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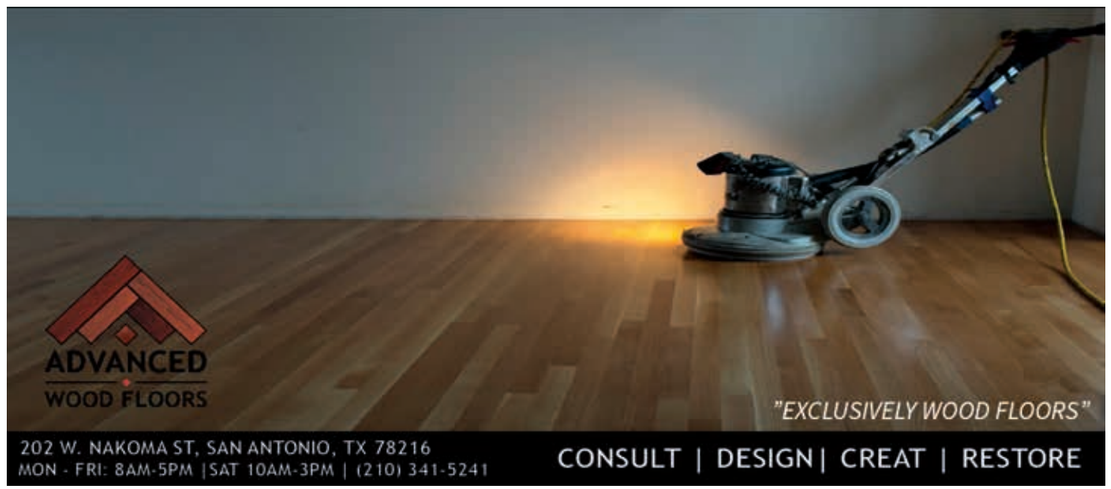

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ROOMS MATTER.

So Does What You Do After You Leave

I've never heard an agent say, "Jason, my business really took off when I collected more name tags."

And yet, I see a lot of us treating networking like a scavenger hunt. Walk into a room. Shake twelve hands. Take a photo. Post, "Great connecting with amazing people!" Then go home and never speak to any of them again.

The photo looks good. The follow-up would have been better.

I believe rooms matter. The people in them matter even more. A conversation can become an introduction. An introduction can become trust. Trust can become a referral, a partnership, or the phone call that changes your year. But that only happens when you care enough to keep the conversation going.

That's why we bring agents and business partners together at *San Antonio Real Producers*. The magazine helps people recognize your name and learn your story. Our events give them a chance to meet the person behind it. What you build from there is up to you.

So here's a challenge for the next room you enter: meet fewer people, better. Ask one agent what's changing in their business. Ask a partner what their best clients need that most people overlook. Listen long enough to learn something. Then, within 48 hours, send the introduction you promised or make the call you said you'd make.

You don't need another stack of business cards in your console. Mine has enough archaeological layers already.

The same principle applies to your brand. Attention is nice. I enjoy a good reel as much as anyone, especially when the lighting makes me look like I got eight hours of sleep. But views don't tell you whether someone knows what you stand for. Can people name the kind of client you serve best? Can they describe the experience of working with you? Would they trust you with their sister, their neighbor, or their biggest investment?

If the answer is unclear, give them something clearer to remember. Share what you know about this market. Tell the truth when a listing isn't priced to sell. Have the difficult conversation before it becomes an expensive one. Show people how you think and how you care.

And know your worth while you're at it.

Some of the best agents I know walk away from listings. They understand that agreeing to every price, every demand, and every expectation doesn't serve the client. It just postpones a hard conversation. Your expertise has value. Use it with confidence and humility. You can be kind without working for free, and you can say no without being a jerk.

That takes practice. It's one reason Miguel Herrera and I created the High-Performance Agent Lab: to put agents in a room where we can work on the conversations, relationships, market knowledge, and decisions that actually shape a business. There's no magic script. There is a lot of honest work.

Whether you join us there or simply take an idea from this page, start this week. Follow up with three people you met recently. Make one thoughtful introduction. Tell one client what they need to hear. And when you get home, put the phone down long enough to be present with the people who know you without a headshot.

Properties are the product. People are the business.



Let's build both a business and a life worth showing up for.

Jason Smith
Publisher
San Antonio Real Producers



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Lisa Cabrera

ONE MORE DAY

Behind the sold signs and production numbers is a story of loss, faith, motherhood and the decision to keep showing up

When Lisa Cabrera looks at her Real Producers cover, she sees more than a photograph. She sees a woman who once checked her bank account and found approximately five dollars. A mother trying to hold her family together. An agent walking into appointments while wondering how she would put her own life back together.

She sees a comeback.

"I don't take being on the cover of Real Producers lightly," Lisa says. For her, the recognition carries a meaning no sales figure could capture. It represents the distance between a season she wasn't sure she could survive and the life she has rebuilt.

Lisa had known success before that season began. She had built a career, was raising a family and was used to figuring things out. She was driven and independent. Then several parts of her life began to come apart at once.

Her divorce stretched across four difficult years. She lost her father.



Her mother was diagnosed with stage-four cancer. Her son was facing personal struggles that placed emotional and financial pressure on the family.



Through it all, Lisa was still a mother. Her children still needed her. Clients still called. The responsibilities of running a real estate business didn't pause while she dealt with what was happening at home.

Anyone who has worked in this industry knows how much energy it takes to show up well for a client. You answer questions, calm fears, solve problems and help people make decisions that matter to their families. Lisa was doing that work while carrying fears of her own.

At one of her lowest financial points, she looked at her checking account and saw about five dollars. She shares that detail plainly. It tells you how uncertain things had become, but it doesn't define what happened next.

"Five dollars isn't my story," she says. "The fact that I didn't stay there is."

There was no single phone call that fixed everything. No one deal that made the losses disappear. Lisa's comeback took shape through small acts of persistence: one open house, one conversation, one client, one prayer, one more day.

Some mornings she showed up with confidence. On others, all she could manage was a decision that she would not quit that day. She kept taking the next step, even when she couldn't see where the road would lead.

Little by little, her real estate career grew again. Lisa bought her own home and invested in properties. Then she reached a milestone that meant more to her than any production



award: she bought her mother a home.

That achievement says something about the business Lisa rebuilt. It also says something about why she worked so hard. Her goals were tied to the people she loved and the chance to care for them in a way she once could only hope to do.

Still, Lisa says the greatest thing she rebuilt wasn't financial. It was herself.

Resilience, she learned, rarely looks the way it does in a highlight reel. Sometimes it means answering the phone when you don't feel like talking. Walking into an appointment when your personal life feels unsteady. Making another call after hearing no. Praying without having an answer, then getting up the next morning and trying again.

She also learned that she did not have to do everything alone. People came alongside her during that difficult season. Some offered a conversation or a hug. Others believed in her at moments when she struggled to believe in herself. They could not change her circumstances, but their care helped her face another day.

That experience changed the way Lisa sees the people around her. It changed the way she does business, too.

Real estate can look effortless from the outside. There are beautiful homes, closing photos, sold signs and celebrations. Those moments are real, and they deserve to be celebrated. So are the low appraisals, unexpected inspection findings, difficult negotiations and clients who need steady guidance when their plans change overnight.

Lisa knows what it feels like when life stops following the plan. She brings that understanding to the people who trust her with a transaction. When a problem appears, she looks for another solution. She makes another call, has the difficult conversation and pivots when she needs to. She does not give up easily on something that matters to her clients.

Her persistence comes from experience. She has seen how much can change when someone keeps looking for another door.

The success Lisa has rebuilt has not made her feel finished. She still wants to accomplish more, build businesses, encourage women and make an impact on other people. Some of those goals scare her a little. She hopes they always do.

She also hopes she never forgets the woman who fought to get here.

That is the person Lisa sees on this cover. Alongside a successful agent, she sees the mother who kept showing up for her children. She sees the daughter who wanted to help her mom. She sees the woman who kept working and praying when she had no guarantee that things would get easier.

Lisa chose to tell this story because she knows someone reading it may be in a hard season of their own. It might be an agent whose phone has stopped ringing. A business owner wondering how to meet the next obligation. A mother caring for everyone else while quietly asking who will care for her.

She would not promise that everything will change tomorrow. She knows better than that. What she can offer is the advice that helped her keep going: take the next step. Make the next phone call. Say the next prayer. If that is all you can manage today, make it through one more day.

Real Producers celebrates achievement, but Lisa's story reminds us how much can be hidden behind an achievement. A production number cannot show the private battles, the help received along the way or the person someone had to become to reach this point.

For Lisa, that is the story behind the cover. And it is why being here means so much.

> “Five dollars isn't my story. The fact that I didn't stay there is.”



STEWART TITLE

Behind every smooth closing, every well-timed marketing idea, and every agent who feels like they have a true partner in their corner, there's a Business Development Officer making it happen. This team doesn't just show up with a business card and a smile — they show up with strategy, heart, and a genuine investment in the success of the agents they serve. Get to know the people who are out in the community every day, building relationships one connection at a time.

Stewart Title's San Antonio division serves the region through six offices, including two locations in San Antonio along with branches in Cibolo, Castroville, Canyon Lake, and New Braunfels. Driven by a commitment to being the premier title company in San Antonio, the team is focused on delivering the best possible experience at every closing. That local footprint means the Business Development team isn't working from a distance — they're out in these communities every day, building relationships and offering hands-on support to agents throughout the greater San Antonio area.



Melissa Waller - Sales Manager and Strategist for San Antonio Division

With more than 12 years in the title industry, Melissa Waller has built her career on a simple mission: helping teams scale through high-end, luxury service frameworks. She believes every real estate business is built differently, and she brings a discerning eye to match. That means custom marketing plans designed around each team's unique goals, backed by a strong escrow team ready to support every step of the transaction. For Melissa, it's personal — your business matters to her, and she's in it to grow alongside you.

CONTINUED ▶



Michael Anthony – Business Development Officer for San Antonio
An East Coast native turned proud San Antonio enthusiast, Michael Anthony holds a bachelor's degree in international business and has built his career around one central idea: creating connections that move business forward. Known around town as the "Title Cupid," he brings a relationship-first approach to everything he does, linking people, resources, and opportunities that help his partners grow. "I'm in the business of growing businesses," he says. "Title is just one of the ways I do it." Outside of work, Michael is active in the San Antonio community and believes some of the best relationships are built beyond the closing table — over great food, good travel, and a lively conversation with a glass of wine in hand. And if the music and the moment are right, don't be surprised to catch him dancing on a table.



Tabitha Fenton - Business Development Officer for Northwest San Antonio & Castroville
A Christian wife and mother, Tabitha Fenton is known for her creativity, energy, and knack for turning connections into genuine relationships. A true cheerleader for Stewart Title, she brings authenticity and a lot of fun to everything she does. Tabitha has recently focused her efforts on building genuine relationships through out-of-the-box events that give clients a professional, fun space to network, connect, and grow. She sees herself as more than a BDO — she's a resource, a problem-solver, and a relationship-builder who believes business can be both successful and enjoyable. Above all, she wants to be someone people remember.



Susan Ramirez - Business Development Officer for Northeast Branch
Susan Ramirez is a Business Development Officer who has proudly served the Northeast San Antonio real estate community since 2014. With more than a decade of experience in the title industry, Susan brings a wealth of knowledge, energy, and a relationship-first approach to everything she does. Known for her outgoing personality, positive attitude, and genuine passion for helping others succeed, she believes the best business relationships are built on trust, consistency, and showing up when it matters most. Susan takes pride in being a dependable resource for her industry partners, whether that means helping with marketing, connecting people and resources, supporting business growth, or simply being the person you can count on to get things done. Outside of work, she has a huge heart for animals and especially loves spending time with her fur baby, Ryder Love. Susan is the support you never knew you needed — and once you have her in your corner, you won't know how you did business without her. More than just a title rep, she's a connector, a resource, a cheerleader, and most importantly, your partner in business.



Jennifer Davis - Business Development Officer for San Antonio
A lifelong San Antonio real estate professional, Jennifer Davis brings 17 years of experience spanning title, real estate, new construction sales, business development, entrepreneurship, and marketing. That range gives her a unique perspective on what it really takes to build relationships and grow a business in today's market. As a strategic partner and consultant for agents, Jennifer helps them put marketing tools, farming strategies, net sheets, client resources, and events to work in ways that fit their specific goals — because she doesn't believe in a one-size-fits-all approach to success. A DISC Certified Trainer and Consultant currently pursuing additional certifications in leadership and coaching, Jennifer brings her signature energy, authenticity, and genuine love for people into every relationship she builds.



Regan Fraser - Business Development Officer for Comal County Area
Regan Fraser's path to title began after five years in the dental field, when she realized at 23 that she was ready for a career with more room to grow. Encouraged by her mother, a long-time title professional, she started as an Escrow Assistant before discovering her true passion for the marketing and relationship side of the business. She went on to become both a Business Developer and a licensed Escrow Officer — giving her valuable insight from both sides of the table. Today, she serves as a Business Development Officer with Stewart Title in New Braunfels and sits on the board of NAHREP. Creativity and intentionality guide Regan's approach to both business and life; she loves dreaming up fresh marketing ideas and thoughtfully curated events that bring people together and leave an impact. "I don't believe business development should be one-size-fits-all," she says. "I take the time to understand the agents I work with — their business, their goals, and where they may need support — and look for creative ways to bring value that makes sense for them." Whether it's a new marketing idea, an intentional event, or the right connection, Regan wants every agent she works with to feel like she is genuinely paying attention to their business.

Six different paths, one shared purpose: showing up for the agents and teams who make this industry what it is. Together, this Business Development team continues to prove that in real estate, the strongest deals are built on the strongest relationships

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The Jason Glast Group

WHAT SETS A LUXURY TEAM REAL ESTATE TEAM APART

Working as a luxury Realtor in the San Antonio area means being devoted to finding a needle in a haystack. According to San Antonio Board of Realtors data, only 2% of homes have sold for a million dollars or more in the past five years. That's 3,771 out of 177,382 homes. It's clear that, to specialize in luxury homes, a Realtor has to give up a huge majority of the "bread and butter" sales that sustain most of the industry to focus on a market that data shows barely exists.

It's a risky business model, but Jason Glast Group has proved year after year that they are laser-focused on this ultra-exclusive niche. The group's average sale in the past five years exceeds a million dollars, whereas the average overall sale in the area is in the high $300s. They typically sell fewer than 90 homes per year, but their high sales volume ranks them at the very top for San Antonio real estate teams and amongst the top producers in Texas.

For the past two years, RealTrends, a national research firm that is devoted to ranking Realtors, has chosen Jason Glast Group as the number-one medium-sized team in San Antonio and top-25 in the state. You can't pay to be ranked by RealTrends, so it's the best metric available to evaluate who's actually selling homes.

The story behind those numbers is about assembling the right Realtors for the team. It's a particular dynamic that you won't learn in sales books.

Jason Glast founded the group in 2020 as part of the elite boutique brokerage, Phyllis Browning Company, after nearly two decades in San Antonio real estate and a career that had already included journalism, public relations and law. His legal background is more than a credential on a business card. It is part of the way he approaches the business: analyze the details, anticipate problems, negotiate hard and understand that a successful transaction is ultimately about much more than putting a property on the market.

Glast has also developed an unusually high-end specialization. His personal sales history includes an all-time San Antonio-area record for highest average sales price, and his experience spans some of the city's most established luxury areas like The Dominion, Terrell Hills, Alamo Heights, Olmos Park, Shavano Park, Stone Oak and the far northern suburbs including Boerne.

Yet Glast is quick to credit the people around him.

"When I broke into the business at age 32, I was incredibly fortunate to fall in

From our office staff to our Realtors, each of us is fascinated by this business and how we can constantly grow to best fit our clients' needs."

with a group of experienced, successful, kind Realtors who went out of their way to help me," he says. "I've always remembered that and wanted to find a way to pay it forward."

"The skills necessary to thrive in the luxury market are tough to train," Glast says. "You must be smart, ethical and hard-working, of course, but there are subtleties to this career like the way you speak, observe, and read people that are nearly impossible to teach. My best trait as a leader is my ability to hire Realtors who can give a buyer or seller of a multi-million-dollar home exactly what they need."

That philosophy helps explain the team's composition. The agents are not interchangeable but they share similar values.

A collection of specialists

Consider **Andrea Wollenzin,** a San Antonio native and third-generation REALTOR®. Having lived in Alamo Heights, Terrell Hills and Alta Vista, she brings a deeply local perspective to the urban core. She also brings an unusual second lens: Andrea is an artist, with a longstanding interest in San Antonio architecture and the city's visual history. She's a partner in one of the preeminent art galleries in the city, Hinds Fine Art.

Then there is **Bennett Kennedy,** whose career before real estate included more than a decade as a senior corporate executive, along with extensive advertising, public-relations and business-development experience. A longtime Fair Oaks Ranch resident, Kennedy has also developed considerable expertise in Boerne and in ranch and Hill Country properties.

Kim Lytle Sweeney brings another combination that is particularly useful in a sophisticated market: business analytics and design. A graduate of the McCombs School of Business at The University of Texas at Austin, she previously worked in Houston in oil and gas, including pricing and marketing analytics. Today she applies that analytical mindset to real estate while also using her eye for interiors and staging to help clients understand a property's possibilities.

Lauren Figueroa Lampel has built her reputation around the intersection of sales, customer experience and design. A San Antonio native with more than a decade of experience in sales and customer-focused industries, she has helped close more than $175 million in sales during her tenure with the group. Her background includes management at the first Tesla store in San Antonio and brand development, complemented by a genuine interest in architecture and interiors.

For **Maria Rivera Johnson,** real estate is also a story about opportunity. Originally from Venezuela, Rivera studied economics before coming to the United States and eventually building her career in San Antonio. As a Spanish-speaking agent, she gives the group an important ability to serve an increasingly diverse luxury market. In 2025, Rivera was selected for the Latina Leadership Institute of the San Antonio Hispanic Chamber of Commerce, recognizing her emerging leadership within the community.

Melissa Aguillon arrived with an equally substantial marketing background. After earning bachelor's and master's degrees from UTSA, Aguillon founded her own marketing and advertising firm in 2009. She originally served as the group's Operations Director before moving into full-time real estate in 2025, bringing with her an intimate understanding of contracts, negotiations, listings and the mechanics behind a successful transaction.

And then there is **Todd Worrich,** another attorney whose legal career gives the team a particularly deep bench when negotiations become complicated. Before becoming a REALTOR®, Worrich spent nearly two decades practicing law, including litigation, probate, estate planning and representation of homeowners in insurance disputes. He also brings an investor's perspective through ownership of luxury short-term rental properties in San Antonio.

Behind the agents are **Ashley White,** the group's Marketing Director, **Dorian Guadarrama,** Operations Director and **Catherine Clausewitz,** Marketing and Operations Coordinator. Their roles may be less visible to clients, but they reflect something fundamental about the team's model: luxury real estate is a production, and the agent standing at the front of the transaction is only one part of it.

"At the end of the day, if I had to choose one trait that defines our group, it's curiosity," Glast says. "From our office staff to our Realtors, each of us is fascinated by this business and how we can constantly grow to best fit our clients' needs."





YOUR CALENDAR IS YOUR BUSINESS PLAN

This month, Miguel Herrera and I are launching the High-Performance Agent Lab: eight weeks of honest conversations, practical coaching, and real work for agents who want to build stronger businesses. We called it a lab because nobody is coming to sit through eight weeks of motivational speeches, nod enthusiastically, and then go home to do the exact same thing.

We're going to put ideas to work.

Our first lesson starts with a decision every agent has to make: **Are you chasing transactions, or are you running a business?**

There's a moment in a Realtor's career when being busy stops feeling impressive. You've answered texts during dinner, shown homes on Sunday, posted a market update, attended an event, and spent half an hour looking for a lockbox code. It's only Tuesday. Yet you still can't say where next month's business will come from.

I know a lot of hardworking agents. Effort is rarely the problem. Real estate will gladly take every hour you give it without telling you which hours produced anything.

A transaction can rescue a month. A business gives you a way to create the next opportunity.

Let's get practical. Pull up your calendar from last week. How much time went toward conversations with potential clients, thoughtful follow-up, appointments, referrals, or improving the way you serve people? How much went toward tasks that felt productive because you were moving fast?



I'm not judging. I have absolutely reorganized a to-do list instead of making a call I needed to make. The list looked fantastic. The phone remained suspiciously quiet.

Your calendar tells the truth about your priorities. If prospecting happens only when you have "extra time," you've probably noticed that extra time is a mythical creature, somewhere between Bigfoot and an inspection report with no surprises.

Start with the result you want and work backward. Say your income goal is $180,000 and your average commission per closing is $12,000. That means you need 15 closings. Based on *your* actual results, how many appointments does it take to earn a closing? How many meaningful conversations lead to an appointment? Those answers give you a weekly activity target you can put on the calendar.

Don't know your conversion rates? Start tracking them. Your first numbers are a starting point, not a verdict on your talent.

Next, choose three reliable ways to create conversations. Yours might be past clients and your sphere, face-to-face meetings, and direct outreach. Someone else's may look different. Know where your opportunities come from and give those relationships consistent attention. A social post can open a door. You still have to walk through it and talk to someone.

Then protect a few daily commitments: the calls you'll make, the follow-ups you'll complete, the people you'll serve. Schedule them before the week fills up. Give client appointments the flexibility they need, but stop treating business development as the first thing you can cancel.

Some days you'll feel fired up. Other days you'll feel like taking your laptop to a beach and introducing it to the ocean. Your standards need to work on both days. If your business only works when you feel motivated, you have a hobby with expenses.

The market will change. Rates will change. Clients will change their minds, occasionally before you've finished the sentence they agreed with. You cannot control all of that. You can control your preparation, your conversations, your follow-through, and the way you lead people through uncertainty.

This week, make a one-page plan. Write down your income goal, required closings, appointment and conversation targets, three lead channels, and the time you'll give them. Follow that schedule for a week and see what you learn.

That's the work we're starting in the Lab. And it's work any agent can begin today.

Reach out to us today at Jason.Smith@n2co.com for more help





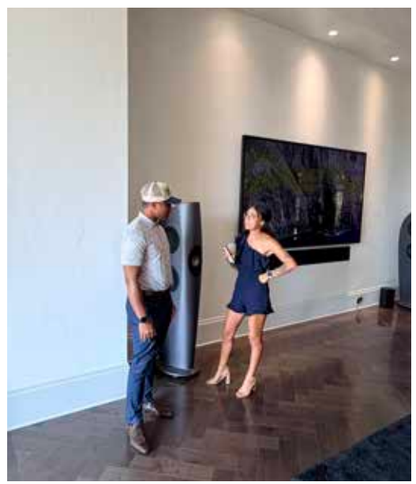


18 Crescent Park in The Dominion



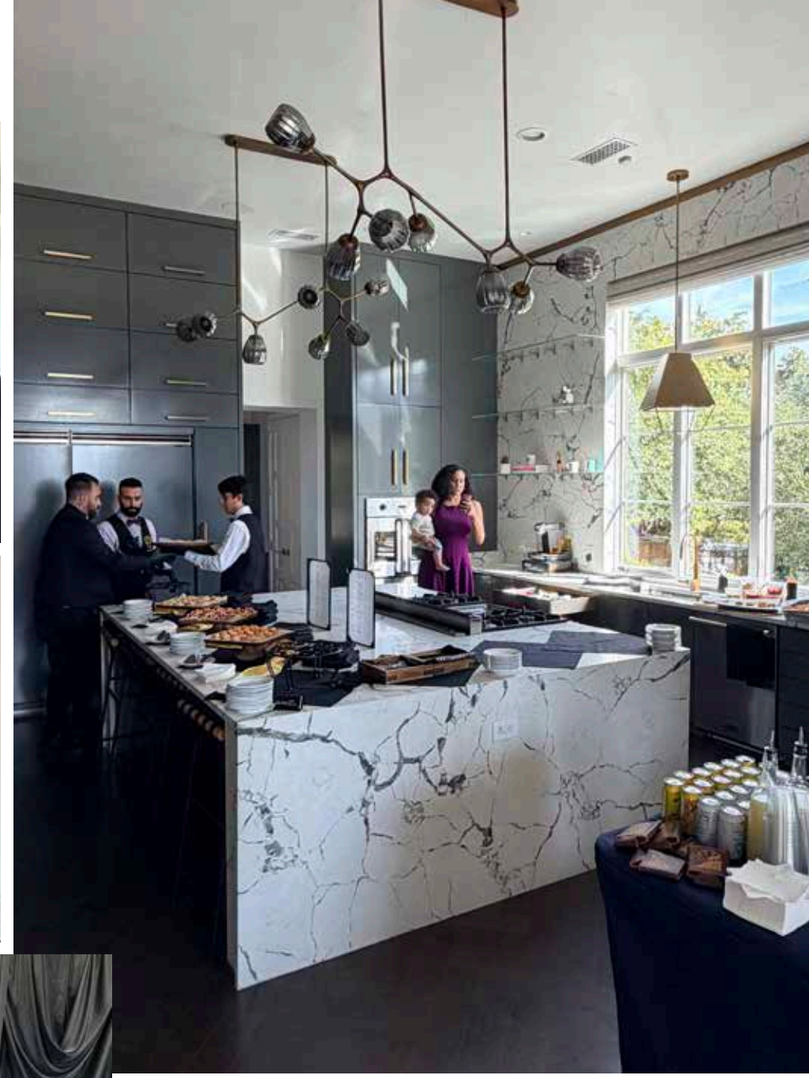




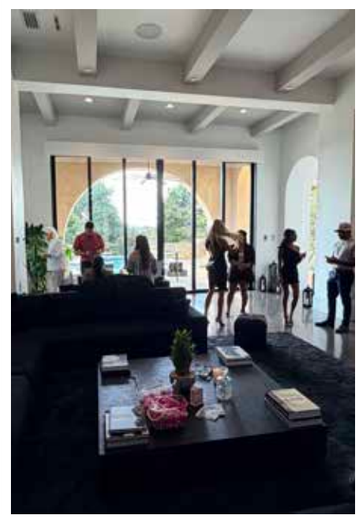














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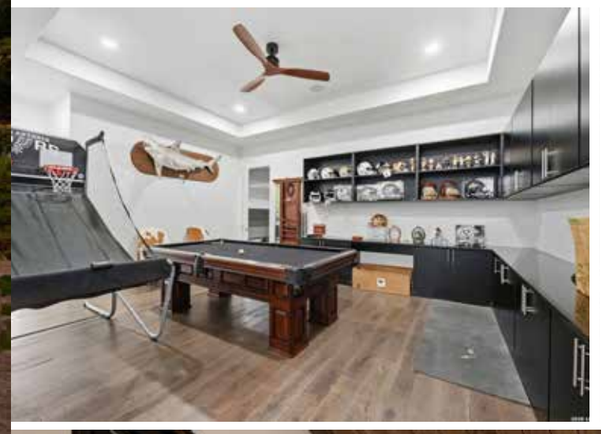





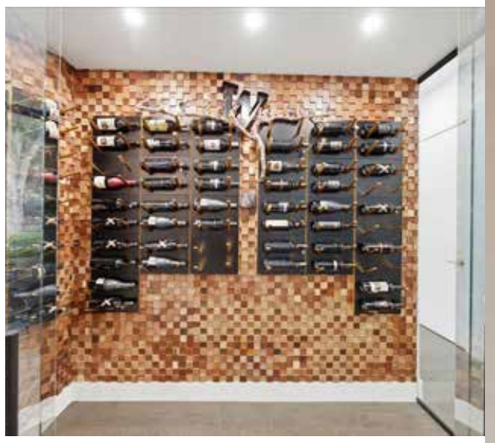







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