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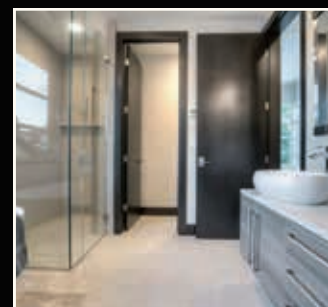
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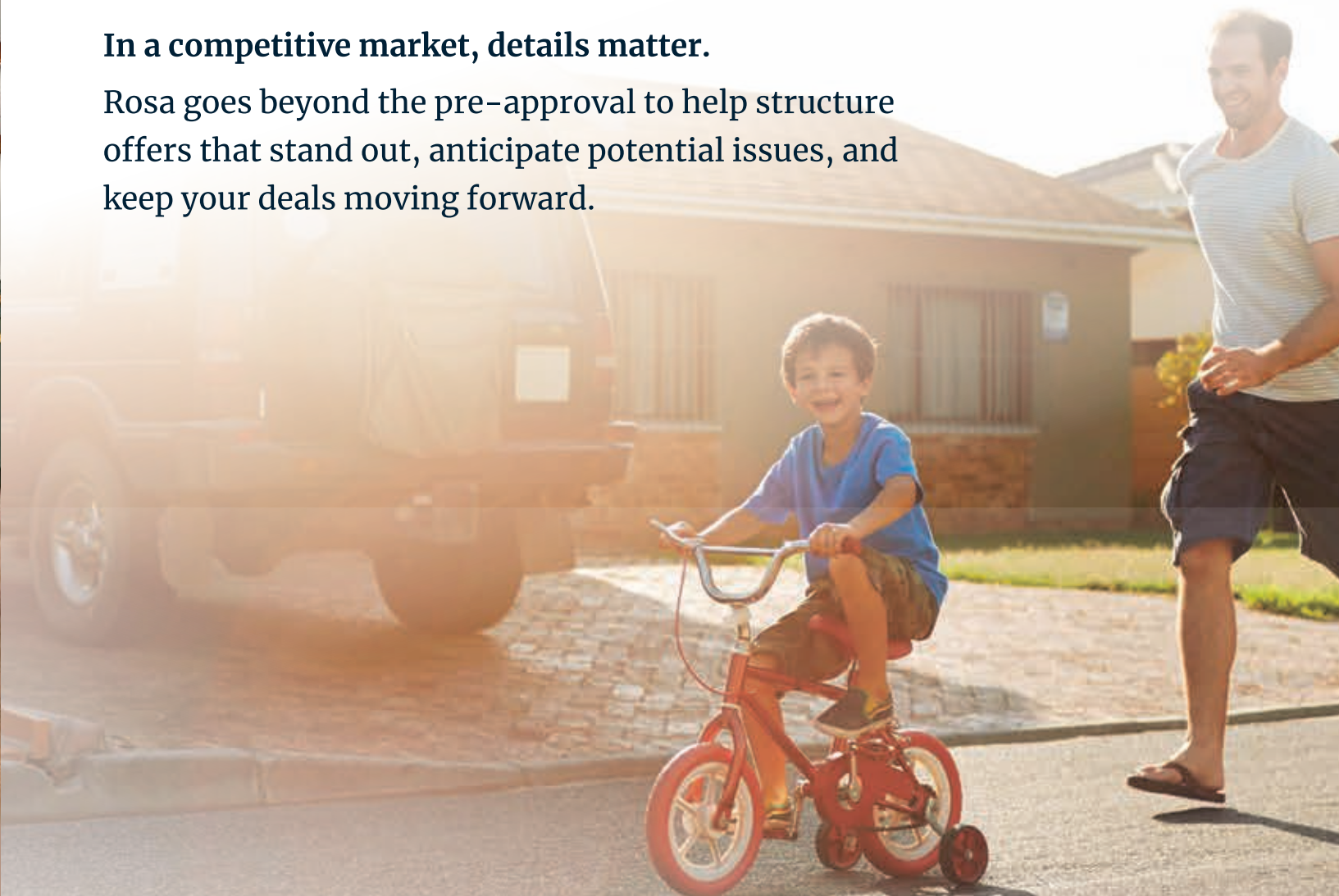
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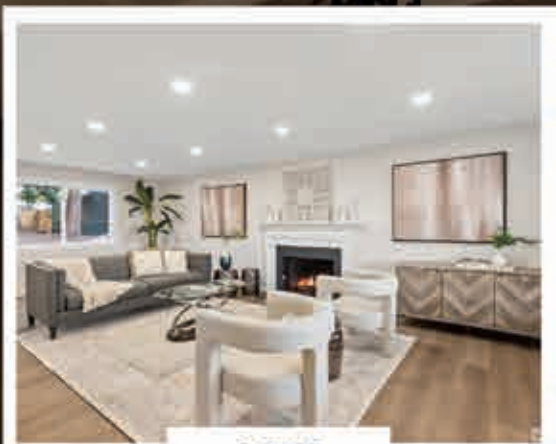


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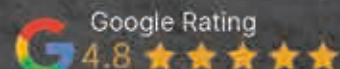
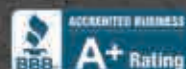
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CAMERON MCGINNESS OF
ALLSTATE INSURANCE



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

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

October is here, and with it comes one of my favorite transitions in the Pacific Northwest. The weather starts to change, the leaves begin to turn and each day we get to watch our surroundings transform. It is a good reminder that change is constant, and that adapting to what is in front of us is part of the journey.

Real estate is much the same. Our market moves through cycles and seasons, some predictable and others that seem to change overnight. The key is learning how to adapt, staying focused on the things we can control and understanding that there is opportunity in every season of the market. The best professionals are not simply waiting for conditions to be perfect. They are adjusting, building relationships and continuing to move forward.

In this issue, we are excited to highlight some incredible brokers and the different paths they have taken to find success. There is no single formula for building a great career in real estate, and I always enjoy hearing the stories behind the people who continue to raise the bar in our industry.

We are also shining a spotlight on our sponsor, Cam McGiness, and recapping an incredible day hosted by Stone Insulation at their golf tournament. Events like these are a great reminder that this industry is about so much more than transactions. It is about forging new relationships, strengthening existing ones and connecting with the quality people we are fortunate to surround ourselves with.



As the seasons change, keep adapting, keep connecting and keep moving forward. Here's to a great October!

Warm Regards,
[Shea Robinson](#)



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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.

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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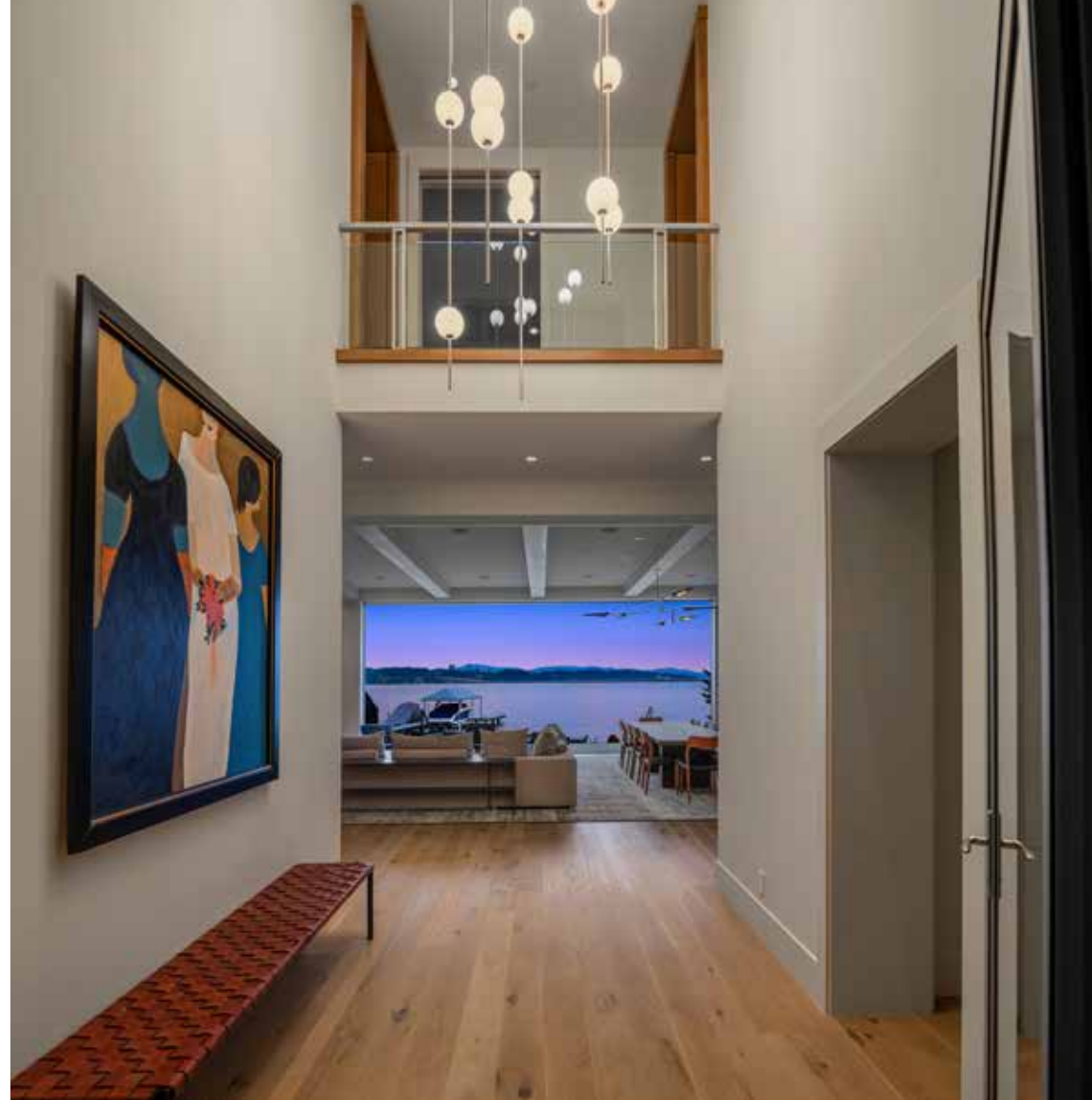
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CAMERON McGINNESS OF ALLSTATE INSURANCE



WHEN PROTECTION FEELS PERSONAL, **EVERYTHING CHANGES**

There's a difference between having insurance and feeling genuinely covered.

For the clients who work with Cameron McGinness, an Allstate Insurance Agent based in Everett, Washington, that distinction is the whole point.

In a field where policies can start to feel like paperwork and providers can feel interchangeable, Cameron has built a practice around something more straightforward: knowing the people he serves. That means taking time to understand a family's specific situation, a homeowner's real concerns, or a small business owner's particular exposure before recommending a single product. Coverage isn't one-size-fits-all, and the conversations he has with clients reflect that.

Working under the Allstate name brings with it a depth of resources and product options that independent agents often can't match. Clients can access protection

across a wide range of needs, from auto and home to life and commercial coverage, all coordinated through a single, trusted point of contact. That combination of national backing and local, personalized attention is what sets Cameron's agency apart. We're not navigating a call center or a rotating roster of representatives. We're working with someone who knows our names and our circumstances.

That local presence matters in a community like Everett. The Pacific Northwest has its own rhythms, its own risks, and its own pace of life, and having an agent who understands the





“I want to make sure my clients feel confident that **they’re protected and that they understand their coverage.**”



region adds a layer of relevance that no algorithm can replicate. Whether it’s helping a first-time homebuyer understand what their policy actually covers or walking a longtime client through a claim with patience and clarity, Cameron brings consistency to moments that can otherwise feel uncertain.

“I want to make sure my clients feel confident that they’re protected and that they understand their coverage,” Cameron has shared, and that commitment shows up not just in the initial sale but in the ongoing relationship. Insurance, at its best, should be something clients rarely have to think about until they need it, and when they do, it should work exactly as promised.

For those of us who take pride in our community, it means something to know that the professionals we trust are invested here too. Cameron’s presence in Everett reflects a commitment not just to running a business, but to being a reliable neighbor and resource for the people around him.

CONTACT US!

If you’d like to learn more or connect with Cameron McGinness directly, visit agents.allstate.com/cameron-mcginness-everett-wa.html.

local expertise you can trust



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mcginnessinsurance@allstate.com
5208 S 2ND AVE | Everett, WA 98203

We genuinely enjoy helping others, even when there's no direct benefit for us. That's just the way we operate.

Your role as a leading real estate agent is already challenging. Let me offer my assistance to make it easier for you. You don't have to worry about your clients being my clients; I'm here to support you. Feel free to reach out to me if you need any help.



Candace HAGEN

PHOTOS BY JACKIE PHAIROW PHOTOGRAPHY

When Candace Hagen moved to Seattle, becoming one of the city’s top real estate agents wasn’t exactly part of the plan.

She and her husband had been living in Los Angeles when his mother was diagnosed with stage four pancreatic cancer. Married only six months, they moved to Seattle to help care for her and spend whatever time they could together. After she passed away, they decided to stay, and Candace found herself wondering what her next chapter might look like.

Real estate was one possibility.

Candace earned her license while five months pregnant, thinking it might be a flexible career once she became a mom. She knew she wanted to be at Windermere and began interviewing with local offices. One manager told her she didn’t have enough connections in Seattle to make it work.

The assessment wasn’t entirely unfair.

“I knew nobody,” Candace says. “I didn’t even have a single friend outside of my immediate family that lived here.”

She ultimately joined Windermere Lakeview, where Patrick Chinn and Tamara Marson encouraged her to start rather than wait until after having her baby. Candace decided she really didn’t have much to lose.



Making It
Her Own

“My philosophy was, why not try this?” she says. “The worst thing that’s going to happen is I’m going to try, I’m going to fail, I’m going to pivot and do something else.”

Eight and a half years later, that willingness to simply give it a shot has turned into a thriving business.

Candace spent her first years doing what many new agents do: hosting as many open houses as possible, meeting buyers and slowly building relationships. She welcomed her first son in 2018 and her second in 2020, which meant she was learning real estate while simultaneously learning motherhood.

Then the pandemic eliminated one of the primary ways she was generating business.

With open houses temporarily gone and no large Seattle sphere to lean on, Candace turned to Instagram. She was already using the platform in her

personal life to discover businesses and services, so it made sense that potential clients might be doing the same.

That decision became a significant piece of her business. Instagram connected her with people relocating to Seattle and agents around the country who began referring clients her way. At the same time, Candace committed to farming Bryant and Wedgwood and continued nurturing the relationships she had already built. Today, roughly 75 percent of her business comes from her sphere and past-client referrals.

For someone who describes herself as a “hardcore extrovert,” it’s fitting that people have become her favorite part of the job.

She especially enjoys working with clients relocating to Seattle. Having once been the newcomer herself, Candace understands how intimidating the city can feel when you don’t know anyone. She loves introducing clients

to the distinct personalities of Seattle’s neighborhoods and helping them figure out where they belong. Often, she becomes one of their first connections here, and many have remained friends long after closing.

Then there is the other side of Candace’s personality: she is admittedly “addicted” to renovation.

After remodeling her own home and flipping two properties, she began incorporating that experience into her listing process. Candace will walk into a home, see what it could become, and create a plan to get it there. Depending on the property, that can mean new lighting, paint, flooring, or more extensive improvements. She gathers bids and often manages the process herself, allowing her sellers to hand over the keys and trust that it will get done.

One recent Hawthorne Hills listing brought together everything Candace loves about the business. Her clients

had lived in the home since 1992 and raised their family there. With the husband moving into assisted living, leaving was emotional. Candace spent more than a year helping them prepare, from downsizing to developing and overseeing a renovation plan.

The home ultimately received four offers. When Candace FaceTimed the couple with the news, the wife began crying.

Candace cried with her.

“I just was like, that’s why I do this,” she says. “I genuinely get to help people.”

As her business has grown, Candace has become increasingly intentional about what she wants success to look like. She has added an assistant and transaction coordinator, not because she wants to remove herself from her clients’ experience, but because she wants to protect something she can’t get back: time.

Her boys are now six and eight. Candace loves the ordinary days with them, backyard soccer and trips to the park, as much as the bigger adventures to Seabrook, Tokyo, Disneyland or the ski slopes.

“I don’t really want to build a business at the expense of them,” she says. “Time is just slipping through my fingers, and I can’t hold onto it.”

That perspective may be the clearest measure of what Candace has built.

She arrived in Seattle without a network and started a new career while becoming a mother.

Eight and a half years later, she has created a business rooted in relationships, creativity, and a willingness to adapt, while remaining mindful that success isn’t only measured by what happens at work.

Candace took a chance on real estate.

Then she made it entirely her own.





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STONE INSULATION GOLF TOURNAMENT

PHOTOS BY CHRIS NERIR-CLARITY NORTHWEST PHOTOGRAPHY

A Day on the Course, A Lesson in What Matters

In early August, Stone Insulation put on an absolutely incredible golf tournament, hosting a full field of real estate professionals at The Club at Snoqualmie Ridge. The tournament was packed with Real Producers brokers, preferred partners and friends of the Stone Insulation team, creating the perfect setting to step away from the office, enjoy a beautiful day and spend some quality time together.

The weather could not have been better, the drinks were flowing, the competition was friendly and, from the first tee to the final putt, everyone seemed to be having an absolute blast. There was plenty of laughter, some impressive golf, a few questionable shots and, most importantly, plenty of time to connect with people outside of the typical work environment.

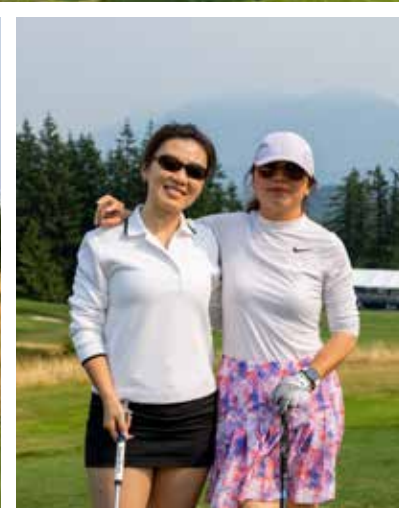
What truly struck home, though, was something Stone shared while he was up on the mic. He reminded everyone that life and work are not simply about the money you make or how many deals you can close. What truly matters is the journey, the people you meet and the relationships you forge along the

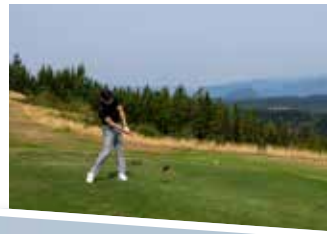
way. In an industry that can sometimes feel focused on the next transaction, it was a great reminder to slow down and appreciate the people who make the journey worthwhile.

Stone was beyond generous in hosting the entire day and showing his appreciation to everyone who has trusted the team to do the job right. That kind of gratitude and commitment to relationships is exactly what makes partnerships like this so special.

We cannot say thank you enough to Stone Insulation and Crawl Space for an incredible day. And if this year's tournament was any indication, we have a feeling everyone is going to be pining for a spot when next year's invitations go out!

A huge shoutout to the entire Stone Insulation team, who showed up in full force and worked behind the scenes to make the entire event feel effortless. From the course to the clubhouse and everything in between, they created a day that people will be talking about for a long time. Here's to great golf, great relationships and hopefully another round next year!





WHAT'S A PROMO?

A Promo is a unique promotional piece created for agents featured in the pages of Real Producers. A previously printed Real Producers article is transformed into a four- or eight-page leave-behind, laid out like the original article with limited customization.

WHY DO TOP AGENTS LOVE THEM?

A Promo is a one-of-a-kind marketing tool that highlights your personal brand and legitimizes you as an agent worth profiling. Use them to:

- Impress during listing appointments
- Send to past clients, friends, or family
- Include with holiday cards
- Attract top talent (brokers love this!)
- Farm your favorite neighborhoods



If you've been featured in Real Producers and want to make the most of your story, reach out to the publisher of this magazine for a Promo.



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MIKE CHAFFEE

**FINDING
ANOTHER WAY**

PHOTOS BY JACKIE PHAIROW
PHOTOGRAPHY



Mike Chaffee never planned on joining the real estate club at Washington State University. In fact, when a friend invited him to a meeting, his first reaction was that it sounded like something for the “nerds.”

He went anyway.

Sitting in the back of a room filled with far more students and professors than he expected, Mike listened as the club began electing officers for the year. His friend, knowing Mike was already treasurer of his fraternity, raised his hand and nominated him for the same position.

Another friend seconded it. Mike reluctantly accepted.

More than two decades later, it's hard not to appreciate the irony. A career Mike stumbled into almost as a joke has become one defined by an unusual amount of determination, creativity, and an unwillingness to accept that something has to be done a certain way simply because that's how it has always been done.

After graduating from WSU, Mike earned his real estate license and

spent six months with Century 21 in Vancouver before moving to the Seattle area. He joined John L. Scott in Bellevue, where he spent 13 years and eventually reached the company's top 1 percent.

Getting there wasn't always easy.

When the market slowed early in his career, Mike's parents repeatedly encouraged him to find another profession. He considered something else instead: How could he stay?

He began contacting agents with rental listings and asking permission to market them. When he found the renter, he earned a portion of the rent. Three or four deals a month gave a twenty-something Mike enough income to keep going.

"I've always been a hustler," he says. "Where most people give up, I try to figure out how to make it work."

That mindset became a pattern.

As Mike built his business through open houses, he met buyers looking for specific homes in specific neighborhoods. He could set up a search and wait months for the right property to appear, only to compete with several other buyers when it finally did.



Mike wondered why he had to wait at all.

He started reaching out directly to homeowners.

"Just because it's not listed doesn't mean it's not for sale."

Before long, approximately a quarter of his business was coming from off-market opportunities. His approach caught the attention of The Seattle Times, which featured his work helping buyers uncover homes outside the

I've always been a **HUSTLER**. Where most people give up, I try to figure out how to **MAKE IT WORK.**

traditional market. The story resulted in several calls from people asking Mike to do the same for them.

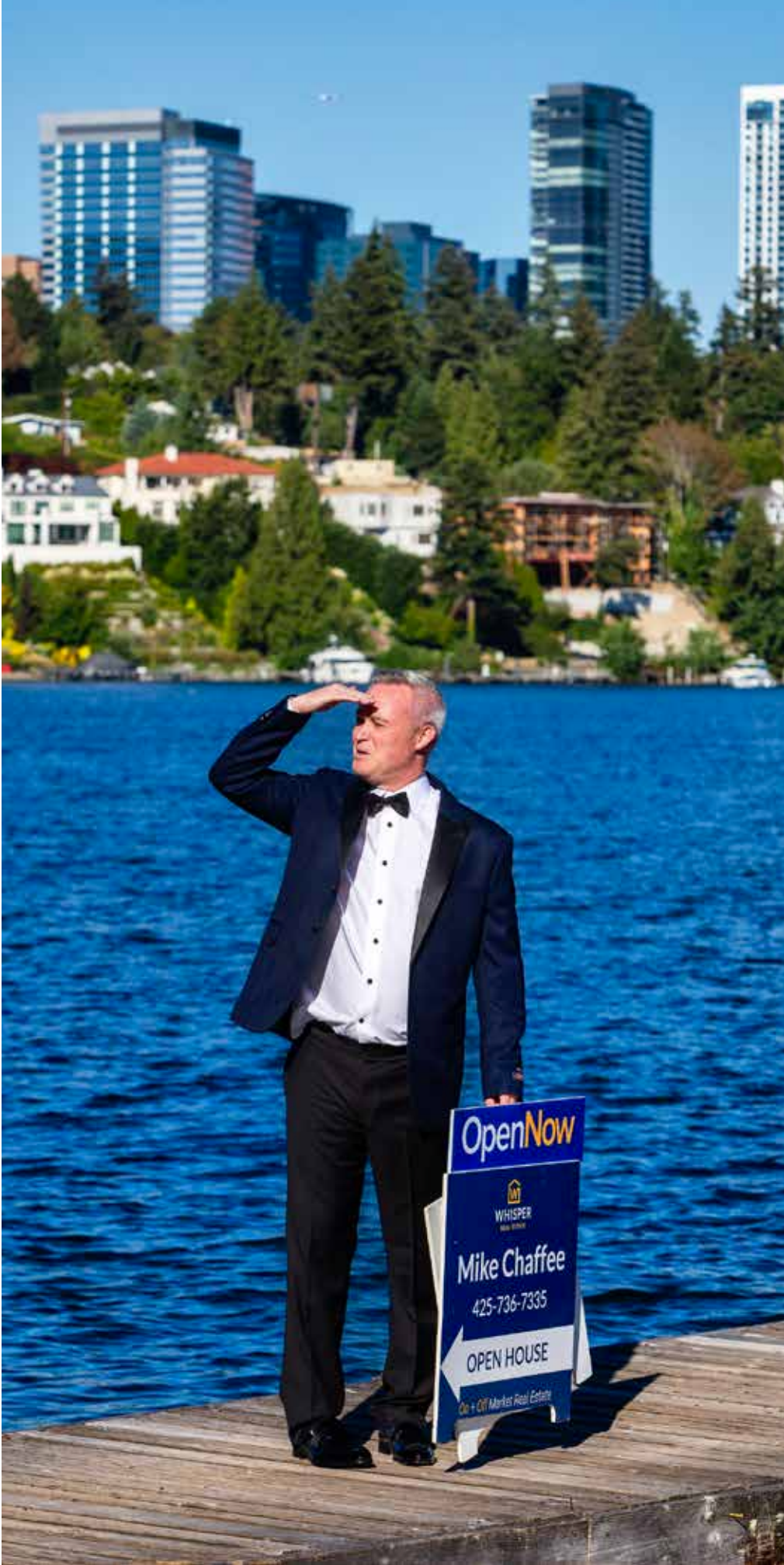
Eventually, that philosophy became Whisper Real Estate, the boutique brokerage Mike founded around the idea of creating more options for buyers. Today, Whisper has approximately 22 brokers, and Mike has found that its size allows the company to remain personal while still doing business differently.

Now, another frustration has led him somewhere new.

After years of watching the way open houses operate, Mike saw a disconnect. Busy listing brokers often don't have enough time to personally host every open house their sellers want, while newer brokers need those same open houses to meet buyers, gain experience and build their businesses.

His newest company, OpenNow, connects the two.

The marketplace allows listing brokers to connect with verified host brokers while creating more structure, accountability, and reporting around the process. For newer agents, it opens the door to opportunities that can





otherwise take years of relationship-building to access.

That second piece matters to Mike.

When he was young, he sought out experienced agents and mentors relentlessly, sometimes following them to their cars after work just to continue a conversation. He knows how difficult it can be to get a foothold in an industry with thousands of agents competing for the same opportunities. With OpenNow, he hopes performance can help open doors that connections once did.

His vision is ambitious. Mike wants OpenNow to eventually become a tool brokers use nationwide, but his motivation is familiar: he sees something that could work better and wants to figure out how.

That instinct has followed him through 23 years in real estate, but success hasn't made his life entirely about business. Mike is also a father of three who spends plenty of time at his kids' sporting events, enjoys boating and jet skiing, and follows the Mariners. He is noticeably less interested in showcasing what success has afforded him than in talking about what he is building next.

Perhaps that's because the work itself has always mattered more.

"If it was all about the money, I'd have just been a stockbroker," Mike says.

What keeps him interested is accomplishing something for a client that initially seemed unlikely: finding the house that wasn't technically for sale, getting someone into a neighborhood they thought was out of reach, or creating an opportunity where there wasn't one before.

Twenty-three years after being volunteered for a college real estate club, Mike is still doing essentially the same thing.

When the obvious path doesn't work, he finds another one.

Whether you're buying your first home, upgrading, or refinancing, the Casey Oiness Team at Guild Mortgage is here to guide you every step of the way.

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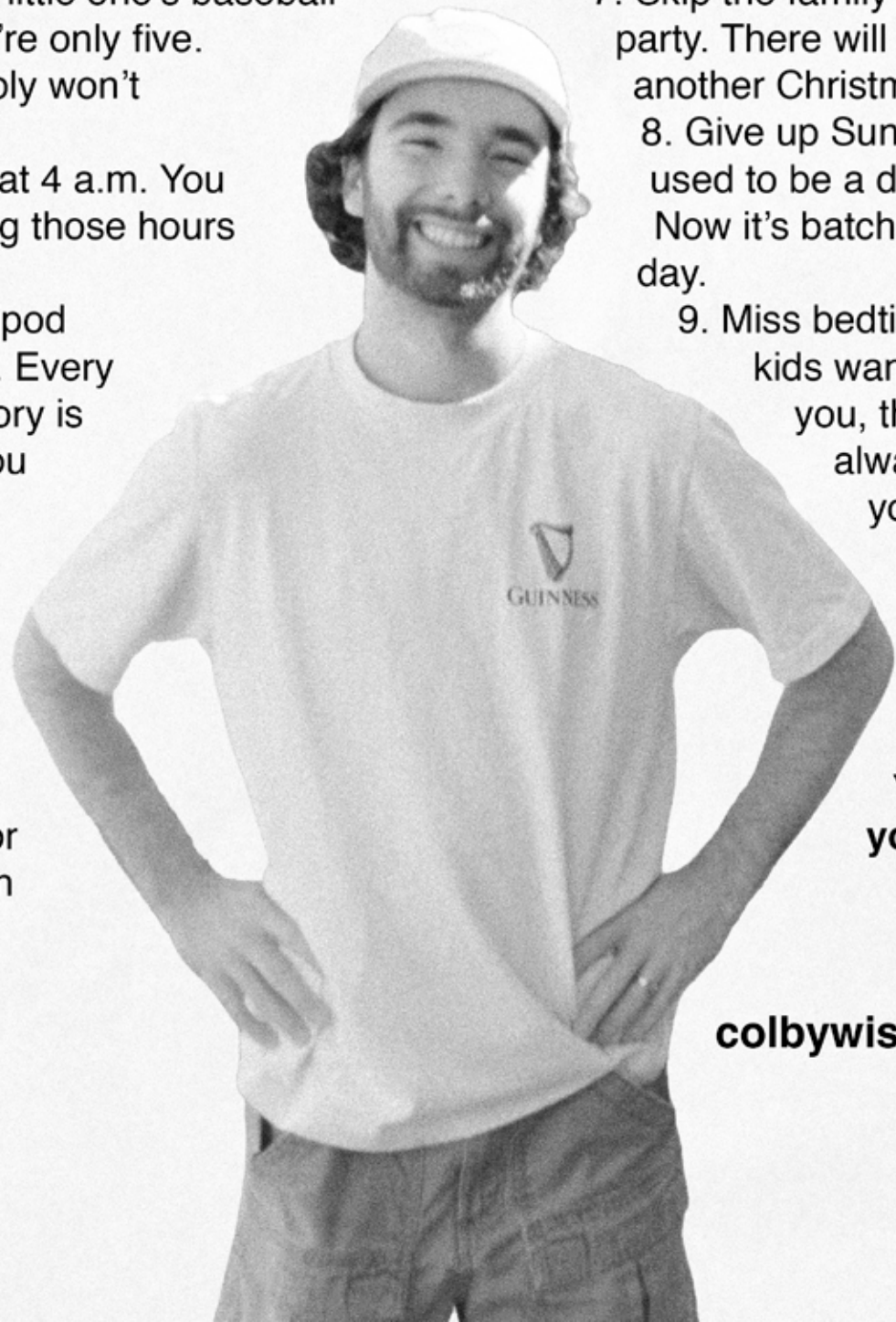


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Content Colby.

Try these 10 things before you give up on content creation for your business...

1. Cancel dinner with your spouse. They'll understand.
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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