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2025

BY THE NUMBERS

HERE'S WHAT THE TOP AGENTS IN CLEVELAND SOLD IN 2025...



\$8,330,021,294

SALE VOLUME



25,102

TOTAL TRANSACTIONS



\$16.67M

AVERAGE SALES VOLUME PER AGENT



51

AVERAGE TRANSACTIONS PER AGENT

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TAL TAMIR

INVESTING IN A BETTER FUTURE

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY ADELA DAN PHOTOGRAPHY
PHOTOGRAPHED AT METROPOLITAN AT THE 9

Long before Tal Tamir was negotiating multifamily deals or building investment systems powered by AI, he was juggling various part time jobs while real estate podcasts filled the noise around him. Numbers and economics came easy to Tal, but finding a career path to match proved difficult. From a bait-and-switch job offer that had him moving out to Colorado to working FedEx during the day and driving for Uber/Lyft at night in Michigan, it seemed like every good opportunity was stunted before it even had a chance to flourish.

But Tal didn't let that derail his determination to build something bigger for his family and somewhere between it all a completely different future began taking shape. With Grant Cardone podcasts playing on repeat, Tal listened intently about buying apartment buildings and multiplying wealth. And everything suddenly clicked, Tal knew he had to get into the real estate game.

The idea sounded ambitious, maybe even slightly unhinged, as Tal laughs remembering when he called his wife Lauren and told her they needed to sell the double-wide trailer they had just finished remodeling so he could pursue real estate investing. His excitement to find the right opportunity in real estate faced heavy resistance due to his lack

of industry experience which halted Tal's dreams before they even took flight until a property management company gave him a chance. And looking back, it seemed all the hurdles he faced in the beginning were really just bumpers steering him in the right direction.

Working side by side with the owner's husband on distressed properties and turnkey investment sales, Tal found a field that clicked. It pulled together strategy, numbers, negotiation, and long-term thinking in a way that came naturally to him. He built the backend from scratch, the systems and the processes that made the whole operation run, and the sales followed. The harder he worked, the clearer it got: there was no version of good enough. That was the moment he decided to branch out on his own, to stop building someone else's company and start building his.

Yet, once again, instead of stalling Tal, the frustration sharpened his direction and became the launching pad for the team he built in 2020 with his wife. From day one they split the company down the middle. Tal ran the front of the house, working the deals, nurturing relationships, and fighting for his clients at the negotiating table while Lauren ran the backend, building the marketing,



operations, and systems that everything else would stand on. Piece by piece they grew Premier Cleveland Investing into the “lean and mean” business it is today, 400+ deals, 2,500+ units, and \$200M+ in sales behind them.

Today the team continues to run lean with Tal’s brother, Ben Peleg, focusing solely on investor clients buying and selling income-producing properties throughout Greater Cleveland, while Heather Arcuri keeps the whole operation running as Tal’s Executive Assistant and Operations Support, streamlining day-to-day operations and strategic initiatives. Over the years the business has welcomed many familiar faces, with Tal helping friends and agents find their footing in the industry before branching into their own ventures.

Today, PCI operates under Russell Commercial Advisory and has become deeply rooted in the investment side of Greater Cleveland real estate. The team specializes exclusively in multifamily

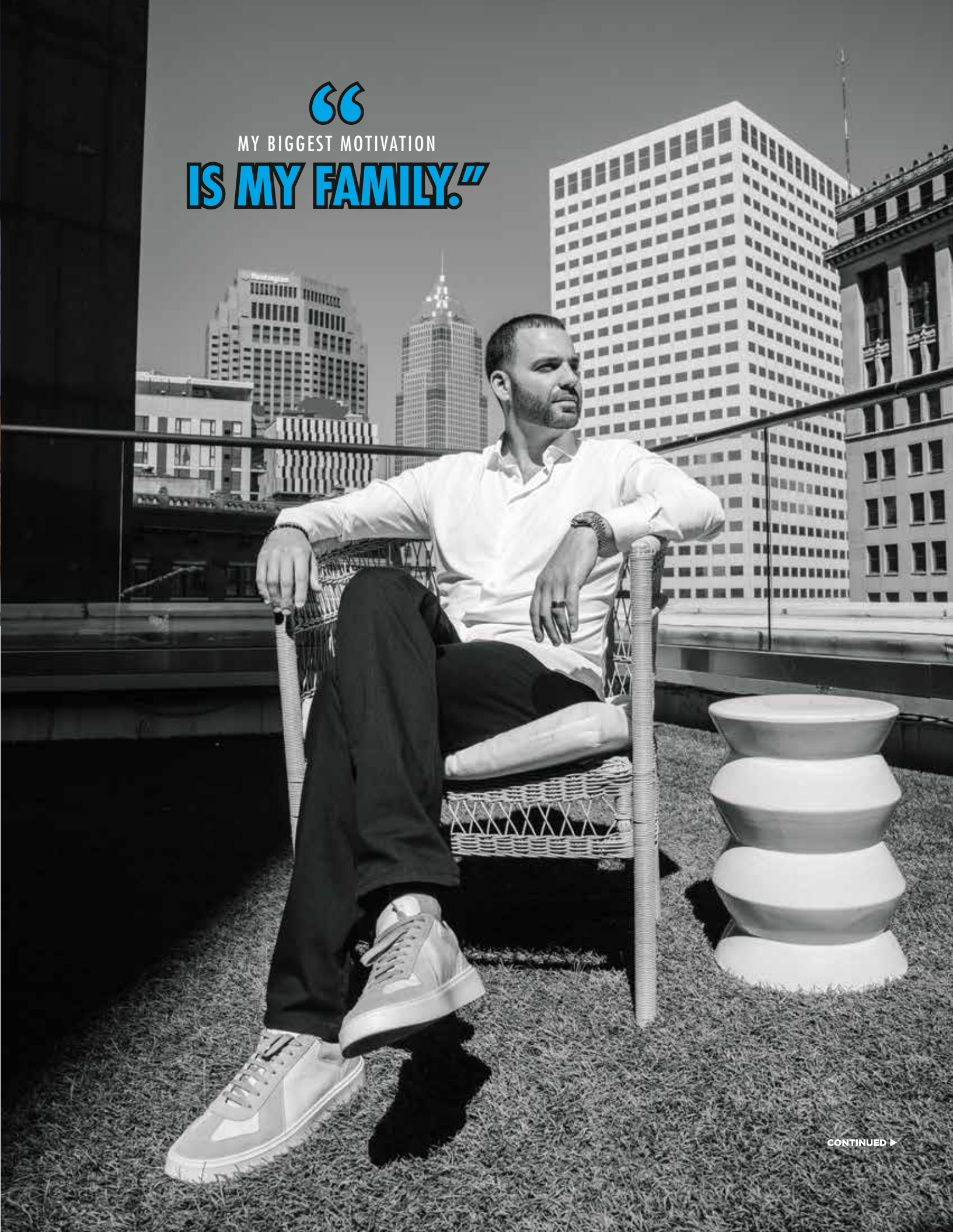
and portfolio sales, carving out a niche Tal felt was missing in the area. Their approach centers heavily around investor strategy, real underwriting, market intelligence, and relationship building. Their values continue to support that investor-first mindset where client’s investment goals are always front and center. The team focuses on data-driven analytics to support the 9,000+ investor network and vendor ecosystem they’ve grown, because they stick to what they know... Northeast Ohio.

At the same time, Tal has acquired and exited roughly 400 units, experience that now directly informs the way he advises his clients today. Alongside the brokerage, Tal is an active operator in his own right. His own investment portfolio, co-founded with Michael Orlando, runs on two tracks, acquiring and repositioning larger multifamily properties, and holding single-family homes operated as Section 8 rentals. The focus now is the same one that built PCI,

growing the business and the portfolio piece by piece, on real cash flow rather than aspiration.

Still, underneath all the acquisitions, negotiations, and growth plans sits something much more personal as Tal admits, “My biggest motivation is my family.” Growing up without much of a father figure early in life, shaped how intentional Tal is about spending time with his family. He structures his schedule so the day begins and ends with peaceful moments shared between Lauren and their daughter Mila. “Real estate has given me the opportunity to do that.”

He speaks with excitement about the joy in everyday moments, watching Mila discover the world in real time, admitting that even a trip to the grocery store has become an adventure. And after years of being consumed by the pace of the business, Tal has finally found time to take a breath and enjoy the life he worked so hard to build. Pool



“
MY BIGGEST MOTIVATION
IS MY FAMILY.”

CONTINUED ▶

“

WE'RE TRYING TO AUTOMATE
AS MUCH AS POSSIBLE BECAUSE

**OUR GOAL IS TO 10X OUR
BUSINESS, BUT NOT TO
10X OUR TIME.”**

games, learning to golf, time outdoors, and long unhurried stretches with family create the balance now central to how he grows.

And as Tal continues expanding the business, he credits a lot of that breathing room to the AI systems and automation he's built with Claude. It handles the day-to-day flow behind the scenes, systemizing all the work that used to eat the team's hours, which is the whole point. The less time they spend working in the business, the more they spend working for the client. Whether that's through faster answers or sharper analysis, it's the kind of hands-on, boutique attention that's hard to find at scale. “We're trying to automate as much as possible because our goal is to 10x our business, but not to 10x our time.”

“Working *on* the business, versus working *in* the business” is the ultimate goal. The conversations, problem solving, and the moments where tensions soften because somebody finally helped both sides feel understood are all a bonus to the industry he loves so much. “For me it's a long term relationship business.” And maybe that's the true thread running quietly beneath the surface. Because whether it's investment properties, AI systems, partnerships, or family life, Tal is focused on creating something sustainable that allows both his business and the people surrounding him to grow together instead of competing for space. ▀



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Adela Dan

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The Art of the Details

Adela Dan has built a Northeast Ohio photography business by focusing on the quiet, overlooked details that tell a story. Whether shooting real estate, weddings, portraits, or branding imagery, her philosophy is built on slowing down and capturing authenticity.

As a former model, Adela brings a unique perspective to her work, understanding firsthand how vulnerable it feels to be in front of the lens. Instead of forcing stiff, traditional poses, she guides clients through natural movement to create an environment where they feel comfortable simply being themselves. The resulting images don't just look beautiful; they capture how the moment actually felt.

For Adela, luxury photography is defined by intention rather than expensive equipment. In her real estate work, this means meticulously managing elements like lighting, symmetry, and composition to evoke emotion. She applies this same rigour to lifestyle and event photography, capturing the fleeting, candid moments between milestones. Ultimately, she views photography as an essential investment in proof of a life well-lived.

CONTINUED ►





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KAYLA Schikowski

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WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY JANET MILLER PHOTOGRAPHY
PHOTOGRAPHED AROUND DOWNTOWN WILLOUGHBY

Building a career that you're proud of is a feat that takes people a lifetime to achieve, but even better is building a career based on trust. And from the very beginning, Kayla Schikowski understood that. She knew if people were going to place one of the biggest decisions of their lives in her hands, she would have to earn their confidence every single day.

Kayla grew up surrounded by people who quietly laid the foundation for the strong, confident professional she would eventually become, admitting, "My work ethic comes largely from my parents, who taught me from a young age to hold myself to a high standard, take pride in my work, and follow through on my commitments." Those traits were further compounded by the various sales roles she held throughout high school where Kayla learned how to remain calm under pressure, sharpen her ability to solve problems, and how to communicate effectively with people from all walks of life.

As she started contemplating what was the right path to follow after graduation, weighing the pros and cons of taking the traditional route to college or jumping into a real estate career full time, Kayla quickly discovered how beneficial a life and business in real estate could be. That realization, the endless opportunities the industry could provide in order to build a future on her own terms, had Kayla interviewing brokerages before she even had her diploma in hand.

As soon as she made her way across the stage at graduation in 2019, at just 18 years of age, Kayla launched into her real estate career full speed with Berkshire Hathaway HomeServices fully aware that her age would be one of the first hurdles she'd have to overcome. "It can be difficult helping clients buy and sell homes when you haven't even purchased your first car yet," she laughs. "I had to work hard to earn people's trust and prove that I could provide value regardless of my age. Looking back, that experience helped me develop strong communication skills, confidence, and a willingness to continuously learn."



The decision to face an industry which values experience and longevity from such a young age has continued to reward Kayla in ways she never expected. Aside from the usual perks that the industry provides, it has opened doors that Kayla never imagined were possible. "I'm grateful every day for

the opportunities, relationships, and experiences it has provided. It has allowed me to grow both personally and professionally while helping others achieve their goals along the way."

"One of the main reasons I got into real estate was because I genuinely enjoy



helping people navigate important moments in their lives. I've always found fulfillment in being involved, being a resource, and making a positive impact on someone's experience," Kayla says wholeheartedly. "There's something incredibly rewarding about guiding someone through such an exciting milestone and watching them find a home they genuinely love."

From the very beginning of her career, Kayla has led with her heart, valuing the relationships she's grown along the way. From friends and family to clients both new and old, any time someone reaches out to ask Kayla for help in their real estate endeavors is both exciting and humbling. "Knowing they trust me to help them through one of the biggest decisions of their lives is something I never take for granted."

The genuine care she has for helping guide her clients through the buying and selling process is easy to see as it's the little things that bring her the most joy. It's also the reason she tends

to lean towards helping buyers a little more than sellers, admitting she feels incredibly rewarded in being able to ease that journey for them and watch their face light up when she hands over the keys to their new home and next chapter.

And when it comes to her own chapters, Kayla is always evolving and looking for the next new skill to tackle. That was the main reason she chose to join Paramount Properties Group in 2023, a move that elevated both her business and her sense of community as her team leads, Nick Slattery, Jake Sudnick, and Mate Paulic, quickly became some of her closest friends throughout the process. The transition to the new team also gave her an outlet for something she'd always loved: bringing people together.

Whether she's hosting client events, office gatherings, volunteering, or simply creating opportunities for people to connect, Kayla believes relationships are the heartbeat of

both life and business. "It's the best of both worlds for me. I genuinely enjoy being around people, and at the same time, it naturally supports my career by expanding my network and opening new opportunities. Being able to combine my passion for connection with giving back to the community makes it incredibly fulfilling."

Away from work, Kayla and her partner Nick Gehrke have spent the last decade building their life in Ohio together alongside their dog, Peep. Lately, it seems most of their days are filled with renovation projects within their own home, but that doesn't mean they've become recluses as Kayla admits they still find plenty of time for skiing, volleyball, basketball, soccer, bowling, trying new restaurants, and a little friendly competition during their infamous Beer Olympics competitions. More than anything, though, they're proud of the kind of environment and community they've created, one where friends and family visit often and where every event calls for a celebration. 🍷



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HEAVENN Perez

I'm Just Getting Started

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY ADELA DAN PHOTOGRAPHY

Some people spend their childhood searching for where they belong, but Heavenn Perez spent hers learning how to adapt. Originally born in California, Heavenn moved all around the United States throughout her childhood, following the path life laid out for her family. While constantly changing environments could have felt disruptive, she credits those experiences with shaping the mindset she carries today. Moving taught her resilience, encouraged her to embrace change, and reinforced a belief that growth rarely happens inside a comfort zone.

When her father was transferred to Ohio in 2017 for work, Heavenn, along with her brother and sister, packed up once again and followed to the new locale. By then, however, the seeds of her

future career had already been planted as Heavenn explained that growing up she often accompanied her grandfather, a successful real estate broker in California, spending time at his brokerage and joining him on appointments. Those experiences left a lasting impression. "I knew at a young age this is the career I was going to pursue."

More importantly, Heavenn saw an industry that rewarded hard work, encouraged personal growth, and allowed anyone to build something of their own. And as the time approached for Heavenn to choose a career path of her own, following in her grandfather's footsteps felt less like a decision and more like a natural next chapter which officially began in 2023 when Heavenn earned her real estate license and joined

Team Steinbacher at Century 21 Transcendent Realty.

Surrounded by a team that has consistently ranked among the top one percent in the industry, Heavenn quickly found herself learning from professionals who had already built the kind of business she hoped to eventually create. And among those influences, one stood above the rest...her broker Larry Steinbacher. "He's been one of the most influential mentors in my career," Heavenn prides. "His guidance, consistent support, and deep knowledge of the industry have played a major role in shaping the agent I am today."

That mentorship has been invaluable not simply because it helped Heavenn navigate transactions, but because it taught her how to think like a top-

producing agent, how to advocate for her clients the right way, and how to grow with confidence. "Having a mentor like him has made all the difference in my career."

Of course, even with the proper preparation and guidance, real estate still came with its own set of surprises. Looking back, Heavenn admits she wishes someone had better prepared her for the emotional ups and downs that accompany building a business from scratch, and the unique challenges agents face starting out. "There are highs and lows, and you really have to learn how to manage both. It takes time to build momentum, and patience is key," she says. "My advice to new agents is to treat this like a full-time business from day one. Be consistent with your outreach, stay organized, and don't rely on motivation





“I know how important and life-changing these decisions are, so I take my role seriously in making sure my clients feel supported, informed, and confident every step of the way.”

alone. Also, find a mentor, ask questions, and be willing to learn constantly. Those things will set you apart early on.”

The same consistency she encourages in others has become one of the qualities clients appreciate most about working with her too. As Heavenn continues to grow and build her name in the real estate industry, one thing that has become blatantly apparent to her clients is her knack for being attentive, knowledgeable, and results-driven. Rather than focusing solely on transactions, she prioritizes understanding the people behind them, explaining, “I take the time to truly understand their goals and make sure they feel informed and confident every step of the way. I’m proactive in my communication, and strategic in my approach, always focused on getting them the best possible outcome.”

That people-first mentality isn’t limited to her clients and fellow agents either as family remains the driving force behind why Heavenn works so hard and continues pushing herself toward bigger goals. Still very close with her father, brother, and sister, the Perez family remains a deeply supportive unit that appreciates spending quality time with one another. She laughs, adding, “While we may be small in numbers, the foundation we share is rooted in honesty, respect, and a directness that has shaped both my character and the way I show up in my career.”

Those values which she learned at home continue to

influence the way Heavenn communicates with her team, serves her clients, and builds relationships. But when she’s not working, Heavenn enjoys spending time together with her family and making sure their four dogs, Motley, Camii, Lincoln, and Nirvana, get plenty of family time too. The family often enjoys playing cornhole together, with Heavenn admitting they’re quite the competitive bunch, and they also like taking trips and traveling as a unit as well. “No matter where life takes us, that sense of closeness and unwavering support is something I carry with me in everything I do.”

As she looks toward the future, Heavenn has her sights set on expanding into higher-end properties and the luxury market while continuing to establish herself as a top-producing agent. Reaching those goals starts with the same formula that has guided her career from the beginning: prioritizing continuous self-growth, ongoing industry and market education, and nurturing strong client relationships.

“I treat every client like a friend and approach each home purchase or sale as if it were my own. I know how important and life-changing these decisions are, so I take my role seriously in making sure my clients feel supported, informed, and confident every step of the way. When people feel genuinely cared for, they remember that - and that’s what builds my reputation and grows my business.”

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