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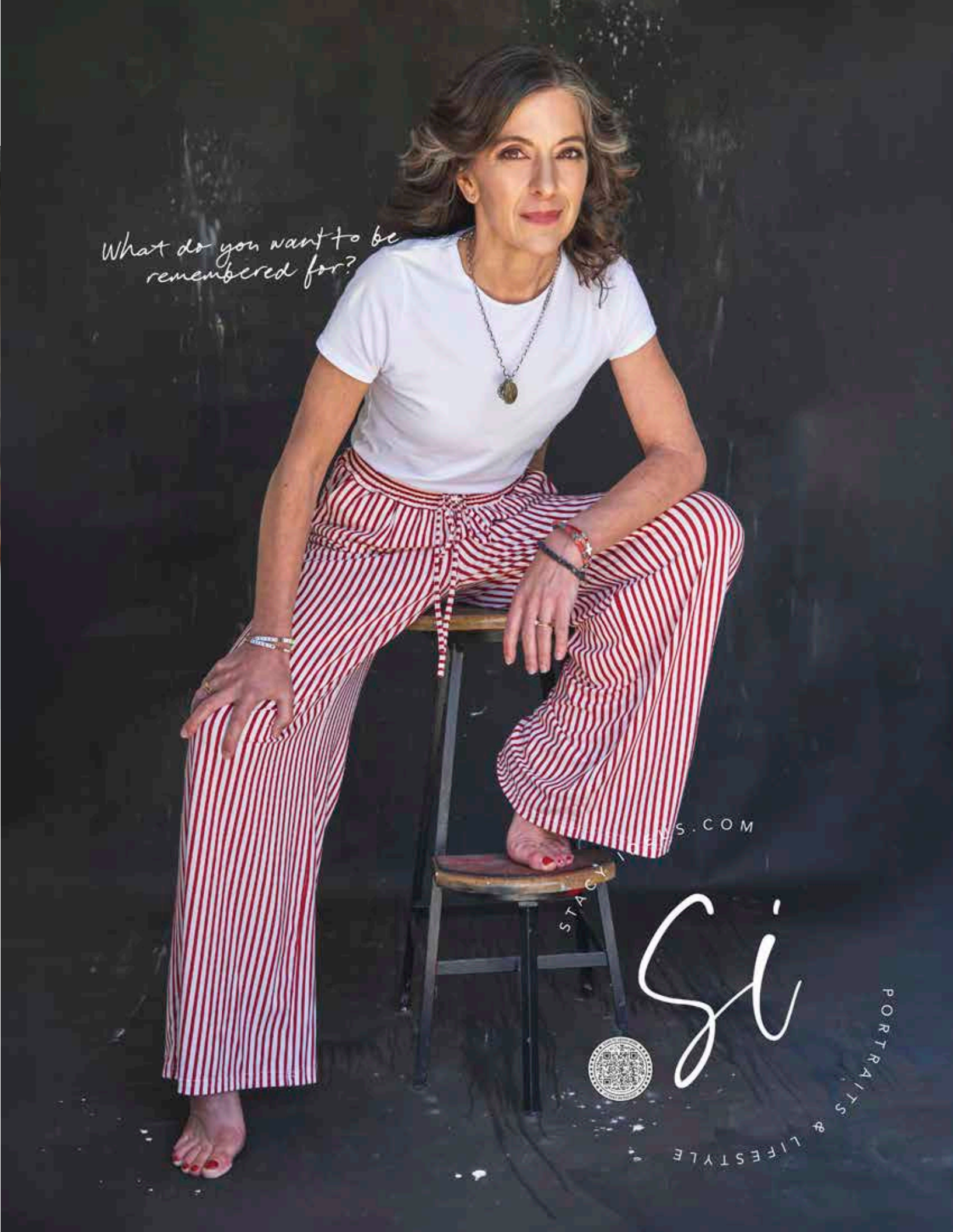
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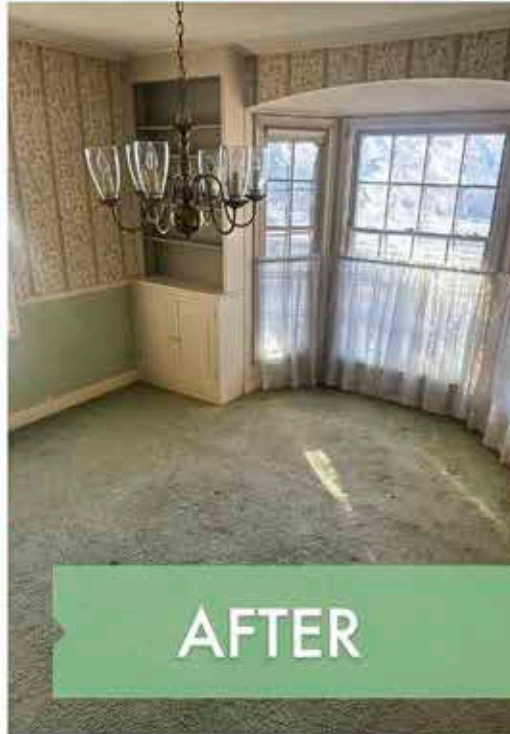
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BRANDON ROSEBERRY

Investing In Action

BY JESS WELLAR • PHOTOS BY STACY IDEUS

“I like to say, ‘My favorite part of real estate is always looking ahead to the next opportunity — the next person I get to help,’” Brandon Roseberry shares. “That mindset keeps me energized and focused — always growing, always giving, and always striving to make a difference in someone’s journey.”



Not your typical suit-and-tie Realtor, Brandon is a Marine Corps veteran turned banker turned software pro, eventually swapping the 9–6 grind for a life of deals. Earning his real estate license in late 2020 with SimpliCity Real Estate in Lincoln, Brandon closed over \$13.5 million on 47 transactions last year and certainly shows no signs of slowing down while practicing what he preaches from his own investment playbook.

Finding Fulfillment

A Lincoln native, Brandon joined the Marine Corps just five days after his 18th birthday and served as an air-traffic controller at Yuma, Arizona, the busiest Marine Corps air station, an experience that taught him calm under pressure and razor-sharp focus.

After his enlistment ended, he enrolled full-time in college to study project management while juggling three roommates and a full-time job at US Bank.

“I was a banker for several years, and I saw everyone of all ages and income levels; I decided right then and there what side of the scale I wanted to be on,” he explains.

Still seeking a better lifestyle, Brandon moved into IT at a large software company — only to find himself

miserable stuck behind a desk each day. He saved aggressively and took real estate classes, slowly building a rental portfolio while doing flips on the side.

“I was offered a large severance to leave, just two days before I was going to leave anyway!” he says with a grin. “That gave me the courage to pursue my passion.”

By November of 2020, he had passed his real estate exam and hit the ground running.

Walking The Walk

Brandon’s initial interest in real estate wasn’t a hobby, it was strategic. “Originally I got my license to help myself out and to build my rental portfolio,” he offers, “but then I later found out I really enjoyed helping others with something I knew so much about!”

Since going all-in, he’s flipped plenty of houses, acquired over 100 rental units, with a focus on small multi family, and has guided clients through the frenzied pandemic market. That hands-on investor experience gives him an edge in negotiations, deal analysis, and long-term wealth building. Clients truly appreciate his real-world insights: “I am selling what I buy myself,” he points out. “As a full-time investor, I understand the numbers, the stress, and the long-term vision because I live that rollercoaster myself.”

For Brandon, success boils down to independence: “It’s the freedom of time, freedom of choice, and the ability to work for myself and my family, not for a clock or someone else’s goals,” he notes. He measures his wins in aligning with his values and lifestyle choices. “I also define success by how well I’m able to live out what I believe in,” he adds.

Brandon’s hustle never really stops. His passion drives him to prospect relentlessly and respond instantly.

“Deals are lost when you’re sleeping!” he asserts. “I’ll respond no matter where I am in the world, or what day and time it is.”

Brandon welcomes every challenge with gusto, whether scouting off-market flips at dawn or coaching first-time buyers after bedtime: “I genuinely love the hustle of real estate — finding deals, solving problems, and creating win-win situations for everyone involved.”

Future Family Dreams

Brandon’s greatest investment is his young brood. He and his wife Destinee, whom he met at banker school in 2014, are raising two youngsters: Olive June, aka “OJ” (2.5 years), and Oakley Glen, aka “OG” (7 months). Brandon admits he doesn’t sleep much, but that is completely fine with him.

“

It’s the freedom of time, freedom of choice, and the ability to work for myself and my family, not for a clock or someone else’s goals.”

“

I hope my kids grow up seeing how much I love what I do — that it makes me better, more driven, and more present.”



“When I wake up at 4:30 in the morning to give my kid a bottle, I’m already thinking about what I can buy or sell that day,” he laughs, affirming that fatherhood and real estate fit together better than his previous corporate life ever could.

Outside the office, Brandon is always on the lookout for “fun and unique cars” to collect and lives for travel with his loved ones. He’s currently busy planning an Alaskan cruise, their annual foodie pilgrimage to the Minnesota State Fair, and a Disneyland trip before the holidays.

He’s equally psyched about his new seven-acre, fixer-upper project south of Lincoln which he views as “a playground for future family memories. “I also love any excuse to drive or ride anything that will go fast— scooters, UTVs, ATVs, lawnmowers, and otherwise,” he smiles.

Workwise, Brandon’s next audacious goal includes being the go-to resource in Lincoln for anyone ready to jump into real estate, whether it’s a first-time buyer figuring out their first home, an investor analyzing a 10-unit deal, or someone looking to flip their way to financial freedom.

“I want people to think of me first when they’re ready to make moves in real estate,” Brandon emphasizes.

Just as important though, is the impact of his career at home: “I hope my kids grow up seeing how much I love what I do — that it makes me better, more driven, and more present,” he concludes.

“Maybe someday they’ll want to do the same, not just because it’s what I do, but because they saw how much joy and purpose it brought me.”





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Kimberly Rempel

In the course of this business, there are so many interactions, conversations, and details that come into play on a daily basis. In that whirlwind that comes with the business, it means a lot to clients to have that calming expertise and reassurance to guide them through the process. One who delivers that experience to those she serves is Kimberly Rempel.

As a REALTOR® with Home Real Estate, Kimberly puts an extra emphasis on making and maintaining meaningful connections. “That’s one of the most rewarding parts of the business for me,” Kimberly emphasizes. “For me, it’s about having that chance to meet with people, to get to know them and to see what’s meaningful to them.”

“For me, it’s about having that chance to meet with people, to get to know them and to see what’s meaningful to them.”

“I sought out the big producers at Home Real Estate, I asked them a lot of questions and did some job shadowing and went to listings and open houses with them. I really had some great mentors along the way,” she says. “I did two open houses every Sunday for four and a half months...then followed up with people by phone. That seemed to work really well.”



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SCAN TO BOOK



LET A FINANCIAL ADVISOR HELP PLAN FOR LIFE’S CURVEBALLS

BY EDWARD JONES

No matter what stage of your life you’re in — caring for children, working toward retirement or planning your legacy — unforeseen events like a job loss, a major illness or even a stock market drop could derail what you’re working so hard to achieve financially.

With your future at stake, you may want to get guidance from a financial professional who can develop a personalized financial strategy to help you navigate life’s curveballs.

Here are specific ways a financial advisor can help.

- *Create a customized long-term strategy.* This is the first step to weather unforeseen events. You may have several long-term investing goals — your retirement, your child’s education or perhaps a dream vacation. A financial advisor can help you build a strategy specific to your goals and risk tolerance. This will include prioritizing those goals, building a path toward each and pivoting your strategy as markets shift and needs change.


- *Set realistic expectations.* Successful investing requires discipline and patience — most individual investors make their money over time, not overnight. Start by setting realistic timelines to reach each of your goals. And don’t be surprised if you need to make trade-offs, like working an extra year to help fund your retirement dream home. It’s realistic to expect you’ll hit some bumps in the road. Perhaps the markets will drop and the value of your portfolio may follow. (It’s also realistic to expect they will rebound, as they have historically. Of course, past performance of the markets is no guarantee of what will happen in the future.) A financial advisor can help you keep your emotions in check no matter what comes your way and stay focused on the long term, knowing you have a customized strategy in place.
- *Diversify your investments.* The foundation for your portfolio is your asset allocation, or how you divide your assets among stocks, bonds, cash and other investments. Different investments behave differently in various market conditions, so maintaining a good mix can help better weather market fluctuations than putting “all your eggs in one basket.” Finding the right diversification mix, and keeping it balanced despite what the market does, can get complicated, but it’s almost second nature for a good financial advisor. All investments do carry risk, and asset allocation doesn’t ensure a profit or protect against loss in a declining market.
- *Keep a long-term outlook.* It’s easy to become distracted by the latest headline, expert prediction or market swing. However, if these events don’t change your long-term outlook, there probably isn’t a reason to make changes to your strategy. In fact, these declines often present good opportunities if you’re a long-term investor, so use them to your advantage — your financial advisor can show you how.
- *Keep your emergency savings well-funded.* This is your “rainy day” fund, and an unexpected event may constitute a rainy day. For most people, maintaining three to six months of total expenses in emergency savings is appropriate. The specific amount depends on factors like your risk of unexpected expenses or temporary loss of income, and how much you value being confident that you can weather financial emergencies. A financial advisor can help you determine what your emergency savings should look like.

Unexpected events are part of life. You can’t predict them, but you can prepare for them. No matter what is going on around you, having a professional by your side can help set you up to navigate them confidently.


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Brianna Kosmicki

Understanding What Home Means

BY JESS WELLAR • PHOTOS BY STACY IDEUS

“Once I had my second child, I knew I was ready and wanted to make a change,” Brianna Kosmicki explains. “I needed more time with family and real estate was going to allow for that. I didn’t know it was about to change my entire life.”

Fast-forward three years later, and Brianna’s flexible schedule isn’t just fitting in bedtime stories — her hustle resulted in nearly \$4.4 million in sales across 15 deals last year, as she has quickly become one of Home Real Estate’s Top 25 Realtors in Lincoln.

Switching Gears
Originally, Brianna thought she was going to be assisting passengers at 30,000 feet. But life had other plans.



“I went to flight attendant school at Jet Blue academy and landed a job, but ended up starting my family; so I moved back to Lincoln to be closer to home and went to cosmetology school,” she explains.

For four years, Brianna worked full-time as a cosmetologist — and she still does wedding hair almost every weekend. That behind-the-scenes service taught her how to “be there for your clients throughout the process,” she notes. “Doing hair for someone’s big day, you’re also a therapist — just like in real estate!”

When her second child came along, Brianna knew it was time to finally make the leap she had always dreamed of.

“I have been interested in real estate since I was a child,” she shares. “It’s always something I have wanted to do and had a passion for.”

Her expertise in knowing how to soothe frayed nerves and read the room

certainly gave Brianna an edge when she obtained her license in May of 2022. She also credits having a wonderful influence in her corner when she was first ramping up.

“Connie Boender, a fellow agent at my brokerage, was an amazing mentor and really helped me in the beginning,” Brianna smiles gratefully. “I went to school with her daughters and we helped each other actually, since I showed her how to digitize her files. She’s a good friend.”

Fulfilling Career
While Brianna’s fledgling results speak for themselves, her proudest moments come when she can call up her clients to tell them they landed the house, and when she can hand the keys over on closing day.

Her favorite mantra — “Do it scared” sums up her approach to both business and life in general.

“God doesn’t call the fearless, he calls the willing,” she points out. “Do it scared, and trust Him with the rest.

“Everything I have and I’m blessed with is because of God,” she elaborates. “Our family is very active in our church and we keep the Lord as the main focus in our lives and trust him in everything.”

Balancing three kids, bridal prep weekends, and client demands hasn’t been easy. Brianna notes one of her biggest life challenges was learning how to balance being a mom, wife, and Realtor without losing herself in the process.

“There were times I felt stretched thin, unsure if I was giving enough to anyone — especially myself,” she admits. “But through that, I learned how to set boundaries, prioritize what really matters, and grow in confidence.”

Her marketing strategy reflects that same authentic, transparent demeanor.

“There were times I felt stretched thin, unsure if I was giving enough to anyone — especially myself. But through that, I learned how to set boundaries, prioritize what really matters, and grow in confidence.”





“I am very active on social media on all of my platforms and that does help with my marketing and to drum up a lot of business,” Brianna notes..

But it’s her heart, honesty, and hands-on dedication to every step of the process that truly sets her business apart.

“My clients aren’t just transactions; they’re families, dreamers, and individuals building their futures,” she emphasizes. “I lead with my heart and I truly care. I bring my whole true self, my values as a mother, a wife, and a trusted guide, to every client relationship.”

The Road Ahead

At home in Waverly, Brianna and her husband Taren keep busy raising three amazing kids: Aydan (6), Bryxtn (4), and Indie (1.5). Brianna loves spending her precious downtime outdoors, whether she’s in her lovely garden, fishing and golfing with her brood, or taking camping trips together. Next up is a family trip to Myrtle Beach!

She is also quick to acknowledge the support of her terrific spouse in helping her juggle dual careers with domestic duties.

“I would not be able to wear all the different hats I wear without Taren,” she affirms gratefully. “I do my showings mostly in the evenings and he helps with the kids so much, and also on the weekends when I’m doing hair.”

Looking to the future, Brianna eyes much more than solo success. With her dad, sister, and even her husband working on their licenses now, she envisions a family-run real estate team within the next few years. She dreams of mentoring new agents, sharing the values that guide her work today, and eventually earning her broker’s license.

“My goal is to continue growing my client base while staying true to what matters most — treating every client like family, and every transaction like it’s my own,” she concludes.



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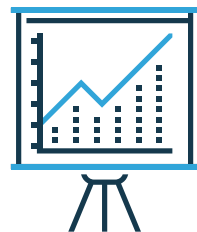
\$2,500,000,000

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AVERAGE TRANSACTIONS PER AGENT

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Bee Organized Lincoln

BY JESS
WELLAR
PHOTOS BY
STACY IDEUS

Buzzing Through The Clutter



“We approach every job with compassion, confidentiality and are judgment free. We consider it an honor to help people experience increased joy, peace and productivity through our business.”

Given the rise of DIY culture and The Marie Kondo movement, domestic trends have certainly made home organizing “cool,” but many people still struggle to implement or maintain it. That’s where Lindsey Leif and Markay Cunningham’s expertise comes in to save the day with Bee Organized Lincoln.

A Perfect Partnership

Before Bee Organized, both women had very different career paths that helped shape the business they’ve built. Originally from Sutton, Lindsey holds a bachelor’s in education and a master’s in school counseling. She spent years teaching elementary school and working as a school counselor before running her own online wellness coaching business.

Raised in Benkelman, Markay holds a business management degree and spent a decade as a logistics manager, where she developed a deep love of process, planning, and efficiency. After stepping away from the corporate world to raise her family, she was ready to return with a meaningful purpose.

When the pair met through a mutual friend, they quickly realized they shared more than a love for a well-organized space — they saw an opportunity to serve their community in a meaningful way. With a deep respect for one another’s strengths, the two women launched their Bee Organized Lincoln franchise in 2023.

“We both realized we had different skill sets that complimented each other very well and were both effective communicators,” Lindsey explains. “Markay is very organized, dependable and loyal. She’s also amazing at implementing systems and processes and seeing things through, while being extremely understanding.”

Markay grins as she adds: “Lindsey is the most softhearted person I know, she is always the good cop! She’s very business savvy and always has the vision and follow through.. She also has no fear and can network and get up in front of everyone and speak while repping our brand.”

For Lindsey, life at home was the spark that led to their franchise. “Motherhood and my career made it hard for me to keep up with my home, and it began taking a toll on my mental health and frankly exhausted me,” she shares. “As I began organizing and creating systems in my home, I realized if it’s done the right way, it is much easier to maintain!”

Together, they set out to help families, professionals, and individuals

experiencing major life transitions get back in control of their homes, and their precious peace of mind.

Systems Over Stuff

Bee Organized Lincoln provides more than just home organizing. From packing and unpacking to customizing systems designed around client routines, the team tackles chaos with compassion. They also assist with moving services and life transitions.

“We don’t just organize; we build practical, lasting solutions tailored to your life and routines,” Lindsey notes. “Our organizing process is simple, we patiently listen to our clients and fully understand their wants, needs and struggles while working alongside them.”



“One of my favorite things about organizing is that we not only get to help our clients, but through donations from our clients, we are able to partner with various causes throughout Lincoln in need of specific items that we are able to pass along to them,” Markay notes.

With 10 employees and support from their national franchise, Lindsey and Markay are able to scale their high-touch services while offering cutting-edge resources and communication tools.

“We’re incredibly well supported with business tools and professional organizing resources as part of the Bee Organized franchise, which meant we didn’t have to face the usual uphill battles when starting out as a small business,” Lindsey shares.

Relationship-Driven

Real estate agents, take note: Bee Organized Lincoln is more than just a moving-day helper. The duo has tailored their services to work seamlessly

alongside Realtors, offering support at every step of the transaction.

“Our goal is to come alongside agents to bless and enrich their relationships with their clients and grow their business,” Lindsey offers. “Whether we help prep the house to go on the market, help the client purge and pack up, or set them up with customized organization after they move in ... We are here every step of the way.”

With a compassionate approach, Bee Organized Lincoln has quickly earned a reputation for efficiency, trust, and transformation.

“We frequently receive feedback about how fast and efficiently we work to help people feel settled with smart, intentional systems,” Lindsey says with pride.

From Chaos to Calm

Beyond the pantries and packing tape, both women say the most fulfilling part of their work is seeing relief on their clients’ faces.

“Hearing how much more manageable their space feels and knowing we helped lift a weight off their shoulders is very fulfilling,” Lindsey says. “Learning that they actually enjoy coming home after work while being part of a smooth, even fun, moving process is icing on the cake.”

But the shift goes deeper than the surface. “There’s now a stronger understanding of how clutter impacts mental health,” Lindsey explains. “Clients aren’t just looking for neat spaces; they’re seeking clarity, calm, and control in their daily lives. Organizing has become a form of self-care and stress relief.”

“ORGANIZING WILL CONTINUE TO GROW AS WE SUPPORT MENTAL HEALTH. IT WILL OVERLAP WITH LIFE COACHING, THERAPY, AND WELLNESS, FOCUSING NOT JUST ON ‘STUFF’ BUT ON THE HABITS, EMOTIONS, AND MINDSET BEHIND IT.”



On the Homefront and the Horizon
Outside of running a successful business, Lindsey and Markay stay busy raising their own families. Lindsey and her husband Casey have been married for 19 years and are busy raising four kids: Roman, Archer, Gus, and Georgia, Markay, married to her husband of 13 years, Kirby, have two sons, Rowdy and Hopper.

Both families love staying active and spending time together. And of course, as working moms, both women juggle it all with grace — and a good sense of humor.

“I’m a professionally unpaid Uber driver for my children,” Lindsey laughs. “But I also love fitness and iced coffee on the porch when I can get it.”

As their business continues to increase year over year, Lindsey and Markay are clear-eyed about the future of their industry and confident in their direction. From helping aging parents downsize to supporting newly blended families or first-time homeowners, Bee Organized Lincoln is becoming an essential partner during life’s biggest



Markay Cunningham

transitions and both women only see more demand on the horizon.

“As more people recognize the emotional and mental toll of clutter, organizers will continue to be seen as essential — not luxury — support,” Lindsey points out. “Organizing will continue to grow as we support mental health. It will overlap with life coaching, therapy, and wellness, focusing not just on ‘stuff’ but on the habits, emotions, and mindset behind it.”

“And if there is one thing we can hang our hat on, we have an extremely high retention rate,” Markay concludes. “When clients hire us, they always hire us back!”



Lindsey Leif

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