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Contents





Skylar Lybarger

PROFILES



36 **Mandy Aufenkamp**



42 **Teresa Elliott**

IN THIS ISSUE

3 **Index of Preferred Partners**
10 **Meet the Team**
12 **Want To Be Featured In The Magazine?**
14 **By The Numbers**
15 **FAQ About This Magazine**
16 **Welcome:** Welcome to our New Partners
22 **Publishers Note**
24 **Cover Story:** Celebrating 100 Issues
36 **Agent Feature:** Mandy Aufenkamp
42 **Inspirational:** Teresa Elliot
46 **Rising Star:** Skylar Lybarger
52 **Print Me More**

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Have an Idea?

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2025 BY THE NUMBERS

HERE'S WHAT OMAHA'S TOP AGENTS SOLD...

10,261

TOTAL TRANSACTIONS

AVERAGE TRANSACTIONS PER AGENT

34.2

SALES VOLUME

$4.1 Billion

AVERAGE SALES VOLUME PER AGENT

$13.6 Million

Information is based on residential sales in 2024 in Greater Omaha by the top 10% of agents by sales volume.

FAQ ABOUT THIS MAGAZINE



BY STACEY PENROD, OWNER/PUBLISHER

If you just made the 2025 Top-Producing Agents in Greater Omaha and are new to our publication, you may be wondering what it's all about. "FAQs About This Magazine" answers the most commonly asked questions around the country regarding the Real Producers platform. My door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice and to connect, elevate the industry, and inspire!

Q: WHO RECEIVES THIS MAGAZINE?
A: The top 10 percent of agents in Omaha. We pulled the MLS numbers (by volume) from January 1, 2024, to December 31, 2024, in Greater Omaha and, based on the year's sales performance, our new 2025 distribution list was born. This magazine is free exclusively to the top agents in the area each year. This year, the minimum production level for our group was $7 million, based on data reported to MLS.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?
A: It's really simple — every feature you see has been chosen based on production numbers and/or nomination. 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 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email us at **stacey.penrod@n2co.com** with the subject line, "Nomination: (Name of Nominee)," and explain why you are nominating them to be featured. 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, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographer 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.

Q: WHO ARE THE PREFERRED PARTNERS?
A: Anyone listed as a "Preferred Partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single Preferred Partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best Realtors in the area but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?
A: If you have a recommendation for a local business that works with top Realtors, please let us know! Send an email to **stacey.penrod@n2co.com.**

Welcome To Our New Partners

We're excited to welcome these outstanding businesses to Real Producers! We sincerely appreciate their support of our platform and our real estate community, and encourage you to take a moment to learn more about each of them—and support and patronize these businesses whenever you have the opportunity. Remember, every Real Producers partner has been **vetted and recommended by our real estate community,** so you can feel confident knowing they are truly **tried, trusted, and true!**

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CuttingEdge Home Inspections, owned by Luke Walker,

combines construction and property experience with modern inspection technology to serve REALTORS® and their clients. From home and pre-listing inspections to radon testing, sewer scopes, termite and new construction inspections, CuttingEdge delivers detailed digital reporting designed to help agents and clients quickly identify and understand important property findings.

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HomeSmiles Omaha, owned by Brian Allen, makes home maintenance easier by bringing a wide range of preventative services together in one convenient resource. From gutter and window cleaning to dryer vent and HVAC maintenance, pressure washing, soft washing, and more, Brian and his team provide REALTORS® with a trusted resource they can confidently share with clients before, during, and long after the transaction.

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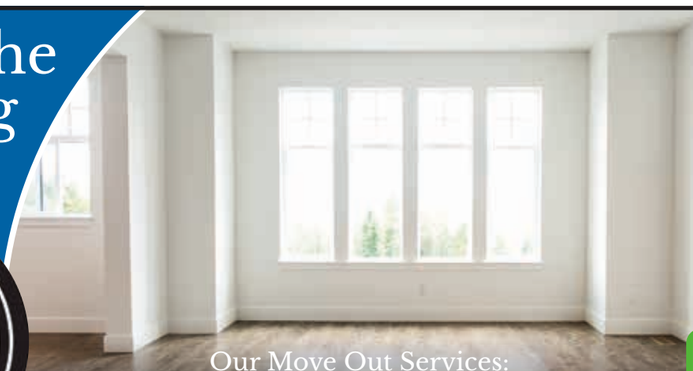
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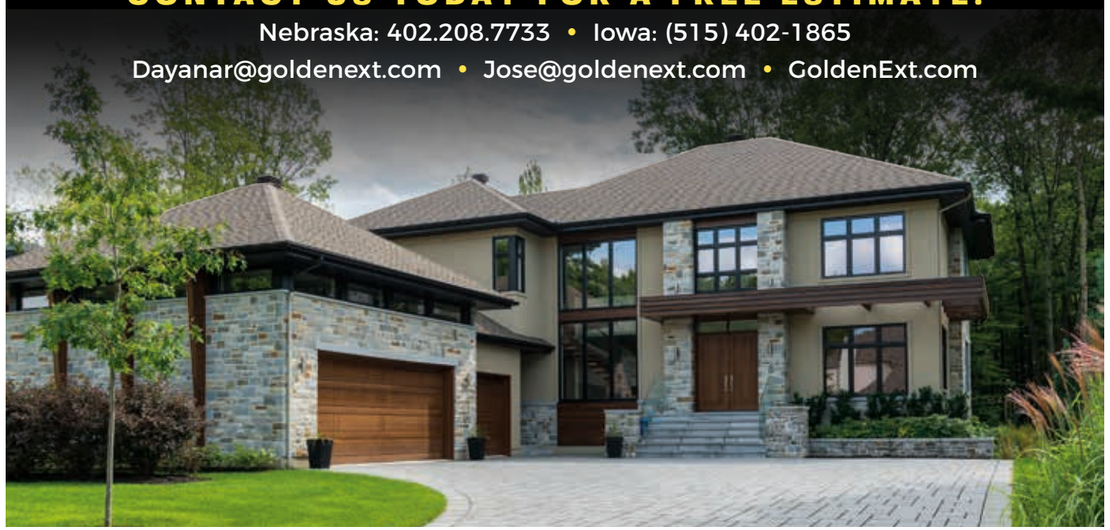
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One hundred issues.

How is that even possible? It truly feels like yesterday that I was launching *Omaha Real Producers* in 2018, wondering what in the world I had gotten myself into. And somehow, here we are, 100 issues later.

When I started Real Producers, I was told over and over that this platform was different. That it would be impactful, bring people together, and build powerful relationships. I believed them. Of course I did. But did I really understand what that would look like? Probably not. Now I do.

Looking back through more than eight years of photos, videos, magazines, and events, what strikes me most isn't necessarily everything we've done. It's the relationships that have come from it. I've made some truly wonderful friends. I've been inspired by so many of your personal stories. I've watched friendships and business relationships develop between people who may never have met otherwise. Some connections started through the pages of this magazine, some on social media or at an event, and others simply by sitting across from each other during a one-on-one meeting.

And when I look back through all those years of photos, there is one thing I see over and over again: smiles. So many smiles. That brings me more joy than I can explain because that is what I have always hoped Real Producers would bring to Omaha. Something positive. Something uplifting. A place where people can be celebrated, inspired, and connected, while having a whole lot of fun along the way.

Reaching 100 issues has also made me think about where we started and the people who believed in this long before they had any proof that it was going to work. Some of our very first partners included Premier Bank, Lien Pest Control, Rearranged for Change, Red Rhino Roofing, Wilhelm Mortgage, and so many others. These businesses said yes to me when I didn't even have a magazine yet! They couldn't flip through an issue. They hadn't been to one of our events. There weren't years of photos to look through or stories about relationships that had formed because of Real Producers. They simply took a chance on the idea, and they took a chance on me. I will never forget that.

Then there was Megan Owens, our very first cover. I didn't know if we knew what we were doing yet, and I'm not entirely sure Megan knew if we knew what we were doing either! But she trusted us, and looking back, we could not have chosen a better person for that first cover. Megan, thank you for believing in us before there was much of an "us" to believe in.

There are so many memories since then that I can still picture like they happened yesterday. There was the four-hour photo shoot with Ralph and Nico, where I watched the two of them bond in a completely different way through the experience. I think the rest of us were exhausted the next day because those two had us laughing for four straight hours.

Then Mike and Joe Evans and the Entourage Team wanted a photo shoot that actually represented Entourage, so naturally, we found a plane at the Millard Airport. They brought all of their creativity and ideas, and the result was this fabulous spread that captured them perfectly. And yes, I also remember the early days when I was the newbie publisher who made a typo on the cover of the magazine. More than once. You were all so gracious.

Those are the things that stand out when I think about 100 issues. Not perfection. It's the people, the moments, the laughter and the stories.

And then there are the events. Nuri. Bentley. Borsheims. Joslyn Castle. We've been fortunate to gather in some incredible places over the years, but again, when I think back on them, it's the people I remember most. Even when COVID happened, and there were no venues and no traditional events, we found another way. We created our "Selling Sunset" events, and you all showed up.

In fact, that's something this community has done from the very beginning. You've shown up. For our events, for one another, and for Real Producers.

I've watched friendships form, and business relationships begin with a simple introduction. I've had people tell me that someone's story in these pages inspired them. I've sat across from so many of you and heard about your businesses, your families, your challenges, and your successes. I've walked into packed events and looked around at a room full of people laughing, talking, and connecting.

I truly cannot imagine Omaha without Real Producers anymore. Is it a lot of work? Absolutely. But it energizes me. It inspires me. And it means more to me than I ever could have understood when I was putting together Issue No. 1.

So as we celebrate this crazy milestone, more than anything, I just want to say thank you. To our partners, especially those who took a chance on me before there was even a magazine, thank you for believing in Real Producers and in me. To every Realtor who has allowed us to tell your story, thank you for trusting us with a little piece of yourself and sharing it with this community.

And to everyone who has attended an event, made an introduction, shared a post, recommended a partner, nominated a Realtor, laughed with us, celebrated with us, or simply supported what we're trying to do, thank you. From the bottom of my heart, I am so incredibly grateful.

Maybe that's the biggest thing 100 Issues has taught me. Back in 2018, they told me Real Producers could build something special. One hundred issues later, I don't just believe it. I've lived it.

Cheers to 100 issues and to every person, story, friendship, laugh, and connection that made them possible.

What a ride.

And we're not done yet.

Warmly,

Stacey Penrod,
Publisher

100

CELEBRATING

ISSUES OF ***Omaha Real Producers!***

2018













JULY 2018
Cover Story: Megan Owens
Power Team: Hopkins Minino Home Team
Rising Star: Lisa Zimmerman

AUGUST 2018
Cover Story: Megan Bengtson
Power Team: Julie Tartaglia / The Tag Team
Rising Star: Trevor Schade

SEPTEMBER 2018
Cover Story: Ralph Marasco
Power Team: Dawn Grimshaw / The Omaha Home Pros Team
Rising Star: Vanessa Shoemaker

OCTOBER 2018
Cover Story: Jeffrey Rensch
Power Team: Mike Pettid / Metro Pros
Rising Star: Casanova Brooks

NOVEMBER 2018
Cover Story: Rachel Tiller
Power Team: Ricardo Castro / Castro Realty Group
Rising Star: TJ O'Leary

DECEMBER 2018
Cover Story: The Cizek / Stork Group
Power Team: Lindsey Krenk / Dixie TenEyck
Rising Star: Brittney McAllister

2019

























JANUARY 2019
Cover Story: Susan Clark
Agent Feature: The Jansen Team
Rising Star: Neil Galas

FEBRUARY 2019
Cover Story: Power Couples in Real Estate
Libby & John Headid
Lisa & Dennis Ritter
Todd & Tasha Moss
Peter & Jennifer Manhart
Tracy & Brandon Frans

MARCH 2019
Cover Story: Ethan Brown
Power Team: Maria Lundin / The Complete Real Estate Group
Rising Star: Sean & Renada Kelly

APRIL 2019
Cover Story: Kristina Young-Philbin
Power Team: Deb Ellis / The Ellis Team
Rising Star: David Potter

MAY 2019
Cover Story: Mother's Day Issue
Shelly & Nick Ragan
Brenda & Allie Hamre
Diane & Josh Briggs
Teresa & Gina Elliott
Lyn, Kristin & Jenna Echter
Lila Shaffer, Terri Dennhardt, Sara Storovich

JUNE 2019
Cover Story: Bill Black
Power Team: Jen Bennett / The Bennett Team
Rising Star: Sidney Price Rokusek

JULY 2019
Power Team: Kathy & Marty Cohen/ The Cohen Team
Rising Star: Linda Moy

AUGUST 2019
Cover Story: Shelli Klemke
Power Team: Mark Hinrichs & Anne Duggins / The Hinrichs Group
Rising Star: Nick Benner

SEPTEMBER 2019
Cover Story: Jamie Flanagan
Agent Feature: Justin Pogge / The Pogge Team
Rising Star: Lizzie Countryman

OCTOBER 2019
Cover Story: Brent, Lesa & Chad Blythe
Power Team: The Compass Team
Rising Star: Marie Schroeder - Bartlett

NOVEMBER 2019
Cover Story: Benjamin Smail
Power Team: The Insight Group
Rising Star: Jim Kristl

DECEMBER 2019
Cover Story: Susan Hawkins
Agent Feature: The Alpha Team
Rising Star: Robert Anthony

2020

JANUARY 2020
Cover Story: Karen Jennings
Rising Star: Casandra Kellar
Power Team: Ollis Real Estate Group NE Realty

FEBRUARY 2020
Power Couples in Real Estate:
Carole Souza & Laura Doocy
Don & Val Keeton
Kristen & Greg Lehl
Ryan & Laura Schwarz
TJ & Mamie Jackson

MARCH 2020
Cover Story: April Tucker
Rising Star: Cassie Litz

APRIL 2020
Cover Story: Tim McGee
Agent Feature: Cali Rethwisch
Power Team: Potter Real Estate Group

MAY 2020
Cover Story: Cassidee Reeve
Agent Feature: AJ Chedel
Power Team: Billy Coburn and Cara Crawford

JUNE 2020
Cover Story: Leanne Sotak
Power Couple: John & Lisa Gell
Rising Star: Nathan Moseley

JULY 2020
Power Team: Cindy Andrew Group
Rising Star: Krista Luther

AUGUST 2020
Cover Story: Justin Lorimer
Rising Star: Victor Ortiz

SEPTEMBER 2020
Cover Story: Sarah Maier
Power Team: Joe & Mike Evans
Rising Star: Carissa Ostdiek

OCTOBER 2020
Cover Story: Teresa Elliott
Power Team: Jean Main & Omaha's Main Team / Better Homes and Gardens® Real Estate The Good Life Group
Rising Star: Jessica Rangel

NOVEMBER 2020
Cover Story: Sarah Guy
Power Team: Meraki Realty Group
Rising Star: Colleen Almgren

DECEMBER 2020
Cover Story: JD and Nancy Erb
Power Team: Old Omaha Vintage Real Estate Team
Power Player: Derick Lewin



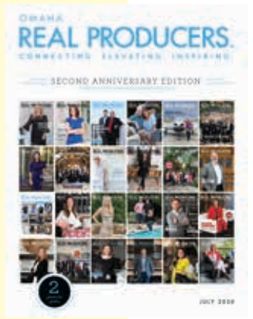


















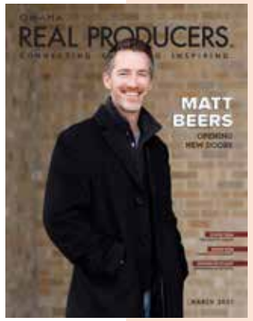




2021



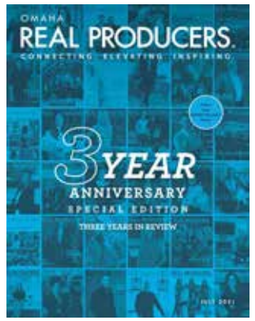


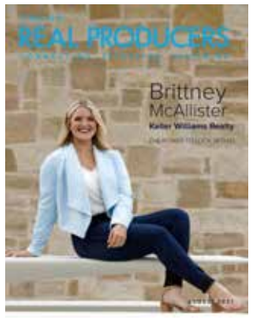






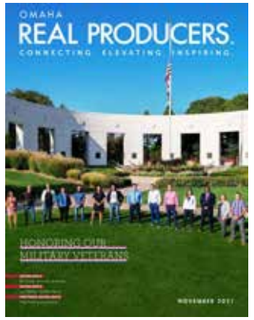














JANUARY 2021
Cover Story: April Williams
Power Team: The Jacobsen Group
Rising Star: Scott Bergmann

FEBRUARY 2021
Cover Story: Stacey Reid
Rising Star: Steve Vanherpen

MARCH 2021
Cover Story: Matt Beers
Power Team: The Equity Group with Berkshire Hathaway HomeServices Ambassador Real Estate
Rising Star: Mandy Aufenkamp

APRIL 2021
Cover Story: Brian Wilson
Power Team: Angie Thiel / The House2Home Team
Rising Star: Nicki Headen

MAY 2021
Boss Moms:
Jennifer Bixby
Shelby Rosso-Gill
Leslie Hillman Dollinger
Amber Tkaczuk
Katie Keith
Erin Strunk

JUNE 2021
Cover Story: Staci Mueller
Power Team: Shannon Salem / Salem Real Estate Group
Rising Star: Nick Ragan

JULY 2021
Power Team: Chris & Jennifer Bober / Team Bober at Nebraska Realty
Rising Star: Emily Ware

AUGUST 2021
Cover Story: Brittney McAllister
Power Team: Nick & Rachel Nun
Rising Star: Johnny Reyes

SEPTEMBER 2021
Cover Story: Debbie Meyer
Power Team: Nick & Erin Boyer / Elevation Real Estate Group
Rising Star: Alyson Roach

OCTOBER 2021
Cover Story: Michael Maley
Power Team: Carri Ann & Lauren Owens
Rising Star: John Ouedraogo

NOVEMBER 2021
Cover Story: Jay Miralles 50-Mile March

DECEMBER 2021
Cover Story: Lisa Ritter
Power Team: Team Moore / Nebraska Realty
Rising Star: Tine Sempeck

2022

JANUARY 2022
Cover Story: Rachel Skradski Luhrs
Power Team: Homelife Realty Group
Rising Star: Mo Barry

FEBRUARY 2022
Power Team:
Corky & Eva Grimes
Gary & Linda Carpenter
Joe & Becky Evans
Jay & Becky Miralles
Steve & Jenny Minino

MARCH 2022
Cover Story: Jill Lewis Harris
Power Team: Jeremy & Tina Harper
Rising Star: Matt Carper

APRIL 2022
Cover Story: Tyson Compton
Power Team: Heartland Realty Group / Coldwell Banker NHS
Rising Star: Keaton Hutchinson

MAY 2022
Cover Story: Vanita Lund
Rising Star:
Rick Nelson
Skylar Bauer

JUNE 2022
Father's Day Feature: John & Matt Beers
Alycia Prince & Oscar Barrera
Jim Marriott Sr. & Jim Marriott Jr.
John & Greg Kraemer

JULY 2022
Cover Story: Marie Bartlett
Power Team: Michael Bjork / The Bjork Group
Rising Star: Jenn Tucker

AUGUST 2022
Cover Story: Adam Briley
Rising Star: Hannah Galas

SEPTEMBER 2022
Cover Story: Nico Marasco
Rising Star: Jake Romero

OCTOBER 2022
Cover Story: Kim Bills
Power Team: Team Locale / Local Real Estate Services and Nebraska Realty
Young Gun Feature: Rachael Schreiner

NOVEMBER 2022
Surviving and Thriving:
Angie Podool
Becky Miralles
Candy Troia
Corky Grimes
Liss Gell
Teresa Elliott

DECEMBER 2022
Cover Story: Lori Paul
Rising Star: Greg Eloge

























2023

JANUARY 2023
Cover Story: Deb Gustafson
Rising Star: Kristin Sterns

FEBRUARY 2023
Cover Story: Jamie & Nicole Hildebrand
Rising Star: Aaron Krier

MARCH 2023
Cover Story: Doyle Ollis
Young Gun: Mindy Kidney
Rising Star: Lashell Johnson

APRIL 2023
Cover Story: Brittney LaHayne
Young Gun: Matt Heller
Rising Star: Jessica Dembinski

MAY 2023
Cover Story: Jason Birnstihl
Rising Star: Xiang Liu

JUNE 2023
Cover Story: Shelly Ragan
Rising Star: Amy Nuckoles

JULY 2023
Cover Story: Megan Owens
Power Team: Steve Minino & Empire Group Nebraska
Rising Star: Lisa Zimmerman

AUGUST 2023
Cover Story: Drew Halvorson & Rusty Johnson
Power Team: Emily Lynch & Sarah Lynch
Rising Star: Ashonte Thomas

SEPTEMBER 2023
Cover Story: Ricardo Castro
Power Team: Toast Real Estate Group
Young Gun: Tawni Whisler
Rising Star: Lavinia Harris

OCTOBER 2023
Cover Story: Tim Reeder
Agent Feature: The Pivotal Real Estate Group
Rising Star: Grace Wanninger-Stanzel

NOVEMBER 2023
Cover Story: Nic Luhrs
Rising Star: James Doebelin

DECEMBER 2023
Cover Story: Jill Marie Bartling
Power Team: Academy Realty Group
Rising Star: Alycia Cooper

























2024

JANUARY 2024
Cover Story: Nicki Headen
Rising Star: Katie McDonald

FEBRUARY 2024
Cover Story: Peter & Jennifer Manhart
Rising Star: Alysha Washington

MARCH 2024
Cover Story: Eric Carraher
Power Team: The Corky Grimes Group
Rising Star: Niki Bermel

APRIL 2024
Cover Story: Andrea Marzullo-Lane
Power Team: Team Leathers Realty Group
Rising Star: Ali Rensch McBride

MAY 2024
Cover Story: Amy Schinco

JUNE 2024
Cover Story: Dawn Grimshaw
Young Gun: Libby Long

JULY 2024
Power Team: Michael Maley & M2 Real Estate Group

AUGUST 2024
Cover Story: Matt Heller
Power Team: Cali Rethwisch & The Virtue Group
Rising Star: Chloe Daeges

SEPTEMBER 2024
Cover Story: Lindsay Hollingsworth
Rising Star: Delaney Vogt

OCTOBER 2024
Cover Story: Travis Taylor
Rising Star: Brooke Bies

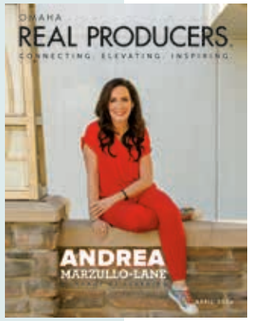
NOVEMBER 2024
Cover Story: Diane Hughes
Agent Feature: Erin Oberhauser
Rising Star: Nick Pacal

DECEMBER 2024
Cover Story: Mari Rensch
Power Team: Sallie Elliott / The Priority Group
Rising Star: Melissa Gerdes









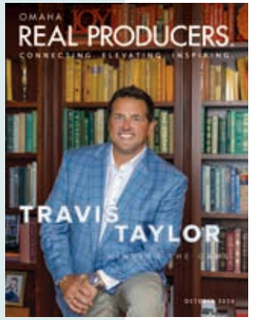
















2025

JANUARY 2025
Cover Story: Tasha Moss
Power Team: The Salzbrenner Group
Rising Star: Cortney Thomas

FEBRUARY 2025
Power Couple:
Matt & Carrie Carper
Mark & Trina Ciochon
Emily & Skylar Lybarger
Bradley & Sarah Pierce

MARCH 2025
Cover Story: Mark Gorup
Power Team: Top Priority Real Estate Group
Rising Star: Alex Speer

APRIL 2025
Cover Story: Tyler Weaver
Power Team: Mackenzie Shelton / Prairie and Pine Real Estate Group
Rising Star: Maren Lakers

MAY 2025
Cover Story: Katie Day
Power Team: Shari Grimes & Karen Wilwerding / Grimes Wilwerding Real Estate Group at Berkshire Hathaway HomeServices Ambassador Real Estate
Agent Feature: Mandi Lackas

JUNE 2025
Cover Story: Kelly Buscher
Rising Star: Scott Anderson

JULY 2025
Cover Story: Steve VanHerpen
Agent Feature: Carmen Bunde
Rising Star: Brittany Hatjinos

AUGUST 2025
Cover Story: Vince Leisey
Agent Feature: Susan Rauth
Rising Star: Julian de la Guardia

SEPTEMBER 2025
Cover Story: Ashley Cerveny
Power Team: The Peter Team
Rising Star: Megan Hepburn

OCTOBER 2025
Cover Story: Garrett Tennant
Rising Star: Melissa Hovendick

NOVEMBER 2025
Cover Story: Jay Miralles
Agent Feature:
Sue Laubert
Sarina McNeel

DECEMBER 2025
Cover Story: Dani Schram
Agent Feature: Andrea Oster







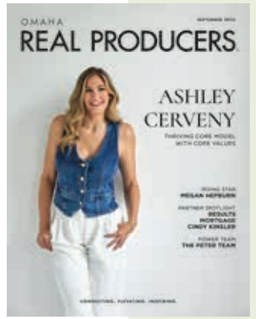


















2026

JANUARY 2026
Cover Story: Deb Cizek
Agent Feature: Heather Tedesco, Liz James

FEBRUARY 2026
Cover Story: Nick Benner
Agent Feature: Jasmin Jensen
Rising Star: Jamie Schroder
Brokerage Feature: Toast Real Estate

MARCH 2026
Cover Story: Marie O'hara
Agent Feature: Jasmin Jensen
Rising Star: Chad Ahlvers
Power Team: Emily Swinford

APRIL 2026
Cover Story: Amber Tkaczuk
Agent Feature: Jamie Hunsberger, Ashley Cherney

MAY 2026
Cover Story: Lisa Jansen Bartholow
Agent Feature: Adrea Clark
Rising Star: Gillian Hanus

JUNE 2026
Cover Story: Nathan Moseley
Agent Feature: Jen Magilton
Rising Star: Cristina Luckey

JULY 2026
Cover Story: Carissa Ostdiek
Agent Feature: Molly Amick

AUGUST 2026
Cover Story: Marie Otis
Rising Star: Nick Gollin

SEPTEMER 2026
Cover Story: David Potter
Agent Feature: Nathan Nelson, Sheila Ost



















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A Decade of Growth Through Service

Mandy Aufenkamp

BY DAVE DANIELSON
PHOTOS BY STACY IDEUS

Ten years ago, Mandy Aufenkamp was a new mom looking toward the future and asking a question that would ultimately change the course of her career: How could she build a successful professional life while still being present for her family?

The answer led her to real estate.

Today, Mandy is a REALTOR® with eXp Realty, celebrating a decade in the industry. She earned her license in August 2016, beginning a journey filled with challenges, perseverance, professional growth, and relationships that now extend around the world.

A Decision Built Around Family

Mandy's entry into real estate was driven largely by her desire to create a career that worked alongside motherhood rather than competing with it. With an interest in interior design and a baby at home, she and her husband, Heath, began thinking seriously about what the future might look like.

"I think I might get my real estate license," Mandy remembers deciding.

Getting there, however, was anything but easy. While studying, Mandy experienced tremendous personal loss, including the deaths of her father and grandfather. She was simultaneously navigating life with a newborn and another pregnancy. Eventually, she passed her licensing exam and began building her business while raising a young family.

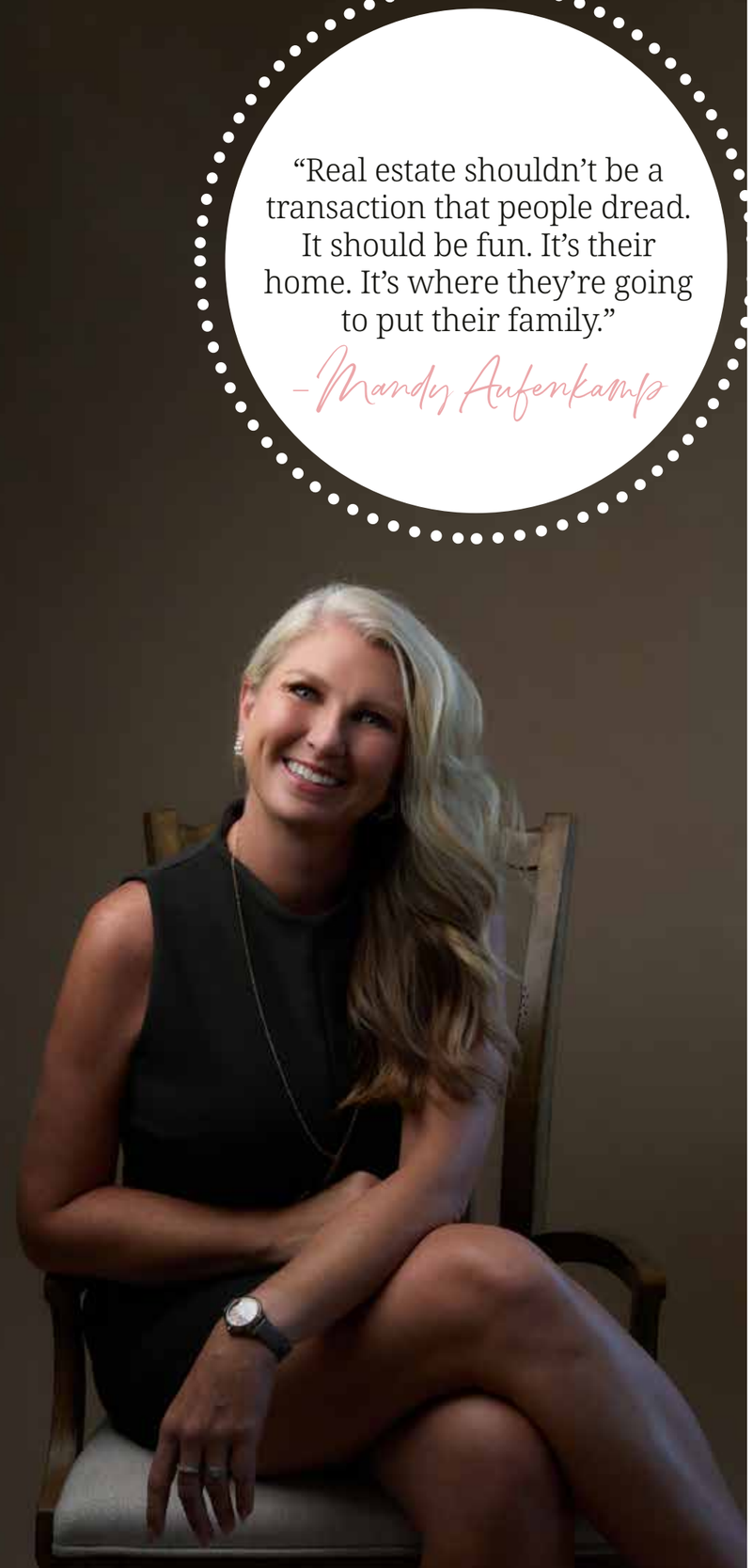
A decade later, she knows the difficult beginning was worth it.

Her daughters, Hadley and Elsie, are now competitive gymnasts with demanding year-round schedules. The flexibility Mandy hoped real estate would provide has allowed her to remain involved in their lives while continuing to grow professionally.

"I look back at the 10 years, and we're so blessed with how our lives have turned out."

–Mandy Aufenkamp





“I look back at the 10 years, and we’re so blessed with how our lives have turned out,” she says.

Finding Her Professional Home
Success didn’t happen overnight.

During her early years in real estate, Mandy worked additional jobs, including positions with Helzberg Diamonds and LinkedIn, while learning the business and helping support her family. She worked with two brokerages before eventually finding what she describes as her professional home at eXp Realty.

The move proved pivotal.

Mandy connected with the company’s culture and fellow agents and began finding her stride. Today, she is a five-time eXp Realty ICON Agent.

“It was a slow start,” she says, “but once I kind of got my groove, I was able to spread my wings and fly.”

A Heart for Military Families
Along the way, Mandy also discovered her niche.

Heath is retiring from the Army in October after 24 years of service, giving Mandy a personal understanding of military life. Early in her career, she often heard the advice to “find your niche,” but initially wasn’t sure what hers would be.

Eventually, the answer became obvious: military families.

Today, serving active-duty military members who are PCSing into or out of the Omaha area is one of the most meaningful parts of her work. She understands that relocation orders can arrive quickly and sometimes require families to leave behind communities and lives they have spent years building.

For Mandy, those relationships don’t end at closing. Former clients now live in places including the United Kingdom, Japan, and Germany, and she enjoys staying connected and watching their families continue their journeys.

Making Real Estate Enjoyable
Whether she is representing a buyer or seller, Mandy approaches the process with an emphasis on integrity and cooperation.

She wants everyone involved—including the agent and clients on the other side—to feel that people are working together toward a successful outcome.

“Real estate shouldn’t be a transaction that people dread, like buying a car,” she says. “It should be fun. It’s their home. It’s where they’re going to put their family.”

Not every transaction will be perfect, she acknowledges, but her objective remains the same: communicate, collaborate, and find solutions that help create the smoothest possible experience.



Life Beyond the Closing Table
Away from work, family remains at the center of Mandy’s world. She and Heath put in a pool last year, and she loves having friends and family over to swim, laugh, and create memories. The family also enjoys bike rides around the lake, walking their new puppy and, of course, spending plenty of time at gymnastics.

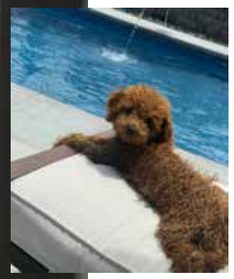
Having cheered throughout middle school and high school and briefly in college, Mandy particularly enjoys being immersed in her daughters’ gymnastics world.

After 10 years in the profession, Mandy also has valuable advice for those following behind her: find the right mentor, connect with other agents, and treat real estate as a true business.

“Relationships matter. Build respect, lead with integrity, and do your job well,” she says.

It’s advice that reflects Mandy’s own journey. She found the career that gave her the flexibility she sought, the brokerage where she could flourish and a niche that connects her work to something deeply personal.

Most importantly, she built a business around what mattered from the beginning—family, relationships and being there for the people who count on her.







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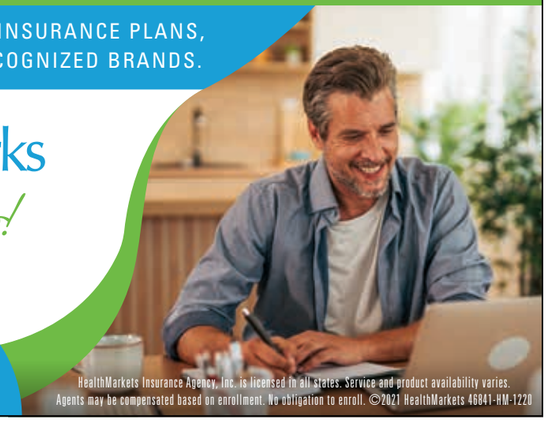
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TERESA ELLIOTT

WHEN SUCCESS ISN'T ENOUGH

BY DAVE DANIELSON
PHOTOS BY NATALIE JENSEN



After more than three decades of achievement in real estate, Teresa Elliott has learned that success can be both rewarding and deceptive.

A thriving career can provide purpose, opportunity, and financial rewards. But when professional achievement becomes the overriding priority, something important can be lost along the way.

It is a lesson Elliott learned personally—and one she hopes others won't have to learn the hard way.

That desire is at the heart of her new book, *When Success Isn't Enough,* released in July after a journey that began 12 years ago. More than simply sharing her story, Elliott hopes the book will encourage professionals to reconsider what success really means and recognize the importance of balance before work begins consuming the things that matter most.

A Message Years in the Making

For Elliott, writing *When Success Isn't Enough* wasn't about presenting herself as someone who always had the answers.

Quite the opposite.

She wanted to share lessons learned from her own mistakes.

Her hope is especially to reach young professionals who are building careers and may feel pressure to constantly work harder, accomplish more, and keep pushing toward the next milestone.

Elliott understands that mindset because she lived it.

She hopes her experiences can help others avoid getting caught in a cycle of relentless work—to not, as she puts it, "grind and get sick" while losing sight of what's truly important.

For Elliott, one of the book's central ideas is understanding priorities before professional ambition begins determining them for you.

"If I can just help others learn from my mistakes and make sure they know what's important to them," she says, that makes sharing her story worthwhile.

She describes one of the dangers as allowing work to become "your drug."

The Experience Behind the Words

Elliott's perspective was forged during a remarkably successful real estate career.

Before entering the industry, she was doing hair and starting her family. Because she loved talking about homes and wanted greater flexibility, she decided to earn her real estate license in 1991.

Her original idea was to continue doing some hair from home while selling a little real estate.

Instead, her enthusiasm quickly took over.

Within about a year and a half, as her third child was on the way, Elliott was working in real estate full time. She remembers entering the profession at age 31 without really knowing what to expect.

She took it slowly, learned as she went, and soon realized she had found something special.

"It was a calling for me," she says.

Today, Elliott is an owner and agent at NextHome Signature Real Estate, a company with approximately 40 agents. She still loves working with clients, but she has also found tremendous fulfillment in mentoring other professionals and sharing the wisdom accumulated throughout her career.

That combination of success, experience, and hindsight gives *When Success Isn't Enough* its purpose.



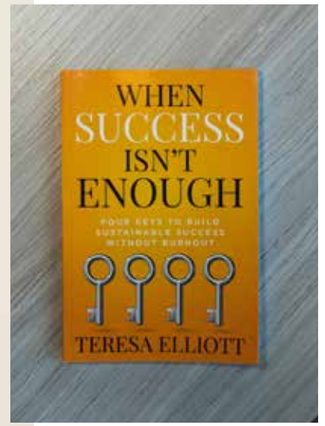
Redefining What It Means to Win

Elliott isn't discouraging ambition. Her message is about pursuing success without sacrificing yourself in the process.

Part of that involves creating habits that support both professional achievement and a healthy perspective.

When discussingadvice for professionals, Elliott identifies four important keys: schedule, attitude, accountability, and mindset.

Keep a good schedule. Choose your attitude rather than allowing circumstances to choose it for you. Find accountability. And be intentional about the messages you allow into your mind.



There are also fundamentals that never go out of style.

"Do what you say you're going to do and show up when you're supposed to show up," she says.

And don't allow someone else's actions to dictate your outlook.

"For gosh sakes, don't let somebody ruin your day. It's not worth it."

From Book to a Broader Mission

Now that *When Success Isn't Enough* is in readers' hands, Elliott is considering where its message might take her next.

The book is available through Amazon, and she is beginning the process of exploring an audiobook version. She's also interested in speaking engagements, workshops, and other opportunities to share the lessons behind the book directly with people.

While she initially envisioned helping young professionals, Elliott believes the message applies much more broadly. It isn't limited by age, career stage, or profession—and certainly isn't limited to real estate.

> "IF I CAN JUST HELP OTHERS *learn from my mistakes* AND MAKE SURE THEY KNOW WHAT'S IMPORTANT TO THEM, THAT MAKES SHARING MY STORY WORTHWHILE."
> **— TERESA ELLIOTT**

At its core, the message is about perspective.

Elliott has spent more than three decades building a career she loves. In fact, when people ask whether she'll ever retire, she isn't sure what to tell them.

"I just love what I do, and it gives me energy," she says.

Perhaps that's also one of the most important distinctions behind *When Success Isn't Enough:* meaningful work can be an extraordinary part of life without becoming all of life.

After 12 years of working toward putting that message into words, Elliott now has the opportunity to help others define success on their own terms—and perhaps avoid some of the mistakes she made along the way.

For Elliott, that may prove to be one of her most meaningful measures of success yet.



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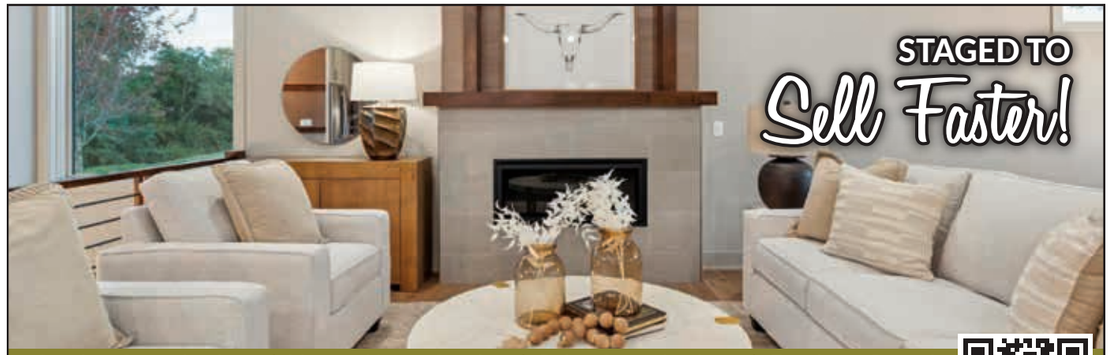


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> “I want my clients to know that I’m going to go *to the moon and back for them,* regardless of the price point or the commission.”
>
> **— Skylar Lybarger**

BY DAVE DANIELSON
PHOTOS BY NATALIE JENSEN

GOING *the* EXTRA MILE



For Skylar Lybarger, success in real estate isn’t measured simply by transactions, production numbers, or commission checks. It’s measured by the experience he creates for the people who trust him with one of life’s biggest decisions.

A REALTOR® with Better Homes and Gardens, Skylar entered the industry just over two years ago. While relatively new to the profession, he has quickly developed a clear philosophy for building his business: take exceptional care of people, be willing to adapt to their individual circumstances, and treat every client as though they’re the only one he has.

Learning the Business

When Skylar earned his real estate license, he quickly discovered there was much more to the profession than he had anticipated.

For the first six months to a year, he describes the experience as being like “drinking out of a fire hose.”

There were contracts to understand, leads to generate and nurture, inspections to navigate, homes to tour, and countless details to master. Fortunately, one part of the profession already came naturally.

Skylar considers himself a people person. His ability to connect with different personalities gave him an important foundation as he learned the technical side of the business.

Serving at a Higher Level

Today, what Skylar enjoys most is serving people.

With sellers, that can mean coordinating contractors, arranging pre-inspections, and making sure everything is “dialed in and buttoned up” before a property ever reaches the market. Buyers require their own approach, with Skylar guiding them through the many steps and decisions along the way.

That hands-on involvement is important to him, particularly because he believes the public doesn’t always understand how much a dedicated real estate professional does behind the scenes.

Skylar wants to challenge the perception that an agent simply puts a sign in the yard, opens a door and collects a check.

Instead, he strives to go above and beyond for his clients.

“Everybody has a situation,” he says.

No two transactions—or clients—are identical. Communication styles differ. Challenges differ. Timelines and circumstances change. Skylar believes one of his strengths is recognizing those differences and adapting accordingly.

That variety is also part of what keeps the profession interesting.

“Not only is the house different, but the people are different,” he says. “It never feels mundane to me.”

Partners in Life and Business

Skylar has also had an invaluable resource beside him throughout his real estate journey: his wife, Emily.

Emily had been licensed for five years before Skylar entered the business, giving him someone he could turn to when he encountered unfamiliar situations.

Although they maintain individual production rather than operating as a formal team, they frequently

support one another professionally. They'll cover showings and inspection walk-throughs for each other and share their knowledge whenever needed.

"We're not a team, but we are a team in a way," he says.

Taking Care of the One
If Skylar could give a new agent one piece of advice, it would be simple:

"Treat every single person like they're your only client."

Rather than becoming consumed with production numbers, he encourages agents to focus on providing the best possible experience to the person directly in front of them.

It's also his approach to growing a sustainable business.

Skylar believes outstanding service naturally generates future opportunities. When satisfied clients refer friends and family, an agent can devote more time to serving people instead of constantly searching for the next prospect.

"Taking care of your clients is lead generation," he says.







Honest, Fair and Always There
Ultimately, Skylar hopes clients remember how much he cared.

He wants them to describe him as honest and fair—someone willing to "go to the moon and back" for them regardless of price point or potential commission.

His approach to negotiation reflects that philosophy. Skylar will advocate firmly when necessary, but he doesn't believe creating unnecessary conflict or drama serves anyone well. Whenever possible, he looks for solutions that are fair and allow everyone to move forward.

Most importantly, his commitment doesn't disappear at closing.

Whether someone needs a trusted connection months after purchasing a home or simply needs advice at the beginning of the process, Skylar wants clients to know they can call.

"Hopefully I'm their REALTOR® for life," he says.

Always in the Zone
That commitment carries into Skylar's life outside real estate.

He coaches his son's soccer and football teams and is passionate about running and lifting. Last year, he completed a 50-mile race and four marathons. Now he's preparing for an even greater endurance challenge: pacing one of his friends for 60 to 75 miles who is competing in a 200-mile race. It's an event Skylar plans on competing in sometime in the not-too-distant future.

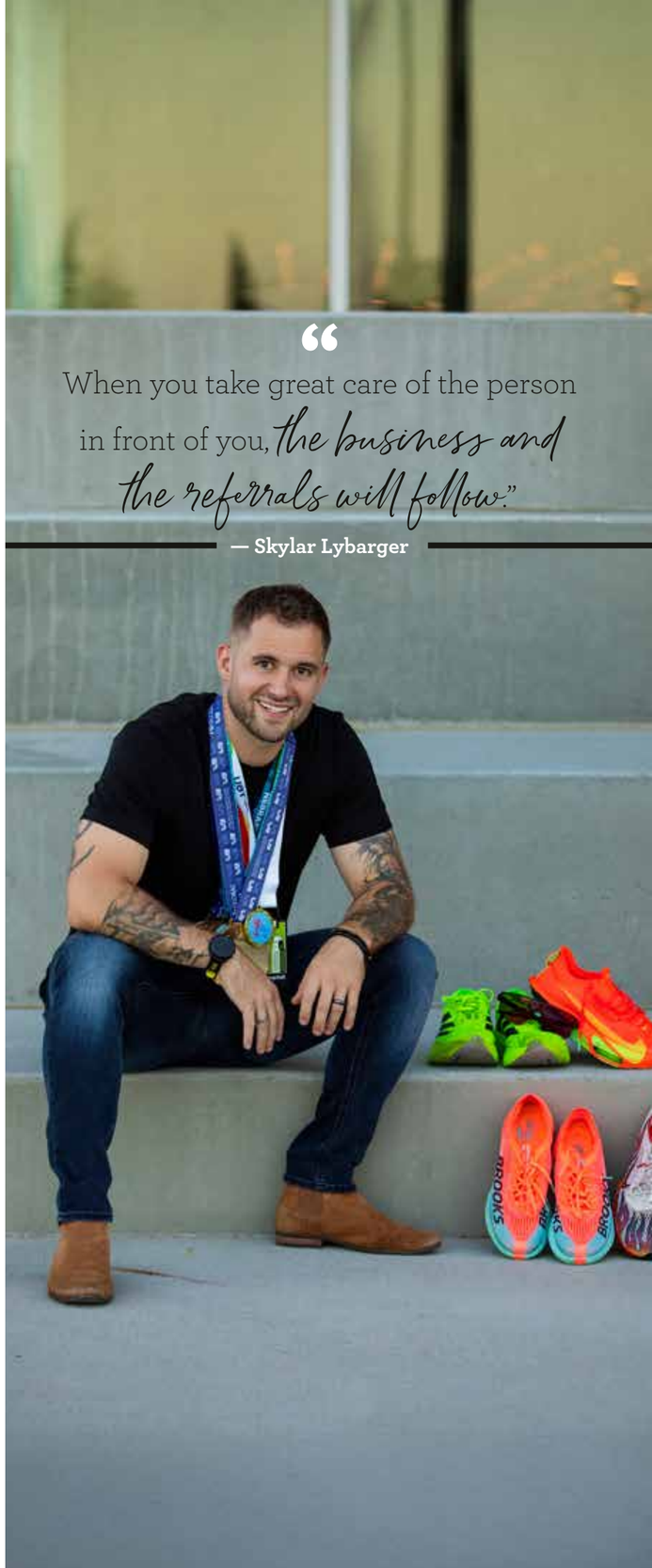
His mornings routinely begin at 5 a.m. with a run at Lake Flanagan. The discipline prepares him physically, but it also gets him ready for clients whose questions may begin arriving early in the morning.

Between real estate, coaching, training, and family, Skylar's days are full. Yet the common thread is showing up.

For someone still early in his real estate career, Skylar has already decided what kind of professional he wants to become: present, dependable, and willing to put in the work.

Whether it's a client, his children, or his family, his goal remains remarkably consistent—show up, stay engaged, and give people his best.





> "When you take great care of the person in front of you, *the business and the referrals will follow.*"
>
> — Skylar Lybarger

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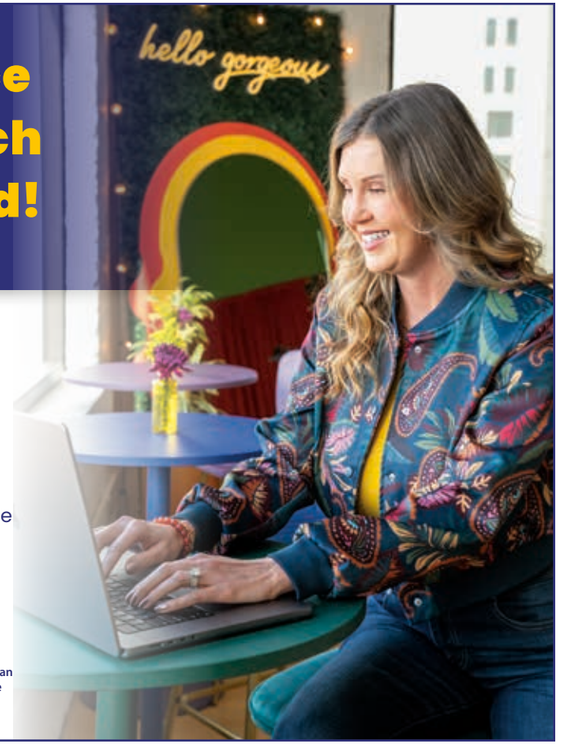
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