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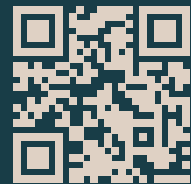
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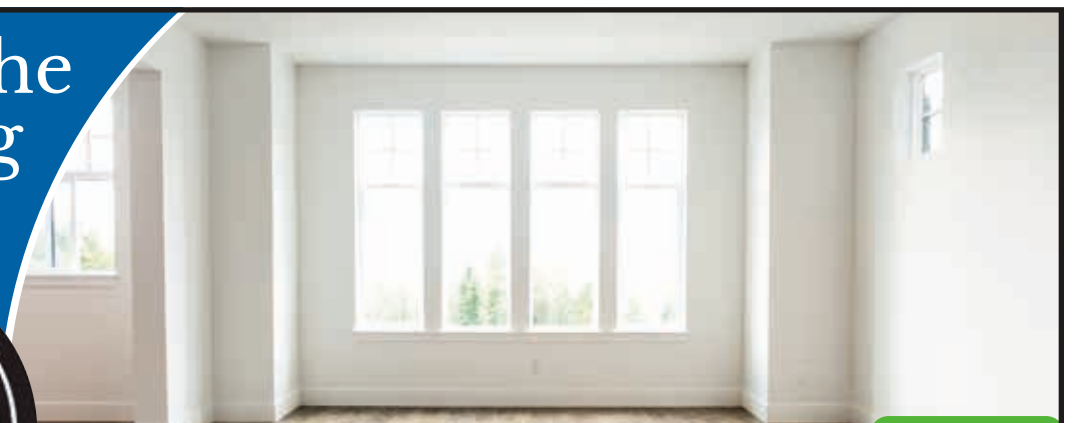
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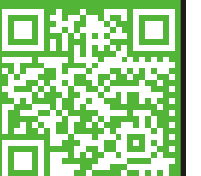
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We also regularly run “Giving Back” features on agents who are actively making a difference in the community and “Inspiration” features on agents who have a particularly inspiring story to share.

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34.2



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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?

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THE MESSY MIDDLE

How to build a business, raise a family, care for aging parents, and not disappear in the process

BY WAYNE SALMANS AND MADDOX SALMANS



I remember walking through the front door with my phone still pressed against my ear.

My kids heard me come in and ran toward me. They were excited to see their dad. And without even thinking, I put my hand out, telling them to be quiet. Dad was still on the phone.

I hate that memory.

Not because the call did not matter. It did. A client needed an answer. A problem needed to be solved. Something in the business felt urgent, because everything felt urgent back then.

But even when that call ended, I was not done. I still needed to call and check on my mom. My clients needed answers. My kids needed their dad. My mom needed her son.

Everyone I loved needed something from me, and some days it felt like there simply was not enough of me left to go around.

Today, after losing my mom, there are days I would give almost anything to be able to make that call again. That is one of the cruel tricks of this season. We keep believing there will be more time later. More time to call. More time to listen. More time to show up without one eye on the phone.

Maybe you know this season.

You are not balancing two responsibilities. You are

working three full-time jobs. You are raising children, building a business or career, and beginning to care for the parents who once cared for you.

None of those jobs clocks out at five. The business follows you home. Your children do not schedule their needs around your calendar. And one phone call about a parent's health can instantly turn you from the person everyone depends on into a worried son or daughter again.

From the outside, you may look successful. Inside, you are quietly wondering if you are failing all three.

This is the messy middle.

It is the season when life is full, important, beautiful, exhausting, and occasionally held together with caffeine, calendar alerts, and a prayer. It can feel like the life you worked so hard to build is now asking more from you than one human being can possibly give.

But do not confuse being overloaded with being incapable. And do not mistake a hard season for a failed life.

I do not believe you have to destroy your life to build a great one. I do believe this season requires you to build differently.

The goal is not simply to grow faster. The goal is to grow better, without losing your family, your health, your peace, or yourself along the way.

REDEFINE WHAT GROWTH LOOKS LIKE IN THIS SEASON

One of the fastest ways to feel like a failure is to measure your current life against a version of you who had fewer responsibilities.

You may not have the same uninterrupted mornings, late nights, or wide-open weekends you once had. That does not mean your ambition is gone. It means your life has changed, and your definition of success needs to grow up with it.

Growth in the messy middle may look like increasing revenue. It may also look like holding revenue steady while strengthening your team. It may look like making it to every game this season, getting your health back, creating one day each week when the business does not need you, or finally building systems that keep every decision from landing back on your desk.

Do not lower your standards. Choose standards that fit the life you are actually living.

Ask yourself: What would a successful version of this season look like for my business, my children, my parents, and me?

DECIDE WHAT ONLY YOU CAN DO

The messy middle is not the season to prove how much you can carry. It is the season to become brutally clear about what truly requires you.

Your leadership may require you. Your closest relationships require you. Certain conversations, decisions, and moments require your experience and presence.

Your inbox probably does not.

Neither does every calendar change, CRM update, social media post, document, follow-up task, research project, or piece of basic administration.

This is where hiring a great virtual assistant can change more than your business. A VA can take ownership of the repeatable work that keeps stealing small pieces of your day. Those pieces add up. And the goal is not to free an hour so you can cram in another hour of work. The goal is to get that hour back for the thinking, leading, parenting, and living that only you can do.

Start with a Stop Doing List. Write down everything you touch during a normal week. Mark the tasks that only you can do. Identify what someone else could own with clear expectations, training, authority, and a simple check-in rhythm.

Every task does not need you.

HOLD A WEEKLY FAMILY CEO MEETING

Most businesses have some kind of weekly meeting, yet many families try to run an entire week through scattered texts, rushed conversations, and last-minute surprises.

Every Sunday night, hold a short Family CEO Meeting. If you have a partner, do it together. If you are a single dad like me, do it with yourself and bring the kids into the parts they are old enough to own.

Review the work calendar, school events, practices, appointments, meals, transportation, travel, and anything your parents may need. Look for the pressure points before you are standing in the middle of one. Decide who owns what, where help is needed, and what can be postponed, delegated, or dropped.

This does not have to become a corporate board meeting at the kitchen table. Fifteen or twenty minutes is enough.

The point is not to control every moment. The point is to create fewer surprises. A difficult week you can see coming is much easier to lead than a difficult week that runs you over.

PROTECT THE MOMENTS THAT MATTER MOST

You probably cannot protect your entire calendar right now. Trying to do that will only give you one more impossible standard to fail.

Instead, choose two or three moments your family can count on. It might be Sunday breakfast, bedtime three nights a week, a child's game, dinner without phones, or a regular call with your mom or dad.

Protect those moments with the same seriousness

you would protect an important client meeting. Put them on the calendar. Communicate them to your team. Build around them whenever possible.

Your family does not need unlimited access to you. They need reliable moments when they know they have the real you, not your body in the room while your brain is somewhere else.

And when work truly does interrupt, repair it quickly. Name what happened. Reconnect. Do not let one missed moment quietly become a pattern.

CREATE CLEAR TRANSITIONS BETWEEN YOUR WORLDS

Constantly switching between business brain, parent brain, and caregiver brain will drain you faster than almost anything else.

I learned that simply walking through the front door did not mean I had mentally come home. My body arrived before the rest of me did.

Create a short closing ritual before changing roles. Capture the loose ends from work. Send the final message. Write down the first task for tomorrow. Silence the phone. Take three slow breaths before you walk inside.

Then ask: Who needs me in this next moment, and what would it look like to be fully here?

You cannot be the CEO, the parent, and the caregiver in

the same minute. But you can choose which role the next moment requires and give yourself to it fully.

DO NOT BECOME THE FOURTH EMERGENCY

There are three jobs in the messy middle: your children, your work, and your parents.

Did you notice who was missing from that list?

You.

Taking care of yourself in this season is not selfish, soft, or optional. It is infrastructure. If your body breaks down, your patience disappears, or resentment becomes the soundtrack of your life, everyone you are trying to care for eventually pays for it.

This does not require a perfect morning routine or a week at a resort. Start with minimum standards. Protect enough sleep to function. Move your body. Make the appointment you keep postponing. Talk to someone before the pressure becomes a crisis. Ask a sibling, friend, team member, or professional for help.

Grace is not pretending everything is fine. Grace is recognizing that you are human and building a plan that treats you like one.

You cannot keep being the person everyone depends on if you never take care of the person carrying it all.

BUILD SOMETHING THAT CAN HOLD ITS OWN

The messy middle may last longer than you hoped. It may be measured in years, not weeks. Waiting for life to calm down before you change anything is not a strategy.

Build the systems while the storm is still moving. Teach your team to own outcomes. Let your children see what meaningful work looks like, but also let them experience what real presence feels like. Care for your parents while the opportunity is still here. And stop wearing exhaustion as evidence that you love people or that you are serious about success.

One day, your children will stop running to the door. One day, there may be no parent left to call. And one day, your business will either stand because you

built it to, or it will still be clinging to you because you never taught it how.

The hopeful part is that you do not have to choose which part of your life matters. You can come through this season with a stronger business, deeper relationships, clearer priorities, and a life that still feels like yours.

But you cannot do it by carrying everything alone.

Own what only you can own. Share what can be shared. Be fully present for the life standing in front of you.

Your family should not have to lose you for your business to win. And you should not have to lose yourself while trying to love them both.

If you're ready to take your productivity to the next level and achieve unparalleled success, reach out to me. At HNStrategySession.com, I am ready to help you get where you want to go faster and with fewer bruises. Let's unlock your potential together.



About the Author
Wayne Salmans, World-Class Coach, Author, and Keynote Speaker
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In the past decade, Wayne has coached and trained over 6,000 entrepreneurs, has been awarded 30 Under 30 by Realtor Magazine, and is ranked one of the top coaches in the world.

Wayne is the coach leaders call when they are done with one-size-fits-all answers and know they deserve a custom-tailored plan to help them get where they want to go faster and with fewer bruises.



BY JESS WELLAR
PHOTOS BY STACY IDEUS

David POTTER

ROOM TO BREATHE

"I'm over the 'always on' culture of residential real estate and am interested in experimenting with ways we can help each other as agents to produce at a high level while still maintaining balance and respecting our limitations as finite beings with limited amounts of energy and attention," David Potter explains.

position at the church. The timing couldn't have been more daunting. His wife was seven months pregnant, his family's livelihood had disappeared overnight, and there was no obvious career waiting in the wings with a music degree.

"Needless to say, it was a stressful and confusing time!" he admits. "I knew I could either get a random job that wouldn't really make ends meet and I would hate it, or I could just get my real estate license as quickly as possible and dive into both sales and investment."

For nearly a decade, David has built his real estate business on thoughtful relationships and an authentic desire to help people make wise decisions. Today, the Omaha Realtor is taking that same mindset in a different direction.

As the founder of the newly formed Good Omaha Group, he's setting out to answer a question many top-producing agents quietly wrestle with: Is it possible to build an exceptional business while still permitting yourself to truly unplug?

An Unexpected Pivot

Real estate certainly wasn't on David's radar after college. An Omaha native with a degree in Vocal Music Performance from the University of Nebraska-Lincoln, he spent nearly a decade serving as a church worship and music director in both Omaha and St. Louis. Along the way, he and his wife Kelly discovered a passion for restoring older homes after renovating a beautiful 1905 brownstone in St. Louis and completing several investment projects together.

Then life hit an unexpected snag when David was unexpectedly let go from his





“I also knew that I liked people and houses and had a decent-sized network in Omaha,” he continues, “but other than that, all I had was a wing and a prayer!”

That leap of faith became the beginning of a career that has now grown to over \$17.8 million in sales last year and a business fueled nearly 100 percent by repeat clients and referrals.

But David is quick to give credit where it's due. Early on, he leaned heavily on friend and fellow Realtor Jay Stalnacker, managing broker Deda Myhre, and, after changing brokerages nearly four years ago, his current broker, Ryan Ellis, whose guidance has helped expand his perspective beyond traditional residential sales to open new doors in commercial and development.

“I think having some sort of mentorship, whether formal or informal, is super important early on,” he advises aspiring top agents. “But I would also say don't be afraid to be yourself. People want you to succeed because they know and like you, so the more yourself you can be, the more you'll attract the right people that want to work with you.”

Redefining Success

David's approach has always been rooted in a balance of technical knowledge and genuine human connection. Years of renovating investment properties have given him a practical understanding of homes beyond the surface, while his background in ministry taught him how to listen carefully with plenty of emotional intelligence.

“People feel like I actually care about them at a human level and am genuinely interested in their lives while maintaining a presence beyond the transaction,” he elaborates.

As he prepares to launch Good Omaha Group with a team leadership approach and five total agents, David is intentionally challenging one of real estate's most accepted norms: the belief that successful agents must remain constantly available.

“*Success* shouldn't require being 'always on.' I'm building Good Omaha Group to prove you can deliver exceptional service while still MAKING SPACE FOR A REAL LIFE.”
— DAVID POTTER

“One of the most important functions of the new team will be to provide each other uninterrupted time off, as this is one of the most elusive things for higher producing agents,” he points out.

Rather than chasing growth for growth's sake, David hopes to cultivate a group of collaborative professionals who trust one another enough to protect both exceptional client service and each other's personal lives. So far, the Good Omaha Group roster includes five like-minded agents; and if they can make this experiment work, David believes they'll have created something genuinely different.

“I'm fiercely independent, but I do love collaboration,” David affirms. “Last year, I did my client appreciation event with an agent that isn't even at our brokerage — but we both love pickleball. I am always interested in finding the good people, regardless of where they hang their hat.”





Life With Boundaries

Outside of real estate, David is rediscovering the creative side of himself that first drew him to music years ago. He and his wife Kelly, a talented interior designer and artist, have been married for nearly 20 years and are raising two children, Ivy (11) and Will (8). As the kids have gotten older, family vacations have become one of their favorite traditions, not because of the destination but because of the opportunity to experience somewhere new together.

Creativity continues to influence nearly everything David does. Whether he's collecting vintage stereo equipment and vinyl records, exploring overlooked corners of Omaha, organizing community pop-up markets in Florence, or simply wandering through a day without a rigid agenda, he's happiest when curiosity leads the way.

"I am most happy when I feel like I am free to create, experiment,

“
People want to
WORK WITH
SOMEONE
THEY know,
like, & trust.

The more you're
yourself, the more
you'll attract the
right people.”

— DAVID POTTER

and 'play' really,” David shares. “So I'm just trying to have more fun, and as my therapist regularly encourages me, 'Be good to myself.'”

That same playful spirit shapes his long-term vision. Along with expanding his investment portfolio and continuing neighborhood revitalization efforts, David hopes Good Omaha Group becomes more than a successful real estate team. He wants it to become a place where talented people can experiment and enjoy building something meaningful together.

“I now understand that I'm the type of person where every decade or so there is going to be some sort of reinvention,” David concludes thoughtfully. “But real estate will always be a huge part of what I do; there are so many different ways to take it and collaborate with great, talented people to do exciting work in Omaha.”

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ENERGY AND
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NATHAN
NELSON

BY DAVE DANIELSON
PHOTOS BY NATALIE JENSEN

FOR NATHAN NELSON, REAL ESTATE IS ABOUT CONSIDERABLY MORE THAN OPENING DOORS AND NEGOTIATING CONTRACTS. IT IS AN OPPORTUNITY TO BECOME A TRUSTED RESOURCE FOR PEOPLE NAVIGATING ONE OF THE BIGGEST FINANCIAL AND PERSONAL DECISIONS OF THEIR LIVES.

The Elkhorn, Nebraska, native has built his young career around that philosophy, combining knowledge of the Omaha-area market with an energetic, relationship-driven approach. Today, Nelson is a REALTOR® with Realty One Group Sterling in Omaha. Public real estate profiles show his work extending throughout the metro and into

“ I WANT PEOPLE TO FEEL LIKE THEY HAVE SOMEONE IN THEIR CORNER THROUGHOUT THE ENTIRE PROCESS.”

— NATHAN NELSON

surrounding communities, with transactions in Omaha, Fremont, Waterloo and other nearby markets.

“I want people to feel like they have someone in their corner throughout the entire process,” Nelson says. “Real estate can feel complicated, especially when you haven’t done it before. My job is to make the process easier to understand and help clients feel confident about the decisions they’re making.”

An Early Passion Becomes a Career
Nelson entered real estate at a relatively young age, but that quickly became one of his strengths. His early professional biography emphasized the fresh perspective he brought to the industry and his commitment to helping clients through the entire process—from preparing for a purchase through closing and beyond.

His professional journey also included education at the University of Nebraska at Omaha. Before building his real estate career, Nelson’s LinkedIn profile notes experience in entertainment and hospitality—an environment where communication, service, and understanding people are essential.

Those abilities translate naturally into real estate, where no two clients, properties or transactions are exactly alike.

“I think listening is one of the most important things an agent can do,” Nelson says. “You have to understand what the client is really trying to accomplish. Once you know that, you can help build a strategy around their goals instead of simply trying to make a transaction happen.”

Hard Work Earns Early Recognition
Nelson’s dedication began attracting attention early.

While with Keller Williams Greater Omaha, he received the brokerage’s 2023 Rising Star award. In announcing the recognition,





Nelson wrote about making the award one of his goals when he first entered real estate and acknowledged the late nights, weekend work, offer writing, and willingness to step outside his comfort zone that went into achieving it.

Since then, his transaction history has continued to expand. Each transaction introduces a different set of circumstances and another opportunity to sharpen skills in communication, negotiation, and problem-solving.

Serving Clients Beyond the Closing Table

One theme consistently associated with Nelson's public professional profiles is accessibility.

His earlier biography described an agent committed to helping people from pre-approval through post-closing, while client feedback highlighted by his current business profile emphasizes patience, honest advice and continued helpfulness even after the transaction is complete.

For Nelson, that long-term perspective is important.

"A closing shouldn't be the end of the relationship," he says. "Hopefully, it's the beginning of a relationship where clients know they can call me later with a real estate question, ask for a recommendation or send a friend or family member my way."

His local roots provide another advantage. Growing up in Elkhorn gives Nelson familiarity with the Omaha metro beyond property statistics alone. His public



biography also describes his enthusiasm for supporting local businesses—from coffee shops to clothing stores—and positions him as a resource for newcomers wanting to learn what Omaha has to offer.

Enjoying Life Outside the Office

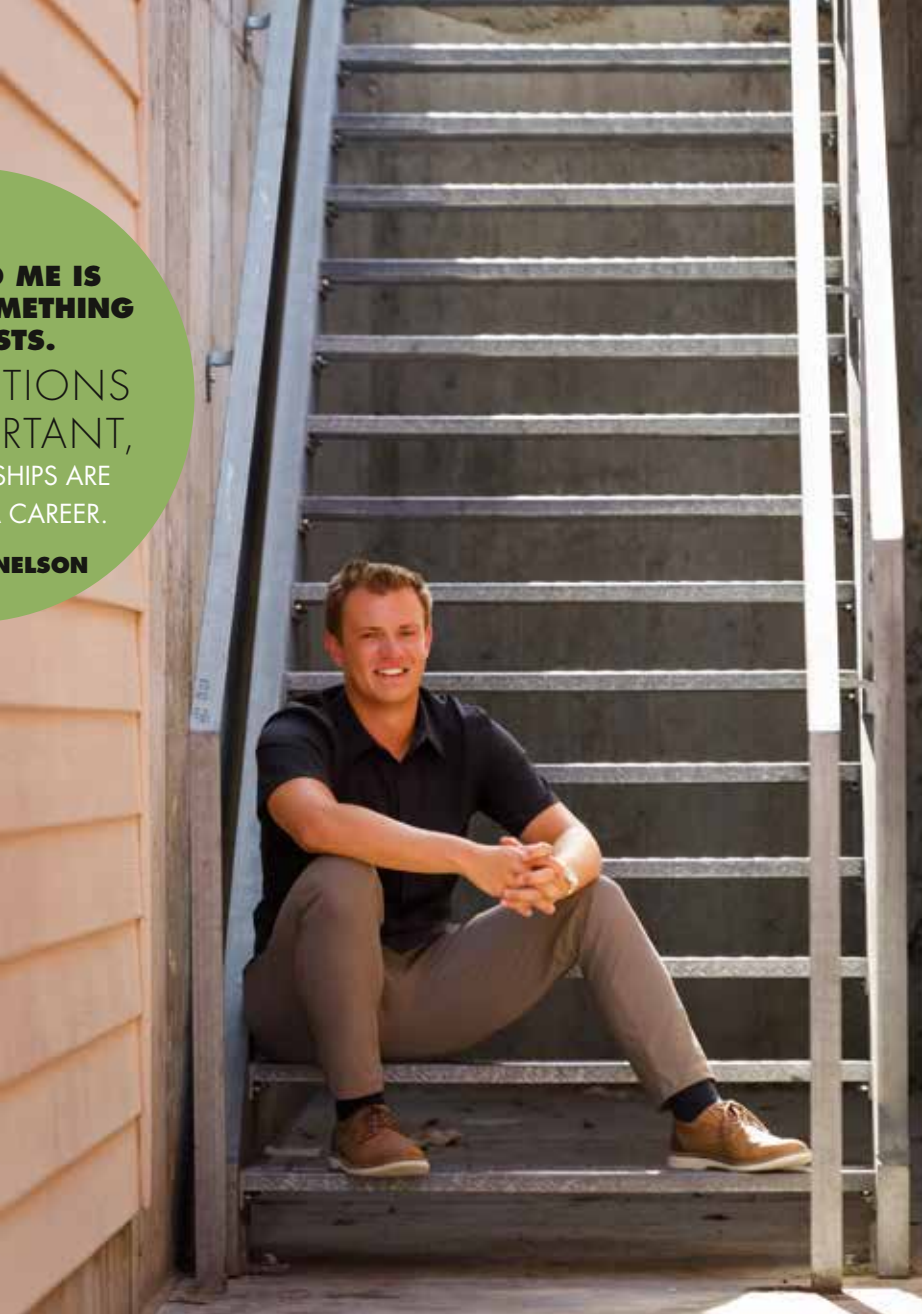
When Nelson isn't working with buyers and sellers, chances are he would rather be outdoors.

That enthusiasm and energy appear to carry into his professional life as well. His career is still relatively young, yet the foundation being established is one centered on service, continued growth, and becoming a person clients can rely upon.

"Success to me is building something that lasts," Nelson says. "Transactions are important, but relationships are what build a career. If people know that I worked hard for them, treated them well and was there when they needed me, that's the kind of reputation I want to have."

For Nelson, the years ahead represent an opportunity to keep learning, keep building relationships and keep helping people find their place in Omaha and the communities surrounding it. 🏡

SUCCESS TO ME IS BUILDING SOMETHING THAT LASTS.
TRANSACTIONS ARE IMPORTANT, BUT RELATIONSHIPS ARE WHAT BUILD A CAREER.
— NATHAN NELSON



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SHEILA Ost

A HEART FOR SERVICE

For Sheila Ost, real estate has never been simply about buying and selling houses. It is about listening, understanding what people need and finding ways to help them move forward — sometimes long after the transaction itself is complete.

A REALTOR® with Berkshire Hathaway HomeServices Ambassador Real Estate, Sheila entered the industry in July 2020, during one of the most unusual periods imaginable. Six years later, she has helped approximately 111 people with their real estate needs and built a business grounded in compassion, resourcefulness and genuine care.

Her path into the profession, however, began long before she earned her license.

A Natural Next Step

Sheila's husband, David Ost, is a licensed contractor who owns his own business. Together, the couple had experience rehabbing homes, which meant regularly working with real estate professionals to purchase properties and then sell them after the renovations were complete.

Sheila had previously built a corporate career, working for several large Omaha-area companies before leaving that world in 2018. Afterward, she began working alongside David.

Eventually, he made a suggestion: Why not get her real estate license?

Sheila wasn't immediately convinced.

"Don't tell me what to do," she remembers joking.

But the idea stayed with her. The more she considered it, the more real estate seemed like a natural fit. In early 2020, she began taking the required classes.

Then COVID arrived.

Sheila completed her coursework, but testing was temporarily unavailable. Months passed before she learned in late June that she could finally take the exam. Suddenly, she faced a whirlwind deadline. A rule change taking effect July 1 would require additional coursework, something Sheila was determined to avoid.

She studied intensely for two-and-a-half days, passed her test on Friday and quickly turned her attention to choosing a brokerage.

She had already spoken with several companies, including Berkshire Hathaway HomeServices Ambassador Real Estate, where she knew one of the hiring managers from high school. When Sheila arrived, everything seemed to fall into place.

Before long, she was calling David with the news: "Well, I guess I'm with Berkshire Hathaway."

His response?

"Oh, thank God."

More Than a Transaction

The decision proved to be a good one.

Ask Sheila what she enjoys most about real estate, and her answer comes quickly: helping people.

"I take almost every person's story to heart," she says.

That mindset influences how she approaches each client. When someone has limited financial resources, Sheila looks for possibilities. She may collaborate with a lender to explore grant programs or connect a buyer with someone who can help with plumbing, landscaping or another challenge.

"I think I'm kind of like a mom to a lot of clients," she says. "I try to help everybody."

The role changes depending on the person and circumstances. Some clients need reassurance during a stressful inspection period. Others haven't bought or sold a home in 35 years and need someone to explain how much the process has changed.

Still others need help navigating the smallest details, right down to when and how to arrange utilities.

Those moments don't frustrate Sheila. They reinforce why personal service matters.



“

I THINK I'M
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MOM TO
A LOT OF
CLIENTS.
I TRY TO HELP
EVERYBODY.
— SHEILA OST

”



is a person, family, transition, or new beginning.

Along the way, Sheila has also benefited from people who have invested in her.

She credits her family as her greatest source of support while also expressing gratitude for mentors at Berkshire Hathaway, including Terry Stork, Deb Cizek and Heather Hanika. Their guidance and encouragement have been meaningful as Sheila has developed her own approach to the profession. She also shines the spotlight on Jessica Dembinski for her support.

Following Her Own Path

That experience also shapes the advice Sheila offers newer agents.

“Don’t try to do what everybody else is doing, and don’t try to be what everybody else is,” she says.

Instead, she encourages agents to experiment and discover what works for them without constantly measuring themselves against someone else’s results.

“Try as many different things,” Sheila says. “But don’t compare, because you’re on a totally different journey than the person next to you.”

Relationships That Matter

When people look back on their experience working with Sheila, she hopes several qualities come to mind.

Compassionate. Someone who truly listens. Someone who isn’t pushy. And, perhaps most importantly, someone who has their best interests at heart.

Those qualities have helped Sheila steadily build her business since 2020. To date, she has assisted approximately 111 people—a milestone that represents far more to her than a number. Behind each transaction



DON’T COMPARE,
BECAUSE YOU’RE ON A

*Totally
Different
Journey*

THAN THE PERSON
NEXT TO YOU.

— SHEILA OST

It is advice that reflects Sheila’s own career—a path that wasn’t meticulously planned but ultimately led her exactly where she needed to be.

Family at the Center

Away from work, family remains Sheila’s foundation. She and David are essentially high school sweethearts and are proud parents to Avery, Olivia, and Jackson.

When the family can escape the demands of everyday life, one



of their favorite destinations is their family cabin in Minnesota. It provides something especially valuable in a busy real estate and construction household: time to relax, recharge and simply be together.

Six years after an accelerated exam, a looming deadline and a quick brokerage decision launched her career, Sheila has found her place in real estate.

The houses may bring people together initially, but for Sheila, the people themselves will always be what matters most. ▀



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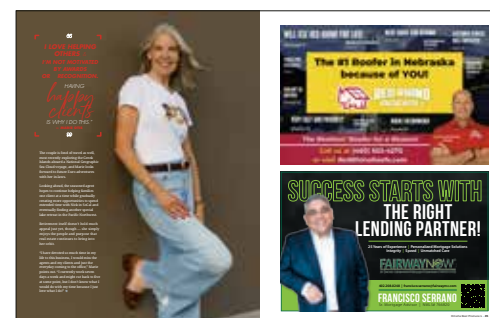
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