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TOP AGENT:

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REIN**

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**PARTNER
SPOTLIGHT:**

Miami Lux Media

RISING STAR:

David Freed

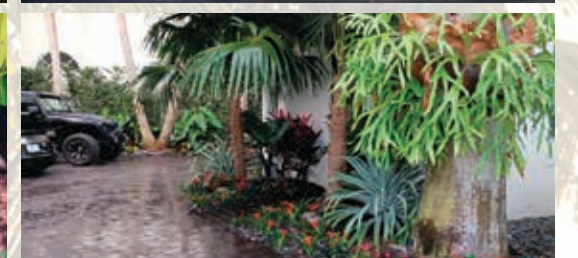
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MIAMI'S TOP REAL ESTATE MARKETING TEAM



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Real estate listings that are marketed with high quality photography sell 32% faster. Homes with aerial photos sell 68% faster. Active listings that feature videos get 403% more inquiries than those without

them. "We started Miami Lux Media to serve the specific marketing needs of real estate professionals by creating content geared to sell. As one of the leading real estate media companies in Miami, we deliver expertise in all areas of digital imaging, marketing content production, and creative services to craft images and videos intended motivate buyers and build audiences. Clients trust us with their product and vision, and time and again we deliver exceptional quality and unforgettable media experiences that elevate real estate professionals and their listings to new heights." High-quality content is a crucial part of the selling process. The goal of MLM is to make that process easier and more accessible to all in the industry.

By offering a wide range of products specifically catered to the real estate industry as well as individualized client service, MLM has established an exceptional reputation for delivering quality results. Founded in December 2020, MLM continues to grow with impressive rapidity within the Miami and surrounding real estate markets. "Our goal is not simply to provide a service to clients, we see ourselves as partners. Our partner's success is our success."

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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at Eshe.moncrieffe@n2co.com

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FAQ

ALL ABOUT MIAMI REAL PRODUCERS



Real Producers magazine started in Indianapolis in 2015 and is now in over 100 markets across the nation and continues to spread rapidly.

category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: WHO RECEIVES REAL PRODUCERS MAGAZINES?

A: The top 500 real estate agents in the Miami area.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. *Real Producers* is a platform that brings together the most elite individuals in Miami real estate.

We take the top 500 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! We will be having specific networking events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple. You have to be on the top 500 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 500 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support *Real Producers* and attend our private events to increase your chances.

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are one of the best businesses in Miami in their

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you want to recommend a business that works with top real estate agents, please email or message us!

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WELCOME TO THE MIAMI REAL PRODUCERS COMMUNITY!



► publisher's note
Eshe Moncrieffe

WHERE THE TOP 500 REALTORS® IN MIAMI CONNECT

What is *Miami Real Producers*?

This magazine may be completely new to you, but Real Producers is in over 100 markets within the U.S., where each city has its own version of Real Producers. I'm very excited to bring this magazine to Miami and equally excited to connect the top-producing agents in Miami and the best businesses through our Real Producers community!

If we haven't met, you might be wondering, "What is *Miami Real Producers*, and why am I receiving this magazine?"

It's simple. You've earned it!

You are one of the top 500 REALTORS® in Miami-Dade by sales volume, and only the top 500 will receive this for free every month moving forward. If you are reading this now, you should be incredibly proud!

- You can't buy this magazine.
- You can't pay to be featured.
- You can't pay to attend our social events.

You must be nominated to be featured in this magazine. We want to highlight you and all your hard work!

What does this magazine mean to the REALTOR®?

It is a badge of honor to be receiving this magazine out of the thousands of agents in our area. We want to validate your business and

achievements! There are so many incredible producers who don't get the opportunity to be in the spotlight as they should. We will celebrate our local legends each month and the success they've created.

What does this magazine mean to our Partners?

Our partners hold a special piece to this puzzle since their partnership helps support our monthly publication. Without them, we wouldn't be able to feature our top agents or host our social events. Each business in our magazine has been highly recommended by a top agent, and we take their word seriously! If you are looking for a great business to add value to your client offering, our preferred partners would be a great fit!

What content will be featured each month?

- Top Agent / Cover Story
- Rising Star
- Partner Spotlight (featuring a preferred business)
- Social event recaps
- Other content will be added as we continue to grow our publication

Meet the Publisher:

Dear Readers,

We are thrilled to present this issue of *Miami Real Producers*, dedicated to showcasing the dynamic and diverse Top Real Estate agents in Miami. As the premier destination in Florida for homeownership,

investment, and lifestyle, Miami offers a unique blend of culture, entertainment, and natural beauty that attracts people from all over the world.

Through this magazine, we aim to provide a peek into the lives of the best REALTORS locally as well as a list of some of the best businesses and professionals that bring this all together to showcase how they can also add value to like-minded professionals in the industry. Whether you've been in the real estate industry for decades or you're a newer agent moving at the same pace, our magazine is designed to inform, educate, and inspire.

As the publisher, I am committed to delivering high-quality content that reflects the interests, concerns, and aspirations of our readership. We welcome your feedback and suggestions on how we can better serve your needs and interests.

Thank you for choosing our magazine as your guide to developing stronger relationships in the Miami Real Estate market and getting to know the agents on a deeper level. We hope you enjoy reading about the amazing Real estate Agents and Partners of Miami as much as we enjoyed creating it.

Sincerely,

Eshe Moncrieffe
Miami Area Director
Eshe.moncrieffe@n2co.com

Let's Connect: Please follow our Instagram page @miamirealproducers to stay up to date with the magazine and all events happening locally.

KEEPING IT REAL

WITH JB AND THE DOC

By JB and The Doc

Hi! We're JB and The Doctor owners of IVOLVE Performance and Development and IVOLVE Networking. We work with top-performing agents to develop and refine the skills you need to stay at the peak of your game!

JB, Josh Blum, is a former Fortune 50 sales executive and a master presenter. The Doctor, Dr. Andre Caruso, is a Doctor of Psychology and a behavioral and mindset expert.

This column is for YOU. We'll each provide answers to your questions on a wide range of subjects and help you overcome challenges, think Dear Abby

and Brene Brown. You'll always know that we'll be **Keeping It Real**.

This month and next we'll be tackling disappointment, with today's topic: How do I help clients overcome disappointment?

JB: We'll inevitably have to manage client disappointment on occasion. Empathy is key to helping clients feel heard during this time. Recognize that clients may feel a need for psychological venting or space during this time and listen closely for cues so you can provide your clients with what they need. The best way here to display empathy is to show that you're listening.

Doc: We all know how important I believe empathy is, so lean into that. I believe one of the best ways to not

only overcome but help prevent disappointment is setting good, realistic expectations from the start. People appreciate honesty and authenticity. Letting them know upfront that there may be some losses and/or disappointments helps shape their mindset during the process. Don't be afraid to set proper expectations.

JB and The Doctor
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-Tiffany Armstrong

★★★★★
My husband and I hired Nima Ajabshir. He made the impossible possible for us. He helped us close on time with a drastic home company failure. Thank you for being a great helpful attorney. I highly recommend her!
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-Bridget Price



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KATHRIN

▶▶ top agent

By **Eshe Moncrieffe**
Photo Credit: **Miami Lux Media**

Life Changer

Top-producing Keller Williams real estate agent, Kathrin Rein does it all! She's multi-lingual, multi-talented, driven and extremely intelligent. She has been able to create a successful legacy through real estate with passion and a genuine desire to help others.

Growing up in Rosenheim, a beautiful small town in Germany known as the “home of roses”, was a wonderful experience for Kathrin Rein. Amidst the beautiful scenery and the scent of roses in Rosenheim, Kathrin found herself enchanted by music. It was there that she first discovered her passion for playing instruments.

As a child, she learned to play six different instruments. The process wasn't easy, but she persevered because she found great joy in creating music. It was through hard work and dedication

that she became proficient in playing each instrument. The education system in Germany is renowned for its emphasis on excellence, and this was evident in Kathrin as she dives into discussing her past also as an athlete. “I was always drawn to sports. I was a tennis player, Cross Country skier and runner.” Unfortunately, after damaging her ACL (anterior cruciate ligament) and meniscus, Kathrin could no longer engage in athletics and went back to focusing on the arts. “I always knew I wanted to be in acting, so when I got the opportunity to move to the United States, my father told me to take it because I never knew where it may lead,” she mentioned. When you think about the success she has today, truer words have never been spoken.





estate investment portfolio, and that meant making some serious cutbacks. Learning valuable lessons from her father and also losing him at a young age, helped to mold Kathrin into the successful entrepreneur that she is today. She remembers how frugal her father was when she was growing up and how hard he worked to provide for his family and when he tragically passed away, she remembers how hard it was on her and her family, emotionally and financially. She credits her efforts with helping people create generational wealth for themselves and their families to her father. “Because he couldn’t fulfill his mission, I made his mission mine. I thought to myself, if I get hit by a truck tomorrow, I want to make sure that my family is well taken care of and I want to leave a legacy behind.” That has truly been her passion, and one of the main reasons she has been branded as a ‘Life Changer’ as she travels throughout the nation coaching and mentoring individuals on creating wealth through real estate.

After moving to Miami from New York, for her husband’s entertainment career, Kathrin became a stay-at-home mom with her central focus being on caring for her family. However, as time went by, she found herself becoming increasingly bored with her daily routine. She longed for something that would challenge her and allow her to use her talents outside of her home. It was then that a friend, who also happened to be

her Realtor, suggested that she get her license. At first, the idea seemed daunting, as she had never considered venturing into the world of real estate. Nevertheless, she took the plunge and one year later attained her license as a real estate professional.

Fast forward several years later, using her knowledge and expertise, Kathrin Rein now sells properties from Homestead to Fort Lauderdale and has invested heavily in the real estate industry. During her early years starting in the Real Estate industry, Kathrin decided that she would eventually start a real

“
I thought to myself, if I get hit by a truck tomorrow, I want to make sure that my family is well taken care of and I want to leave a legacy behind.
”

So what separates Kathrin from others? “Maybe it’s just my values or something I was raised with, but honesty has always been important to me. I value my relationships with people more than any deal or profit I could make. It can be tough sometimes, especially in business, where making money is the end goal. But for me, it’s not worth sacrificing my integrity and jeopardizing a relationship over a quick buck. This mindset has served me well in all areas of my life, not just in business. It’s helped me build strong and meaningful connections with others, and I wouldn’t trade that for anything. I encourage others to prioritize their relationships over deals and profits because, at the end of the day, those are the things that matter the most.” she says.

“Overall, I feel very lucky to have grown up in such a peaceful and idyllic town in Bavaria and then move to such a vibrant and exciting city like Miami. It has given me a unique perspective on life and helped to shape who I am today.”



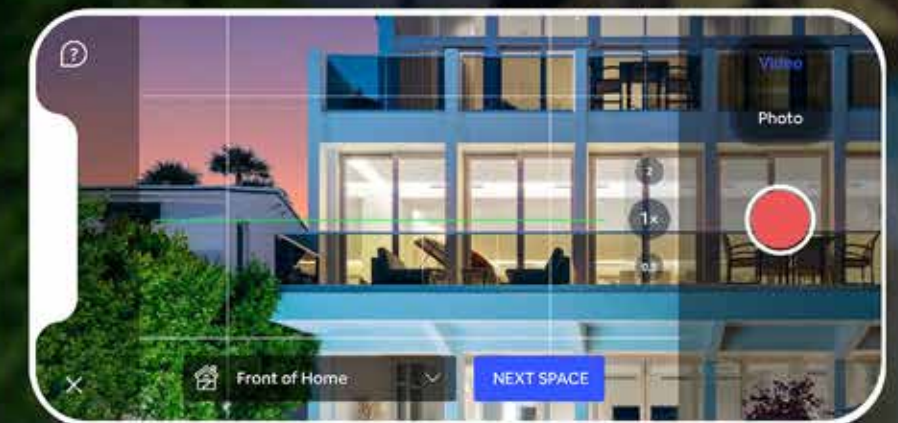
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► rising star

By **Eshe Moncrieffe**
Photo Credit: **Odette Photo+Art**

Born and raised in Miami, our Rising Star of the month, Keller Williams Miami agent, David Freed, possesses a unique set of skills and qualities that sets him apart from his peers in the industry. His passion for helping people and finding solutions to meet their needs is an asset that will undoubtedly lead to a successful career as a realtor.

After college, David began his career working at Macy's in Aventura and eventually moved to New York to work at their headquarters for over twenty years as a Senior Executive. David's extensive experience in customer service has provided him with the ability to communicate effectively and empathetically with people from all walks of life. He genuinely understands the importance of building relationships with his clients and the value of active listening to truly understand their needs and preferences. These skills have proven to be invaluable as he works to assist his clients in finding their dream homes.

"So I'm new to the industry of Real Estate but not new to customer service. Real Estate is doing whatever I can to best service my clients. I have a real passion for trying to figure out exactly what my clients are looking for." His professional background combined with his love for helping people is evident in everything he does. He has a genuine desire to see others succeed and will go above and beyond to ensure that his clients are satisfied with their real estate transactions. It is evident that the dedication he has to his clients is a

DAVID FREED

The Power of Kindness
in Real Estate: A Look at
the Successful Career of a
Service-Oriented Agent

testament to his character and is a driving force in allowing him to build a loyal client base.

“As a realtor, my goal is to help my clients achieve their dreams of home-ownership while ensuring they are making informed decisions.” David is well-versed in the intricacies of the real estate market and has an eye for detail when it comes to property evaluations. He is committed to providing his clients with the highest level of service and expertise and works tirelessly to ensure that they have a seamless and enjoyable home buying or selling experience.

David’s family and other agents who have been mentors in the industry have played an integral role in his success, providing guidance, support, and invaluable knowledge. He has learned from their experiences and expertise, and this has helped him

develop his unique style and approach to real estate. David’s willingness to listen and learn from others is a testimony of his humility and dedication to continuous improvement.

It is inspiring to see how much he values spending time with his loved ones and prioritizes his personal life outside of work. His family and friends are undoubtedly a source of joy and support in his life, and they help him maintain a healthy work-life balance. David’s deep love for food and different cuisines is also helpful in the real estate industry as his knowledge of the culinary scene can provide valuable insights to his clients, helping them to find the perfect neighborhood and home to suit their tastes.

As a successful realtor, he understands the importance of building relationships with his clients and provides them with exceptional service. He



always goes the extra mile to understand their needs and preferences and works tirelessly to help them achieve their real estate goals. David’s dedication to his clients and their satisfaction is undoubtedly a significant factor in his success as a realtor.

After being in the industry for only two years, his success as a realtor selling \$23 million in 2022 is a testament to his hard work, devotion, and passion for real estate. We are excited to see what the future holds for David Freed, and we are confident that his commitment to excellence will continue to bring him success in his career as a realtor.



CAPTURING PERFECTION:

The Artistry of a High-Quality Photography and Videography Company



▶▶ partner spotlight: miami lux media

Written by: **Eshe Moncrieffe**
Photo Credit: **Miami Lux Media**

In the wake of the Covid-19 pandemic, many businesses were forced to shut down, while others had to adapt to the new reality of social distancing and remote work. Real estate, in particular, was hit hard by the pandemic, as open houses and in-person showings became more challenging and risky. However, one company saw an opportunity to fill a growing need for high-quality visual content in the real estate industry and started a business that has thrived ever since.

background already in photography, made a really great team. With a focus on quality, creativity, and customer service, the company quickly gained a reputation for delivering outstanding results that exceeded clients' expectations.

One of Miami Lux Media's strengths is its ability to capture the unique features and personality of each property,

Miami Lux Media, a real estate photography and video production company, was founded by a team of two experienced photographers and videographers who saw the potential for creating stunning visual content that would help real estate agents and homeowners showcase their properties online. Nico, with his background in business, was able to turn their skill sets into a very successful business model and Jorge, with his



using advanced equipment and techniques that ensure the highest level of detail, color accuracy, and composition. From aerial shots to 360-degree virtual tours, the company offers a wide range of visual services that cater to different needs and budgets.

Another key factor in the company's success is its customer-centric approach, which puts the client's satisfaction and vision at the forefront of every project. Whether it's a luxury mansion or a modest condo, the company's team takes the time to understand the realtor's goals and preferences and tailors its services accordingly. The result is a collaborative and personalized experience that leaves the agents impressed and delighted.

Despite the challenges posed by the pandemic, the company has continued to grow and expand its services, thanks to its agility and innovation. "We recognized the opportunity that existed in the Miami market and all Realtors need a certain menu of media items for each listing. Depending on the value of the listing, some agents might just do photos, but typically, Realtors want the photos, videos, drones and all that. The differentiation between us and other photography and videography companies is that we produce high-quality products and services for very reasonable prices." Nico mentions.

Looking ahead, the company is poised to continue its success and lead the real estate photography and video production industry with its commitment to excellence, creativity, and customer service. As the real estate market continues to evolve and adapt to the new normal, the need for high-quality visual content will only increase, and Miami Lux Media is well-positioned to meet and exceed that demand.



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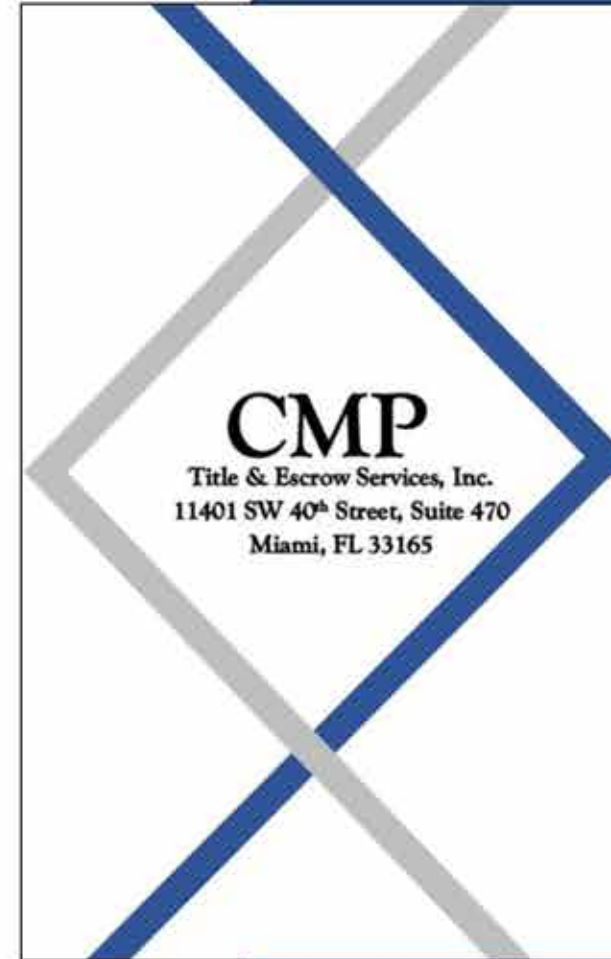


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