a complete suite of loan programs tailored to complex customer scenarios. More than just closing loans, Mortgage Investors Group frequently brings fully pre-approved borrowers directly to Realtor® partners, ensuring clients enter the market ready to start the homebuying process immediately. This proactive



capability creates an experience worth sharing, transforming standard real estate transactions into collaborative, long-term business partnerships that generate ongoing success for everyone involved.

In today’s marketplace, crowded with transaction seekers and remote online lenders, protecting local relationships is paramount. Laryssa hates seeing local connections replaced by distant digital platforms that reduce homebuyers to mere account numbers, lacking the personal accountability and deep local insight required to navigate major financial choices. Mortgage Investors Group firmly rejects that impersonal model. For Laryssa McConaughay, being deeply embedded in the local community is a solemn commitment to trust, integrity, and personal service. Supporting buyers with complete transparency, honest guidance, and zero

pressure allows clients to move forward with confidence, regardless of whether they plan to purchase today or next year.

For a dedicated mortgage leader like Laryssa, true professional reward is never found solely in production statistics. The most fulfilling moments stem directly from human impact: guiding nervous buyers through complex financial decisions, unlocking possibilities buyers never realized existed, and celebrating at the closing table with genuine smiles and hugs. In her dual leadership role as Sales Manager, that same passion applies to mentoring her team. Coaching team members, solving complex operational challenges, and watching colleagues gain confidence and master new skills brings Laryssa immense joy every single day.

That culture of mutual support defines the Mortgage



Investors Group team. Formally established in September 2024, the MIG KY branch builds upon the proven track record established by MIG TN since 1986. Alongside Branch Manager Scott Mayes, whom Laryssa has had the honor of working beside throughout her career, and dedicated teammates Chris Evans and Frankie Kao, the branch operates with a unified, jump-in philosophy. Each team member steps up to assist one another, ensuring Realtor® partners and clients receive reliable, uninterrupted service across every market cycle.

When stepping away from client consultations and team coaching, Laryssa McConaughay’s life is warmly centered around family and Kentucky traditions. Married to Ross McConaughay, she is the proud mother of three children, Kaden, Tate, and Lucy, along with two beloved dogs, Willow

and Aspen. Moments of relaxation are spent playing competitive mahjong with friends, embarking on Kentucky bourbon tours, enjoying horse racing at Keeneland during the Spring and Fall seasons, or unwinding during quiet evenings on the back porch surrounded by extended family and friends.

For top Realtor® partners looking for a trusted mortgage professional who prioritizes integrity, collaborative growth, and local accountability above all else, Laryssa McConaughay and Mortgage Investors Group offer an experience worth sharing. Real estate success is rarely built in isolation. By partnering with dedicated local experts who champion honest relationships, Realtor® partners can confidently grow their market presence while delivering exceptional value and peace of mind to every homebuyer they serve. 🏡







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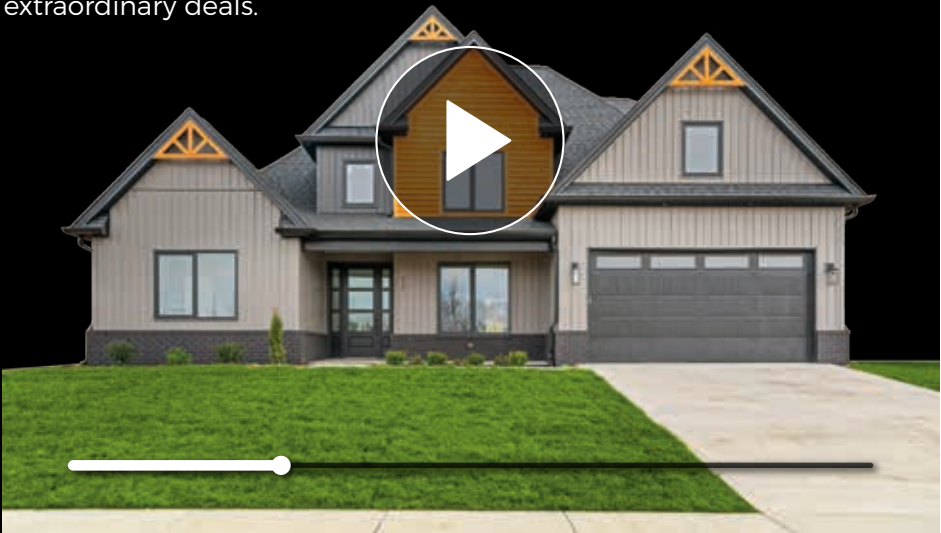


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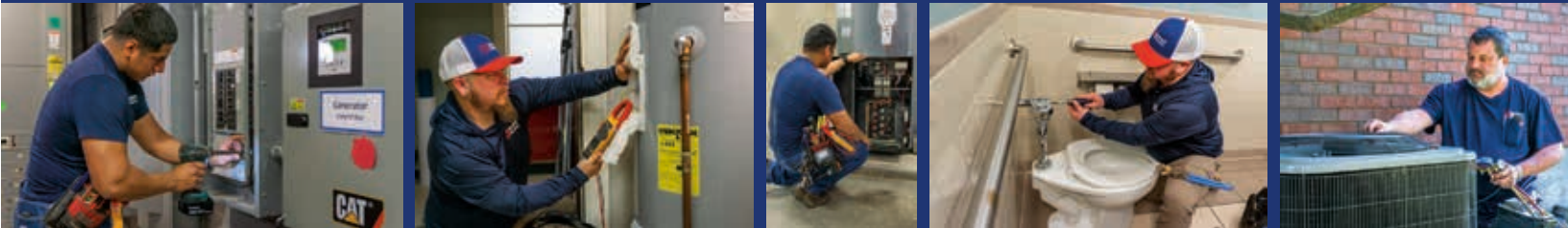
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