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Partner Spotlight:
**MORSE MOVING
& STORAGE**

Rising Star:
NYSRETE LLESHAJ

Legend in the Business:
JIMMY HADDAD

Rising Star:
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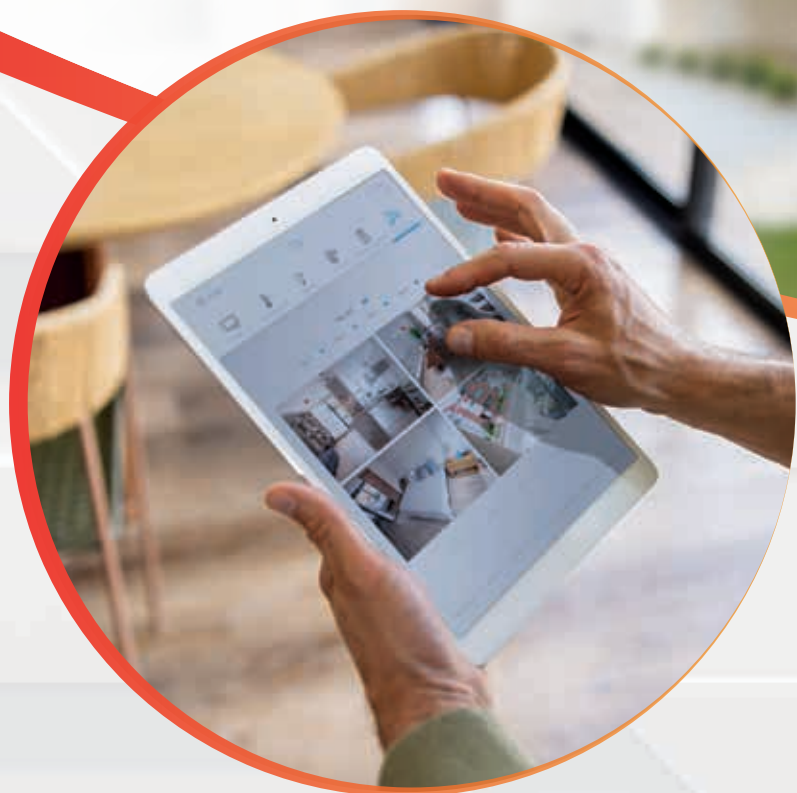
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Publishing Assistant*



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Join us for an exciting evening as we wrap up the year in style — overlooking the dazzling holiday lights of downtown Rochester. This festive event will bring together top real estate agents and our preferred partners for a night of connection, celebration, and community.

Date: December 4, 2025
Time: 6:00 PM – 9:00 PM
Location: 429 Main Street, Downtown Rochester

Holiday attire is suggested but not required — add a little seasonal flair if you'd like!

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For over seven decades, Morse Moving & Storage, a proud agent of Allied Van Lines, has been a cornerstone in the relocation industry. Headquartered in Romulus, Michigan, Morse has grown from a family business into one of Allied’s top 10 agents nationwide — serving clients across the globe with agencies in three locations in Michigan and

one in Ohio, providing beyond world-class moving solutions. Whether supporting first-time homebuyers, relocating seniors, or managing complex corporate relocations, Morse Moving & Storage delivers seamless, stress-free service backed by 71 years of expertise.



A Legacy of Leadership

At the heart of Morse’s continued success is President Dave Morse, a second-generation leader who has shaped the company’s evolution with a hands-on, service-first approach. Dave’s leadership has not only scaled the business into a national powerhouse but also earned him deep respect across the moving industry. He serves on numerous boards and committees, including Michigan Movers, Allied Agent Association, CEO forums, Allied’s Marketing and Hauling Committees and the board for the MSC of the ATA — consistently advocating for service excellence and innovation.

Local Roots, National Reach

Morse Moving & Storage operates with a strong regional presence and national reach:

Metro Detroit: Adam McLean, general manager, leads day-to-day centralized operations from our headquarters in Romulus with precision and responsiveness.

Northern & Mid-Michigan: Wayne Wahr, general manager of the Traverse City and Lansing offices, ensures premium service across the region.

Cleveland, Ohio: Joe Zabukovec, general manager, brings over 20 years of industry experience, leading the team with calm professionalism and deep-market knowledge.



Real Estate-Focused Support

Morse understands the unique needs of real estate agents and their clients. That’s where Kim Meagher, director of sales and marketing, comes in. Kim has cultivated strong national relationships with agent-owners, agents, and corporate clients. She is grateful for her experienced consumer-focused team of mobility consultants who works closely with real estate professionals, property managers, and senior move specialists, providing timely, tailored support that adds real value during transitional periods.

Chris Sabolik started in operations in the moving business and has become a powerhouse within our sales team since 2000, working alongside with his Michigan, seasoned-trusted peers, including Jeff Marcero, Emily Morse Weeks, John Green Jr., Tony Benavides Jr., Ben Theile, Dawn Faverman, Eileen Nadeau, and Jeremy Orth. Each brings deep expertise and a commitment to helping owners and their agents close deals with confidence.

Operational Excellence

Behind the scenes, Morse’s commitment to quality is just as strong:

Don Sicotte, director of quality, personally trains moving crews to uphold the highest service standards.

Joe Morse, VP of operations, oversees fleet operations to ensure readiness at every step.

Sonia Lipsey, manager of customer service, manages our team of coordinators — the individuals who manage the process for each customer from start to finish. Sonia also personally handles our international customers and our corporate client portfolio.

Karen Rekuc, supervisor of accounting and HR, keeps the administrative side of the business running smoothly, creating a hassle-free experience from first quote to final invoice.

Tools for Agent Success

Morse Moving & Storage offers a full suite of resources to support real estate partners:

- Co-branded marketing tools
- Dedicated move coordinators
- Free storage up to two months
- Flexible scheduling and white-glove service
- Real-time updates and referral tracking
- Priority access and fast response times

These tools, along with a culture of proactive communication, help agents and their clients stay informed and at ease throughout the entire moving process.

Trusted by Big Names — And Thousands of Homeowners

From managing relocations for the Detroit Pistons, Aptiv, Valeo, and commercial projects for Ford Land to name a few, to serving homeowners across Michigan and Ohio, relocating locally, intrastate, interstate, or globally, Morse delivers consistent, high-level service across every market. Their reputation is reflected in the numbers: over 68% of their business comes from referrals. Morse outperforms Allied agents across the country in self-lead generations, which is a direct reflection of how important our relationships with our preferred partners are. Some of them may be sending their first referral to us and others have been exclusive partners for over decades.

Morse has received multiple accolades, including Agent of Year, Multimillion Dollar Hauler, and the Women’s Choice Award for 10 consecutive years. Allied Van Lines was also recently named the top-rated carrier in the 2025 Corporate Relocation Managers’ Survey. These wins reflect their recognition as “Americas Most Recommended Moving Company.”

Partner With Confidence

For real estate professionals, having a moving partner they can trust is critical. Morse Moving & Storage continues to be that partner, delivering reliability, responsiveness, and real results.

Learn more at morsemoving.com.

Meet our Michigan District Sales Consultants



BEN THEILE (LANSING)

What is the most rewarding aspect of your job?

If I had to only pick one thing that stands out as being the most rewarding part of my job, it would be when I meet with a customer who is completely stressed and overwhelmed

with their moving situation. At the beginning, it's like I have to step into a counselor role and reassure my customer that everything is going to be OK.

Once my customer is at ease, I get to use my years of expertise, educating them on how the process will play out. It's fun when I give them tips on how to pack certain items and how they can save money by doing certain things before move day. It's a good "a-ha" moment when their eyes light up and things start making sense. I can see their whole demeanor change when they start becoming much more engaged in the process.

When move day rolls around, I usually like to show up and give the crew a hand on these delicate moves. The customers are usually so happy to see me that they are hugging me when I get there. From there, it's a positive snowball effect — they are telling all their friends and family about me and how good we were. It really makes me feel proud at the end of the day.

When you're not working, what do you like to do for fun?

When I'm not working, I love to spend time outside — golfing, boating, hiking, fishing and hunting.

What is one thing about you that others might find surprising or interesting?

One thing people may not know about me is that I am an auxiliary police officer for my city.

How long have you been with Morse Moving & Storage and/or in the relocation industry?



I've been in the moving industry for over 20 years and have held many different positions, including being a driver.

CHRIS SABOLIK (ANN ARBOR/BRIGHTON)

What is the most rewarding aspect of your job?

The most rewarding aspect is helping people get through one of the most stressful times in their lives. I really look forward to seeing the relief I can usually give them after every appointment. Once they see that there are many options and we can put an efficient plan together, they can then focus on all the other aspects of relocating homes.

When you're not working, what do you like to do for fun?

I have a 12-year-old who plays travel hockey and travel baseball out of Brighton. It really consumes a lot of my time, but I would not have it any other way. When not at travel sports, I try to be outdoors as much as possible in the summer — fishing, biking, hiking, and golfing. In the winter, you can find me in the gym, playing pickleball, or at a local card room/casino, playing poker.

What is one thing about you that others might find surprising or interesting?

I am engaged to the smartest and most beautiful woman on the face of the earth. We are planning on tying the knot in Spring/Summer 2026.

How long have you been with Morse Moving & Storage and/or in the relocation industry?

It seems like my whole life! I started off in the trucks as a driver/crewmember for my first six years, promoted to local operations manager for three years, and then I've been into sales for the last 15 years. That's right — 25 years in this wonderful industry. It's going to be hard to find something moving-related that I have not done at some point in the past. Sometimes I feel like transportation and moving is all I know.



DAWN FAVERMAN (LANSING & WEST MICHIGAN)

What is the most rewarding aspect of your job?

Knowing that I'm helping people navigate one of the most stressful times in their lives. Being able to offer guidance, build trust, and provide solutions that bring peace of mind

during a major transition is incredibly fulfilling. It's about more than just logistics — it's about trust, service, and support, as well as creating a positive experience during a time of change.

When you're not working, what do you like to do for fun?

In my free time, I enjoy tending to my flower garden, playing badminton, and, most of all, attending Pilates classes.

What is one thing about you that others might find surprising or interesting?

Here's a fun (and kinda surprising) thing about me: I belly dance! I took a few classes for a Halloween costume and somehow ended up enjoying it.

How long have you been with Morse Moving & Storage and/or in the relocation industry?

I've been with Morse Moving for just over four months, making a strategic transition after more than 30 successful years in advertising and marketing. While it's a new field for me, I've quickly applied my experience in client service, communication, and problem-solving to bring value to my role and the customers I work with.



EILEEN NADEAU (TRAVERSE CITY)

What is the most rewarding aspect of your job?

I love people and love to help!

When you're not working, what do you like to do for fun?

Spend time with my husband and our dogs, and go on vacation.

What is one thing about you that others might find surprising or interesting?

I'm shy.

How long have you been with Morse Moving & Storage and/or in the relocation industry?

15 years



EMILY MORSE WEEKS (OAKLAND COUNTY)

How did you get started with Morse Moving & Storage, and what do you enjoy most about your role?

When you grow up in a family business, it becomes part of your life before you even realize it. I spent

my childhood playing tag in the warehouse with my cousins and eating breakfast on Saturday mornings in dispatch with the crews while my dad worked. My first "official" job was stuffing marketing folders at around 6 years old, and from there, I did a little bit of everything and helped where I was needed. I worked everywhere — reception, dispatch, pack jobs, accounting work — all during the summer breaks from school.

In my sales role, I enjoy making the moving process less overwhelming for clients. I value the relationships I've built with trusted vendors and referral partners. The biggest bonus is meeting people's pets. I always keep dog and cat treats in my bag to share with customers' fur babies.

What's one part of the moving process people often underestimate — and how do you help make it easier?

A lot of people don't realize how helpful a mover can be before the house is sold or a single box is packed. I walk

my customers through how moving costs are structured so they can make smart decisions about what to keep, purge, or pack based on their type of move. I also connect them with trusted partners for things like junk removal, organizing, or donation pickups. My goal is to take some of that stress off their shoulders and make the process feel more manageable from the very beginning.

What is the most rewarding aspect of your job?

It's a privilege to be invited into someone's life during such a big transition and new chapters. Moves happen for so many reasons, and being able to help guide people through it with transparency, empathy, and a plan is rewarding.

When you're not at work, what do you enjoy doing in your free time?

When I'm not working with clients, I'm usually in mom mode, running between practices, school events, and everything else that comes with family life. I love being outdoors, traveling with my family when we can, and catching Lions and Tigers games when possible. I'm also a big fan of podcasts and audiobooks — there's always something playing in my earbuds while I multitask throughout the day.



JEFF MARCERO (WAYNE & OAKLAND COUNTY)

How did you get started with Morse Moving & Storage, and what do you enjoy most about your role?

After five years in the business with a competitor, two employees had made their way to Morse Moving and told me how great it was to work for a

family business. They mentioned how Dave Morse fostered a fun work environment, encouraged growth within the company, and consistently set his team up for success. I made the leap in 2015 and joined the Morse Moving team as well.

Being able to help people through one of the most stressful times of their lives and alleviate some of that stress by guiding them through the entire process is very rewarding and is what I enjoy the most about my role.

What's one part of the moving process people often underestimate — and how do you help make it easier?

People often underestimate the timing of their move. They usually wait until their house is under contract before they even reach out to get a quote from a mover, and during the busy summer season, that is a huge mistake. Booking a mover is similar to booking an airline ticket. The further out you book, the less expensive it can be. I try to help this by educating real estate agents who can pass along the information to their clients. Agents should be telling their clients to call their movers during their listing appointment. It not only helps their client by not waiting

for the last minute but it also instills some confidence in their agent that they will sell their house and quickly.

What is the most rewarding aspect of your job?
Helping people navigate the moving process, especially seniors, is most rewarding for me. I work with a few senior living communities in the area as well as senior move management. Oftentimes, seniors need the most help navigating the downsizing and prep for a move, and with their kids out of state, they can't just rely on a moving and storage salesperson to help them. They need a consultant, someone who can guide them through the entire process and help them with details outside of just the move. I can't just leave them with a quote for the move and wish them the best. I'm with them until they are delivered to their new home.

When you're not at work, what do you enjoy doing in your free time?
When I'm not working, I'm either golfing, cooking on the grill or smoker, or floating in my pool.



JEREMY ORTH (TRAVERSE CITY)

What is the most rewarding aspect of your job?
The most rewarding part of my job is building long-lasting relationships with both our customers and referring partners.

When you're not working, what do you like to do for fun?
I enjoy golfing, riding bikes, and spending time with friends.

What is one thing about you that others might find surprising or interesting?
One thing people might find surprising is that, during my teenage years, I raced motocross.

How long have you been with Morse Moving & Storage and/or in the relocation industry?
I have been with Morse Moving since November of 2008.



JOHN GREEN JR. (WAYNE COUNTY)

How did you get started with Morse Moving & Storage, and what do you enjoy most about your role?
I started due to family. I love helping people.

What's one part of the moving process people often underestimate — and how do you help make it easier?
How much work it is and how expensive it is to DIY.

What is the most rewarding aspect of your job?
Helping people.

When you're not at work, what do you enjoy doing in your free time?
Raising my daughter.



TONY BENAIDEZ (MACOMB, WAYNE & OAKLAND COUNTY)

What is the most rewarding aspect of your job?
I enjoy easing the stress of relocating, helping customers start a fresh new chapter with care and expertise.

When you are not working, what do you like to do for fun?
I love attending concerts and sporting events, reading, writing, camping and hiking in the summertime.

What is one thing about you that others might find surprising or interesting?
I started at an entry level at Morse Moving as a helper, then a driver. My previous history as a mover helps me service our customers more efficiently.

How long have you been with Morse Moving & Storage and/or in the relocation industry?
I have grown up in the company and have been with Morse for 20 years.

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Nysrete Lleshaj

A PASSION FOR HELPING OTHERS

PHOTOS BY RENAE FRANCES PHOTOGRAPHY

In just under three years, Nysrete Lleshaj has made a remarkable impact in the real estate industry, transforming her passion for helping others into a thriving career. As an agent with @properties Christie's International Real Estate in Birmingham, she has quickly become one of Oakland County's rising stars, balancing her professional success with her role as a devoted mother.

Before real estate, Nysrete graduated with honors from Oakland University with a bachelor's degree in human resource management. She initially pursued a career in retail management, but her perspective and priorities shifted when she became a mother. "I wanted a career that offered flexibility so I could be there for my family while also allowing me to pursue my passion for helping others," she explained.

In 2022, Nysrete was led to real estate, and since then, she has already achieved impressive milestones. Last year, she was named one of the "20 under 30" by Real Producers of Oakland County and ranked among the Top 1,000 agents in Oakland County. Additionally, she earned the title of Top Producer in 2023 for Team Delta at her brokerage. These accolades reflect her dedication and success in the field, with an incredible sales volume of more than \$21 million and a listing volume of over \$8.5 million.

Nysrete's approach to real estate is deeply rooted in her personal values and experiences. Growing up in a family that immigrated to America with nothing but determination, she learned the importance of resilience and ambition. These lessons, combined with the inspiration she draws from her children, shape her business philosophy.

Nysrete is committed to building genuine connections with her clients and guiding them through significant stages of their lives. For her, the most rewarding aspects of her work are the positive impact she makes and the trust she earns during these





important journeys. “I love guiding people through life-changing decisions with care and expertise,” she said.

Despite her success, Nysrete encountered challenges when she was beginning her new career in real estate. She will admit that it was daunting to start a commission-based career without the security of a regular paycheck, but her commitment to building relationships and her tireless work ethic helped her overcome this hurdle.

Outside of her professional life, Nysrete is a devoted mother to her sons — Frankie and Peter. As a family, they enjoy reading, playing video games, or traveling to explore new places together. Nysrete’s personal

interests include working out, traveling, and reading — with a particular fondness for the book “You Are the Placebo” by Dr. Joe Dispenza.

For Nysrete, giving back is also an integral part of her character. She and her family regularly donate clothes, shoes, toys, and other items to those less fortunate, driven by a motivation to spread love and make a difference.

Nysrete has ambitious goals for the future. She aspires to start her own team, expanding her impact and creating opportunities to mentor others. This vision aligns with her desire to elevate her business while fostering a collaborative environment where everyone can succeed together.



For up-and-coming agents, Nysrete reminds them to stay dedicated, be patient, and form strong relationships. “Success doesn’t come overnight, but consistency, hard work, and a genuine desire to help clients will always pay off,” she said. Nysrete also emphasizes the importance of listening more than talking, always being responsive, and staying humble. She leads with honesty and integrity, striving to build trust and long-lasting relationships that extend beyond the transaction.

As she continues to build her career in real estate, Nysrete remains focused on creating a meaningful impact through hard work and dedication. Her goals of affecting change and mentoring others promise to further cement her place as a person to watch in the industry.

“Success doesn’t come overnight, but consistency, hard work, and a genuine desire to help clients will always pay off.”

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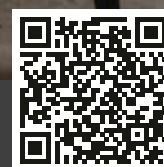


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JIMMY HADDAD

PHOTOS BY
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As an associate broker with Golden Key Group, Jimmy Haddad has established himself as a powerhouse in the real estate industry. With 29 years of experience and over \$220 million in career sales volume, his commitment to integrity and exceptional service has been the cornerstone of his success.

Born in Jordan, Jimmy began his real estate career in 1996 after stints in computer IT, the jewelry business, and restaurant ownership. The turning point came when he accompanied his mother-in-law on her condo search.

“I’ve always been interested in the housing market,” Jimmy explained. “I was looking for a career change, and I like the aspect of working hard and not punching a 9-to-5 time clock. The real estate business gives the

LEGEND IN THE BUSINESS

opportunity to spend lots of time with my kids and my family.”

Since becoming an agent, Jimmy has acquired many accolades. From CENTURY 21 Town & County, he received the CENTURION Producer, Emerald Award, and Diamond Award. At Keller Williams, he earned the Triple Gold Top Producer and Platinum Producer awards. His achievements extend beyond sales, as he has also ventured into real estate investing.

Jimmy’s enthusiasm for the industry, coupled with his expertise in new construction homes, has been the key to his success. “I really enjoy helping people find their dream home,” he said. “Buying a home is so empowering. I’m always proud and excited when people find their new home.”

Like many other agents, Jimmy has faced some challenges in his career. Market fluctuations, interest rate changes, and economic downturns have tested his resolve. However, he has overcome these obstacles by diversifying his focus to include rental income properties, first-time buyers, and distressed sales.

When he’s not closing deals, Jimmy values family time. He has been married to his wife, Brenda, for 30 years, and together, they have two children — Sarah, 26, and Geena, 23. As a family, they enjoy traveling, playing card games, and engaging in good-humored banter with one another.

As for Jimmy, he stays active with daily workouts and long walks with his wife, and enjoys playing poker games and golf. He also likes to boat on the lake in the summer and

escape to warm destinations during Michigan winters.

Jimmy is deeply committed to giving back to his community as well. He regularly participates in local charity events and supports various causes that are close to his heart. His philanthropic efforts have further solidified his reputation as an agent who genuinely cares about the well-being of others.

As he looks to the future, Jimmy remains optimistic and driven. He plans to explore new opportunities that align with his passion for helping others achieve their dreams and expand his real estate portfolio. "Real estate can provide a high income and help me build long-term wealth," he explained. "Investing in rental properties and flipping homes can create passive income."

"I want to be remembered for making a positive impact on my two daughters' lives, being a trusted advisor who helps people find their dream home and make sound investments, and guiding people through life-changing real estate decisions with honesty and care," Jimmy added.

For up-and-coming agents, Jimmy emphasizes the importance of a strong online presence, patience, and persistence — because many agents struggle in their first year before gaining momentum. "Learn contracts, market trends, and negotiation strategies inside and out," he said. "Stay updated on new construction trends, local zoning laws, and financing options."

Whether it's through attending seminars, networking with other professionals, or investing in advanced training, Jimmy is dedicated to being the best in his



“**BUYING A HOME IS SO EMPOWERING. I’M ALWAYS PROUD AND EXCITED WHEN PEOPLE FIND THEIR NEW HOME.”**

field. With nearly three decades of experience and a passion that shows no signs of waning, he continues to set the bar high in

the real estate industry, proving that success comes to those who combine expertise with genuine care for their clients.



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LUKE DePauw

PHOTOS BY JAY DUNBAR OF GREAT LAKES AERIAL VIDEO SERVICES
PHOTOS TAKEN AT LOMBARDO HOMES MODEL AT STILLWATER CROSSING IN MACOMB TOWNSHIP



Formerly a loan officer, Luke DePauw exemplifies how passion and dedication can lead to rapid success in a new career. Now an executive agent and sales production leader at The Perna Team with eXp Realty, Luke has quickly made an impact in the world of real estate.

Luke began his career as a loan officer in 2012 after graduating from Michigan State University with a bachelor's degree in finance. He honed his skills in the mortgage industry for a decade,

gaining valuable experience and insight into the real estate market.

In 2022, Luke made two life-changing decisions: He got married and transitioned to real estate. He was inspired to enter the real estate industry because of his wife's pursuit of a doctorate in nursing, and felt compelled to challenge himself and grow professionally. Luke's extensive background in mortgages provided a natural springboard into real estate, allowing him to work

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more closely with clients throughout the entire homebuying process.

Despite being relatively new to the field, Luke has already achieved remarkable success. In just his first two years, he closed over \$13 million in sales volume, and in 2023, he earned the Rookie of the Year award from The Perna Team.

Luke attributes much of his success to his passion for communication and problem-solving. "I think good communication can solve and prevent most problems we run into in all aspects of life," he said. This philosophy, combined with his commitment to consistency and daily hard work, forms the cornerstone of his business.

"I believe our role as an agent is to control the temperature in the room," Luke added. "Sometimes that means getting a buyer excited, but more often than not, it means lowering anxiety throughout the transaction. Staying calm, cool, and collected will rub off on your clients and help them with their decision-making process."

Luke's quick rise in the industry is also due to the support of The Perna Team. With approximately 85 agents and a robust support staff, the team provides a strong foundation for success. Luke particularly values the Inside Sales Agent (ISA) team, which he credits as a "game changer" for jumpstarting his real estate career by scheduling appointments.

Luke has recently taken on the role of a sales production leader, where he helps newer agents navigate their

"Getting started was definitely the hardest part. Learning all of the scripts and processes takes time, and there's no shortcut."





first transactions and provides support through a seven-days-a-week hotline. His commitment to helping others extends beyond his team to his clients, many of whom are family and friends who have placed their trust in him.

Despite his rapid success, Luke faced challenges in building his business from scratch. “Getting started was definitely the hardest part,” he admitted. “Learning all of the scripts and processes takes time, and there’s no shortcut.”

Outside of real estate, Luke has diverse interests that contribute to his well-rounded approach to life and business. An avid guitarist, he plays lead guitar in a rock band called “Your Girlfriend’s Favorite Cover Band,” performing shows in downtown Detroit. He’s also a passionate sports fan, particularly of Detroit teams, and enjoys golfing in the summer.

When it comes to Luke’s future goals, they are both personal and professional. As a new father to daughter Audrey, born in June of 2024, Luke is focused on building a secure future for his family in Royal Oak, Michigan. He values the unparalleled flexibility offered by a real estate career, allowing him to balance work with family life.

For those considering a career in real estate, Luke advises that they “dive in head first.” “You are not going to make much money — if any — in your first six months,” he explained. “I understand how difficult that can be, but if you ease your way in, it will take you twice as long to get up and running.”

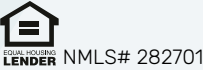
As he continues to build his career and raise his young family, Luke stands as an example of how passion, hard work, and the right support can lead to remarkable achievements in real estate. His journey from loan officer to successful agent is just the beginning of what promises to be a long and fruitful career in the industry.

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Erica WOOD

BY ROBBYN MOORE
PHOTOS BY MELISSA DOUGLAS CO.

From Rising Star to Associate Broker

With nearly 10 years of real estate experience, Erica Wood has had a journey of continuous growth and transformation — from rising star to associate broker at RE/MAX Eclipse. Her professional milestones are impressive and inspiring, which has caught the attention from Real Producers since 2020.

When Erica first started in real estate at the end of 2016, failure wasn't an option. She spent countless hours in the office, even when she was the only one there, laying the foundation for her career. "Over time, I realized the key to success was showing people my true self instead of relying on scripts," Erica said. "Trust and authenticity are basic tools that build lasting connections and lifelong clients."

A key turning point in Erica's career was embracing video marketing as a core strategy. "When I stepped out of my comfort zone, I began creating engaging real estate videos to showcase listings," she explained. "Additionally, I built stronger client connections and reached a wider audience. This shift was a game-changer for my business and has significantly enhanced the service I offer to buyers and sellers."

Nowadays, Erica's career sales volume is nearing \$17 million. The biggest factor for her success has been building genuine relationships and focusing on a sincere approach to taking care of people. "For me, it has never been about the commission — it's about delivering an exceptional experience and making a



meaningful impact in my clients' lives," she shared. "The trust I've earned has helped grow my business almost entirely through referrals. I believe that when you give your clients 110%, they notice, and they'll refer you to everyone they know."

For Erica, authenticity and service is at the heart of

every decision that she makes on behalf of her clients. “I encourage others to never be afraid to step out of their comfort zones,” she said. “Whether it’s embracing new strategies like video marketing or finding new ways to stand out, getting comfortable with being uncomfortable is where growth and change happen.” Furthermore, integrity, dedication and consistency are the cornerstone to Erica’s sustainable success.

Erica shared a memorable experience about when she was helping an out-of-state seller with a recently inherited family member’s house. “My client couldn’t travel to manage the property, so I handled every detail,” Erica recalled. “I was arranging everything from finding a dumpster to personally cleaning out the house — at no extra charge. I do things like this because it’s the right thing to do for my clients. They deserve to have a stress-free and positive experience.”

While her business remains a big focus, Erica has prioritized family more than ever this past year. “My family and I took a meaningful trip to North Dakota to visit my sister and nephews, which strengthened our bond and reminded me of the importance of creating lasting memories,” she shared. “I’ve also made it a point to spend more time with my mom up north, and while balancing work and personal life is a constant challenge, it’s something I’m dedicated to improving.”

Outside of work, Erica spends time with her



Photo submitted by Erica Wood

“

The trust I’ve earned has helped grow my business almost entirely through referrals. I believe that when you give your clients 110%, they notice, and they’ll refer you to everyone they know.”

husband and their dogs. In the summer, they enjoy boating, attending concerts, traveling and working out.

Erica said her husband has been a major influence on her life and career. From the beginning, he encouraged her to think bigger and work harder, taking her to motivational events that transformed her mindset. “I’ve also faced many challenges and personal setbacks that shaped me into the person I am today,” she said. “Because of that, I am stronger, more compassionate, confident

and deeply committed to helping others.”

Looking ahead, Erica is excited to continue growing her business while staying true to what matters most: building genuine relationships, delivering exceptional client service, and creating balance between work and personal life. “My brokerage, RE/MAX Eclipse, is like a big family that always has my back,” she said. “I’m grateful for that support as I pursue new opportunities and continue making an impact in the lives of my clients.”





THANKS FOR ATTENDING OUR DODGEBALL FOR A CAUSE

We appreciate everyone who attended our Dodgeball for a Cause event! Check out photos in the November issue as well as an update on who the winner was and what charity received all the proceeds from this event.

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