Rally Panel Recap – Kansas City and Biloxi

Nov 5, 2026 · @Andy

Four agent panels at last week's REMAX sales rallies: a Rising Stars panel and a Top Producer panel in Kansas City (Tuesday, October 27) and in Biloxi, MS (Thursday, October 29). Eleven agents shared how they are winning in a market many agents call "down." The common thread: every one of them picked a lane for their business, worked it consistently and kept sharpening their skills.

Note: this recap is built from the pre-panel interviews and the panel question sets. Numbers are what each agent reported before the event.

Kansas City – Top Producer panel

Agent	Market	Transactions	Volume
Jen Fields	Oklahoma City, OK	Consistent Titan producer; 25–30 builder units expected this year	$750K average price in a $350K market
Austin Sullivan	Des Moines / Bondurant, IA	57 in 2025; 90 closed and pending so far this year	$17.5M in 2025; $30M so far this year
Sean Moore	Columbia, MO	192 in 2025 (2nd in the state); 122 closed as of Oct 8, on pace for 150+	$64–65M in 2025

Jen Fields (23 years)

- About half of her business comes from a builder partnership where she co-owns land and developments (average price $1–1.2M). The rest comes from past clients and her service on three community boards and a bank advisory board.
- Her message on the market: don't let it dictate your attitude. She credits positive attitude, perseverance and daily determination for keeping her production steady.
- She warned against relying on paid leads like Zillow Flex, calling them unsustainable.
- She uses Claude for rental inquiries and showing follow-ups, ChatGPT for listing remarks and tough seller conversations, and Zillow Listing IQ data to target Facebook and Instagram ads at $150–200 per listing. She said trending content beats expensive video.
- Book: *Into the Magic Shop*.

Austin Sullivan (licensed 2019, full-time since May 2021)

- He left his job at Casey's corporate office to go full time and grew from 57 deals to 90 in one year as a solo agent, with his wife as his full-time assistant.
- About 75% of his business comes from his sphere, which he tracks in three groups: sphere, past clients and referrals.
- He set out to become the top agent in Bondurant (about 9,500 people) and credits a more detailed business plan for his jump: a monthly mailer, a year-in-review letter, football magnets, giveaways and pumpkin open houses that drive traffic to listings.

- He has never paid for a lead and spends about $1,000 a month on marketing. He admitted he's behind on AI.

Sean Moore (22 years; team of 3 since 2010)

- Primarily a listing agent; he has reduced his personal share of the team's deals to about 25%.
- His business is spread across 50+ referral sources: about half repeat and referral clients, with the rest from marketing and online portals.
- He moved his marketing money from Zillow to Realtor.com and co-markets with three independent mortgage brokers, aiming to deliver at least one deal for every $1,000 his partners spend each month.
- His team converts about 18% of Zillow leads and 10–20% from other sources, on 100–300 leads a month, using Follow Up Boss, Google Workspace, Raya AI and ChatGPT.
- A cautionary tale: a big radio spend that produced no business.
- His advice: focus on the one thing you do best and partner for everything else. Book: *The Shift* by Gary Keller.

Kansas City – Rising Stars panel

Agent	Office and market	Transactions	Volume
Shellie Kelley	REMAX Energy team, Yukon / Oklahoma City, OK	26 in year 1; 24 so far this year	about $250,000 average price
Bailey Liske	REMAX Concepts, Iowa	2 in 2024; 9 in 2025; 12 so far this year	$500K in 2024; $1.7M in 2025; over $3M so far this year
Zoë Atkinson	Krantz and Associates, Lake of the Ozarks, MO	4 in 2024; 24 in 2025	$1.3M in 2024; nearly $10M in 2025

Shellie Kelley (licensed 2 years): online leads

- About 60–70% of her business comes from internet leads (Zillow, Google, Facebook), with the rest from prospecting, social media and her sphere.
- She has 120,000 TikTok followers. Her comedy videos get millions of views, but her real estate content doesn't perform as well; Facebook and Instagram stories (200–300 views a day) are becoming a bigger source.
- She follows up with past clients at 30 days and 6 months, and her team hosts events like paint-and-pour nights.
- Her team meets twice a week for strategy and role-play, focused on today's challenges, like buyers facing more inventory and higher rates.

Bailey Liske (licensed May 2024): sphere and social media

- She worked the front desk and agent care at a REMAX office before getting licensed.
- Nearly all of her business comes from her sphere and lender referrals; she has never bought a lead.

- She describes her social media style as "casually consistent," with personal posts and community content like a State Fair giveaway. At 22, she targets first-time buyers in her own age group.
- She holds an open house every week. They rarely produce deals (one last year), but she uses them to practice her conversations and to create social content.

Zoë Atkinson (licensed March 2024): prospecting with mailers

- She went from a tough first year (4 deals) to 24 deals, split evenly between buyers and sellers, in her second.
- In 2025, 16 of her 24 deals came from prospecting, mostly mailers, with 4 from referrals and 4 from online sources.
- She sends 500–1,000 mailers a month and gets about 2–4 calls for every 200 sent, which turn into listing appointments. Facebook ads produced only one sale, so tracking her results told her where to put her money.
- She learned by asking top agents detailed questions and treats every failure as a learning opportunity.

Biloxi – Top Producer panel

Agent	Market	Transactions	Volume
Brandi McKnight	Louisiana; small town of about 10,000	100 in 2021; 100 again this year; consistently ranked 3rd in Louisiana REMAX transactions	about $185,000 average price
Colin	Columbus and Starkville, MS (8-county region)	About 67 a year; 100 in 2021 (top REMAX agent in the state); 23 residential listings and 30 lots currently	$25M in 2021; about $300,000 average price in a $270–280K market

Brandi McKnight (since 2008)

- She left a 10-year career as a dental office manager and started in 2008, one of the worst markets in history, winning Rookie of the Year anyway. Early on she built business by chasing repossessed homes.
- She works solo, with no team, assistant, CRM, AI or advertising, and runs 100 transactions a year on paper calendars and notebooks.
- Her business comes from deep community involvement: volunteering at local schools and organizations and never missing an opportunity. She also takes the difficult listings other agents pass on.
- She chose to build a clean reputation in her small town rather than chase volume, with the goal of becoming its top agent. She learned a people-first approach from watching REMAX top producer Carlos Alvarez.
- Her advice: "do it scared." Book: *The Four Agreements*.

Colin (licensed 12 years, all with REMAX)

- He has been the #1 agent in his MLS for 10 straight years. His background is corporate marketing at Papa John's and owning a newspaper.
- About two-thirds of his business is listings, and he has seen more dual agency since the new buyer agency rules.
- He calls himself the "social mayor": he promotes community events and fundraisers on Facebook, his podcast and weekly local TV instead of just posting listings. He has helped raise over $1 million for charity in 12 years.
- He doesn't pay for leads. Most business comes from his sphere and referrals, and he also calls expired listings and FSBOs. He once had 40 expired listings of his own early in his career.
- After 100 deals and $25M in 2021, he brought his volume down to a more sustainable level.
- He stays in touch with weekly iPhone video updates to clients and the Buffini Referral Maker app, and uses Zillow Showcase and REMAX Property Boost for listings. Books: *The E-Myth Revisited* and *See You at the Top*.

Biloxi – Rising Stars panel

Agent	Office and market	Transactions	Volume
Maggie Spence	REMAX Orange Beach, AL	13 in about 7 months	About $4.2M
Amanda Hooper	Annette Rapp's group, Alabama	18 (Alabama Rookie of the Year); $148,000 GCI	about $425,000 average price in a $275,000 market
Lauren Krafft	REMAX Professional (Lisa Landers), Baton Rouge, LA	21 so far this year	About $2M in year 1; $4.8M so far this year

Maggie Spence (about 7 months): her gym sphere and social media

- A former personal trainer who still trains part time while raising three boys; she time-blocks her week to fit it all in.
- All of her business has come from her sphere: about 80% from personal training clients at the gym and 20% from friends and contacts.
- She built a following on Facebook and Instagram as a trainer before becoming an agent, and is now adding TikTok.
- She plans to stay connected with her past clients through regular contact and events like holiday gatherings, and uses BoldTrail and ChatGPT for social posts, studying and inspection reports.
- Her advice: be aggressive in representing your clients' best interests. Book: *Atomic Habits*.

Amanda Hooper (licensed February 2024): online leads

- She spent 18 years in medical billing before following a childhood dream into real estate.
- 16 of her 18 deals came from Zillow leads, with 1 from her sphere and 1 referral.
- She converts online leads by lining up several showings and building the relationship in person, often showing extra homes while clients are already out.
- She posts on TikTok once a day (26,000 followers), mixing real estate with relatable personal content.

- She checks in with past clients quarterly, sends holiday cards, and uses BoldTrail, RPR, ChatGPT and Gemini for property descriptions and outreach to expired listings.
- Her advice: don't give up, and spread your lead generation across several channels.

Lauren Krafft (licensed summer 2024): past clients and referrals

- She came from dental assisting and owned two Snap Fitness gyms with her husband before selling them.
- Her first client came through a family member. Most of her business now comes from past clients and the people they refer, not prospecting or internet leads; she just added homes.com.
- She stays in touch with holiday cards and useful information on tax benefits and homestead exemptions, and asks for referrals directly.
- In her second year, her own listings started bringing her new buyers.
- Her advice: be proactive, stay informed and don't be afraid to speak up.

Themes across all four panels

- **There's more than one lane.** Online leads (Shellie, Amanda, Sean), sphere and referrals (Bailey, Maggie, Lauren, Austin), prospecting with mailers (Zoë), builder partnerships (Jen) and community leadership (Brandi, Colin) all produced top results.
- **Consistency beats the market.** Austin grew from 57 to 90 deals and Brandi hit 100 again in the same market other agents call slow.
- **Paid leads are a choice, not a requirement.** Seven of the eleven panelists built their business without buying leads; the ones who do (Sean, Amanda, Shellie) win on fast, disciplined follow-up.
- **Small towns can produce top producers.** Brandi (town of 10,000), Austin (town of 9,500) and Colin (market of about 45,000) became the go-to agents through reputation and community involvement.
- **Track what works.** Zoë, Austin and Sean all track their lead sources and put their money where the deals come from.
- **Staying in touch is the engine.** Nearly every panelist has a simple, repeatable past-client system: cards, check-ins, videos, mailers or events.