



TOP REAL ESTATE BROKER

TWYLA RIST & ASSOCIATES

REECE NICHOLS REAL ESTATE



When Twyla Rist, owner of Twyla Rist & Associates, was in the beginning stages of her professional life, she jokingly admitted she didn't even realize that real estate was a career choice. Now after 43 years in the business, she is a trusted and experienced real estate professional who has incredible passion for her work and a strong knowledge of the economy and corresponding market and is highly passionate about working with people and building relationships. Her true calling, however, is that she has the uncanny ability to make the seemingly impossible possible, and she will work tirelessly with each and every client to ensure their complete satisfaction. She refuses to just meet expectations, though, as she prefers to exceed them.

This native Missourian, who raised a family in the metro area, initially worked for J.C. Penny in her 20s, specializing in site locations for the company. That led to a move to Hawaii, where she worked for a commercial developer, traveling inter-island.

"One of the projects on which I worked was the first time share on the island of Molokai, which the developer for whom I worked built," recalled Twyla, noting that her boss was also involved in East Coast developments.

"I put together prospectives for those developments, essentially doing all of the mental leg work," noted Rist.

When she relocated to Kansas City, she was uncertain as to what direction she should pursue.

"I had an opportunity to work for a Commercial Realtor which led to her assuming additional work for a developer in California, for whom she handled the Midwest commercial aspects.

It was around that time Rist met her husband, with whom she did two projects.

"We worked on the acquisition for the land at the Legends and the race tracks as well as Merriam Tow Center off Johnson Drive and I-35," said Rist, who, in the interim, met a developer and from that encounter soon took over three subdivisions, in Shawnee, Lenexa and Olathe.

"I then put together my own real estate company," she noted. That was in 1987 and three years later she established her brokerage company.

Currently a powerhouse team within Reece & Nichols with an office in the Overland Park area, Rist has pulled together a team of 10 additional members, including Alice Grossman, Betsy Minter, Christina Fulk, Georgia Bianchi, Lindsay Thomas, Marcia Merritt, Marnie Robinett, Nancy Davidson, Scott Rist (her son) and Terry O'Bryan.

"We specialize in the residential arena, working with both buyers and sellers," she explained.

Rist undoubtedly hits the ground running each day, as she exhibits infectious enthusiasm for what she does.

"Every day is different," she smiled. "You have no clue what you'll be up against. I love a challenge, negotiating and seeing everything come together.



Even though technology has certainly changed the landscape of the real estate industry, Rist contends that some aspects have remained the same.

"The ABCs of the industry are the same, but the advances in technology have made us better at what we do," she said. "We are purveyors of information. We use it, disseminate it, and ultimately educate our clients through it. We also make sure to educate ourselves first, and that is part and parcel of it."

As Rist stands at the threshold of the culmination of another successful year in the business, she maintains a steady eye on the horizon and anticipates achieving noteworthy goals by the end of 2016.

"Our goal for this year is to do at least what we did in 2015," she commented, referring to the team's



Due to the strength of her team, no stone goes unturned and the thought of anything falling through the cracks is essentially unheard of.

"I've got a good group of professionals," Rist emphasized. "We have a great, successful and seasoned team."

And while Rist makes sure to stay on top of all things technology oriented, she bears no shame reflex when it comes to admitting that the Millennials on her team — Lindsey, Scott and Christina — are on a whole different level than she is.

"They are such quick studies and really lend a great hand when it comes to working with other millennials, who are so accustomed to doing everything through technology," indicated Rist.

\$50 million in sales last year.

"We were named as #13 in the State of Kansas for 2015 as a team and we were in the Top 25 as noted in the Kansas City Business Journal for 2015 for residential real estate agents."

But the real prize upon which Rist keeps her eye is not such a noteworthy accolade; it is the attention to the fun of it all and a rewarding home buying and selling experience.

"This needs to be a good process for everyone, including my team, and we are blessed to have a good mix of talent and personalities," smiled Rist. ■

FOR ADDITIONAL INFORMATION ON TWYLA RIST & ASSOCIATES,

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