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3 year anniversary issue

It's our Birthday! Three years of Real Producers in Tulsa! In the Fall of 2019 I was presented with the opportunity to lead the group here. After several rounds of interviews and an impromptu trip to Chicago I was set to launch! I spent a few months working on getting everything set up, working with our preferred partners and we hit our first deadline on January 25th, 2020. Our first issue hit mailboxes around the 2nd week of March 2020 and.....you know what happened next.

We launched brand new business right as a pandemic was shutting down the world. Real Estate was on hold as well. It was scary and I know you can relate. It was at that moment that I made a decision, this thing was not going to fail. I worked too hard. Our agents and partners deserve this. There isn't another option.

The next year we would face many challenges, especially for a group that includes events. We fought through. Each event grew bigger and bigger and our brand grew. By late 2021 we were within the model and functioning 100%. We took over the Oklahoma City outlet in October 2021 as well and have built it into a wonderful publication as well with large events and a great publication.

I recently shared some of this story at a Women's Council of Realtors meeting and shared the secret to how we survived a pandemic. I chose not to participate. Did I wear a mask when asked? Yes. Did I respect and comply to the wishes of other business owners at that time? Yes. What I didn't do is sit and wait for things to make sense. I pivoted fast and changed how I was doing business quickly.

Failure was not an option.

Is failure an option for you? We all face challenges and surprises in our life. We all make choices on how we operate inside of our reality. I've those facing huge challenges step up and and make good of the situation and you can too. Whatever it is that you are facing, face it with grace, and keep your head held high because you my friend are a Real Producer. We choose to be the best!

Kelly



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Danny Flannery

with First United Bank - Mortgage



Making a Needed Difference

Written by Dave Danielson • Photos by Peak RES

It's a fulfilling feeling when you know that you have stepped forward to help clients reach their goals when they had experienced disappointments before. That's why it means so much to us to partner with our referral partners who have that same drive.

That's what you get when you work with Danny and his team at First United Bank.

Leading the Way

As Danny says, he and his team love being able to make a needed difference.

"My personal favorite part of what we do is problem-solving. I enjoy helping our loan officers trying to find ways to get mortgages done to get people into their homes," Danny says.

"We've done very well taking the extra steps needed to get Mortgages approved where the borrowers have been told No by another company."

Deep Local Roots

Based in Oklahoma, First United Bank has a long tradition of making dreams happen for its partners and clients, stretching back 105 years.

The team takes deep pride in making a difference in the local landscape.

"We keep everything local with our bank ... with our own underwriting, processing and funding," Danny says. "Plus, we service our own loans. We don't sell our loans on the secondary market."

Team Spirit

Danny's Tulsa team features 12 Loan Originators who bring a true wealth of experience. In fact, their originators average 11 years with First United Bank. "That amount of time is really unheard of in this market," Danny says.

"Everyone enjoys working together and helps each other. What everyone enjoys about our bank is the culture here and the way we have been together through time to create a true team environment."

REALTORS® and Builders who work with the team at First United Bank have a full range of options to choose from when it comes to financing their dream homes.

"We do all of the normal types of financing, including Conventional, USDA, FHA and VA," Danny says.

"Plus, we do a lot of First Time Home Buyer loans, including bond loans and construction loans with lot financing included. The new home market and construction lending is where we thrive by having the ability to process and fund loans locally."

“

What everyone enjoys about our bank is the culture here and the way we have been together through time to create a true team environment.

”



•••

On Time. On Target.

In the course of what you do each day, timing can make all the difference. When things happen on time, the chances of them moving forward the way they are supposed to are greatly enhanced.

“Most of the people who work with us know we are focused on making sure the loans get closed on time,” Danny says. “We have long-term relationships that we have established. REALTORS® and Builders refer their clients to us knowing that we focus on getting them the best deal and closing their loans on time.”

With that type of commitment and record for superior results, it’s no wonder that good things keep happening for the team. In fact, over the last couple

of years, First United Bank has become the leading mortgage company in Oklahoma.

“We take pride in taking care of our REALTOR® partners and homebuyers who are looking to start the next chapter of their lives in their new homes.

When you’re looking for a partner to make a difference when it is needed the most, look to the Team at First United Bank.

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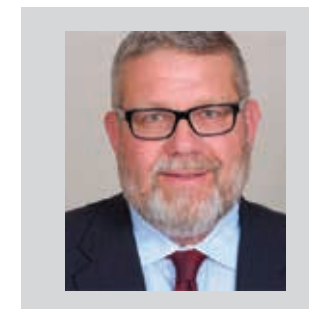
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Leaders come in different forms, but one of the sure signs of leadership is a sense of integrity and straightforward passion that drives what they do.

That's the feeling you get when you meet Austin Wojciechowski.

As a REALTOR® with Oak and Sage Realty, Austin makes a powerful impact on those around him... and it's easy to see that he carries out his work for all the right reasons.

"I love the people that I have the opportunity to meet and work with. My goal is not to focus on the money. I focus on the people and making sure their needs are met. When that happens, I know that then the money will come," Austin says.

"My philosophy is we are in a service industry and what we're meant to do as a fiduciary is to meet their best needs regardless of what that means for our bottom line. The natural outcome is a level of success and monetary success, as well."

FOR ALL THE RIGHT REASONS

Rewarding Path in Life

Prior to beginning his adventure in real estate, Austin gained a world of experience while taking a different path in life.

"I grew up on a ranch near a small town in Texas," he says. "My graduating class in high school was 19 students, and we were one of the larger classes in the school."

As he came of age, Austin carried a strong love for the rodeo with him. In fact, he traveled around the country taking part in rodeos. My dad was, and still is, in thoroughbred racing.

When Austin was 17 years old, he moved to Los Angeles to pursue acting. In the process, he developed a growing career that also encompassed producing, writing and directing.

"While I was there, I met my wife. In time, we decided that we were ready for a change of pace," Austin says. "We had extended family here. Plus, we knew there was a lot of production

happening in Oklahoma. In fact, we filmed a movie here in 2019."

A New Door Opens

It wasn't long before COVID-19 swept across the nation, in turn shutting down film production efforts. When that happened, Austin was ready for a change of pace.

"My mom, Cindy, has been a Broker in Florida through time," Austin says.

"And she had just opened an office in Ocala. During that time, she said, 'I've been telling you about real estate and how I think you would be very good as a REALTOR®.' I told her that she was right."

Rapid Rise

Austin immediately dove in and earned his license in just two and a half weeks. That was just the start. In fact, as he hit the ground running with Keller Williams, he recorded his first transaction, closing it within three weeks of earning his license.

...



“ My goal is not to focus on the money. I focus on the people and making sure their needs are met. When that happens, I know that then the money will come.

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•••

His skyrocketing trajectory continued. By the end of his first year, he recorded \$10 million in sales volume. Then he went on to increase that during his second year.

Around a year ago, Austin talked with his mom and convinced her to get her Broker's license in Oklahoma, as well.

"In turn, we opened a branch of her brokerage here. That has been an awesome experience," Austin emphasizes.

"I love having the opportunity to grow the family brand. It's been an enriching experience on that front, as well being able to work together."

Signs of Success

There have been plenty of signs of success for Austin. In fact, he has recorded nearly \$25 million in sales volume during his first two years, representing nearly 70 transactions.

"It has been a fantastic experience. With the volume of business that has happened during the past couple of years, I feel like I've gotten about eight years of experience compressed into two," Austin says with a smile.

Along the way, Austin has enjoyed the experience of serving as a Team Lead and mentor for the growing team of five Agents.

"If you put one foot in front of the other and treat what you're doing in real estate like a business, you will be successful," he says. "I am motivated and enriched by pouring into others. It's rewarding being able to provide that for other people and facilitate their success."

Family Foundation

Away from work, Austin treasures time spent with his family, including his wife, Gatlin, and their 1-year-old twins, Smith and Lively.

In his free time, Austin and Gatlin look forward to time on their 60-acre ranch that is rich with a wide range of animals, including alpacas, donkeys, horses, dogs, chickens and bunnies. They have a growing passion for playing pickleball, too. Austin and his family are guided by faith in their lives. In turn, their membership at BattleCreek Church is very fulfilling for them.

Giving back is a central part of life for Austin and his family, as well. They take part in community efforts through their church, including working with Care Portal... a local group that meets various needs in the community.

"People can anonymously post what their needs are. Our church has really leaned in heavily to providing for those needs," Austin says. "I think we are called to reach outward to meet the needs of others."

Authentic Impact

Indeed, Austin makes an authentic impact in the world. In turn, he leads with kindness, generosity, integrity and authenticity.

"Daily, the clients I'm working with drive me. When I enter a relationship with someone, I'm committing to taking care of their needs," Austin says with a smile. "I am motivated to do my best work for them. I take that very seriously."

Clearly, Austin makes a powerful impact on those around him... and he does it for all the right reasons.



“Daily, the clients I’m working with drive me. When I enter a relationship with someone, I’m committing to taking care of their needs. I am motivated to do my best work for them. I take that very seriously.”

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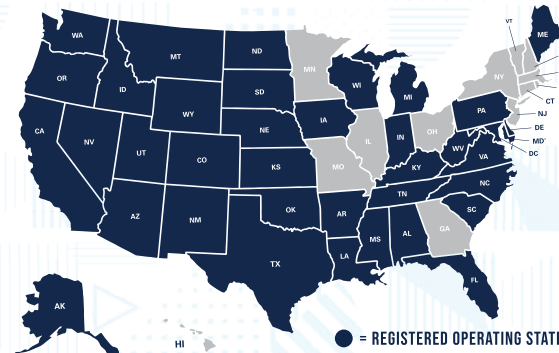
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MAX

HECKENKEMPER

Real estate has always been part of Max Heckenkemper's world. His parents were flipping homes in the '80s and '90s, well before the concept gained mainstream popularity. His father was an attorney, and his mother was a real estate investor and transitioned to real estate sales by the late '90s.

"I believe we lived in 11 different homes when I was a kid," Max reflects. "The running joke in my parents' circle was always, what house are you working on now?"

Max has vivid memories of touring homes and working on renovation projects with his parents, but as a younger person, he swore he wouldn't get into the real estate business. After graduating from Oklahoma State University in 2003, he landed work selling orthopedic equipment to hospitals in eastern Oklahoma. Max was excited about the opportunity to build a sales career of his own, but he struggled to build a foundation.

"It was a good job. There was a lot of opportunity, but I just wasn't figuring it out, and I couldn't see myself staying in this career long term," he admits.

After four years, Max began to look at other career options. That's when real estate re-entered the picture.

"My mom said that if I wanted to do my own thing, real estate would be a great way to have my own business. So, finally, at 27, I did it. I thought, 'Now is the time.'"

“
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27, I did it. I thought,
'Now is the time.'”

The Wisdom of No Escape

Max was licensed in June 2007. He was under contract on a home in his first week as a licensed agent, and his hopes were high for a fast start. Then he didn't sell a house for seven months.

In 2008, Max invested in building his business and finished his first full year strong. He was awarded Rookie of the Year in his office and runner-up in the state of Oklahoma. Then, a booming real estate market quickly descended into The Great Recession.

Max and his wife, Stephanie, welcomed their first child to the world around the same time. "I knew I had to figure this out quickly. One of the reasons I came to Keller Williams was for the sales training," Max offers.

...

cover story

Story by Zach Cohen
Photos by Peak RES

Full
Circle





Max called For Sale By Owners, followed up relentlessly, and showed up with his best, day after day. He enrolled in Keller Williams' recession-focused sales training, highlighting old-school, contact-heavy lead generation skills. He got a coach who helped transform his expectations and approach.

With perseverance, Max found a way to build a solid foundation for his business. By 2011, he started the Heckenkemper Team at Keller Williams Realty, which he still runs today.

"This is a fun job and can be very lucrative, but you still have to do the hard tasks," Max offers. "That's perhaps the biggest thing I learned."

Finding His Groove

A lifelong Tulsa resident, Max and his family live in Midtown. He and his wife, Stephanie, have two children, Madelyn (14) and Ethan (12). When he's not working, you'll find Max playing chauffeur for his kids or spending time with extended family, many of whom also live in Midtown.

"I wish I had something cool to tell you, but I'm either at work or driving kids around," Max laughs. "That's where I'm at in life, and it's a lot of fun."

Max's real estate team has consistently been a top team in the Tulsa market. In the coming years, he's looking to continue that trend — and perhaps, even improve upon it. With strong communication, an honest approach, and a commitment to his craft, Max has shown he has what it takes to succeed in any market.



"Right now is an interesting time for real estate," Max explains. "We're coming off the tremendous equity growth we've seen in the markets, then interest rates doubling. All the wind has been taken out of the market. I think it's still a seller's market, but it's shifting quickly."

Max built his real estate business in the throes of a recession, and here in 2023, we are facing the first down market since that time. As many agents scramble to implement a plan, Max is confident in his approach. He plans to make it through a more demanding market by doubling down on genuine customer service on client contact and staying grounded in who he is.

"What this market needs is realistic and reasonable people — agents, sellers, and buyers."



“
This is a fun job and can be very lucrative, but you still have to do the hard tasks. That's perhaps the biggest thing I learned.
”

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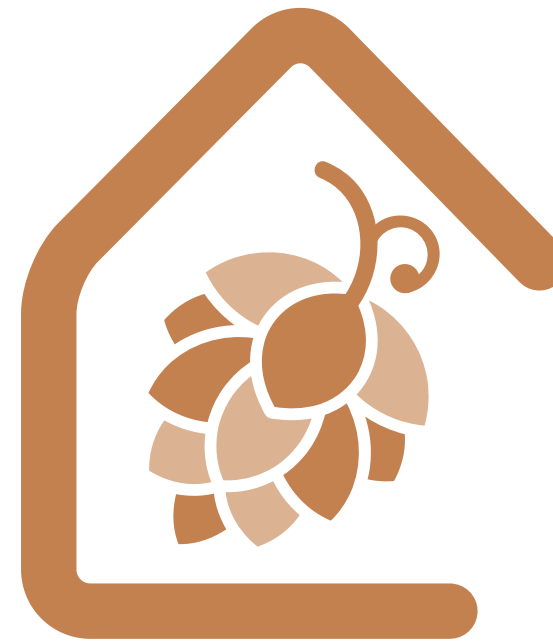
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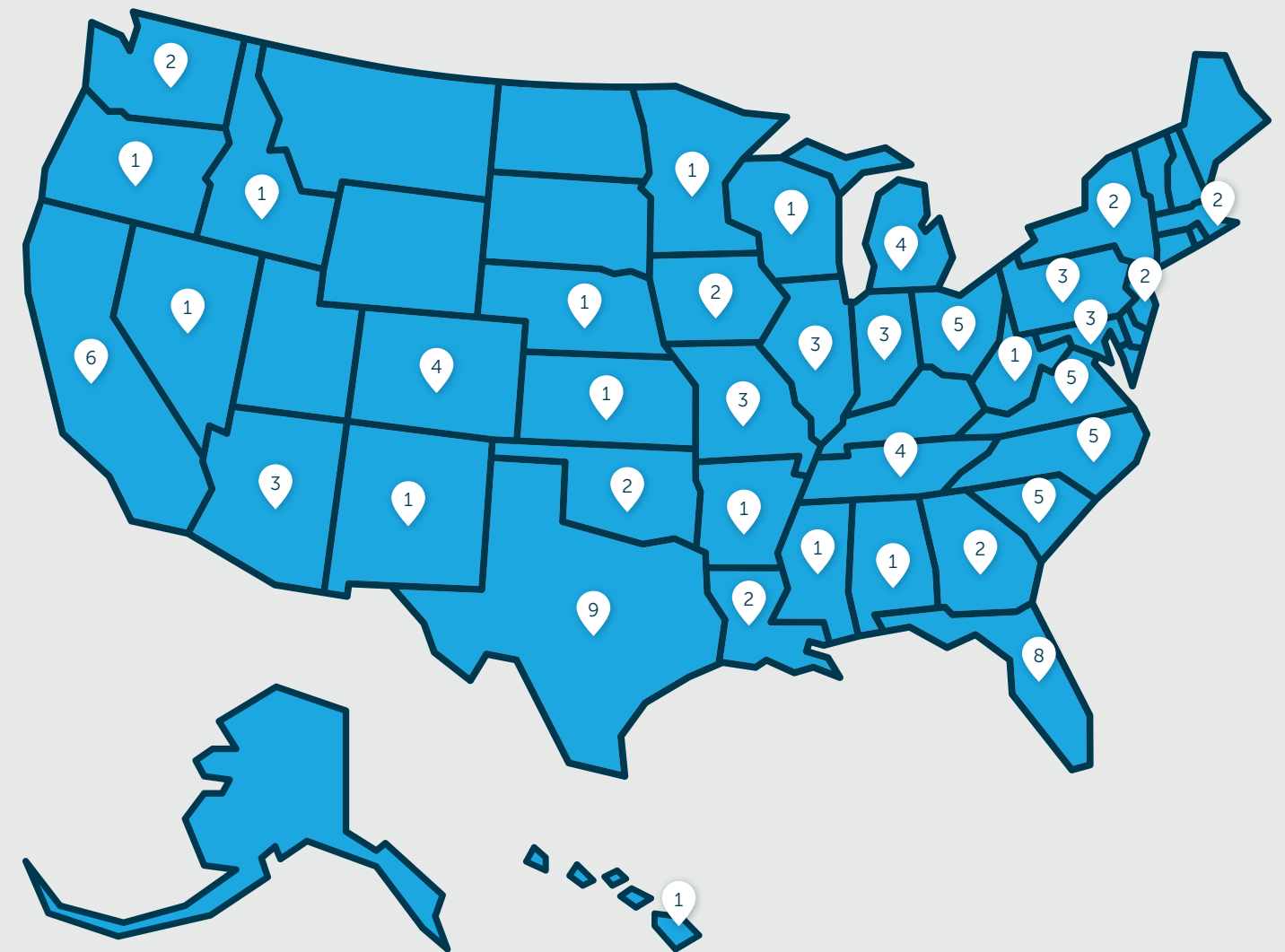
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UPCOMING EVENT: REALTOR® SELF-DEFENSE

APRIL 4, 2023



PRACTICAL PREPAREDNESS TO HOLD

REALTOR® SELF-DEFENSE CLASS

10 SAFETY TIPS FOR REALTOR® SAFETY

by Timothy Brashier, Practical Preparedness

- #1 Have your new clients come to your office or a safe location on your first meeting.
- #2 Obtain a copy/scan of a valid up-to-date ID.
- #3 Enter client information online at "The National Center for State Courts" before scheduling a private showing.
- #4 Turn on GPS location at the start of your day.
- #5 If possible, take your own vehicle and try to avoid riding with your clients.
- #6 Knowing the layout of the building you are showing beforehand will keep you one step ahead.
- #7 Smart phone safety apps: FORE-WARN, Homesnap Pro, Real Safe Agent, SafeShowings, See Something Send Something, Trust Stamp.
- #8 When showing a home during the presentation, never give your back to your clients.
- #9 Always keep a safety bag in your car with the following items: flashlight, first aid kit, and Self-starting jumper cables.
- #10 Create a personalized "safe phrase" to use when you call your office/emergency contact to relay you are in distress.

Join *Real Producers* and Timothy Brashier of Practical Preparedness April 4, 2023, for a REALTOR® safety class. Agents will be trained to be prepared and take the necessary measures that could save their own lives or the lives of others. Topics can include :

- Safety Checks
- De-Escalation
- Prevailing mindset
- The art of Situational Awareness
- Identifying a threat and what you can do
- Knowing your state laws of "Reasonable force vs Deadly force"
- How to take up a defensive position and use the tools the agent has available to them
- Interacting with law enforcement after an emergency event

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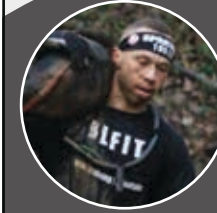
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- Identifying a Threat & What You Can Do
- The Art of Situational Awareness
- Knowing the Laws of "Reasonable Force vs. Deadly Force"
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- Interacting with Law Enforcement after an Emergency Event



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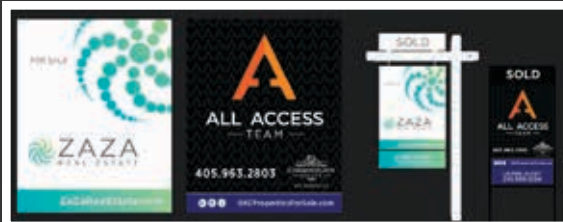
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▶ upcoming events

THE 2023

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EVENTS CALENDAR IS HERE!

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

The Fall Ball Awards Gala is our BIGGEST event of the year, and this year, we need sponsorship commitments early! If you are interested in becoming a 2023 fall ball sponsor, use the button below to submit a sponsorship inquiry form or email Kelly at kelly.kilmer@realproducersmag.com.

POP-UP EVENTS — DATES TBD

We will be doing 2-3 POP-UP events around the city this year. Stay tuned for details!



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