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# TABLE OF CONTENTS



**07**  
Meet the  
*Tulsa Real Producers*  
Team



**10**  
Preferred  
Partners



**14**  
Publisher's  
Note:  
What  
is Real  
Producers?



**18**  
Power  
Couple:  
Kelli  
and Don  
Conwell



**24**  
Power  
Couple:  
Candice  
and Joseph  
Alcott



**30**  
Power  
Couple:  
Shelly and  
Michael  
Martin



**36**  
Mark Your  
Calendars:  
Launch  
Party



**37**  
Local  
Events:  
Calendar Of  
Events



**41**  
Your  
Tulsa Real  
Producers  
Badges



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MEET THE

# TULSA

REAL PRODUCERS TEAM



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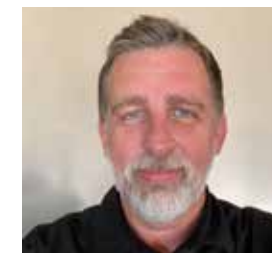
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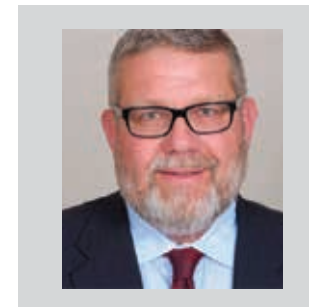
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# WHAT IS REAL PRODUCERS?

► publisher's note

*Frequently Asked Questions* By **Kelly Kilmer**, Area Director and Owner of Tulsa and OKC Real Producers Magazine



## CONGRATULATIONS TO THE 2023 REAL PRODUCERS ROSTER. WE ARE SO PROUD OF YOUR 2022 ACHIEVEMENTS!

A huge welcome to everyone who is returning, as well as those who are new to the list! We would, first, like to answer some important "Frequently Asked Questions" about this publication.

### Q: WHO RECEIVES THIS MAGAZINE?

**A:** The top 500 agents in the Greater Tulsa Association of REALTORS® MLS receive this publication. As we do every year, we pulled this year's MLS numbers (by volume) from Jan. 1, 2022- Dec. 31, 2022, in the Tulsa Metro area. Commercial production is removed, as well as sales outside of the Tulsa Metro. We cut the list off at number 500, and the distribution list is born. The list will reset every January and continue to update annually.

### Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

**A:** It's really simple — every featured person you see in the magazine has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners... or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention. In fact, we NEED your help to identify REALTORS® within this community that have inspiring and unique stories! To nominate someone within this top-producing community, visit our website at [www.tulsarealproducers.com/nominate](http://www.tulsarealproducers.com/nominate).

### Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

**A:** Absolutely *nothing*. 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, and the agents never pay anything. We realize this is a change from the norm for agents — and a welcome one at that!

### Q: WHAT ARE PREFERRED PARTNERS?

**A:** Anyone listed as a "Preferred Partner" or "Sponsor" in the front of the magazine (the Partner Index) is a part of this community. They will have an ad in every issue of the magazine, attend our events, and be a part of our online community. We don't just find these businesses off the street. One, or many, of you has recommended every single Preferred Partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

### Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

**A:** If you have a recommendation for a local business that works with Top REALTORS®, please let us know by sending an email to [kelly.kilmer@realproducersmag.com](mailto:kelly.kilmer@realproducersmag.com) or visiting our website at [www.tulsarealproducers.com/contact](http://www.tulsarealproducers.com/contact).

### Q: IS THIS JUST A MAGAZINE, OR WHAT?

**A:** No! Real Producers is a community group, a movement, and more. We like to think of it in four main components:

- 1) Print magazine distribution that includes exclusive stories and business contacts,
- 2) Networking events that are exclusive to the Top 500 and our Preferred Partners.
- 3) Social media exposure that elevates your brand and presence, and
- 4) Our website, which you can find at [www.tulsarealproducers.com](http://www.tulsarealproducers.com)


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**KELLY KILMER**




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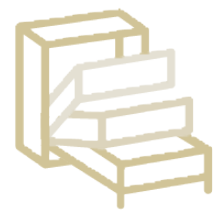
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# KELLI & DON

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## SIDE BY SIDE

*"Mortgage and real estate have no eternal value, but how we do it does."*

— Don Conwell



Photos by JJHomes Photography  
Story by Zachary Cohen

Don and Kelli Conwell met in the fall of 1982 while attending Oral Roberts University. Two years later, they married. Five years after that, they began growing their family. As any parent knows, the shift into parenthood is transformative. Don and Kelli

experienced that transformation quickly as they welcomed four children to the world in under five years. "Kelli is the hero of our story," Don says proudly. "When we were having those four children, we didn't have

any family in town. We lived in a 1281-square-foot home, and I was working 68 hours a week and going to school full-time. She was by herself a lot, raising the kids, being a hero."



### New Beginnings

Don landed in the mortgage business in 2002, while Kelli stayed home to raise the kids. When they were grown and out of the house, Kelli began looking for a career of her own. Naturally, she turned toward real estate.

"I've always loved architecture, landscaping, and interior design," Kelli explains. "A house can get very tiny

with four young ones. Packing the kids into the car and looking at homes was great for keeping my sanity. I ended up gaining a lot of knowledge about the Tulsa real estate market, as well as a minivan filled with a large collection of empty juice boxes and old French fries"

With her love for homes and a husband in the mortgage lending business, a career in real estate was always in

the back of Kelli's mind. In 2013, she finally decided to take the leap.

### Side by Side

Don and Kelli have a unique partnership. They are not only husband and wife, but they run parallel businesses in the real estate industry. The mortgage lending and real estate businesses are quite demanding, adding another layer of complexity to their lives. While it hasn't always been easy, Don and Kelli wouldn't have it any other way.

"I have an understanding his phone is constantly ringing, and he has that understanding, too. There are challenging times and great times," Kelli says.

"Even though my phone rings a lot, my business is easier to silo, balance, and set priorities," Don adds. "I have a lot of empathy for agents. The business is always open, and It's hard to set boundaries that keep it from interfering with your personal life. It's tremendously difficult."



*The business is always open, and It's hard to set boundaries that keep it from interfering with your personal life. It's tremendously difficult.*







Don and Kelli share that flexibility, sensitivity, listening, and accountability have been keys to their success as a couple. Perhaps most importantly, their faith guides them through difficult times. The result is 38 years of marriage and two successful businesses.

“It takes a lot of communication, grace, and humor,” Don smiles.

**Faith and Family**

Faith and family are at the center of Don and Kelli’s lives. They’ve been members at Christian Chapel for over 32 years. Their four children, Austin, Courtney, Brooke, and Dillon, attended OU and are all married. They have five grandchildren under six, with three more coming in 2023.

As Don and Kelli reflect on their journey, they smile with gratefulness. They’ve raised four kids with tender hearts and built strong businesses, all while remaining connected and deeply in love.

“There are so many broken relationships out there, people that go through separation and divorce. After 38 years, our relationship is as joyful as it has ever been. We try to encourage young couples to commit to the journey and enjoy the ride. The depth of peace that will come from a shared life built on commitment and faith is immeasurable. Every life has hills and valleys. Walking through them together is what makes for a life that’s rich and satisfying. We see our kids now with their own faith, great spouses, and building their families. That’s the legacy we leave.”

“We tell people all the time that mortgage and real estate have no eternal value, but how we do it does. So we go into every day thinking about how we can impact someone’s life. It’s not about loans or real estate. If you come across us, we hope to impact you in a positive way.”



“Every life has hills and valleys. Walking through them together is what makes for a life that’s rich and satisfying.”

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““ It is great sharing our time together in life and business. We are each other’s best friends. ””



# Candice Alcott *with Coldwell Banker Select* & Joseph Alcott *with Spartan Home Inspections*

S P A R K I N G S U C C E S S T O G E T H E R

When you enjoy what you do and love who you do it with, it can make all the difference in the world. That’s the sense of gratitude you pick up on instantly when you talk with Joseph and Candice Alcott.

Candice is a broker associate with Coldwell Banker Select, and Joseph is the owner of Spartan Home Inspections. Each day, they relish having the chance to spark success for others while working together in the industry they love.

#### Getting Their Start

Candice began her journey in real estate 13 years ago. In the meantime, Joseph was in the middle of his 22-year career with the U.S. Air Force. They also started getting into the world of real estate investments about four years ago.

“Through that process, we thought it would be a great idea if we knew what we were looking at exactly when viewing a potential property. We wanted to make sure we weren’t getting into something that was going to cost us a lot of money down the road,” Joseph remembers. “I had an interest in grooming this skill, so I started learning more about home inspections and then decided to open my own home inspection company, which allowed me to transition my years of the military into providing detailed, efficient, and thorough home inspections.”

Candice earned her real estate license at the advice of Joseph’s grandmother, Wanda Gantt, who had then become her first managing broker at Realty Network, where her career started.

“She saw something in me that she saw in herself, she had told me, and would be very proud of where we are right now,” Candice says. “I lived in Cleveland, OK, at



the time I started in real estate and remember walking up and down the sleepy town’s main street handing out business cards to whoever would take one.”

#### Dynamic Duo

Together, Joseph and Candice form a dynamic duo in the business today. As Candice says, she appreciates the level of support and encouragement they provide to each other.

...



...

“When we are purchasing properties, Joseph’s experience really gives us an edge to make quick and informed decisions,” Candice says.

When a property that Candice is involved in reaches the inspection stage, she obviously has her favorite resource she can call upon in Joseph.

Joseph and Candice have moved forward with their investment interests ... with 15 investment properties and a church which they are making into a quadplex near downtown Tulsa.

After working on many of their own remodels over the years, Candice has found her most reliable crews. By doing this, it not only made her investment property remodels and move-outs streamlined but also organically morphed her into the general contractor she also serves as today. Having this added to her skillset, her clients gain not only the well-seasoned and knowledgeable REALTOR® but also a GC that runs their remodel projects after a transaction has closed. This has ranged from owner-occupant remodels before move-in, investment property renovations or move-outs, to even commercial property office remodels.

As she says, “That’s one of the dynamics we enjoy ... having the ability to serve our clients with inspections, purchasing/buying, and remodeling. Being a resource for them from start to finish.”

#### Complementing Each Other

Together, as you can see, Joseph and Candice provide those around them with a full range of services.

“Joseph is great at organizing and detailed work, while I specialize in things like networking and managing people. It is great sharing our time together in life and business. We are each other’s best friends,” Candice



“We just really like each other, and it’s good to help one another improve through what we do each day.”



explains. “He is the first person I call with any news and vice versa. We get excited about what we do and share what we accomplish with one another.”

Joseph also has a deep appreciation for the bond they share in life and work. “She makes me a better person, and I enjoy her suggestions and perspectives. She is typically spot on,” Joseph says. “We just really like each other, and it’s good to help one another improve through what we do each day.”

#### Family Foundation

Family makes life much richer for Joseph and Candice, including their children — 9-year-old daughter, Madelynn; 5-year-old daughter, Katelynn; and 10-month-old daughter, Braylynn.

In their free time, the family likes to hike and spend time outdoors. They also like to craft with girls and do projects around their home.

They have attended Victory Christian Church on 77th and Lewis for the last six years, and when it comes to giving back, they have a heart for helping. They have supported several different non-profits over the years focusing on foster children. One includes CASA (court-appointed special advocates), which helps foster children by providing a volunteer for the advocacy of the children. Other favorites are Big Brothers Big Sisters, as well as the Coffee Bunker, which works with veterans. In fact, Joseph is so passionate about supporting military and first responders that he provides a 10% discount for their home inspection.

While being goal-oriented and having a caring drive, Joseph and Candice work hard, go the distance and delight in making long-term relationships with their clients.

“Our business is done with a lot of heart,” Candice says with a smile.



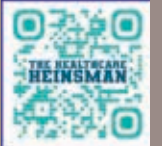
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# Shelly & Michael

## Martin

with Keller Williams Realty Advantage

▶▶ power couple

### Building Their Legacy

“ WE WANT TO LEAVE A LEGACY BEHIND BY SIMPLY SHOWING OUR TRUE SELVES. WE CAN MAKE A DIFFERENCE THAT WAY. ”



“They were little mascots,” Shelly continues. “I’d dress them up and take them everywhere. I wanted to show everyone you can be a real estate agent and be a mom.”

#### Two’s Company

At the time, Michael worked 12 to 14-hour days as a welder. He watched his wife enjoying success and having fun, and he, too, began to get curious about becoming a REALTOR®.

“I thought it sounded fun to help people invest in their futures and help them get to their next destination,” Michael says. “I was going to slowly transition, but God had another way to turn things for us. Our church always went on mission trips, and it was a passion of mine to go on one, but in welding, there was never enough time to do that.”

That year, Michael went to a Christmas party where secret gifts were exchanged. He was left with a clear bag that looked like a gag gift, but when he opened it, there was a fully paid mission trip in an envelope inside the package.

**M**ichael and Shelly Martin are a real estate power couple; Shelly is one of Tulsa’s top real estate agents, and Michael is a regional technology director for Keller Williams. However, their lives didn’t always involve real estate. Before Shelly got into the business in 2009, Michael was a full-time welder, and Shelly was a stay-at-home mom.

#### Fun Fact

“One time, I thought they’d be fine in the car at two and four years old while I opened the door for a showing and stood at the front door. They colored the entire interior of the backseat and roof with a black sharpie marker.”

Without enough vacation days to go on the mission trip, he realized that his time as a welder had come to a close, and finally, he turned his sights toward real estate. Michael got his license in 2012 and began selling real estate in 2013.

#### Finding Real Estate

Shelly was introduced to real estate sales through her sister, an agent and team leader. Shelly was raising two young children, and as her kids neared school age, she began to consider starting a business. Her first idea was to open a retail boutique, but her sister encouraged her to look at a career in real estate.

“I realized, in real estate, I was able to control my schedule and still be able to be a mom and raise our kids. I wanted to be there with my babies,” Shelly reflects.

In 2009, Shelly began her real estate career as a part-time agent. Soon, it evolved into a full-time career.

“I have a problem with not climbing ladders,” Shelly laughs. “It just picked up. I don’t think real estate can be done part-time. I started doing the work and found success.”

In the early years, Shelly took her kids everywhere, from showings to the office to appointments.





•••

### Creative Teamwork

Over the past decade, Michael and Shelly's business has taken several forms. They worked as a team in Tulsa for several years before Michael took a leadership role with Keller Williams in Cape Cod, Massachusetts, in 2018. In 2019, they moved to Kansas City, Missouri, to open another office. In 2020, they returned home to Tulsa to re-lay the groundwork for a business in their home city.

Today, Shelly is in production, while Michael is the Oklahoma Regional Technology Director for Keller Williams. Michael continues to support Shelly's sales business on the back end while she handles appointments, listings, and client meetings.

### Together in Business, Together in Life

Being married isn't easy, and neither is running a business together. Michael and Shelly are tasked with balancing both.

"At first, it was hard," Michael admits. "We had to really make a decision, are we going to be married or have a business? What's it going to take to come home and stop talking about work? But we knew we could beat the odds."

Today, Michael and Shelly describe their partnership as a way of life. They are a team in business and at home. Their strengths and weaknesses are complementary.

Michael and Shelly's children, Lane and Madison, are now 18 and 16. Any time away from the business is devoted to them. Lane is now taking real estate courses in college, intending to one day follow in his parents' footsteps.

"That's what we started this business for — for them," Shelly says proudly.

### Giving Thanks

Michael and Shelly are tremendously grateful for the positive impact their real estate careers have had on their lives. Looking ahead, they hope to give back to



“ IF I CAN SEE OUR WORK IMPACT OTHERS, THAT'S AMAZING. I WANT TO SEE LIVES CHANGED THROUGH OUR WORK. ”

those that come from a similar path of struggle and perseverance.

"We want to leave a legacy behind by simply showing our true selves. We can make a difference that way," Shelly says. "Michael and I come from two different worlds, and we have a story of struggle in our backgrounds. I want to live a life that shows the people before me in my family that worked their butts off ... the financial struggles they went through to make my life successful — that's important

to me. I'm trying to give thanks for lives that came before mine and heal the struggle of the past."

"I want to use this business — and one day it will happen — to be a place where struggling families can go, to provide housing for clients in need. That's the kind of care we want to give. We have big dreams of giving back. If I can see our work impact others, that's amazing. I want to see lives changed through our work."

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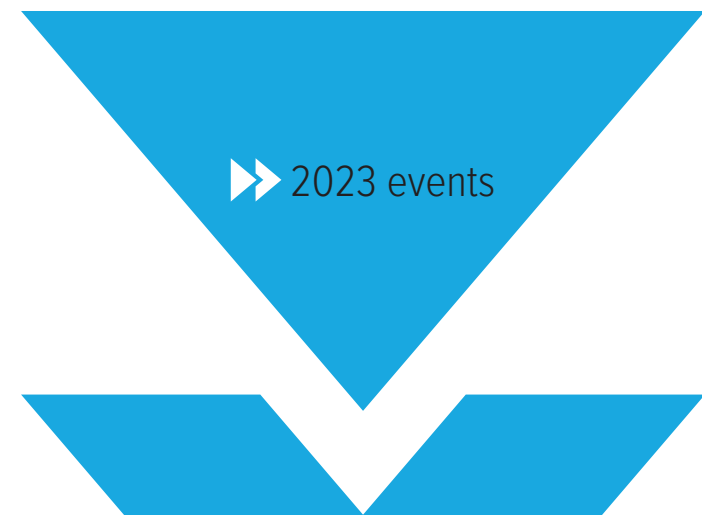
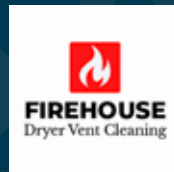
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## OF EVENTS

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### EDUCATION DAY — APR. 4, 2023

For this year's spring education event, we will be bringing in safety educators from Practical Preparedness LLC to teach us safety and preparedness tactics. This activity will be followed by a motivational speaker!

### SUMMER BASH — JUN. 8, 2023

Our June event is the perfect mix of networking and outdoor fun! Games, music, food, drinks, giveaways ... oh my! This event is family-friendly.

### PARTNER CE DAY — SEPT. 21, 2023

We loved our 2022 CE Day so much that we're doing it again! At this event, we have room for 4 partners to teach a CE course. The CE portion of the morning will be followed by a motivational speaker.

### FALL BALL AWARDS GALA — NOV. 2

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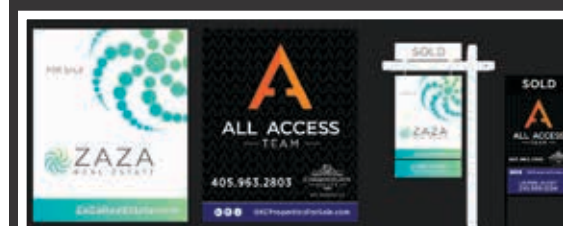
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