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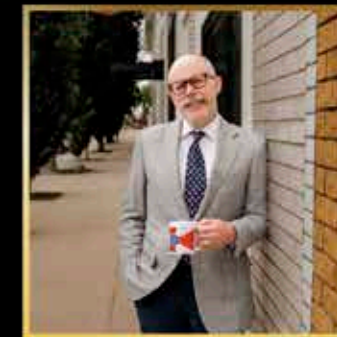
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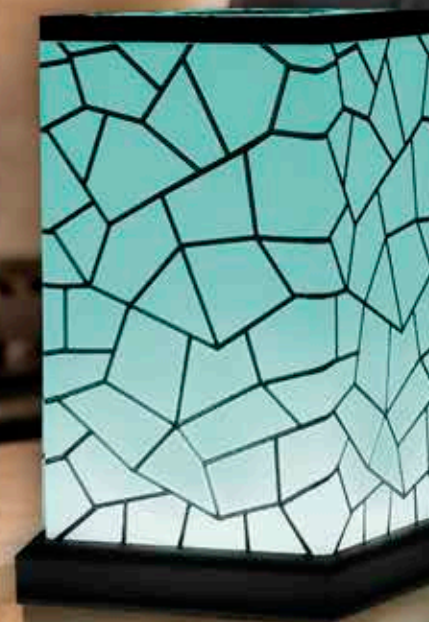
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PUBLISHER'S NOTE



Cheers

TO SEVEN YEARS!

Seven years.

That number feels surreal to write... SEVEN YEARS in print! And yet, somehow, I still feel like we've just begun.

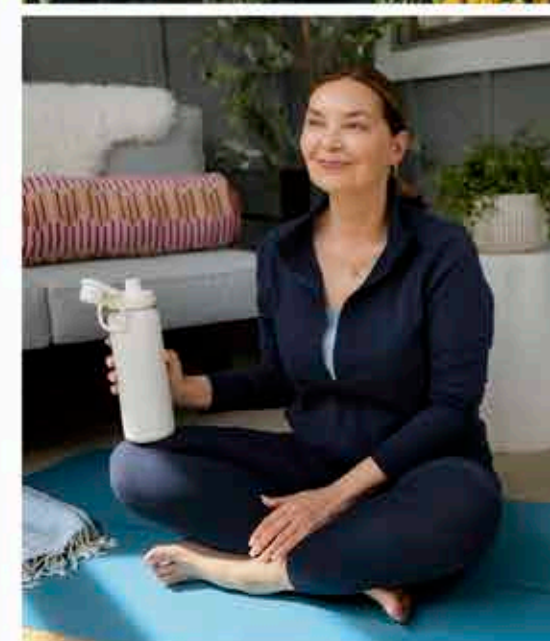
When *Wichita Real Producers* launched in September 2019, I had a big vision and an even bigger heart for this city, this industry, and the incredible people who make it thrive. I knew real estate was part of who I am—I'm a third-generation real estate professional here in Wichita, and I earned my real estate license more than 20 years ago—but I never could have imagined just how deeply this publication would impact my own life. What began as a magazine has become so much more: a community, a catalyst, and a platform that has strengthened relationships, celebrated excellence, and made a lasting impact in the hometown I'm proud to call home.

Every month, I get to shine the spotlight on the agents and businesses who make this market so strong—and every month, I'm just as inspired as I was the first time we went to print. The relationships, the stories, the community... it's what keeps me going and growing. I'm endlessly grateful.

I hope this month's issue makes you smile big, laugh hard, and feel proud to be part of this one-of-a-kind community. Thank you for reading, supporting, partnering, and believing in *Wichita Real Producers*. Here's to seven years—and to the many exciting years still to come.

With gratitude and excitement,

Sam
Owner & Publisher



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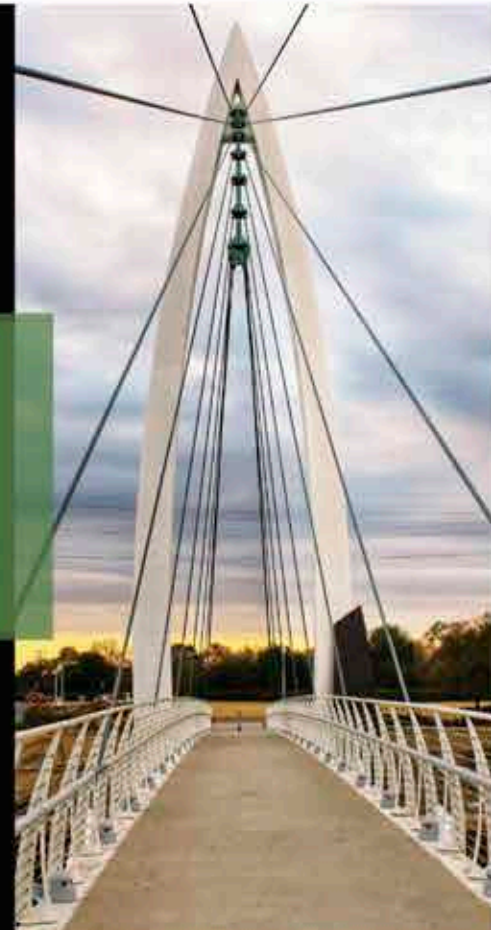
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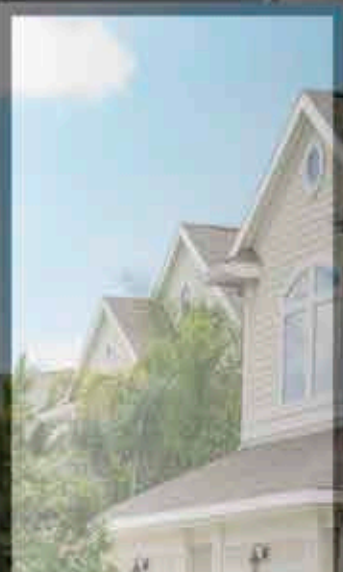
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Thank you,
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For Shannon Gaskill, real estate has never been just about buying and selling homes. It's about helping people through important milestones, building friendships that last well beyond the closing table, and being someone clients know they can count on when life's next chapter begins.

PHOTOS BY
KIM STIFFLER
WRITTEN
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Now celebrating approximately 15 years with Coldwell Banker Plaza Real Estate, Shannon has built a career defined by consistency, professionalism and genuine care for the people she serves. While every transaction is unique, her approach has remained remarkably consistent: work hard, keep learning and always put clients' best interests first.

A Career Born From Family

Before entering real estate, Shannon spent eight and a half years selling radio advertising, a role that introduced her to countless businesses and community leaders while sharpening her communication and relationship-building skills.

She loved the work and the people she met, but life was changing.

Her husband, Barry, had launched Gaskill Custom Cabinetry, and the business was beginning to grow rapidly. At the same time, the couple had welcomed their daughter, Zoey, and Shannon found herself searching for a career that offered greater flexibility while still allowing her to pursue meaningful work.

Ironically, it was Barry who first suggested real estate.

After buying and selling a couple of homes themselves, he believed Shannon possessed the personality and talents needed to succeed.

"He said, 'I think you'd be great at real estate,'" Shannon recalls.

With a young daughter at home, Shannon enrolled in licensing classes, earned her real estate license around 2011 and began what would become a fulfilling new career.

Looking back, she says the decision proved to be exactly the right one.

Learning to Trust the Process

Like many successful REALTORS®, Shannon's career didn't take off overnight.

The first six months were challenging.

She remembers wondering when things would finally come together. Fortunately, she was surrounded by mentors who encouraged her to remain patient.

Her broker at the time, John McKenzie, offered simple but meaningful advice: "Hang in there. Your time will come."

Soon afterward, Amelia Sumerell's team provided Shannon with a lead that resulted in her first home sale.





That breakthrough changed everything.

“After that,” Shannon says, “everything just seemed to fall into place.”

She credits those early mentors with helping her build confidence while reminding her that every successful career begins with perseverance.

Today, fifteen years later, Shannon remains with the same brokerage—a testament to the relationships she has built and the culture she values.

“I respect everyone I work with,” she says. “That’s a big reason I’ve stayed.”

No Two Days Are Ever the Same

Ask Shannon what she enjoys most about real estate, and her answer comes quickly.

“I love helping people and meeting new people in the community,” she says. “I get my energy from other people.”

That passion is one reason she continues to enjoy the business after a decade and a half.

Every week presents something different. New contracts, changing market conditions and evolving regulations ensure there is always something to learn.

In fact, even after fifteen years, Shannon recently opened an email containing a report she had never encountered before.

Rather than viewing that as a frustration, she embraced the opportunity to make phone calls, ask questions and expand her knowledge.

“That’s what I love,” she says. “It’s always changing.”

Her willingness to keep learning helps ensure her clients receive informed guidance, no matter how the market evolves.

Life Beyond the Office

Outside of real estate, Shannon’s greatest joy is her family.

She and Barry have been married for 22 years and are raising two active children.

Their daughter, Zoey, is a talented softball pitcher preparing to begin her sophomore year at Maize South High School. Their son,

Beckett, is entering fifth grade at Maize South Intermediate School and enjoys football, baseball and basketball.

Watching her children pursue the activities they love has become one of Shannon’s favorite pastimes.

“I love going to all of their sports,” she says. “I just love hanging with family any chance I get.”

Recently, the family returned from an unforgettable vacation to Maui—their first trip to Hawaii.

Although adjusting to the time difference proved challenging, Shannon says the experience left them eager to return and explore even more of the islands.

Friendships That Last

When asked what advice she would offer someone just entering real estate, Shannon doesn’t hesitate.

“Find a really good mentor,” she says. “Someone you trust, someone you look up to, and soak it all in.” She also





believes success comes to those willing to stay positive and consistently put in the work.

“Hard work always pays off,” she says.

That philosophy has shaped not only her business but

also the relationships she has developed over the years.

Many former clients have become some of Shannon’s closest friends, something she considers one of the greatest rewards of her career.

If she hopes people remember one thing about her, it’s not production numbers or years in the business.

Instead, she hopes clients would say she always had their back.

“I hope they know I’m genuine,” she says. “I always have their best interests in mind.”

For Shannon Gaskill, those words perfectly summarize what real estate has meant throughout the past fifteen years. Homes may bring people together, but it is trust, friendship and genuine care that turn clients into lifelong relationships—and careers into lasting legacies. 🏡

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The Power of Strong Bonds

WRITTEN BY DAVE DANIELSON

For successful real estate professionals, growth sometimes comes from recognizing opportunities that are already flowing through their business. Steve Myers with Urban Cool Homes believes mortgage lending can represent one of those opportunities. For top-producing agents and team leaders, developing the right mortgage relationship can potentially create another source of profitability while also providing greater influence over the client experience.



“You’re already generating these clients and, in many cases, sending that mortgage business somewhere else,” Myers says. “There may be an opportunity to participate in that side of the business.”

Understanding the Opportunity

Myers says many real estate professionals simply don’t realize what opportunities may exist through ancillary services. Others may be hesitant because they don’t know where to begin or have concerns about regulations such as the Real Estate Settlement Procedures Act (RESPA).

There is also no single structure appropriate for every organization. Depending on production and other factors, Myers says possibilities can range from a marketing services agreement (MSA) to certain branch structures. Larger organizations generating substantial mortgage volume may potentially support their own profit-and-loss branch.

For Myers, the first step is simply becoming educated about the possibilities.

Q: Where should an agent or team leader begin if they’re interested in a mortgage relationship?

Myers: “Start by understanding your production and the opportunity you’re actually generating. Then you can look at the different structures that might fit. It could be an MSA, a shared branch arrangement or, for a larger organization, a P&L branch. It really depends on the size and production level of the organization.”

Q: Is the primary benefit creating another source of revenue?

Myers: “That’s obviously a big benefit, but it’s also about the client experience. You can have more involvement in making sure clients are followed up with and taken care of the way you want them to be. When you’re generating a lot of business, that becomes really important.”

Q: Why do you think more real estate professionals haven’t explored this?

Myers: “Some people may be afraid to look into it because of potential RESPA issues. Others just don’t know where to start, and some may not realize there are opportunities with ancillary services. Mortgage is probably one of the biggest opportunities and one of the first areas I’d look at.”

Q: Can there be opportunities beyond the original home purchase?

Myers: “Absolutely. Maybe a past client wants to refinance or get a HELOC. As a real estate agent, normally you wouldn’t get paid from that because there isn’t another real estate transaction. With the

appropriate mortgage business relationship, those can potentially become additional opportunities.”

Creating a Better Client Experience

For Myers, the value isn’t solely financial. A real estate team may send significant business to a mortgage company, but once that referral is made, the agent may have limited influence over what happens next. How quickly are leads contacted? What happens when someone has credit challenges? Is there a process for helping that person become mortgage-ready?

“When you’re doing a lot of business, you want to know that your clients are being followed up with the way you would follow up with them,” Myers says.

A closer mortgage relationship can help create greater alignment between the experience clients receive from their real estate professional and their lender.

Finding the Right Fit

Myers stresses that the structure needs to match the organization. A smaller team doesn’t necessarily need the infrastructure of a business generating dozens of mortgage opportunities each month. For a larger operation, however, Myers says a P&L branch may become worth exploring, particularly when the organization is consistently producing substantial loan volume.

Any arrangement involving mortgage and real estate services should be appropriately structured and reviewed by qualified legal and compliance professionals to ensure compliance with RESPA and other applicable regulations.

Ultimately, Myers encourages top producers to recognize the value of the relationships they have already created.

Real estate professionals invest considerable time and money generating leads, building their brands and earning client trust. Mortgage financing is already connected to many of those transactions.

“Start by asking questions,” Myers says. “Understand the different structures, understand the compliance side and look at what makes sense based on your production.”





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Ronnie PRICE

CONNECTING PEOPLE, POSSIBILITIES & PROGRESS

For Ronnie Price, relationships have always been at the heart of getting things done. Whether serving his community, working with business leaders or helping a commercial real estate client find the right path forward, Price has discovered that listening, connecting people and being willing to serve can create tremendous opportunities.

Today, Price is a commercial real estate agent with ReeceNichols South Central Kansas, bringing years of community leadership and economic development experience to a relatively new chapter in his professional life. He earned his real estate license in November 2024, but the skills and relationships behind his work were built over decades.

“I love talking to people,” Price says. “I really enjoy connecting the dots. I like serving people, and commercial real estate gives me the opportunity to serve my clients to the best of my ability and give them the best way forward I can.”

A Natural Next Step

The idea of real estate first came through people who had watched

Price’s economic development work in Andover. On two separate occasions, friends suggested he consider getting licensed because he was already helping attract businesses to the community.

The second suggestion stuck.

Price contacted an experienced commercial real estate professional he admired and asked for his opinion. The response was encouraging: Price had the personality and skills to succeed.

Soon afterward, Price was introduced to Dawn Truman at ReeceNichols. When asked how quickly he could obtain his license, Price confidently answered, “I can have it in a week.”

He followed through, spending the next several days studying at his dinner table before taking—and passing—the exam.

Hitting the Ground Running

While Price was new to the mechanics of commercial real estate, he certainly wasn’t new to the people and organizations shaping the Wichita metropolitan area.

Price has served as mayor of Andover since January 2020. As mayor, he made a point of attending events whenever he was invited, gradually developing an extensive network of relationships with businesspeople, developers and local and federal officials.

“I’ve worked with developers and federal politicians and local politicians to get things done,” Price says. “It just led right into commercial real estate and being able to hit the ground running.”

He also credits Tim Kerr and Ryan Kerr at ReeceNichols with helping him learn the technical side of the business and navigate early transactions.

“I knew a lot of people, but I didn’t know the other part of the business,” Price says. “They’ve been part and parcel to everything I’ve done.”

Sharing the Andover Story

Price has also had a front-row seat to Andover’s continued development.

With approximately 16,000 residents within the city but more than 30,000 people within the school district, Price

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KIM STIFFLER
WRITTEN
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says the community draws from a much larger population than its city limits suggest. Combined with the area's median household income, that creates an attractive environment for commercial development.

Families who identify with Andover shouldn't necessarily have to leave the community to shop, dine or enjoy other amenities.

Long before becoming a commercial agent, Price was comfortable approaching businesses and making the case for Andover.

"If you ever think of expanding, Andover is a spot for you—and here's why," he recalls telling business owners.

His approach wasn't built around a complicated sales formula. Instead, Price relied upon information, availability and authenticity.

A friend once gave him advice that has served him well: "Just be you."

Supported Every Step of the Way

Starting a new career requires patience, particularly while building a client base, and Price is quick to recognize the people closest to him.

His wife, Sheri, has been instrumental in making the transition possible, providing support while Price learns the business and establishes himself. He is equally appreciative of the encouragement he receives from his children.

"I couldn't have done it without her and the support of my children," he says.

That gratitude extends into the community. Price values volunteer service and particularly treasures opportunities to spend time at McConnell Air Force Base. Supporting those connected with America's



I love talking to people. I really enjoy connecting the dots. **I like serving people**, and commercial real estate gives me the opportunity to **serve my clients** to the best of my ability and give them **the best way forward** I can."



freedoms has been meaningful to him for approximately eight years.

When his schedule permits, Price also enjoys riding his Harley and playing golf—although both have taken a back seat in recent years.

Authenticity at the Center

For someone whose days are filled with people, Price intentionally makes room for quiet. He enjoys sitting outside at night and simply unwinding. Each morning, he also spends about 30 minutes in silence, using the time to begin his day on the right track.

Then it's back to what energizes him most: people.

Price regularly meets strangers through his various roles, and one word repeatedly comes back to him when others describe their impressions: authentic.

That means a great deal.

"I hear all the time that I'm authentic," Price says. "That really touches my heart—to know that's the way I come off to people, that I'm somebody they can trust." ▀

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RISING STAR



FAITH,
INTEGRITY
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Lynda MASTERS

PHOTOS BY KIM STIFFLER
WRITTEN BY DAVE DANIELSON



For Lynda Lynette Masters, real estate was never just about reaching a financial goal. While that may have been what first sparked her interest, it quickly became something much more meaningful—a calling centered on helping people make one of the biggest financial decisions of their lives with confidence, knowledge and peace of mind.

Officially licensed for just one year, Lynda has already closed 18 transactions totaling more than \$4 million in sales volume, including nearly \$3.65 million in her first full year. But ask her what she values most, and the conversation quickly shifts away from numbers.

“My business is built on integrity, genuine relationships, and putting people before profit,” she says.

A Foundation Built Long Before Real Estate

Lynda’s journey into real estate is unlike most.

Before earning her license with Berkshire Hathaway PenFed Realty, she spent more than two decades in corporate finance, working in the Treasury Department for Louis Dreyfus Commodities. Her responsibilities included cash management, reconciling bank accounts, handling U.S. and foreign currency transactions and ensuring every dollar was accurately accounted for.

The role sharpened her analytical thinking, financial discipline and attention to detail.

Then life took another turn.

In 2016, Lynda and her husband, Evan, established Masters Basement Repair. After relocating to the El Dorado,





Kansas, area in 2022, she left the corporate world to work full time with the family business, eventually earning her contractor's license.

That experience gave her something few real estate professionals possess: an in-depth understanding of structural integrity.

Instead of seeing only attractive kitchens and updated flooring, Lynda learned to evaluate what was happening beneath the surface.

"My accounting background taught me financial discipline, while my construction background taught me to recognize potential structural concerns," she explains. "I realized I wanted to help clients make informed decisions before making one of the biggest financial investments of their lives."

More Than Buying and Selling Homes

The defining moment in Lynda's career came while showing homes with foundation issues.

Rather than allowing buyers to become overwhelmed, she found herself explaining what she was seeing, helping clients distinguish between cosmetic concerns, repairable problems and serious structural issues.

As inspections progressed and repair estimates were gathered, clients realized they had someone beside them who understood both construction and real estate.

"They knew I could help them understand the problem, ask the right questions and negotiate repairs

from a place of knowledge rather than uncertainty," she says.

That experience changed everything.

"I realized I wasn't just helping people buy and sell homes—I was helping them protect one of the biggest investments of their lives."

Faith at the Center

Lynda grew up in El Dorado in a close-knit family alongside two younger brothers. Her father, a truck driver turned business owner, introduced her to accounting at just 14 years old while building his own trucking company.

Her mother, originally from Brazil, demonstrated extraordinary perseverance by learning a new language, adapting to a new culture and building a successful life in the United States.

Together, her parents taught lessons that continue to shape her today: hard work, humility, determination and faith.

Today, Lynda says two people have had the greatest influence on her life—her father and her husband.

She describes Evan as someone who consistently leads with patience, humility and unwavering faith. Watching him thoughtfully pray through challenges rather than reacting emotionally has transformed the way she approaches both business and life.

"My faith is the foundation behind every decision I make," Lynda says. "I believe God has entrusted me with the ability to help people through some of the biggest transitions of their lives."

Serving With Purpose

Lynda is a member of the One Link Homes team through Berkshire Hathaway PenFed Realty, where she credits mentors Krista and Justin Chandler with helping guide her growth.

She is also completing her commercial real estate certification while mentoring others who are considering entering the industry themselves.

Living Life Fully

Away from work, Lynda and Evan enjoy life with their four sons—Devan, Trevan, Jevan and Mason—and embrace an active lifestyle built around faith, family and adventure.

Their family is deeply involved in jet boats, hot rods and classic cars, with two of their sons currently restoring project vehicles of their own.

Lynda also enjoys antiques, woodworking, caring for chickens, propagating plants and building birdhouses from reclaimed barn wood.

One of her most unique passions is rehabilitating orphaned and injured opossums until they are healthy enough to return to the wild.

She also sings in the choir at New Spring Church and treasures being surrounded by a community of faith.

Her favorite life reminder is beautifully simple:

"Don't forget to have fun while you're living."

It's advice she believes too many people overlook while chasing success.

Because for Lynda, life isn't simply about what you accomplish. It's about the people you love, the faith that guides you and the impact you leave on others.

If she could be remembered for one thing, she doesn't hesitate.

"I want to be remembered as someone who led with faith, served with integrity and always put people before profit." ❖





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PHOTOS BY KIM STIFFLER
WRITTEN BY DAVE DANIELSON

FOR **BOB ALDRICH**, SUCCESS HAS NEVER BEEN MEASURED SOLELY BY BUILDINGS CONSTRUCTED OR PROPERTIES DEVELOPED. INSTEAD, IT HAS ALWAYS BEEN ABOUT CREATING OPPORTUNITIES, SERVING OTHERS, AND LEAVING COMMUNITIES BETTER THAN HE FOUND THEM.



As President and CEO of **Jenco LLC**, Bob has entered a new chapter in a career already marked by entrepreneurial success. After serving as President and CEO of Wichita Railway, he sold the company in 2021 and jokingly says he “fired himself for insubordination.” Retirement, however, didn’t last long. Instead, he launched **Jenco LLC**—a company specializing in commercial and residential property acquisition and development—with a mission rooted in both business and personal meaning.

A Company Built from the Heart
The name **Jenco** carries a story that is deeply personal.

Bob named the company in honor of his late daughter, Jennifer. The company’s distinctive logo—a heart with wings and a halo—was inspired by friends who helped transform Bob’s original sketch on a napkin into the meaningful design that now represents the business.

“It’s really a tribute to Jennifer,” Bob explains.

That spirit of purpose extends into every project **Jenco** undertakes.

Today, the company focuses on commercial and residential property

acquisition and development, creating spaces where businesses can grow while helping communities continue to thrive.

Developing Opportunity
One of Bob’s current projects is helping shape the continued growth of Park City, Kansas.

Adjacent to **Jenco’s** headquarters, he has developed a modern office plaza featuring professional office space designed for a variety of businesses. The project includes newly constructed buildings with flexible floor plans, allowing tenants to customize spaces to meet their specific needs.

Bob envisions the development becoming home to professionals such as attorneys, insurance agencies, CPAs, salons, chiropractors, and other service-oriented businesses.

“We wanted to create quality office space in an area that’s growing tremendously,” he says.

He believes Park City offers tremendous opportunities for entrepreneurs and established businesses alike. With new housing developments, entertainment venues, recreational attractions, and continued commercial expansion, the community continues to attract both



residents and businesses seeking room to grow.

Watching that progress unfold has become one of the most rewarding aspects of this chapter in his career.

Experience with Perspective
Although Bob enjoys developing commercial properties, he approaches business with a perspective shaped by decades of leadership.

He believes successful companies are built through stewardship, integrity, and surrounding yourself with talented people.



“I’ve always believed in surrounding myself with people who are a lot smarter than I am,” he says with a smile.

That humility has also fueled his desire to help others.

Bob especially enjoys encouraging young entrepreneurs who are just beginning their business journeys because he remembers what it was like to start from scratch himself. Whenever possible, he looks for opportunities to mentor others and help them find success.

For him, leadership isn’t about recognition.

It’s about helping others succeed.

Life Beyond Business
Away from work, Bob and his wife, Donna, enjoy spending time together at their home on the lake, where fishing and relaxing on the pontoon boat provide welcome breaks from busy schedules.

Busy, however, remains a relative term.

“I think I’m busier now than when I was working,” he laughs.



In addition to leading **Jenco**, Bob serves as Chair of the Metropolitan Area Planning Commission for Wichita and Sedgwick County, a role that allows him to continue contributing to the region’s growth and future development.

The couple also shares life with three beloved dogs—Boomer, Sooner, and Chief—whose names leave little doubt about Bob’s lifelong loyalty to the University of Oklahoma Sooners.

Whether cheering on OU football, softball, or baseball, Bob proudly embraces the traditions of a fan who has supported the Sooners for years.

A Reputation That Lasts
Ask Bob how he hopes people describe him, and his answer has little to do with business accomplishments.

Instead, he talks about faith.

A committed Christian, Bob strives to treat others with kindness, respect, and fairness every day.

“I try to treat people the way I’d like to be treated,” he says.

That philosophy has guided his business decisions, community involvement, and relationships throughout his career.

After more than 52 years of marriage, Bob is also quick to credit Donna for much of his success, joking that one of the secrets to a lasting marriage is simply knowing your place.

It’s classic Bob—humble, humorous, and genuine.

Whether developing office buildings, mentoring entrepreneurs, supporting community growth, or simply helping someone get started, Bob Aldrich continues to build something far more meaningful than real estate.

He’s building a legacy defined by service, integrity, and opportunities that will benefit others for years to come. ■

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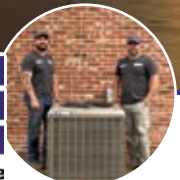
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EXCELLENCE AT WORK

PHOTOS BY KIM STIFFLER
WRITTEN BY DAVE DANIELSON

As a State Farm agent, Crystal McEachern has spent nearly 15 years building a business centered on relationships, education, reliability, and service. Along the way, she has been privileged to become part of her customers' lives, helping them navigate everything from joyful milestones to unexpected challenges. Ironically, insurance was never a career she intended to pursue.

An Unexpected Opportunity

Originally from Dodge City, Kansas, Crystal's path into insurance began after she moved

to Wellington, Kansas. At the time, she was doing whatever it took to make ends meet—working three jobs that included bartending at a small local establishment, selling furniture, and waiting tables at Old Chicago West in Wichita.

One of her regular customers at the Wellington bar happened to be a State Farm agent who was preparing to retire. The agent repeatedly encouraged Crystal to consider taking over her agency.

Crystal wasn't interested. She enjoyed working with people and was comfortable with the

jobs she had. Insurance certainly wasn't calling her name.

Then something unusual happened.

After the retiring agent left, the new State Farm agent in town came into the furniture store where Crystal worked. Crystal sold the agent and her husband furniture—and before long, the new agent was recruiting her, too.

Now two different State Farm agents had independently told Crystal essentially the same thing: she should consider the business.





Becoming Part of the Family

Ask Crystal what she enjoys most about her work and she doesn't begin by talking about insurance products.

She talks about her customers.

Through the years, Crystal has watched families grow and change. She has celebrated births and marriages and walked alongside customers through divorces and deaths. Those experiences have transformed relationships that began through insurance into something much more personal.

"We treat our customers like they are our own family," she says.

That relationship-centered approach extends to her own team as well. Crystal is quick to credit team members with making it possible for her to serve customers at a high level. Coaching, developing,

That got her attention.

When Crystal mentioned the opportunity to her then-husband, who had worked as an agent for another insurance company, his response surprised her.

"Don't walk—run," he told her.

Crystal finally agreed to explore the opportunity. She joined the State Farm agent's team and spent nearly four years learning the business.

This time, she didn't need convincing. She loved it.

When the opportunity arose to become an agent herself, Crystal jumped at the chance. She opened her agency October 1, 2011.



and taking care of those team members remain important parts of her day-to-day work.

Education Before the Unexpected

One of the defining characteristics of Crystal's agency is its emphasis on education.

Insurance can be complicated, and Crystal doesn't want customers discovering what their coverage means only after something has gone wrong. Her team spends considerable time explaining policies, coverage options, recommendations, and the reasoning behind them. The objective is to help customers understand what they have and make informed decisions before a claim ever occurs.

"For them to know what their coverage is up front is a whole lot better than after they've filed a claim and find out, 'Oh, that's not something that's covered,'" she explains.

Crystal believes that accessibility is one of the important advantages of working with a local agency.

Customers can walk into the office and ask questions. When they call, they can speak with familiar people. When they leave a message, someone calls them back.

A Resource for Real Estate Professionals

Crystal especially enjoys working alongside Wichita-area real estate professionals because of the natural connection between the real estate and insurance industries. Her agency offers homeowners insurance along with commercial lines and other coverage, but Crystal wants to provide something beyond products to her real estate partners.

She wants to be a resource. Whether that means answering questions about policies, explaining industry changes, discussing available discounts, or helping a REALTOR® better

understand an insurance issue affecting a transaction, Crystal welcomes those conversations.

The goal is to help real estate professionals have the information they need to better serve their own clients.

Striving for Excellence

Crystal doesn't build her business around promising to be the least expensive option.

Instead, she focuses on value.

"We're not going to be the cheapest," she says. "We never have been, and what we strive for is excellence. We want to be the best at what we do."

She hopes customers would describe her agency with three words: reliable, caring, and trustworthy.

Integrity remains central to how Crystal and her team operate, along with a commitment to being there when customers need them.

Outside the office, Crystal treasures time with family and especially enjoys traveling whenever the opportunity arises. Asked about her favorite pursuits, she laughs and summarizes enthusiastically: "Travel, travel, travel."

Nearly 15 years after taking the leap into a profession she once resisted, she has found a career that fits the qualities others apparently recognized in her long before she recognized them herself.

For Crystal, insurance ultimately isn't simply about protecting property. It's about taking care of people. ▀

“

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Gina NUTILE

Building with Connection & Purpose

PHOTOS BY ALLIE HENWOOD WRITTEN BY DAVE DANIELSON

For Gina Marie Nutile, real estate success isn't measured only by sales volume, awards or transactions. It's found in the text from a client who says meeting her felt like a blessing. It's in the friend who tells another friend, "You really should call Gina." And it's in helping a family discover that homeownership may be possible after all.

Four and a half years into her real estate career, the Lange Real Estate agent has built a growing business through persistence, relationships and a genuine desire to help. Her sales volume has increased year over year, including \$3.9 million in 2025, with a career volume over \$11.5 million. She reached President's Club that year and now serves as a Career Catalyst agent within her brokerage, mentoring newer agents.

A New Career in Her 50s
Real estate had been in the back of Gina's mind for years, but it took an

invitation to get her license and join a brokerage in Cheney to turn that thought into action.

Starting something entirely new in her 50s was intimidating, but Gina knew the broker and felt comfortable taking the leap. There was another convenient perk: the office was only a few blocks from home.

What Gina brought with her was an unusually diverse résumé.

Born and raised in Wichita and a 1986 graduate of West

High, Gina began teaching ballroom dance after high school. The work allowed her to travel, encounter different cultures and learn how to connect with

people from dramatically different backgrounds. Teaching dance also required customer service and sales skills that would prove valuable decades later.

She later moved into property management, progressing from leasing to property manager and eventually regional property manager overseeing multifamily market-rate, luxury and tax-credit properties. It was there that she began seriously considering residential real estate.

Then came a career detour she never could have predicted.

Trading Property Keys for Garden Tools



When COVID arrived in 2020, Gina left property management and began helping with her husband Clint's family farm.

"I ended up turning in my property management keys for garden tools," she recalls.

She grew food, raised sheep and helped build a CSA. Gina describes farming as perhaps the most challenging work she has ever done. Real estate may consume your schedule, she jokes, but a farm—and particularly its animals—never stops needing attention.

The experience strengthened her problem-solving abilities and resilience. After roughly three years, she transitioned into real estate full time and hasn't looked back—although she admits she once sported a pretty impressive farmer's tan.

Finding Her Place in Real Estate

Gina credits persistence and patience for the steady evolution of her business.

"Anything worthwhile takes time to develop," she says.

She also readily acknowledges those who helped her along the way, including Jami Viner of KW Hometown Partners, who patiently showed her the ropes at the beginning; Rachel Lange, whose fun spirit makes working together a joy; and Heather Stevenson, who has become an important mentor as Gina's business has grown. She also credits Lucy Alfaro, a former property management colleague who supported

Gina during a particularly difficult period in her life.

Today, Gina works as a solo agent with a clientele that includes first-time buyers, sellers who are upsizing or downsizing and investors. She has also developed a new passion: residential real estate auctions.

Yet Gina doesn't necessarily judge an interaction by whether it produces a transaction.

"I love being the resource," she says. "I don't care if it results in a sale."

Her goal is to become the person people trust as a community guide, mentor and source of real estate knowledge.

Life Beyond the Transaction

Real estate's flexibility has also given Gina something particularly meaningful—the ability to help care for her 34-year-old son, Tony, who is on the autism spectrum.

Tony thrives on structure and a consistent schedule, something Gina says has actually helped her become more disciplined herself. He

has even become a capable assistant, joining her while touring properties and running real estate errands.

Gina and Clint, who married in 2015, also have Gina's 27-year-old son, Chandler, and a stubborn French bulldog named Mogwai. Travel is a favorite family pursuit, although Gina gravitates toward beaches while Clint prefers mountains. Hiking, cycling and movies also make the list. Gina remains passionate about dance and fitness, taking everything from jazz and hip-hop classes to occasionally teaching ballroom herself.

Success That Feels Nothing Like a Job

Gina hopes to continue expanding her connections over the next five to 10 years, begin investing in real estate herself and potentially earn licenses in additional states.

For new agents, her advice is practical: be patient, surround yourself with

other professionals, hold open houses and resist pouring money into unnecessary leads. Instead, she recommends investing in yourself, your existing sphere and the relationships that ultimately create referrals.

Financial success has certainly mattered—real estate has enabled Gina to pay off significant debt—but it isn't what gives the career its greatest meaning.

It's the connections, the variety, the challenges and the opportunity to advocate for people during important transitions in their lives.

"All of this doesn't feel like a job," she says. "I genuinely wake up every day knowing that it's going to be a great one."

Perhaps that attitude reflects the principle Gina carries into virtually everything she does: "They don't care how much you know, until they know how much you care." ❧



“All of this doesn't feel like a job. I genuinely wake up every day **KNOWING** that it's going to be a great one.”

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For Shannon Egan, the best moments in mortgage lending often begin with someone who isn't sure homeownership is possible.

Maybe they've faced credit challenges. Maybe they assume they won't qualify. Maybe they're simply intimidated by a process that can feel complicated and overwhelming. Then comes the moment Shannon gets to deliver some very welcome news.

"Everything's okay. You're pre-approved."

As a Senior Mortgage Loan Officer with RCB Bank, Shannon has built her career around helping people navigate the financial side of homeownership with experience, responsiveness and honesty. For her, there is tremendous satisfaction in helping borrowers overcome obstacles and reach the closing table.

"Just being able to tell that person, 'Hey, everything's okay. You're pre-approved,'" Shannon says, is one of her favorite parts of the job.

And, of course, there's the finish line.

"The closing part of it is the best part."

An Unexpected Career Path

Interestingly, mortgage lending wasn't Shannon's original career plan.

She attended paralegal school with aspirations of becoming a criminal law attorney and earned her paralegal degree. Later, her interests led her into dentistry, where she worked as a dental assistant. She also accumulated 10 years of banking experience with INTRUST Bank.

Ultimately, that banking background opened another door.

After September 11, 2001, interest rates fell dramatically, creating significant activity in the mortgage industry. Betty Wilkins, a longtime

acquaintance in Derby who worked for the Mortgage Centre at the time, approached Shannon with an opportunity.

"She said, 'We just need some bodies in here. Would you be interested in doing mortgage loans?'" Shannon remembers.

Her banking experience made her a natural candidate.

"I said, 'I'll try.'"

That willingness to try something new launched a career that continues today.

Experience With a Personal Touch

Through the years, Shannon has developed the knowledge to help borrowers understand their options while never losing sight of the human side of the process.

At RCB Bank, she can offer borrowers access to a range of mortgage solutions, including portfolio products that can provide attractive options depending on an individual's circumstances.

But products and rates are only part of what Shannon brings to the table.

She believes one of her greatest differentiators is accessibility.

In an industry where borrowers and real estate agents sometimes wait days for a returned call, Shannon makes responsiveness a priority. Her goal is to return calls before the end of the day whenever possible. She'll also text clients or agents after traditional business hours to see if they're available to talk.

"I try to make myself readily available for the agents," she says.

That responsiveness can be especially important during a transaction where questions, deadlines and unexpected issues don't necessarily occur between 9 and 5.

Looking Beyond the Rate

Among the questions Shannon hears most frequently are two familiar ones: "What's your rate?" and "What are your fees?"

They're understandable questions, but Shannon emphasizes that mortgage rates aren't one-size-fits-all. Several factors can influence the answer, including loan-to-value ratio, sales price and credit score.

"You can't just quote a rate," she explains. "You have to know what the loan-to-value is, what the sales price is going to be and what your credit score is."

Borrowers also increasingly ask whether their loan will remain with the original lender or be sold after closing. Shannon explains those possibilities openly, noting that RCB Bank retains its portfolio loans while other mortgages may ultimately be serviced by another company.

That willingness to explain the details reflects a larger principle that guides Shannon's business: honesty.

Doing What's Right for the Client

Shannon wants borrowers to get the best mortgage solution for their situation—even when that means helping someone evaluate an offer from another lender.

She has had prospective borrowers tell her they've received an attractive quote from an online mortgage company. Rather than simply dismissing the competing offer, Shannon encourages them to send her the fee sheet so she can review the entire picture.

An advertised rate, after all, may come with points or additional costs that aren't immediately obvious.

Even if the borrower ultimately chooses another lender, Shannon wants them to make an informed decision.

"If you're not going with me, I want that person to get the best deal," she says. "I'm willing to take a look at it."

For Shannon, that's simply the right thing to do.

Making a Stressful Process Easier

Buying a home can be exciting, but Shannon knows securing financing can also create anxiety. That's why she works to make the experience more comfortable for both borrowers and their real estate agents.

"I try to make it fun and more relaxing," she says.

Of course, even carefully managed transactions occasionally encounter hiccups. When that happens, Shannon believes accountability matters. If she makes a mistake, she owns it rather than shifting blame.

"I try to be as honest as I can," she says. "I'm not going to point my finger and put it in somebody else's direction."

Ultimately, Shannon wants clients to feel confident that someone is watching out for them.

"I just want people to feel at ease and know that their loan is being taken care of."

For Shannon Egan, that's what mortgage lending is really about—not simply financing houses, but taking care of the people who hope to call them home.





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Check out some of Wichita’s Real Estate Networking Opportunities!

Tuesday, September 1

10:30am -12:30pm
THE COLLECTIVE NETWORK
The Commerce Club, 150 N Main

Membership required
Contact Trent Barney
Guest passes available

Thursday, September 3

5:00pm - 7:00pm
DAM - DRINKS & MINGLE
The Rusty Nail, 1155 S Washington

All are welcome, no RSVP required,
occurs the first Thursday each
month Contact Patty Savage

Thursday, September 3

7:00pm - 9:00pm
PINTS & PROPERTIES
Wichita Brewing Company,
901 W Douglas

All are welcome, no RSVP required,
occurs the 1st Thursday each
month Contact Joseph Hamer

Friday, September 4

11:00am -12:00pm
COFFEE & CONVERSATIONS
The Vagabond, 614 W Douglas

All are welcome, no RSVP required, also
occurring on September 11th, 18th and
25th Contact Michelle Crubaugh

Thursday, September 10

6:30pm - 9:30pm
**WAREIA - WICHITA AREA REAL ESTATE
INVESTORS ASSOCIATION**
The Hub On Lewis, 1518 E Lewis

All are welcome, no RSVP required
Contact Jake Henderson or Ely Randleas

Wednesday, September 16

12:00pm - 1:30pm
ICT INVESTORS LUNCHEON
The Hub On Lewis, 1518 E Lewis

Thursday, September 17th

4-6 pm
THE COLLECTIVE NETWORK
Chicken 'N Pickle

Membership Required
Contact Trent Barney: Guest
passes available

Friday, September 18th

9:00am - 10:00am
**MLS Data Chat with Erin Gomez &
Francis Baalmann**
The Hub On Lewis, 1518 E Lewis

All are welcome, no RSVP required
Contact Francis Baalmann for more info

Wednesday September 23

10am-2pm
Perfection Builders Road Trip
443 N Maize Road
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All are welcome, must RSVP with Dina
at dina@perfectionbuilders.com

All are welcome, no RSVP required,
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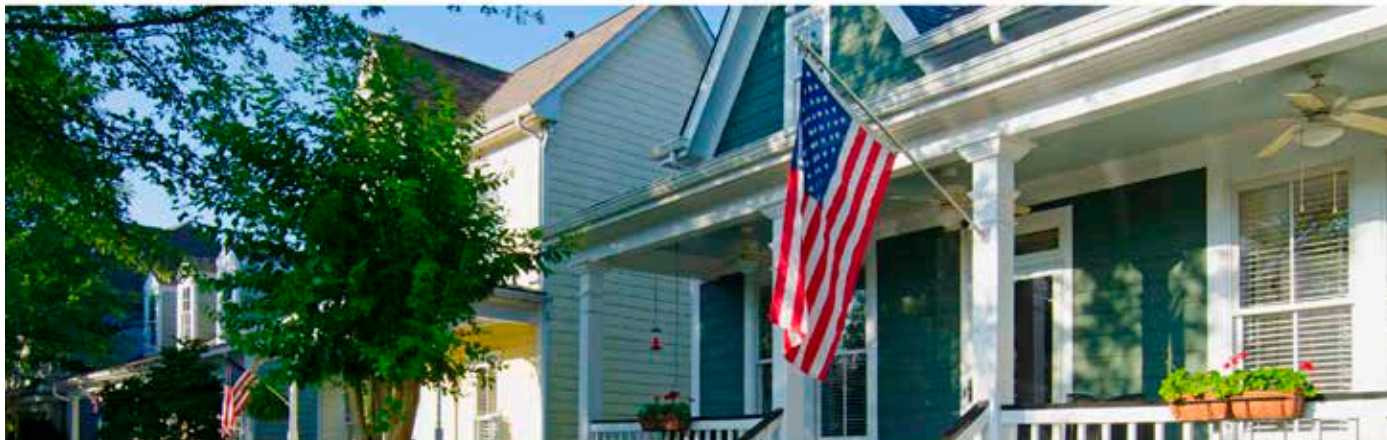
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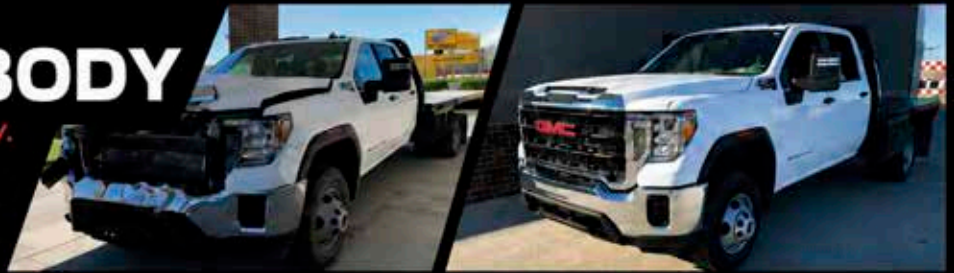
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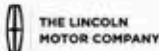
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