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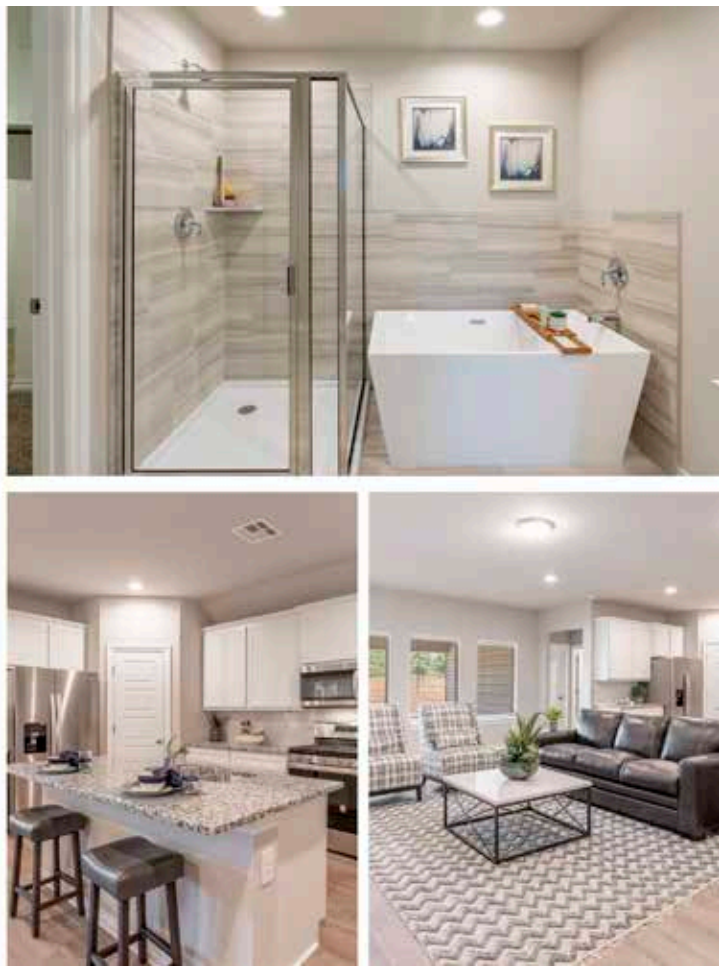
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Story by **Dave Danielson**
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SCOTT ROBINSON

with **UnionHome Mortgage**

WISDOM AT WORK

Just think about the daunting task that awaits your clients at the beginning of their journey to buy or sell their home or investment property.

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That's the same spirit guiding the steps of Area Sales Manager Scott Robinson and the team at Union Home Mortgage.

"I love having the opportunity to apply the wisdom I've gained through a lot of mentors in my career ... and helping families with their home mortgage needs, whether it's purchasing their first home or forever home or repositioning their mortgage," Scott says.

"Real Estate and mortgage finance are where I've gained the most knowledge and where I can be most impactful in the daily lives of our clients."

WEALTH OF EXPERIENCE

Scott has been in the business for over 20 years. About a year and a half ago, he joined the team at Union Home Mortgage. At the same time, he and his wife also made another big, positive move in their lives.

"We had lived in Santa Fe, New Mexico, where I had spent the majority of my career. We came here at that time — moving back to my wife, Vanessa's — hometown," Scott says. We love Tulsa!

"I still manage the Santa Fe office, which has eight team members, and the Tulsa office has four besides myself."

LEADING THE WAY

In addition to leading his team, Scott also does personal loan production himself. In the process, he emphasizes a high level of customer service for partners and clients alike.

"Even though we're working with a transaction, it's important to focus on the relationships with our realtor partners and on our clients," he points out.

"Our success in business is based on the relationships we build. Plus, those bonds are definitely what makes our work so enjoyable."

FAMILY HIGHLIGHTS

Away from work, Scott's world is made much richer by his wife, Vanessa, and their daughters — Alyssa and Serena — who both live in Denver and who work as dance instructors.

In their free time, Scott and Vanessa are very health conscious. They enjoy exercise, eating healthy and exploring different restaurants. Travel is also a joy for them. One of their favorite activities to share together is walking and jogging the river trails in Tulsa.

Scott and Vanessa are involved in their own real estate ventures, with a special focus on properties in the midtown area.

They also have a passion for the people of Belize.

"During COVID, Vanessa and I spent 53 weeks straight in Belize. We built a home on the island of Caye Caulker, where the motto is Go Slow, and we do!"

Scott and Vanessa had a stay that was much longer than they had originally planned on.

"In March of 2020, I flew to Belize. The plan was to go there for a long weekend, pick up Vanessa and then come back," Scott remembers.

"That time is when things started really ramping up with COVID. When I landed and talked with the people at the airport, they said that they would be closing the airport and borders in 3 days. Our option was to leave by Monday or stay for an undetermined amount of time until the borders were opened up again. Vanessa and I made the decision to stay. It was an amazing year!"

LOVING THEIR TULSA HOME

In Tulsa, Scott enjoys making a difference in the lives of those in the community. He and Vanessa have a big place in their hearts for supporting addiction recovery programs. Plus, Scott is also active in the Southside Rotary Club of Tulsa.

When you talk with Scott, it's easy to see the qualities that make him successful through time ... with partners and clients appreciating his care, experience and high level of professionalism that he puts to work each day for them.

As Scott reflects on his life and career, he smiles when he talks about Tulsa.

"Tulsa is Vanessa's hometown. I love it here, too. It was absolutely the right decision for us to settle here," he smiles.

"A big move can be challenging when you go to a new city. For me, I am very contented and appreciative of our move and the chance to call Tulsa home."

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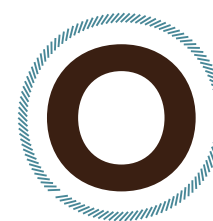


JOHNSON



“
The doctor was confident it would heal me. I was in the hospital for three days.
”

Newfound Gratitude



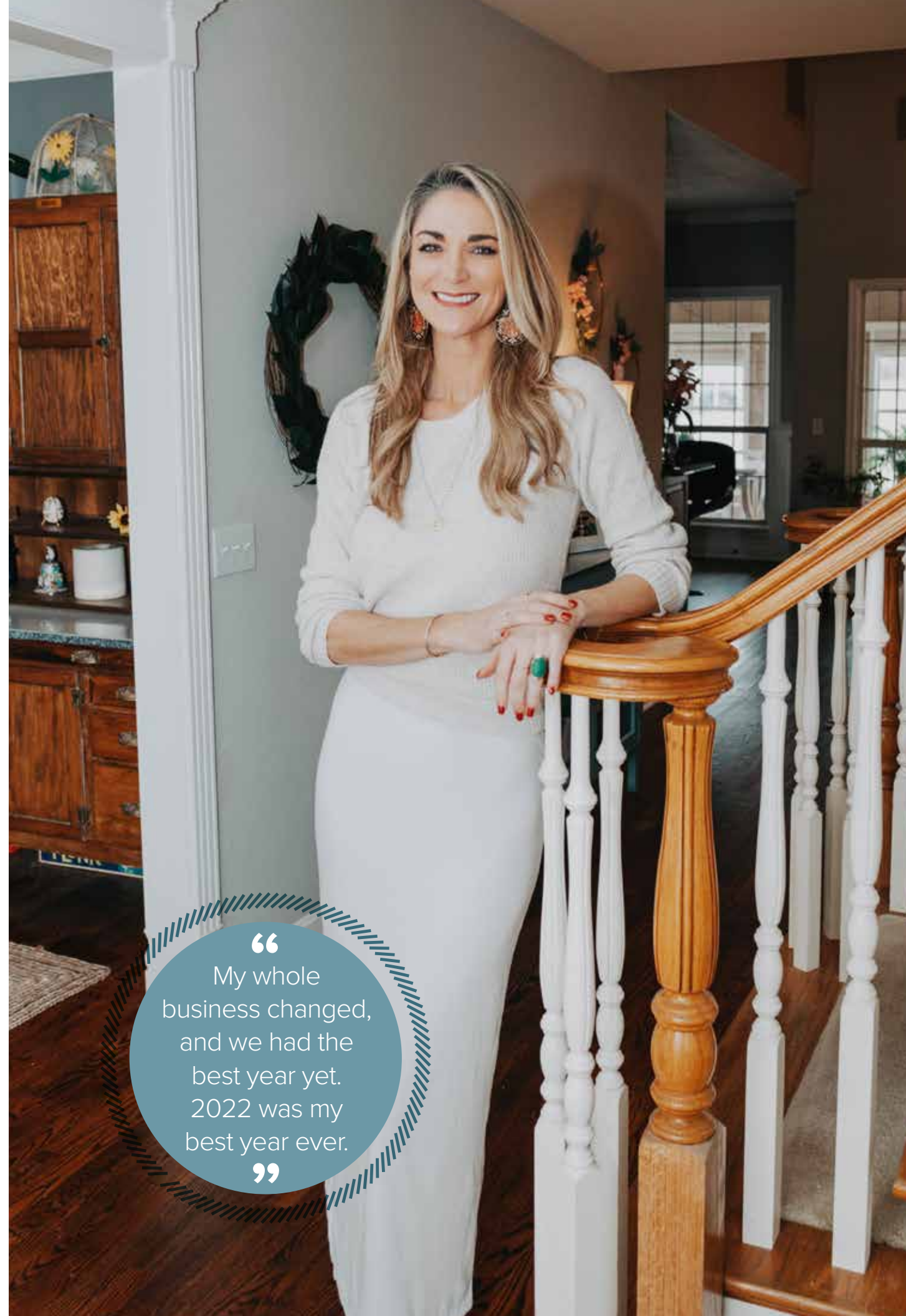
In February 14, 2022, Tiffany Johnson received news she never expected: she was diagnosed with cervical cancer. Suffice it to say, it was not the Valentine’s Day she was planning for. In the blink of an eye, Tiffany’s entire world shifted.

By then, Tiffany was a top real estate agent and a team leader, closing over \$15 million annually. But suddenly, her health stepped into the foreground. Overcoming a sudden cancer diagnosis became priority #1.

The doctors initially thought Tiffany could have one surgery and be home free, but that’s not how things played out. After her first surgery, she was informed she needed a radical hysterectomy; she would lose the ability to have children.

“The doctor was confident it would heal me. I was in the hospital for three days, and I had six to eight weeks of recovery ahead of me,” Tiffany reflects. “They called me a week later. They said, ‘Tiffany, we are still seeing traces of cancer, and we need to do chemo and radiation.’ I just about lost my mind. I had lost my mom to breast cancer seven years prior, and I witnessed the pain of chemo and radiation. Ultimately, it took her life after a seven-year battle. It’s not good stuff, but that was my only option.”

By all accounts, Tiffany was healthy prior to her diagnosis, but now she was faced with a new reality: chemo and radiation five days a week.



“
My whole
business changed,
and we had the
best year yet.
2022 was my
best year ever.
”

The next few months were tremendously difficult, but Tiffany found a way to persevere with toughness and grace. She began implementing holistic health solutions into her life, shifting everything from her diet to her mindset to her relationship with God. She began relying on her real estate team more, too.

“I needed to lean on them. I needed a lot more support,” she says humbly. “And just like that, my whole year changed.”

THE HEALING JOURNEY

A year later, Tiffany is clear of cancer. While 2022 was tremendously difficult in many ways, it also brought several blessings into Tiffany’s life. In business, she has learned to delegate and rely on her team more. Personally, she’s strengthened her faith, improved her overall health, and reduced stress.

“Through this, I realized I can delegate. I can step back and take on a coaching role. I have a team that can support me. My whole business changed, and we had the best year yet — \$17 million. 2022 was my best year ever,” Tiffany says proudly.

“Personally, I’ve changed a lot, too. I don’t let stuff stress me out anymore. I used to stress a ton and worry a lot. Now, I go with the flow. I’m just happy to be feeling good. The sky is bluer because I have my days back. It started in February, and I finished chemo in mid-August. My life was on hold that whole time. Now, I’m so grateful for everything — to go out to dinner, to go to sporting events, and to be able to run my business. It’s a second chance. I’m eating better, drinking more water. I’m trying to give my body the best chance to go through this.”

LOOKING AHEAD

Tiffany is excited to have the chance to look ahead. Just a year ago, she had no idea what the future might hold. In 2023, she’s committed to staying balanced, focusing on her health, and leaning into the team real estate sales model. Her team has grown to six agents, and she’s stepped into more of a managerial and coaching role. She’s looking to continue growing her business while valuing herself.

“Now I’m putting more importance on myself. I have my dream home. I want a horse and some chickens. I’m trying not to work 70 or 80 hours a week and focus on myself more. I didn’t do that before. I wasn’t taking care of myself.”



“ My advice to others would be this: Make time for yourself. That’s what’s most important. ”

Tiffany is particularly grateful for her family. Her boyfriend, Luke, has been by her side throughout her journey, as have her aunt and father. Tiffany’s aunt, Lynn, stepped into her late mother’s role and attended every doctor’s appointment and treatment. Her dad was also there every step of the way, often waiting outside doctor’s appointments to greet her with support (due to COVID restrictions). In the past, she’s not been a super spiritual person, but she’s taken to prayer, too. She calls on her mother’s guidance regularly, asking her for help navigating difficult times.

“Every day, I journaled and did yoga and talked to God and my mom, and I wasn’t that person before. Now, I have a stronger faith. I believe they were there with me through this,” Tiffany says.

“My advice to others would be this: Make time for yourself. That’s what’s most important. And make sure you are continuing to go to the doctor. I looked and felt healthy, but if I didn’t go to the doctor for my normal check-up, it’d be way worse. I am so grateful for my life right now.”

Tiffany Johnson is a top 100 Tulsa REALTOR® and a Tulsa native. She holds a business degree from the University of Central Oklahoma, where she also competed as an NCAA basketball player.

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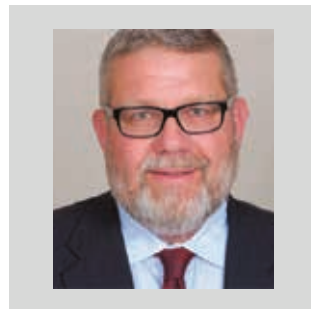
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ASHLEY CRAWFORD DAILEY

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“My theme is I’m a comeback queen,” Ashley Crawford Dailey begins proudly. “That’s how my career has been. I’ve had a lot of setbacks and a lot of comebacks.”

Now in her 13th year in real estate, Ashley has mastered the art of perseverance. She’s achieved success at every level she’s been, but it’s come with its fair share of obstacles. Overcoming those obstacles has made her a stronger person and a better REALTOR®.

The Comeback Queen

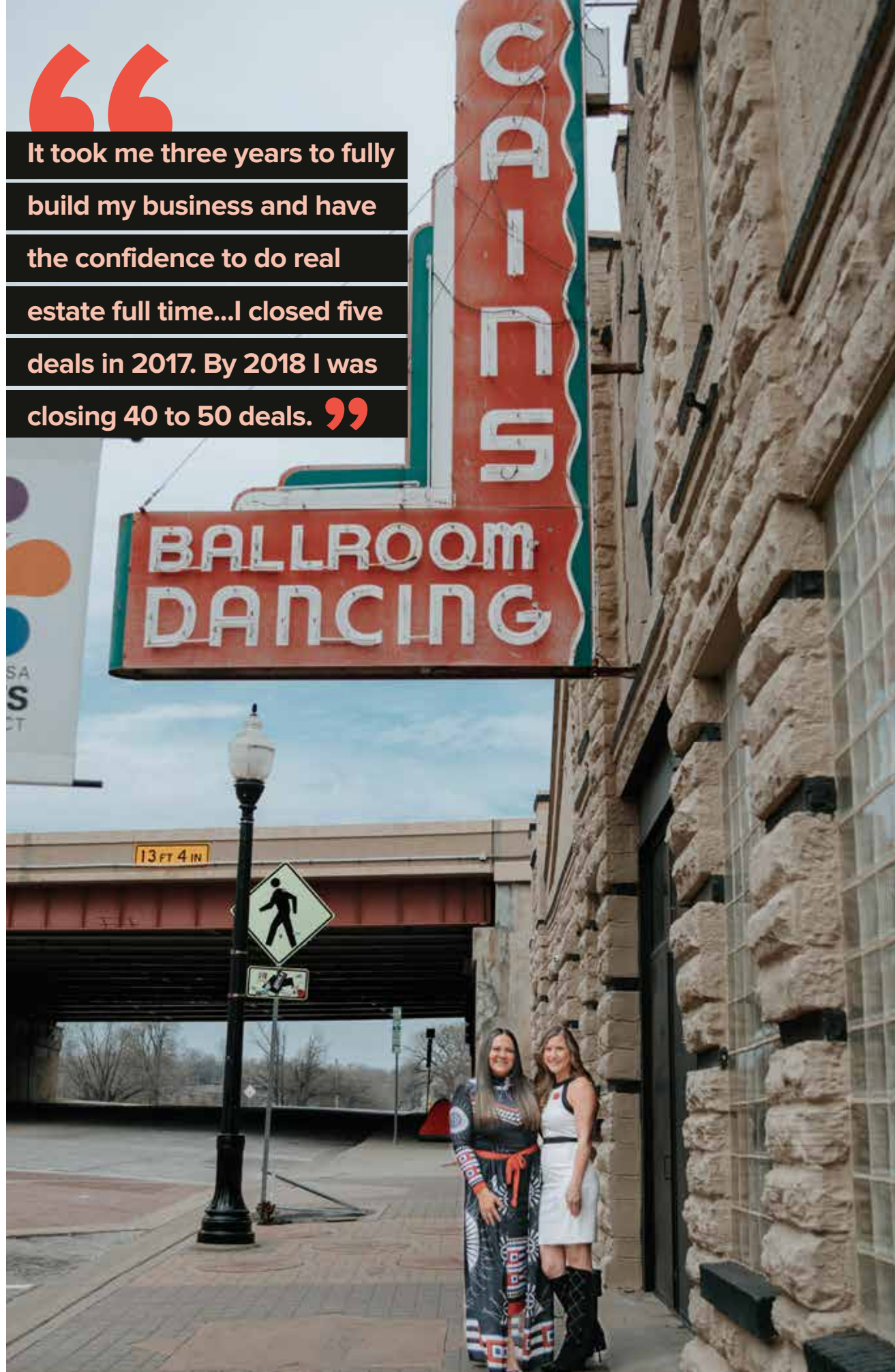
Ashley started her real estate career working for homebuilders in 2010. She was featured in the National Association of Home Builders magazine twice en route to becoming the sales manager for one of the top builders in Oklahoma. In 2014, she stepped away from homebuilding to focus on raising her teenagers. For the next three years, she served as the business development manager for real estate title and closing companies.

“I got a divorce, and I was a single mom,” Ashley reflects. “I had to scale it back during that time.”



“

It took me three years to fully build my business and have the confidence to do real estate full time...I closed five deals in 2017. By 2018 I was closing 40 to 50 deals. ”



This period was challenging for Ashley. She went from an established sales manager to a single mom barely scraping by. She returned to sales in 2015 as a general REALTOR®.

“It took me three years to fully build my business and have the confidence to do real estate full time,” she reflects. “I closed five deals in 2017, but I found my people. By 2018, I was closing 40 to 50 deals. By 2020, I became a top producing agent.”

Ashley was soaring as a top agent, and she’d rebuilt her personal life, too, getting remarried to her husband, Amos, in 2019. But in 2021, she was hit with a health challenge that once again upended everything. She needed a spinal implant, putting her down for the count for several months.

“

Only 25% of Native Americans own homes... We work with a lot of tribes with first-time homebuyer programs. ”



I have a voice. I go against the grain. I immerse myself in these beautiful communities we have here in Oklahoma. ”

“The radiologist told me my spinal cord was almost severed. It was the scariest thing, but I persevered,” Ashley says. “All of the challenges have motivated me to want to leave my mark on the world.”

Somehow, 2021 still became a career year; she closed 89 deals. It’s also the year she founded her team, Dailey Properties. She convinced her best friend, Brittani Carns, to leave her full-time job during a pandemic to join her in real estate. Brittani stepped up to the plate when Ashley needed a hard working agent like herself.

Drawing on her Roots

Ashley is motivated to make a positive impact, and she is doing just that. She’s not only a top REALTOR®; she’s a social justice warrior. Ashley is a supporter of minorities in and out of real estate, a farmer working to bring back native grasses and plants, and a community advocate.

“My husband is Native American, and I’m Hispanic. We are doing regenerative farming on the Osage Reservation, planting native plants,” Ashley explains. “The motivation behind that is food sovereignty... We’re bringing back indigenous plants, growing our own foods, and promoting indigenous roots in the community. It’s also about overall wellness. The end goal is serving our community and teaching others how to grow their own food, solarize their prairie, and bring back native grasses. I want to share that knowledge.”

Ashley also serves with Burning Cedar Sovereign Wellness, a nonprofit organization “dedicated to bringing the knowledge of healthy traditional foodways and indigenous wellness practices to families living in the urban Tulsa community.”

It’s All for Community

Ashley’s work in real estate and with minority communities intersect. She’s lived on the Osage Reservation for her entire life, and her heart is in her community. She is committed to supporting minority populations, with over 40% of her clients coming from those groups.

“Only 25% of Native Americans own homes,” she explains. “It feels like it’s my mission to put it out there. There are programs that nobody knows about. We work with a lot of tribes with first-time homebuyer programs. We’re educated on what’s available, and we promote that.”

Ashley wants to leave a legacy of being a giver and a devoted community member. She is committed to teaching people how to grow their own food and teaching people how to grow wealth.

“I’m different from most REALTORS®. I’m just not your average real estate agent. I never saw any Hispanic agents growing up. I protest. I have a voice. I go against the grain. I immerse myself in these beautiful communities we have here in Oklahoma. I’m good to those communities, and, my gosh, have they been good to me.”

Family Spotlight

Ashley’s children, Dax and Mady, are now 20 and 23. Ashley also has a passion for rescuing animals; she has three rescue dogs, Suzi, Frida and Maggie.





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» where are they now?

SARAH & JAKE SALYER WITH HEARTH HOMES



Since we last featured them in July 2021, Hearth Homes has grown tremendously!

“We started with just Jake and I, and now have 14 agents at our brokerage and a full-time administrator,” Sarah told us. “In October 2022, Hearth Homes hosted a grand opening for our stand alone office in Broken Arrow. Our culture at Hearth Homes has allowed our agents to do as much or as little production as they like with no added pressures of monthly fees. Hearth Homes strives to keep our agents and clients up-to-date with the most current market information and keep an open line of communication so that no one feels in the dark. As all REALTORS® have learned over the course of the last three years in the Oklahoma market, we all seem to learn something new everyday. It’s up to us to keep past, current, and future clients in the know as best we can on where the market is headed. Hearth continues to rely on preferred lenders, title/closing companies, and fellow agents to navigate it all. There is business for everyone, but what sets Hearth apart is the open lines of communication. It is important to us to be sure each step is assured in such a huge decision in someone’s life.”

Jake continues to help families build their customized homes, pools, and spas, but has enjoyed stepping into his newest role as a Broker and helping the agents at Hearth Homes. His new role includes weekly office meetings to check in with anyone who has questions, wants to share with others, or just needs some accountability in their growth and business! “Our words for this year are ‘discipline’ and ‘nurture.’ To us, these words mean having the discipline to cultivate business in the slowest of times and nurture the clients who, like many, just aren’t sure what this market is going to do,” Sarah Said. “Jake has really stepped up for our agents in making sure they are in tune with the market.”



This year, in true entrepreneurial spirit, Sarah expanded her business ventures to include the world of retail when they decided to purchase a local prom dress store, Glamour Gowns. “I have instilled all of the customer service aspects of real estate at Glamour Gowns,” Sarah shared. “Being able to stay plugged into the community has been an amazing experience in seeing how uplifting the community is toward small business ownership. It’s been such a blessing to be uplifting and encouraging to so many young girls who come into the store. Culture today for young people is high pressure to look just the right way, wear the perfect color, and pose for the perfect picture. At the end of the day, if you don’t love what you’re in outwardly, you won’t love what you are inwardly. In real estate, one of our mottos is ‘we look until you love it,’ and that has seamlessly transferred to the Glamour Gowns... ‘try on until you love it!’”

Today, Jake and Sarah are enjoying every minute of their family. They welcomed their youngest child, Oliver, just one month after their initial feature in *Tulsa Real Producers*. Their eldest, Olivia, keeps them busy with her sports – volleyball, cheer, and soccer. “Owen has filled the big brother role by helping with Ollie and the little brother role of pestering Olivia.” As always, the Salyers’ love to travel. “There are many trips planned for the year to enjoy time together. At the end of the day, working hard means we get to play hard. Family time has and always is our number one priority.”

“

At the end of the day,
working hard means
we get to play hard.





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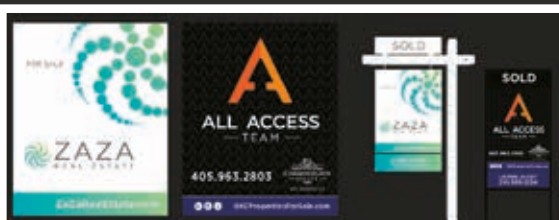
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MLS ACROSS THE STATE

New policies will make business easier

There is a new relationship between MLSOK (Oklahoma City) and MLS Technology (Tulsa) that is going to make business easier for those working between the cities. This much-anticipated news has left us with a few questions, so we found the answers.

What areas will the new "intramatrix" cover?

There will be listings from all counties of the state of Oklahoma, but 98% will be in the Oklahoma City and Tulsa Metro area.

Can I list a home outside of my MLS?

No, you will not have ADD/EDIT for the MLS outside your area.

What about compensation?

Offers of compensation made through each MLS will be extended to Participants in the other MLS.

Did MLSOK and MLS Technology merge their database and operations?

No, IntraMatrix is a feature that allows users from one MLS system to access another. The database continues to be owned and operated by each individual MLS.

How much does this access cost?

\$0. This collaboration between MLSOK and MLS Technology will provide our collective membership access through Matrix 360 systems at no additional cost.



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