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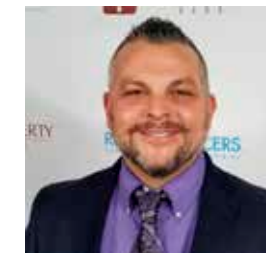


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are you

FALLing this fall?

By Kelly Kilmer

Happy Fall Y'all!

The season is upon us! Pumpkin spice, festivals, football, and a change in the real estate market. For years, I would talk to my clients about the inevitable downswing we would see around late August through September in real estate activity, then would ultimately resolve in October when the weather cooled and buyers started getting out again.

best year ever! My best advice to agents right now is, even in a downturn in transactions and activity, the best of the best are still enjoying a healthy business due to running their business like a business that sustains ups and downs. This comes from diligence and consistency and I congratulate you if you are one of those with a best year ever. If this isn't you, I would buckle down on lead generation, relationships, and absolute discipline and consistency. Analyze your business from top to bottom and look at what is really working and what is not. Do more of what works consistently.

If you remember, and I'm sure you do, real estate went crazy out of the norm in Fall 2020 and kept up for a good couple of years, completely mixing up what we knew with super low interest rates and high demand. Fall was not slow at all, and neither was winter, and it seemed the housing craze wouldn't end. Well here we are in Fall 2023 and we have entered yet another market change. We are seeing record low inventory along with higher interest rates. It seems the craze has stopped abruptly. How are you doing out there? Are you FALLing this Fall?

Just a reminder that real estate cycles, it always does, and business is always there. You may need to pivot your strategy, but you've got this! If you need some motivation to keep that consistency going take a look at our coaching corner article this month, where Coach Wayne Salmans shares some insight on re-setting your goals.

If you know the 80/20 rule, you know that the top 20% of agents are doing 80% of the volume. At Real Producers, we honor and mail to the top 500 in the market, which is the top 7-8% of all agents. So even in a little bit slower market, our Real Producers agents are still handling quite a bit of business. I've even heard agents saying they are having their



Kelly



PS: Don't forget to get registered for our annual 3RD ANNUAL FALL BALL AWARDS GALA! We have partnered with Habitat for Humanity to bring you an amazing gala, with networking, dinner, awards, a silent auction and more. It promises to be a great time, tickets are on sale now.

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RECLAIMING YOUR GOALS

A FOUR-STEP MANIFESTO TO TRANSFORM YOUR YEAR

By Coach Wayne Salmans

coaching corner

“This year is a bust.” Or is it? Perhaps, “It’s time to shine.” The choice, my friends, isn’t merely a flip of a coin. It’s a conscious decision that transcends mere optimism. It’s about you taking charge of your destiny.

In a year that’s teetering on unpredictability, attaching yourself to rigid annual goals may seem like a futile endeavor. Yet, let me assure you, all is not lost. The saying, “Don’t throw the baby out with the bathwater,” has never rung truer.

This year might not have unfolded as we envisioned, but remember, your goals, your dreams, they’re about crafting a life that fills you with pride. A few brutal months? They’re but stepping stones to your triumphant success.

Allow me to share a secret with you: Time is not our master. January 1 and December 31, these are mere ink on paper. They hold no dominion over your aspirations. Your journey begins when you decide. Let today be that day.

YOUR BUSINESS RE-BIRTH. A MANIFESTO FOR THE RESILIENT.

Did you envision a perfect year, only to see it crumble? Picture a puzzle, painstakingly put together, knocked off the table. Pieces are lost, some are damaged, but the beauty isn’t gone—it’s awaiting a new form. It’s awaiting your touch.

Step One: Re-group. Embrace Your Current Reality.

Take inventory of where you are. Ask yourself these questions:

- What are your numbers year to date?
- What do your year-over-year numbers look like?

- Are your lead sources working, or do you need to find new ones?
- Do you still have the right people around you?
- Who do you need to add to your team?

Step Two: Re-craft. Ignite the Flames of Your New Vision.

This step is all about giving your vision a fresh start. Consider:

- Defining Your Direction: What will be your sources of leads?
- Shaping Your Team: How will your organization’s structure evolve?
- Time for Change: What will be your new weekly schedule?
- Prioritizing Your Path: What activities should be removed or added to your calendar?
- Financial Clarity: What is your new budget and projected profit?
- Bold New Steps: What new actions will you take to move forward?

Step Three: Re-write. Author the Chronicle of Your Future.

During this step, embark on shaping the narrative of what lies ahead:

- Refine Your Vision: Dedicate time to sit and rework the elements of your new vision.
- Chart Your Path: Outline a fresh business plan for the year’s remainder.

- Financial Tune-Up: Update your budget to match new goals.
- Time Reimagined: Create an updated weekly schedule to reflect your evolving goals.
- Pursue New Frontiers: Identify new areas for growth and learning.
- Visualize Success: Craft your goal boards.
- Essential Roadmap: Outline your crucial weekly and monthly “Must Dos”.
- Anticipate Triumphs: Envision the wins you’re looking forward to.
- Embrace the Journey: Imagine the pride in embracing challenges and reaping rewards.

Step Four: Re-engage. Be the Hero of Your Journey.

As you go through the weeks, follow these three steps:

1. Weekly Assessment: Review what’s thriving and what needs fine-tuning.
2. Adapt and Refine: Make necessary adjustments to your approach.
3. Unwavering Action: Keep taking steps forward with determination - Repeat the cycle.

Lack of action kills more dreams than failure. Stand up, take charge, reflect, and repeat.

Choose your path! Will you become bitter, or will you embrace the better?

By reading this, you’ve already chosen the latter, a decision to be proud of.

THE ULTIMATE CALL TO YOUR GREATNESS

Are you yearning for more? Desiring a guide to accompany you on this transformative journey? Let me be your coach. Together, we’ll conquer the unseen, strive for the extraordinary, and make your dreams a tangible reality.

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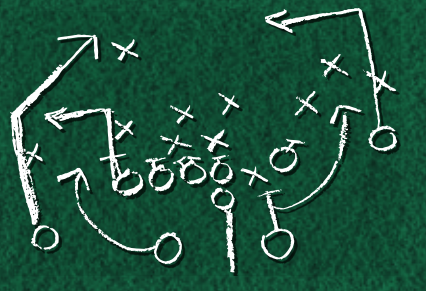


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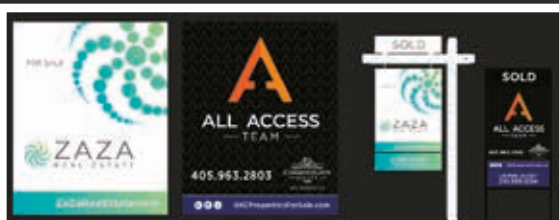
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PREPARING THE WAY

Leadership isn't an individual pursuit. True leaders prepare the way for others to succeed and realize their own dreams, as well.

That's what Jaybee Hawkins does. As Team Leader of The Collective with eXp Realty, Jaybee's goal is to lift others closer to their dreams each day.

"I love helping families, investing, and training agents. That is so rewarding. I attribute my success to my support system and incredible mentors," Jaybee says.

"I like paying that forward. In 2015 I started a team so I could do those things."

Right from the Start

Jaybee got an early start on her own real estate path. She had been attending college with her sights set on being an English teacher.

While she was in school, Jaybee got a job as an Administrative Assistant at a real estate brokerage.

"The owner of the company was really supportive of my schooling and she let me work around my college schedule. From that position, I moved to become her personal assistant. She had more than 100 rentals that I managed. That led me to getting to know the REALTORS®," Jaybee remembers.

"I wanted to learn how to be an agent. She was very supportive. In fact, she even paid for my school. I got my license in my early 20s, and I had an office of veteran agents who took me under their wings and who let me shadow them."

Team Effort

Jaybee is honored to be joined on the team by her fellow Team Leader, Katie Halloran, in addition to 12 full-time Agents.

The opportunity to serve the needs of her team members is something that directly drives Jaybee.

"When I see an agent who is struggling, who may be lacking skill, confidence, and knowledge; I like taking them under my wing and seeing their career blossom. We work with them on everything from marketing to mindset, and before I know it, they are out there selling houses left and right," she says.



"Real estate changed my life and I want to help agents feel that very same thing."

Jaybee has definitely experienced her share of honors and accolades in the industry that she loves. In fact, she has accounted for more than 1,200 transactions throughout her career.

"I'm most proud of the number of people that represents," Jaybee says with a smile.

Family Highlights

Away from work, Jaybee treasures time with her family, including her husband, Russ, who owns Firehouse Roofing; and her children — Brayden Treat, Riley Treat and Colyn Treat.

In their free time, Jaybee and her family stay on the go. They have a passion for time spent together at the lake. They also enjoy time with their dogs — Rowdy and Jo-Jo.

"We go out and create a life we love," Jaybee smiles. "We take a ton of vacations and we have a list of all the places we want to see. Favorite destinations for us have included Hawaii and Siesta Key, Florida."

Jaybee has also developed a passion for flipping homes. In 2023, she was able to include her oldest son, Brayden Treat, in her latest project.

Words of Wisdom

Jaybee also had helpful words of advice for those who are just starting out in their careers.

“ I believe in leading with kindness and love in everything I do. I want to leave people better off than when I found them. ”



“Make sure that you’re aligning yourself with a great mentor and that you’re paying special attention to the training. It’s very important that you should go with the place that will offer you exceptional training and make sure you have a very good mentor that is hands on,” she emphasizes.

“That’s why a team is so important. You are in constant contact with real estate agents who are producing at a high level and you’re exposed to more business. Real estate is really hard

to learn hypothetically. You really need to get out in the field and see what those situations actually look like.”

Guiding Jaybee’s steps each day is her deeply rooted faith.

“That really comes first for me,” she says. “I believe in leading with kindness and love in everything I do. I want to leave people better off than when I found them and also be an encouragement to their lives. After all, we are all more powerful than we think.”

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LIVING LIFE TO ITS FULLEST

When Alicia Parker was hired to sell real estate in Forest Ridge 28 years ago, she had just graduated college and was unfamiliar with the real estate industry. Yet, her background in interior design and fashion, her love for homes, and her curiosity about the opportunity led her to accept the invitation and embark upon a new career. Nearly three decades later, Alicia is still thriving in real estate, and it's safe to say she has found her professional calling.

Today, Alicia leads The Parker Team with Coldwell Banker Select, and she personally closed \$27 million in 2023. Real estate has allowed her to build a great career — and a fulfilling life.

“Real estate — it just fits,” Alicia offers. “I love creating, I love marketing, and I love people. Every family has a different story and goal, and it's my job to make the puzzle pieces fit. That's what I love to do.”

Alicia's real estate career has spanned the course of many economic cycles. She's withstood the boom/bust cycle of the early 2000s, the Great Recession, and the COVID-19 pandemic-induced mayhem of the past few years. Through it all, she's developed one of Tulsa's strongest referral-based businesses. According to Alicia, around 90% of her business comes from repeat clients and referrals.

“We have a great career,” Alicia shares proudly. “We're counselors, REALTORS® — we're everything to these people. Our job is to take care of our clients, and they become family. That's our job — not sales.”

Alicia is proud of the work she's done as a REALTOR®, and yet, her family has always come first. Her story of grief and praise is an anchor and a driver of everything she does. Six years ago, Alicia lost her husband and the father of her son to colon cancer. She recalls

this time as a huge awakening, and although the challenge of this episode was immense, it also brought the gifts of appreciation and gratitude into her life.



“It was a huge awakening,” Alicia says. “We were so young. We never expected it. But I also learned a lot. I learned I am a lot stronger than I thought I was, and you don’t realize what you can do until you have to do it. I learned you don’t wait a minute to enjoy life.”

Alicia’s business also continued to thrive during this difficult time. The support she received from the community around her helped her stay strong, connected, and prosperous.

Alicia eventually got remarried to her now-husband, Matt, two years ago, and she considers herself lucky enough to have found love again. They now have a blended family that includes Rowdy (22), Maci (11), and Mattox (10).

“The other thing I learned is there is nothing like family,” Alicia continues. “You can’t replace it. There is no amount of money that makes up memories. So take the trips. Don’t worry about saving that money. Do the things you want to do together. Use the time you have on Earth and stop comparing yourself to others or worrying about how much real estate you sell. In the end, it doesn’t matter.”

As she looks ahead, Alicia envisions many more years of real estate success and joyful adventures with her family. Yet, she stays humble, knowing the impermanence of all things all too well. Now, she’s caring for her dad, who lives with her and is struggling with his health.

“For my family, I want them to know I was always there. I was always there to listen and to help. I want them to know they are loved. For my peers, I want them to know that I was a hard worker, that I did the right thing. It’s not the numbers. I don’t care about that. What I care about is that I did my job and did it well and that my clients become part of The Parker Team family. I fight fiercely for my people and take care of them. I want people to know I was invested in them, that I was invested in life, and that I lived it to the fullest.”



Beyond Real Estate
When she has free time, you’ll find Alicia playing pickleball, running half marathons and preparing for her upcoming full marathon, reading, and traveling.



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“We genuinely care about the people we work with and the process. We are not perfect, but I want people to know we’re going to take care of you. People aren’t just another transaction. We want every client to walk away feeling confident.” — Joy Seale

Photos by Peak RES • Story by Zachary Cohen

“

If there is one thing I’d want people to know, it’s that we care. WE’RE FUN, AND WE WANT INSPECTION DAY TO BE AN EASY, RELAXED EXPERIENCE.

In 2018, Aaron Seale transitioned out of the roofing business to become a home inspector. While he initially dipped his toes in the waters of inspecting homes, he quickly fell in love with the industry.

“It fell into my lap, and it wasn’t anything I’d thought about previously,” Aaron reflects. “But once I started doing inspections, I realized I loved it.”

So what does Aaron love so much about inspecting? For him, it’s about the opportunity to serve.

“Home inspecting is really educational. I enjoy educating buyers on what they are getting into and what the home entails — especially first-time home buyers or people that are nervous. It’s nice to be able to let them know what’s going on and present it in a way where you can see their shoulders drop, and they can feel a bit more relaxed and confident. It also helps agents have a more calm buyer. And personally, I love working on a team.”

Seale-ing the Deal

Over the first four years of his home inspection career, Aaron worked as a solo inspector and for another local company. In 2022, he and his wife, Joy, founded Seale Home Inspections. The Seale Home Inspections team is now committed to serving their home buyers and REALTOR® partners.

“The biggest thing for agents is the verbal report at the end of the inspection. Our ability to get the information across to clients without freaking them out is huge. Obviously, we also hand them a list and a written report, but we explain everything well and clearly

and educate them on what’s going on first,” Aaron offers.

The Seale Home Inspections team is rounded out by Joy, who manages the backend of the business, Operations Manager Alicia Rundell, and Inspector Michael Cotter.

“We call our employees magical unicorns because we’ve gotten really lucky,” Joy says proudly. “They are the best in the business.”

With two inspectors and a strong back office team, Seale Home Inspections is able to be available when REALTORS® and buyers need them. They can generally schedule inspections early in the inspection period and provide a written report before they drive off the property. They also offer ancillary services like sewer scopes and septic inspections. While they don’t provide termite inspections, they’ll coordinate the termite inspector to be on-site at the same time as the general home inspection.

“If there is one thing I’d want people to know, it’s that we care,” Aaron says. “We’re fun, and we want inspection day to be an easy, relaxed experience.”

Founded in 2022, Seale Home Inspections is proud to provide residential and commercial inspections to northeast Oklahoma, including Tulsa, Broken Arrow, Bixby, Jenks, Sapulpa, Sand Springs, Skiatook, Owasso, Claremore, Catoosa, and the surrounding areas. The company’s Certified Professional Inspectors follow the InterNACHI Standards of Practice and the Home Inspector Code of Ethics.

For more information, visit <https://www.sealehomeinspections.com>.



BEYOND INSPECTING

When they aren’t running the business, you’ll find Aaron and Joy acting. They recently joined an acting studio and enjoy performing in small-market films produced by a friend. Aaron also has a music degree and Joy has a background in performing arts (she specializes in dance).

“Running a business can be 24-7, and at the core of our beings, we are both creatives, so having that mental creative break has been very helpful,” Joy says. “It offers us a nice reset.”



the Vining Standlee HOME TEAM at Coldwell Banker Select

Trademark Photos by Tami McKenney • Story by Kevin Green

*A Calling to Service: Standlee, Vining
redefining excellence in Tulsa Real Estate*

THE PROVIDENTIAL PARTNERSHIP

In the world of real estate, success often hinges on the right timing, the right partnerships and, some might say, a touch of divine providence.

Such is the story of Holly Standlee and Kimberly Vining, two remarkable real estate professionals whose paths converged at just the right moment to create a thriving partnership at Coldwell Banker. Their journey together — marked by career changes, unwavering faith and a passion for service — has culminated in a real estate empire that is making waves in the Tulsa area.

A LEAP OF FAITH

“It just so happens ...”

These are words used by Standlee — a mother of two teenage boys and a grown “bonus” son — when reflecting on her transition into a career in real estate.

Six years ago, she was navigating the challenges of the lab medical sales industry when a casual conversation with a friend, Tiffany Martin, over a glass of wine set her on a new path.

“I was telling her about what was going on in my career field and confiding in her about some issues that were going on,” Standlee recalled. “She then said, ‘Why don’t you get your real estate license and join me on my team at Coldwell Banker?’ I was like two glasses of wine in, and I said, ‘Yeah, let’s do it.’”

In 2017, she took the bold step into the world of real estate.

Taking a leap of faith, Standlee signed up for the fast-track course at Coldwell Banker the very next day. She pursued her real estate certification while still holding her previous job, eventually quitting right after obtaining her license.

Standlee’s journey was not just a career change; it was a transformation of her life. As a single mom solely responsible for her two teenage boys, the decision to dive into real estate full time was not taken lightly considering the financial responsibilities she carried.

Her real estate career, she believes, was guided by a higher power, allowing her to dictate her schedule and never miss a moment with her children, who are actively involved in sports.

“It’s been a faith-driven career this entire time,” Standlee said. “I had virtually no income ... I can count numerous occasions when it’s been by God that has made me as successful as I am in a career that typically takes agents years to grow. It’s a lot knowing that it’s not just me — I’m responsible for three humans. I bought them each a car, and car insurance now for two teenage boys, it’s a lot. But again, if I hadn’t had that meeting with Tiffany six years ago, I wouldn’t have been able to do what I’m doing now. It just so happened to be the perfect moment, and that’s why I say I feel like God’s hands were on that. I’d had a really crappy day at my profession, and she swooped in and completely changed the course of my life.”

“I’ll forever be grateful for her and that meeting.”

TRANSFER OF OPPORTUNITY

While Standlee was finding her footing in real estate, Vining was experiencing her own journey of change.

A stay-at-home mom from Houston, she moved to Tulsa in 2017 due to a job transfer for her husband. It was here that she ventured into real estate, having dabbled in personal renovations and home improvement projects.

It was a decision that would prove to be more rewarding than she could have imagined.

“I had thought maybe that would be something I’d want to do one day, but I had no idea when I went to real estate school that it would go from a field I didn’t know very well to winning ‘Rookie of the Year’ my first year in business,” Vining said.

Vining’s entry into real estate was anything but ordinary, her meteoric rise in the industry — from \$7 million in sales her first year to a staggering \$43 million in 2022 — speaking to her dedication and acumen for the real estate market.

“Our goal as a team is to just take incredible care of our clients. That’s what keeps this whole thing growing.”

”



BIRTH OF A POWERFUL PARTNERSHIP

The providence of God continued to work its magic when Standlee and Vining crossed paths at Coldwell Banker.

Despite their different backgrounds, the pair shared a common passion for real estate, service and a desire to make a difference.

“Anytime that we would see one another at a company function, I feel like we gravitated toward one another,” Standlee said. “I’m really big on finding and surrounding myself with like-minded women and like-minded professionals. It sparks my energy, it sparks my creativity and it makes me want to do better. I always try to surround myself with not only like-minded people in general but also people that work hard, take care of their people and are just good people in general.”

The partnership between Standlee and Vining was born out of the desire to create an energetic and supportive team. Vining was searching for a partner to join her team, and Standlee was contemplating a team dynamic.

Their meeting couldn’t have been more fortuitous or advantageous, and they officially joined forces in 2022.

“Everyone on my team is just really upbeat and positive and easygoing and great to work with, and Holly fits that mold,” Vining said. “I was looking to add someone to the team that would come alongside me and support growing the team, and Holly was a really great fit for that. Holly was the only person that I approached about adding as a partner. She felt like she had been searching for that kind of opportunity, and so it just worked out really perfectly.”



Together, they form a dynamic team of six REALTORS® — including Amanda Kerstetter, Trina McReynolds, Lauren Volpe and Mackenzie Figler — at Coldwell Banker, each bringing their own strengths and specializations.

Their partnership is rooted in a shared dedication to excellence and unwavering support for one another, combining Standlee’s dynamic energy with Vining’s thoughtful and considerate approach.

Together, they’ve formed a real estate team that thrives on delivering exceptional service to their clients. Their shared commitment to customer satisfaction has helped propel their business to new heights.

“Whenever I added her, at one of the first team meetings, she came in and asked for everyone’s birthday, anniversary and really sweet things like that,” Vining said. “I thought, ‘These people have worked for me for years, and I’ve never thought to ask that kind of stuff.’ We definitely have our own dynamic ...

she likes the culture side of things, and I’m just a rigid sales and numbers girl!”

Together, Standlee and Vining are more than just partners in real estate; they represent a testament to how life’s twists and turns can lead to prosperous new beginnings.

Their journey is a reminder that sometimes, with faith and the right partnerships, the providence of God can guide one’s career and lead to remarkable success.

Hard work and unwavering commitment to service have not only forged a powerful partnership between the two, but they’ve also created an enduring legacy in the Tulsa real estate market.

“Our goal as a team is to just take incredible care of our clients,” Vining affirmed. “That’s what keeps this whole thing growing. If you’ve worked with any member of the team, you’ve received the highest level of service and you’ll never work with anyone else. We’ve got a model of sticking to what works.”

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▶ event recap

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This year, we shook things up with our fall education event by adding a happy hour and vendor fair at this incredibly unique venue. A huge thank you to our sponsors, CE presenters, and all who participated and made this event great!





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