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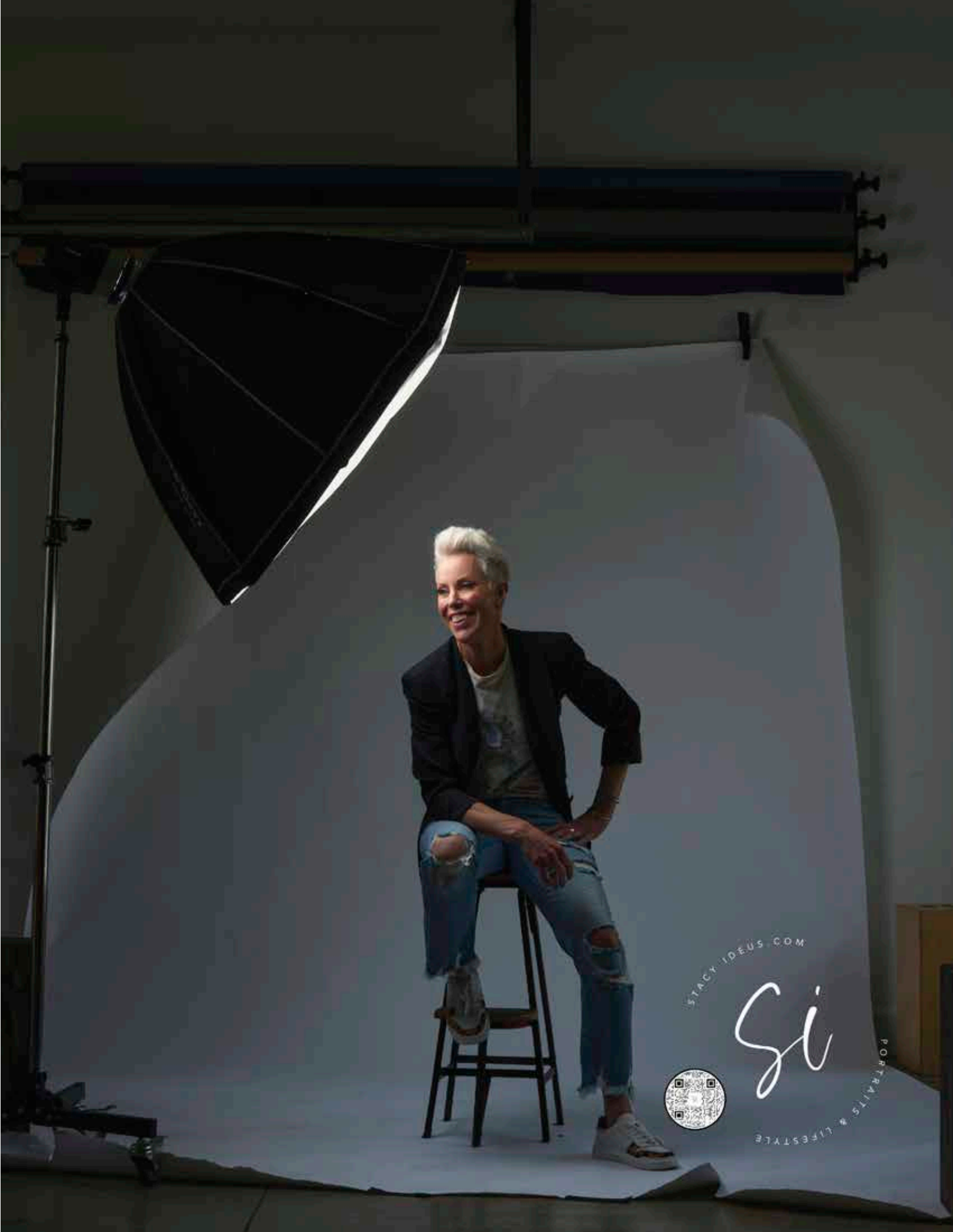


BB Roofing



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Right Place, Right Time

BY JESS WELLAR
PHOTOS BY
STACY IDEUS

If you had asked a younger version of Amy Briggs where she imagined her career path would lead some day, ‘top-producing Realtor’ certainly wouldn’t have crossed her mind. But a well-timed conversation changed everything.

“One day, when I was a graphic designer, I stopped over at the ReStore to look around on my lunch break,” Amy recalls. “I ran into Russ Meyer, a college friend who also went to school with me for interior design. Russ told me that he was a Realtor and he thought I would like it, too.”

At the time, Amy was pregnant with her first son and unsure of her next step; but she knew one thing — she was tired of the 9-5 grind while living paycheck to paycheck.

“I had nothing better to do,” she laughs, “so I started online classes that week, got my license, and became a Realtor a few months later.”

A burning desire to be her own boss and be rewarded for being a hard worker set Amy on her new career path in 2014. Fast forward to over a decade later and she’s a consistent top producer with Keller Williams Lincoln who closed over \$15.2 million in volume across 62 transactions last year.

Embracing Change

Armed with two bachelor’s degrees from UNL in Business Administration and Interior Design, Amy first worked for



a major architectural firm, STG, in Austin, Texas. When the 2008 recession hit, she moved to Lincoln, where she worked as a graphic designer until real estate called.

“I loved [real estate] immediately. Everything was so different from my previous work experience, but I embraced it,” she recalls. “Russ was very encouraging and it felt like a natural fit.”

Initially, Amy juggled both careers while raising her young son. That burning drive and her clear refusal to be boxed in fueled her quick success in the industry. Amy’s early career was also shaped profoundly by the generosity and insight of others, most notably Brenda Carlson, her long-time mentor.

“Brenda is a fantastic wealth of knowledge and I still ask her questions to this day!” Amy acknowledges gratefully. “She is my rock.”

With so many deals under her belt, Amy’s advice for aspiring agents is based on her own personal experience

starting out: “Find yourself a good mentor,” she suggests. “Having someone you trust and someone you can ask all the questions to goes a long way!”

Staging Her Future

Ask any of Amy’s clients what makes her different, and they’ll likely mention her empathy, in addition to the meticulous eye and care she brings to every deal.

“I truly care about the people I’m connected with and work with,” she emphasizes. “I’m determined to make the process easy for them and take on the obstacles that come along the way.

“I feel like what I do is actually important,” she continues. “This is one of the biggest decisions of someone’s life. I enjoy being busy and figuring out the puzzle. Every transaction is different and requires a different approach.”

Her background in interior design has recently taken center stage, a move that’s already paying off.

“I just started staging my own listings this past year and it’s really helping my business by

Amy
BRIGGS



adding value,” Amy affirms. “I do as much and as many as I can with the furniture I have and it’s making a big impact.”

From deep-cleaning homes to ensuring her professional photographer shares her attention to detail, Amy is extremely hands-on. And she believes that kind of care builds trust, something she refuses to take for granted.

“I run my business with heart and integrity,” she elaborates. “I hope that word of mouth from me doing a good job will continue to carry me on, as a quarter of my business currently comes from repeat clients and referrals.”

Putting Down Local Roots

Amy was raised as a self-described “Army brat,” moving every two to three years to places such as Germany, Holland, Georgia, New York, and New Mexico before landing in Lincoln, where she finished high school.

After a year spent exploring Oregon and Europe, Amy



attended UNL and eventually planted roots in Nebraska to be closer to her brother and his growing family.

Her own family is now firmly rooted in Lincoln as well. Amy and husband Beau, her supportive spouse of eight years,

have three children: Gypsy (Amy’s stepdaughter), Oliver, and Arden.

“Beau was a stay-at-home dad for the past five years, until recently,” Amy offers. “That really helped me build my business and my career.”

The Briggs share their home with a friendly black Lab named Hammer and four backyard chickens — Reba, Lucy, Quinn, and Edna — whose eggs are in high demand these days from family and friends.

When she’s not showing homes or shuttling between listings and school drop-offs, Amy enjoys designing and updating her own house, gardening, and planning her next travel adventure.

“We all recently got our passports ... so there’s really no excuse now,” she grins. “It’s time to start making these trips we’ve all been dreaming of. I want my children to experience the world like I did when I was younger!”

“

I run my business with heart and integrity. I hope that word of mouth from me doing a good job will continue to carry me on.”





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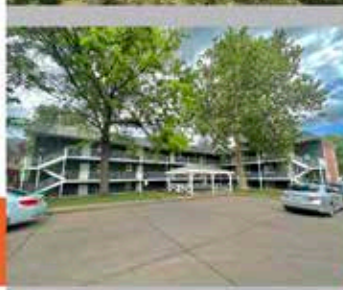
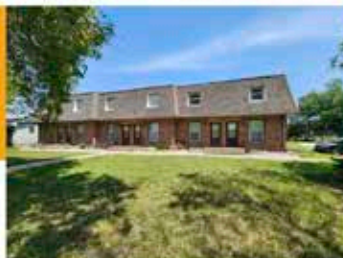
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SCAN TO BOOK

COVER REWIND - JULY 2020



“

I think everyone should be working toward personal goals and personal improvement.”

RUSS Meyer

Russ had a pretty straight line to the start of his career in real estate fourteen years ago. “I had always been interested in real estate as a career, and I had family and friends who encouraged me early on. I started with an education in design and a background in building and construction,” Russ explains. “Those parts of my background have translated very well to what I do ...

I’m able to help buyers understand the building process. And one of the things I’ve enjoyed is using those design skills to help people see how they can make a house their own.”

“I’ve always believed that it’s important to continue to learn and to grow,” he says. “I think everyone should be working toward personal goals and personal improvement. And, of course,

the definition of that differs for each of us. I just think the most important thing is pursuing whatever works best for you.” As Russ grows, so does his ability to serve his clients. “I really enjoy getting to know my clients and figuring out where they are going to best find the house of their dreams. It’s really exciting to find the right spot where it just works for them.”

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WORK TOWARD YOUR OWN **FINANCIAL** INDEPENDENCE DAY

BY EDWARD JONES

We're getting close to the Fourth of July, our national Independence Day. This celebration may get you thinking of the many freedoms you enjoy. But have you thought of what you might need to do to attain *financial* freedom?

Your first step is to define what financial independence signifies to you. For many people, it means being able to retire when they want to, and to enjoy a comfortable retirement lifestyle. So, if this is your vision as well, consider taking these steps:

- *Pay yourself first.* If you wait until you have some extra money “lying around” before you invest for retirement, you may never get around to doing it. Instead, pay yourself first. This actually is not that hard to do, especially if you have a 401(k) or other employer-sponsored retirement plan, because your contributions are taken directly from your paycheck, before you even have the chance to spend the money. You can set up a similar arrangement with an IRA by having automatic contributions taken directly from your checking or savings account.
- *Invest appropriately.* Your investment decisions should be guided by your retirement goals, along with how long you have before you need the money and how comfortable you are with different levels of investment risk. If you deviate from these guideposts — for instance, by taking on either too much or too little risk — you may end up making decisions that aren't right for you and that may set you back as you pursue your financial independence.
- *Avoid financial “potholes.”* The road to financial liberty will always be marked with potholes you should avoid. One such pothole is *debt* — the higher your debt burden, the less you can invest for your retirement. It's not always easy to lower your debt load, but do the best you can to live within your means. A second pothole comes in the form of large, unexpected short-term costs, such as a major home or auto repair or a medical bill not fully covered by insurance. To avoid dipping into your long-term investments to pay for these short-term costs, try to build an emergency fund containing three to six months' worth of living expenses, with the money kept in a liquid, low-risk account.
- *Give yourself some wiggle room.* If you decide that to achieve financial independence, you *must* retire at 62 or you *must* buy a vacation home by the beach, you may feel

disappointed if you fall short of these goals. But if you're prepared to accept some flexibility in your plans — perhaps you can work until 65 or just rent a vacation home for the summer — you may be able to earn a different, but still acceptable, financial freedom. And by working a couple of extra years or paying less for your vacation home expenses, you may also improve your overall financial picture.

Putting these and other moves to work can help you keep moving toward your important goals. When you eventually reach your own “Financial Independence Day,” it may not warrant a fireworks display — but it should certainly add some sparkle to your life.

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STILL ON
THE BALL

ISAAC ARMSTRONG

“I’m grateful for the four years I played football as a Husker,” Isaac Armstrong shares. “It was effective for life long lessons in discipline and communications. I kind of brushed it off at the time, but that experience has made a huge difference in how I operate my business.”

BY JESS WELLAR
PHOTOS BY STACY IDEUS

Gridiron Glory To Sales

As a punter for the Nebraska Cornhuskers, Isaac learned to handle pressure, stay composed in unpredictable situations, and remain accountable to his team. All traits that now serve him well in real estate.

“I love helping people reach their goals as well,” he notes. “And my collegiate athletic

experience is something that instilled that determination.”

Isaac obtained his license in October of 2022, but his interest in real estate dates back much further than that, to a pivotal summer before his junior year of high school.

“My family moved to Lincoln from Kearney that summer,”

he recalls. “While looking at multiple houses one weekend with my parents, I had the thought that I would enjoy working in real estate, mostly based on how my parents’ agent seemed to enjoy it.”

The relocation was hard on him, and Isaac never forgot how disruptive the experience felt leaving his friends and childhood home for a new start.

“I know it was stressful for my parents as well, so one factor as to why I got into residential real estate was to provide a calm confidence to help people turn what can be a very stressful time into a positive empowering experience,” he adds.

Big Goals, Bigger Heart

In just two and a half years, Isaac has already made an impression in the Lincoln market. Last year, he closed 27 transactions and just over \$9.7 million in volume. But if you ask him what he’s most proud of, the answer has nothing to do with numbers.

“A lot of people measure success in financial terms,” he reflects, “but I think because I come from a teaching family, I find fulfillment when other people reach their goals. When they reach out and tell me how much they appreciate the impact I’ve made in their lives, it feels incredibly rewarding.”

His background reinforces this people-first mindset. Isaac majored in Child, Youth, and Family Studies at the University of Nebraska-Lincoln.

“I started off as a special education major ... I really didn’t know what I wanted to do after school, but I figured if I learned about engaging with people from different backgrounds and communications it would serve me well in life.”

He then spent a year and a half working at Awards Unlimited before diving into real estate. Behind that early momentum is a name Isaac’s quick to mention.

“I really lucked out,” he acknowledges. “This can be a tough industry to crack and Connie Reddish was more than willing to take me along to appointments instead of just sitting me down and talking to me.

“She took me under her wing and showed me how she operated her business to attain success. Down the road I want to be that kind of mentor for younger agents because Connie set me on the right path.”

Calm Confidence

Isaac’s fledgling reputation is built on his steady demeanor and relentless work ethic. He never hesitates to go the extra mile and refuses to cut corners.

“I have helped people move, pack boxes, do yard work — whatever it takes! I am always willing to get my hands dirty and help my buyers and or sellers out in any way I can,” Isaac emphasizes.

It’s this kind of old-school, roll-up-your-sleeves attitude paired with modern marketing savvy

“MY GOALS ARE DEEPLY ROOTED IN MY PASSION FOR PEOPLE, COMPETITION, AND COMMUNITY — ALL VALUES INSTILLED IN ME FROM MY TIME IN FOOTBALL AS WELL.”

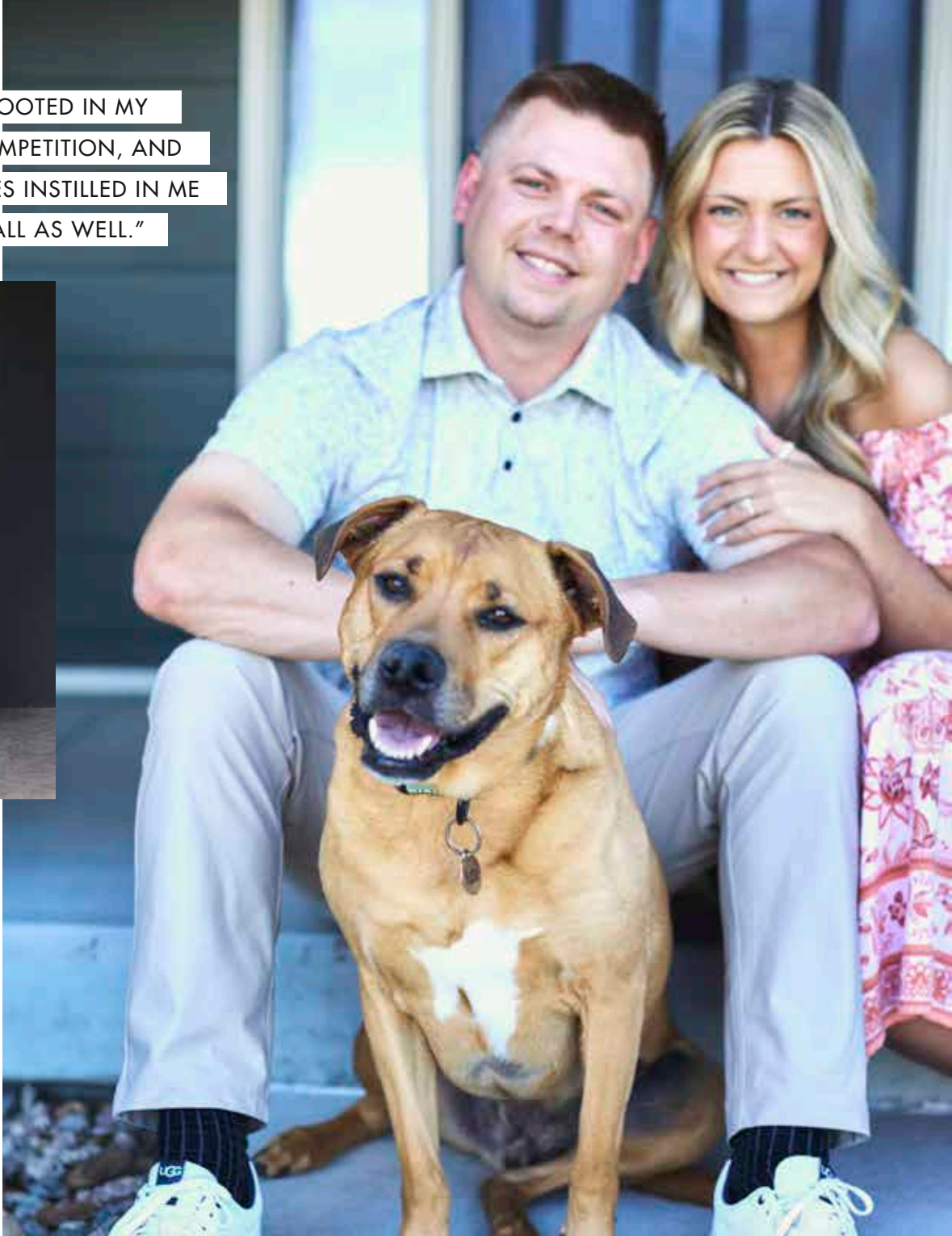


that’s helping him stand out among Lincoln’s next generation of agents.

“I think because of my age I don’t struggle with technology as much as older agents. I have found I have more familiarity with social media and innovative marketing which has helped me with listing presentations,” he elaborates.

Green Grass Therapy
When he’s not working with clients, you’ll likely find Isaac on the fairway: “Golf keeps my competitive spirit alive while giving me a chance to unwind and reset,” he shares. “There’s something about being outside, walking the course, and focusing on the intricacies of each shot that’s both relaxing and mentally refreshing.”

He and his wife Taylor — high school sweethearts —



were married in 2021 and have a rescue dog named Kobe who Isaac describes as “basically our son” and “a purebred mutt.”

The couple values their downtime together and will soon be taking their first trip abroad to Puerto Vallarta.

“My wife is a third-grade teacher at Pyrtle

Elementary, so during the summer we love hanging out at the Firethorn Pool, or spending our days on the boat at Pawnee Lake with my folks who live nearby,” Isaac offers.

Looking ahead, Isaac has no immediate plans to start a team — though mentoring is definitely in the cards to pay it forward down the road.

Wherever the future leads, he knows the foundation he’s building on is terra firma.

“My goals are deeply rooted in my passion for people, competition, and community — all values instilled in me from my time in football as well,” he concludes. “I truly understand the importance of showing up for others.”

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Blaine Brown - Owner

“It’s about being a good person and doing the right thing,” Blaine Brown asserts. “Anyone can be a hero when someone is looking, but it’s the things you do when you are not being watched or recognized that show your true character.”

It’s that very mindset of integrity that has guided Blaine and his growing team at BB Roofing to become one of the most trusted roofing companies in the Midwest. With six locations across Nebraska, Iowa, and Missouri, this family-focused, customer-obsessed company has become known not just for exceptional service, but for the transparency and care they bring to every job and community they serve.

“When a storm hits, we don’t just rebuild homes that have been destroyed — we restore confidence. That’s what drives me every day, being able to tell clients we’ll handle it,” Blaine elaborates.

Built On Character

BB Roofing offers comprehensive exterior services, including roofing, siding, gutters, and windows — but what they really deliver is peace of mind. Their expertise in navigating insurance claims combined with an emphasis on exceptional communication sets them apart.

“It’s about exceeding expectations, not just meeting them,” Blaine notes. “We’re trying to be the most reliable and customer service is at the top of our priority list.”

Every estimate, every timeline, and every referral is handled with professionalism and care, because Blaine and his crews understand

that when a Realtor refers a client, it’s their own reputation on the line, too.

That respect runs both ways. Blaine is quick to credit his team as the backbone of the business and the reason for its astounding growth.

“BB Roofing wouldn’t be where it is today without these amazing people that make up our team. Ask anyone who works here — it’s a different culture than anywhere else they’ve been.”

From Southeast Nebraska to Omaha, Lincoln, Des Moines, and Kansas City, BB Roofing continues to grow with intention.

“We’re always looking to expand, but we don’t just hire anybody,” Blaine adds. “Everyone on our team was a direct referral. They represent the brand, so the fit has to be right.”

Father First, Roofer Second

Blaine was born in the southeastern Nebraska area of Shubert, where he was raised with strong values and a solid work ethic. He played football for Peru State College and later served as a coach there, until fatherhood redirected his path.

“I was offered a D1 coaching position, and it would have been a dream,” he admits. “But I had just had a daughter and I didn’t want to miss her life.” Ultimately, Blaine turned

down the job, a decision he now labels the best he’s ever made.

After stepping away from coaching, Blaine entered the roofing industry with a reputable Omaha company and spent the next several years absorbing every critical piece of information he could. Feeling confident he had the knowledge to strike out on his own in 2014, he started BB Roofing back home in Southeast Nebraska, where he noticed an opportunity.

“This was the area that I grew up in and knew there was a need for a roofing company in that area,” he recalls. “The current roofing companies in the area were starting to get older and the owners were slowing down or retiring.”

From the very outset, Blaine’s company quickly expanded. First in rural Nebraska, then Omaha, then Lincoln in 2015 — and the rest is history.

“I asked my previous employer if he would have a problem with me working in this area and of course he said, ‘No, not at all,’ Blaine smiles. “He was very supportive of my business model.”

A Different Approach

In an industry that sometimes struggles with image, Blaine has worked hard to break the stereotype by focusing on the long-game while building trust.

“It’s not about the shingles. Most of us use the same materials and install them correctly. What matters most is communication,” he points out.

The company’s five-year guarantee (not just a warranty) stands as proof of their commitment to quality and accountability. BB Roofing doesn’t charge for inspections or reports either, and discounts are given for direct referrals; and if they find a homeowner in serious need, they’ll often do the work at little to no cost.

“We’ve had customers break down in tears after we helped them when they had no options,” Blaine shares. “Those moments remind us why we do this.”

It’s that purpose-driven approach of showing up for people that makes BB Roofing a trusted name with countless five-star reviews and a growing network of lifelong clients and Realtor partners alike. The company was also recognized by the Lincoln Independent Business Association (LIBA) in 2019, one accolade out of many that meant a great deal to Blaine.

Beyond The Business

When he’s not managing multiple locations, crews, and clients, Blaine loves hanging at home with his family. He and his significant other, Alissa, live just outside Nebraska City, raising four amazing daughters — Amiya (16), Lexi (15), Briana (7), and Livia (5) — alongside three much-loved ‘boy’ dogs to balance things out:





Rocky the English Bulldog, Winston the Frenchie, and Jaxx the Boxer.

Life with a house full of athletes means the Browns are constantly on the go to volleyball games, basketball tournaments, dance recitals, track meets, and more. But when time allows, Blaine loves to golf, travel, and just be with his girls.

“They are what drives me to work as hard as I do,” he smiles. “When the day comes that I am no longer walking this Earth, I hope people do not remember me for my athletic or business accomplishments, but for being a loving father.”

His approach to business is no different. Whether sponsoring local sports teams or giving quietly to charity without seeking recognition, Blaine leads with

character and class. BB Roofing follows suit with a culture built around treating its employees like family while lifting up the communities they serve.

“If you’re not happy at home, you’re not going to be happy at work,” Blaine concludes. “And if you’re one of my employees missing your kid’s ballgame, then I’m not going to be happy either.”



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