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# HAPPY NEW YEAR!

► publisher's note  
By Kelly Kilmer

## HAPPY NEW YEAR!

I can't believe we are already here in 2023. You all sure know how to do this right. I'm still so humbled and thrilled at how you all gathered and celebrated each other at the fall ball event in November. What an amazing night. You will find some beautiful photos in this issue capturing the celebration that I think you will really enjoy, and I am so thrilled to bring you even more fun and inspiring events in 2023. More photos are posted in the "ALBUM" section of our Facebook page if you want to review all the photos from this amazing event.

Now here it is January, and I'm sure you have all your goals and business plans set up perfectly and are already out there killing it! Hitting the gym and hitting all those nutritional goals, right!? Listing appointments and business appointments every day. No?

## GOALS ARE JUST DREAMS WITH DEADLINES.

It's the time of year when we start with fresh goals and fresh intentions. I love that feeling of a clean slate and a new start. I like budgets set and agendas laid out. A clean desk. A plan for greatness, yet, I'm about to share a deep dark secret with you. Just between you and me, on occasion, I don't meet my goals. I know, I know, the horror. Yet I'm still OK and seeing success.

You may or may not know that I've spent a lot of time in education both with children and adults. I love studying human psychology and behavior, and one thing I see time and time again is humans setting big goals, not meeting said big goals, and then being disappointed in themselves. I've seen an

agent hit 93 homes sold in a year and be crushed because the goal was 100. Yet, when you actually look at the progress, it's amazing! So many agents would be absolutely thrilled with 93 homes in a year.

I encourage everyone to set goals because it's hard to find your way in unfamiliar territory if you don't have your GPS set first. Goals should give us direction and motivation, not disappointment. I understand that you probably already have your big giant goals set for 2023 because you are smart business owners; however, I'd encourage everyone to set little tiny micro-goals as well. What's a micro-goal? A small achievement with a small time limit, usually within a day or shorter. An example of a micro-goal may be drinking half a gallon of water each day. To make five lead generation calls within an hour. I'm going to let you in on another secret; it's not the big huge outrageous scary goals that are moving you forward. It's the everyday, little tiny good decisions that stack up to big results.

I'm going to go ahead and set five micro-goals for each workday and check them off as I go. How many could you set? The secret is in the celebration of reaching these goals on the daily. You are going to need a simple spreadsheet, task app or journal, but if you are not doing this already ... you are missing out! So get your micro-goals lined up, and let us know how you are doing! We love to feature your little daily accomplishments and your huge annual accomplishments as well, like being a REAL PRODUCER!

Much love,  
Kelly

welcome to 2023



JESSICA **Hickok** &  
WILL **Gattenby** | WITH OKLAHOMA ASSOCIATION OF REALTORS®

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The same holds true for the Oklahoma Association of REALTORS® (OAR) — the organization that achieves positive results for the industry through its active advocacy.

OAR CEO Jessica Hickok and COO Will Gattenby shared their thoughts on the industry and the role they feel honored to fulfill each day.

“In our role here, we love seeing others succeed. If others are succeeding, they are happy with the support they get. When REALTORS® are happy, they can get out there and succeed,” Jessica says. “No two days are the same with



new challenges, trends and something to really dive into ... to say how can we strengthen the industry in our state.”

As Will says, “There are always new challenges, whether it’s activity at the state capital capitol or in another segment. Jessica also does a great job of challenging our team and looking to the future for the issues that we can start solving today. I’m excited about the new projects we’re taking on.”

**A Legacy of Results**  
The Oklahoma Association of REALTORS® has a long legacy of

results — dating back to when it was chartered in 1921.

Jessica joined the association in 2016, and she hired Will in 2019. The association is governed by a large 87-member board of directors, representing more than 14,000 members statewide.

As Will points out, “At that size, we are the largest trade association in Oklahoma, which helps us with our presence at the state capitol.”

Today, the association has a full-time staff of 14 team

members focusing on professionalism and government affairs.

“There is a lot of overlap between those two areas, so we have a very close-knit staff. We make sure that REALTORS® abide by the code of ethics and use their collective voice to protect property rights at the local, state, and national levels.”

**Resource for Results**

As an organization that is continually on the front lines of policy and advocacy, OAR fulfills a vital role for those who work in the industry.

“The biggest thing for our members is that the OAR is here as a resource for you, whether it’s as a resource for what you need to know for your business or trends in the business,” Jessica says. “Our team is there to support you. Even if you don’t need something, you can reach out to us and know that we are advocating on your behalf at the state capitol and furthering professional development efforts.”

As Will points out, the ability to practice real estate is in a really good spot today.

“When our members go to national conferences and see regulations in other states, they see that Oklahoma is a fantastic place to work and own a home,” Will says. “We want to continue to make things better. We are all committed to making that happen. That’s why we get involved with efforts such as first-time home buyers’ savings accounts, which support buyers as they open an account toward a down payment on a home, as well as continuing our fight. We want to protect property rights.”

Family is at the heart of life for Jessica and Will.

“The work we do with passion and grit is supported by our respective families,” Jessica says. “My husband and I have been married 24 years. And we have grown kids who support what we do, as well.”







“  
In our role here, we love seeing others succeed. If others are succeeding, they are happy with the support they get.  
”



...

“I have a very supportive wife with four young kids at home. The communities we live in know how much working with the REALTOR® association means to us,” Will explains. “The leaders in our association care about us personally, and it is really meaningful when they ask about my kids growing up. There is a great culture and relationship here. I really appreciate that every day.”

**New Headquarters Coming**

One of the exciting association projects ahead is the opening of the new OAR headquarters, set for April 2024.

“We are set to open in April 2024. It will be in the same location where we currently are in. So we will be relocating during construction,” Jessica points out. “We can bring powerhouse activities to our headquarters, including our board meetings and also be able to enhance our GRI and continuing education classes.”

As always, feel free to look for opportunities to become involved at your local, state or national levels to contribute to the goals and needs of the industry and to preserve ongoing property rights.

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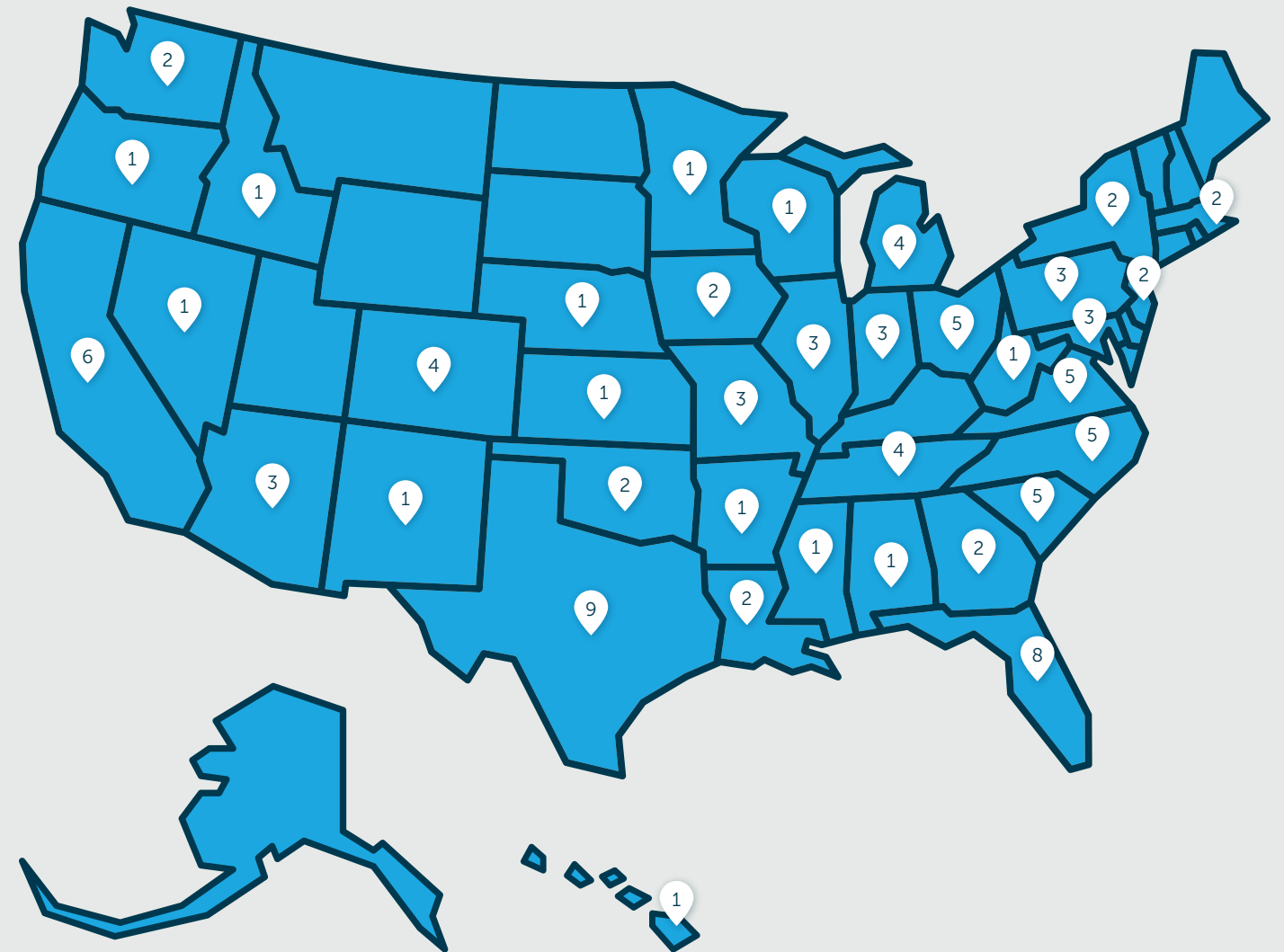
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# Michelle BRADSHAW

▶ featured agent

Photos by **Peak RES**  
Story by **Dave Danielson**

## COLDWELL BANKER SELECT

### TRANSFORMING THE PICTURE

In many ways, each real estate transaction you get involved with represents a before-and-after picture of each client's dreams.

That's a part of what Michelle Bradshaw does that is very fulfilling.

As a REALTOR® with Coldwell Banker Select, Michelle is driven by having the opportunity to transform the picture of her clients' lives.

"I love working with first-time homebuyers. In addition, I sell

a lot of luxury real estate. Plus, I like to dabble in remodeling," Michelle explains.

"As part of what I do, I love the before-and-after transformations. I love real estate because you can take a whole house and change it for the better."

#### WORLD OF EXPERIENCE

Michelle earned her real estate license in 1999. Before that, Michelle gained a world of experiences in her life.

She grew up in Southern California as one of four siblings in her family. As she came of age and turned 19, she moved to Oregon, where she became a ski instructor. In fact, she was one of five women at the time who they brought on.

"Doing that was one of the best decisions I made in my life because I met my husband, Mark, there. I taught him how to ski," Michelle says with a smile. "I met him through my cousin. Mark was a local news anchor there."

#### MOVING FORWARD

In time, Mark and Michelle married and started a series of moves as Mark's broadcasting career continued to flourish ... taking them to Texas, Virginia Beach, Las Vegas and then Tulsa, where Mark currently serves as an anchor for ABC Channel 8.

When Michelle and Mark moved to Tulsa, Michelle began her real estate career once their children got older and were all in school.

#### BUILDING WITH HER BEST

Michelle spared little time in establishing herself in the business. She has continued steadily building business through time.

Today, she specializes in higher-end luxury, and she has always been a Top Producer in her office.

Michelle's drive in what she does is fueled by the opportunity to serve her clients and their children through time. In turn, she has built a strong reputation for consistency and results on behalf of her customers.

#### FAMILY FOUNDATION

Away from work, Michelle cherishes time with her family, including Mark and their children — their son, David (who has twin daughters and a son); their son, Jake Bradshaw (who has a 2-year-old daughter and another

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BECAUSE  
YOU CAN  
TAKE A  
WHOLE  
HOUSE AND  
CHANGE IT  
FOR THE  
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”

...



...

child on the way), who is a successful real estate agent himself; and their youngest son, Tommy, who moved back from Colorado.

As her business continues growing, Michelle is quick to share her appreciation for those around her who support her growth, including Sam Rader and Bryan Sheppard.

In her free time, Michelle looks forward to spending time with her grandchildren. Skiing also remains a central part of the family's recreation. In addition, they look forward to camping and going to the mountains together. In the summer, cycling is a big favorite for them, as well.

When it comes to giving back, Michelle and Mark have been involved with Big Brothers and Big Sisters over the past 20 years.



**LEADING BY EXAMPLE**

As she reflects on her growing success, Michelle offers helpful tips to others who are looking to take their own steps forward in the business.

“It’s very important to maintain an emphasis on education in real estate ... and being relevant in how the market can change on a dime,” Michelle says.

“I’ve been in this business and have been through two pretty hard recessions. I turn to the Tom Ferry of the worlds to motivate me and keep me moving all the time.”

The future is very bright for Michelle. In addition to her day-to-day passion for helping her clients, she is also starting work on a new television series — *American Dream TV* — that she appears in. She and Mark will both appear on the show that will showcase Tulsa.



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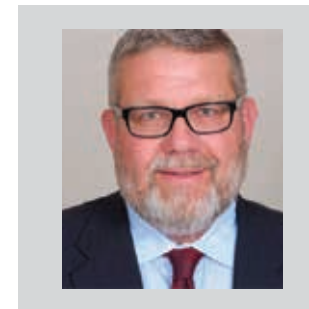
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Written by Zach Cohen  
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# WAYNE HEINS

## THE HEALTHCARE HEINSMAN TEAM



**“The motto Helping Other People Every Day is not just a line; it’s a lifestyle.”**

Wayne Heins’ first career was in the oil and gas industry. He spent most of his days traveling the country to operate cranes and heavy equipment, working at extended heights, handling radiation tools, and working with explosives. However, Wayne began to rethink his career path when his son was born.

Maverick was born premature, and the early part of his life was fraught with struggle. He went from his mother’s arms to the ICU, where he recovered and gained strength. This trying time in Wayne and his family’s life was exacerbated by a health insurance challenge.

“The first baptism of insurance struggles came when his ICU expenses were completely

out-of-network, and at that time, I had no clue what that even meant,” Wayne recalls. “We fought with the hospital, our insurance, our employers at the time who provided the coverage, and our direct doctors. We paid absurd bills and faced the fact that we needed to better understand what the coverage meant, especially when we paid so much for it.”

That experience sparked Wayne’s interest in the health insurance industry. He believed there must be a better way; there must be a way to help customers understand their coverage better and get coverage better suited to actual needs.

Two years later, Wayne and his wife, Maggie, welcomed their second child, McKinley, to the world. This catalyzed Wayne’s exit from oil and gas and his entry into health insurance. In 2020, he

partnered with a company and rebranded it as The Healthcare Heinsman Team.

### The Healthcare Heinsman Team

Wayne and his team are health care advisors with a focus on education. They are built to guide their clients through the complexities of the health insurance world. As independent contractors, they offer products to meet any need.

“We can offer you private plans that aren’t sourced purely through the ACA marketplace. This allows us to tailor plans to your needs more, but more than that, it allows us to find a way to cut costs without being based purely on income. Nobody should be punished for being successful,” Wayne says.

Wayne’s team members come from all walks of life. Their prior experience ranges from oil and gas to trucking to nursing to landscaping, but none come from sales backgrounds. Wayne’s team members live locally and seek to serve their communities. They are all about people over profits.

“I honestly didn’t seek this out. Like many of my team, I was unhappy in my career path and looking for a fresh start ... We all took a chance on something in hopes of finding happiness in helping others. Now we live by the mission of H.O.P.E.: *Helping Other People Every Day*. We have all stuck it out and found both success and happiness in being able to positively impact others’ lives.”

“We all took a chance on something in hopes of finding happiness in helping others. Now we live by the mission of H.O.P.E.”



...

“We want to be a positive impact in our clients’ lives, in our communities, and leave everything better than we found it.”



**Leading with Heart**

Outside work, Wayne is a family man with a big heart. His kids, Maverick and McKinley, are now 4 and 2.

“I have an amazing wife, Maggie, who has supported me through everything that I have ever asked her to follow me on ... She is blind to the risks that I take, deaf to the naysayers, mute when it comes to criticism, but brave and wise in her existence. She is everything that I could have asked for but a bit more resilient,” Wayne beams. “I have a 4-year-old son who is the wild spirit and lover of all questions that I was as a kid. He is a charmer, the class clown at daycare, and a bit of a daredevil, so my work is cut out for me to keep him from truly living up to his name. I also have a 2-year-old daughter, who is a bit more sassy version of her mother. She already believes that she is the boss of the house, always filling the room with giggles, and her love can be bought with a good snack.”

Wayne also enjoys sports and cooking. His favorite way to spend time is to have a cookout with friends and family, a good conversation, a decent cocktail, and a sporting event to watch.

However, he often settles for something more obtainable (and equally enjoyable): hanging out with his kids as they watch cartoons on the big screen.

With his family and in his business, Wayne leads with compassion and heart. He cares deeply about others and about offering solutions to the problems they face.

“I am a compassion-based person, as I fought hard through my whole life (like so many others) to just survive. If I can offer someone else a head start, a quick tip, or some words of encouragement, then I feel like I’ve accomplished my goal. It’s not about a transaction but rather a relationship.”

“[I want to be remembered for] improving others’ lives, whether it is [through] friendship, encouragement, support, or just being the only person to be honest with them.”

For more information, please visit [www.healthcareheinsman.com](http://www.healthcareheinsman.com).

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cover story

# CAROL & DENNIS SMITH

RE/MAX Results



## THE HEART OF SERVICE

Photos by VAST Media • Story by Zach Cohen

**“We served our country. Now, we serve our community.”**

The military has always been a big part of Carol Smith's life. Her father was in the Air Force, and she spent much of her youth in Japan, where her dad completed three tours. After graduating from high school overseas,

Carol returned to the U.S. and married her husband, Dennis, a Navy sailor. She later spent 22 years as a Navy nurse.

Although she's no longer in the Navy, the values and skills Carol learned during her time in the military continue to drive her. As a real estate agent, she is keenly focused on service, integrity, and commitment.

...



“

So it's all about service to others. That's what nurses do, and that's what REALTORS® do. I just love to serve my community.

”



### Coming to Oklahoma

Carol got her first taste of the real estate business in the early '80s while working for a title company in California. After three years, her husband was transferred to Hawaii, so, as she had done so many times as a kid, Carol picked up her life to begin anew.

Carol would eventually join the Navy herself, and all told, she spent 22 years as a military nurse. After her retirement in 2014, the couple relocated to Oklahoma, where their family lived.

"Our family is here, and we would come every summer to visit. We finally fulfilled our promise to our parents and made the move to Oklahoma," Carol reflects.

### Real Estate Calls

Since her stint in real estate decades ago, Carol had desired a return to the business. She continued working as a nurse through 2017, when she decided to get her real estate license.

"I've always wanted to do this," Carol smiles. "Now I get that opportunity."

Over the past six years, Carol has built a real estate business rooted in service. Her husband, Dennis, joined her in real estate in 2018, forming Blue Ribbon Home Team. Dennis focuses on inspections and the operational side of the business, while Carol drives sales activities and customer relations.

"My tag line recently changed to, 'We served our country. Now, we serve our community.' So it's all about service to others. That's what nurses do, and that's what REALTORS® do. I just love to serve my community."

Carol has steadily increased her production year after year, with her career taking off after joining RE/MAX Results in 2019. She had her best year to date in 2021, when she closed 60 transactions for over \$14 million. She followed that up with 37 transactions for over \$8.5 million in 2022.

"Real estate is a little like a puzzle — finding out what someone's wish list is and then finding the right house. I love that challenge," Carol says.

### Dealing from Experience

Carol has moved over twenty times since she was a little girl, so she understands the challenges of buying and selling homes. Both she and Dennis had parents in the military, and both served for over 20 years.

"We have moved a lot," Carol says. "So we can empathize with how stressful that is, especially moving with children. We understand the buying and building process. We've only purchased one resale house, so we understand the challenges of building, and we understand the challenges of selling houses. So we can bring a lot of empathy, suggestions, and ideas to the table."

Carol's goal as a REALTOR® is to make the moving process as stress-free as possible. She'll do whatever it takes to create ease in what can often be a stressful time.

Real estate is a little like a puzzle — finding out what someone's wish list is and then finding the right house. I love that challenge.



Carol has recently been recognized with the RE/MAX HALL OF FAME award for excellent achievement



"Dennis and I have dedicated our lives to serving others. Learning teamwork, attention to detail, persistence, and an unrelenting drive to do the right thing in the Navy, we carry those same traits into our real estate business."

### Learning to Relax

Carol has put tremendous effort into growing her business over the last six years. Now, she's focused on another task — slowing down.

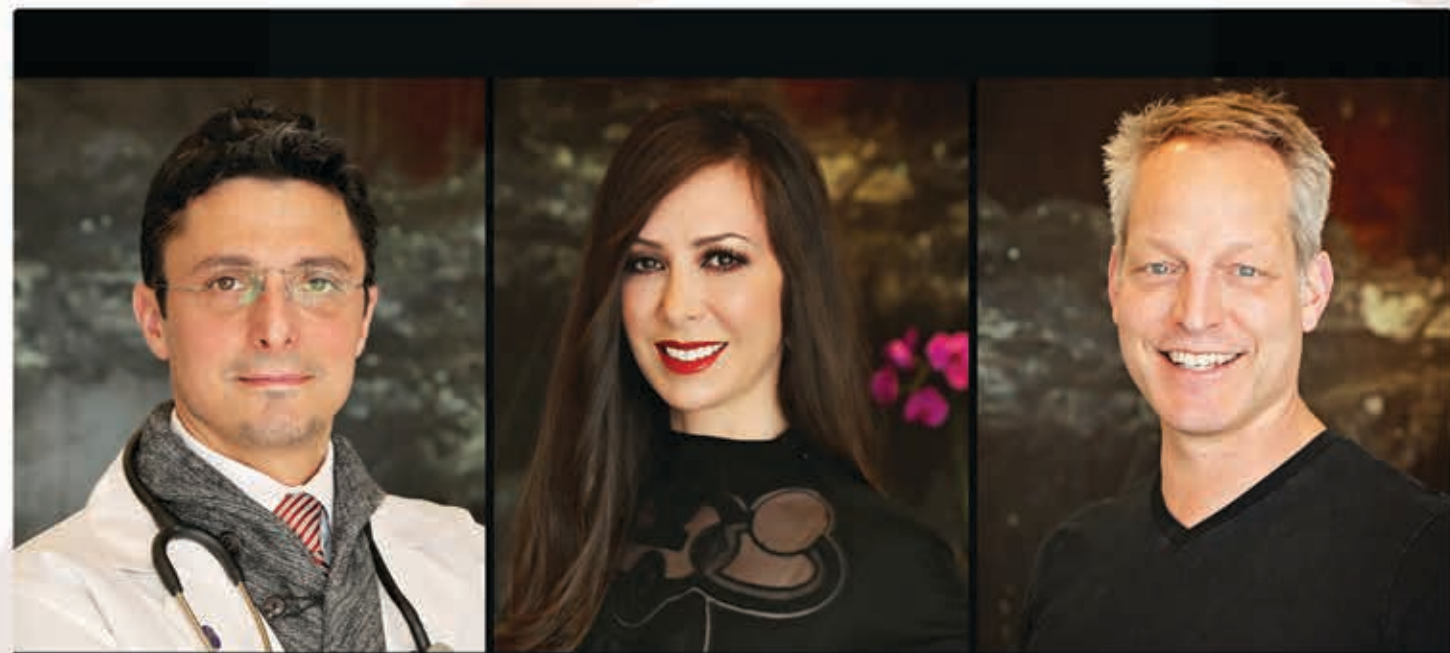
"I'm learning how to relax," she says proudly. "What I'm learning is how to turn it off and enjoy quiet time. Relaxing is hard. It's important to learn how to recharge your battery. As a Navy nurse, you have a mission. I had a staff of 300 and multiple clinics to run. It was go-go-go all the time. Nursing is that way, and real estate can be that way. But now, I can work as much or little as I want, and I love that. It's just about learning how to do it."

Carol and Dennis enjoy working with their hands in their free time; Carol is a potter, and Dennis is a woodworker. But most of their time outside work is spent with their family. They have a blended family of five children — Christina (47), Calen (44), Aaron (39), Courtney (26), and Kathryn (23) — who live throughout the country.

As Carol looks ahead, she has an eye on her eventual retirement. But for now, she's focused on serving her community through real estate, being there for her family, and finding a little extra time for herself.

"I'm almost 61. I'm starting to think about retirement. At what point do I want to do that, and how am I going to do that? But I am really enjoying what I'm doing right now. I just want to keep going and help as many families as we can."





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