

SHANAN GROUP



When you first meet Shanan Steere, the driving force and lead listing and buyer's agent behind Shanan Group, you will sense a driven, ambitious, inspiring, and tenacious professional with a "failure is not an option" mentality in seconds. As one who appears to write her diary in advance, Shanan awakens each day with a go-getter's mindset. Her enthusiasm for her work is always on full throttle and she effectively channels her seemingly endless energy into ensuring her clients get what they deserve: a truly amazing and rewarding real estate transaction experience with no limits to client service.



With 22 years of experience in real estate, Shanan came to this industry with a proven background in sales, training and coaching. Her business savvy and prowess are the hallmarks of the platform from which she operates. To say she is eager to inspire – and to continually learn – is an understatement. She is a willing student with an insatiable appetite for continued knowledge and understanding, and most of all a master teacher and coach.

Originally from Alta Vista, Kansas, Shanan earned a degree in Communications from Emporia State University. One of her first jobs

out of college was with a Fortune 100 company, American Home Products. She quickly jumped into pharmaceutical sales, an arena in which she excelled, was promoted through the ranks and put into management training. From there, she took a job in surgical sales with Johnson & Johnson, another Fortune 100 company. Again, her corporate prowess was once again challenged and heightened.

By all accounts, Shanan is a natural-born trainer and educator and is quick to point out she is not an esoteric fountain of knowledge. "I don't know everything, and I am continually learning," she emphasized. A gifted coach and enthusiastic student, Shanan dives into each day and into each opportunity with boundless energy and tenacity. She has an unquenchable thirst for growing and sharing.

After spending time in her previous sales roles, Shanan instinctively knew it was time to professionally switch gears. In 1997, she acquired her real estate license and sold 26 deals her first year in seemingly effortless fashion. This set the stage for all of her successes in the coming years. "I sold 550 houses my first eight years in the business," she recalled.

In 2005, Shanan took the leap and opened up a real estate franchise in Shawnee, Kansas. She initially worked with just two partners but within a year the firm had recruited 100 agents. A year later she became the CEO of the largest Keller Williams office in the Heartland region, dramatically taking it from #100 in profits to #25 in the country in just two and a half years.

"I recruited 90-100 agents every year," she emphasized. Essentially, Shanan rebalanced that office and brought it to an unprecedented level of profitability in an extremely short amount of time. Shanan spent her days juggling multiple roles, including recruiting, productivity, coaching and training. She is also a certified John Maxwell coach and trainer, having coached more than 3,500 agents in a seven-weeks sales and mindset class across North America. She could write the book on customer service and building systems that work through consistency and performance.

By 2009, Shanan became the International Business and Leadership coach for Keller Williams International. She coached 45 franchises a week for productivity and profitability, along with mindset coaching courses, until 2016. She relaunched her real estate career that year after being away from it for a decade. Her first year back in the arena, she sold 51 houses with \$13.9 million in volume. By the end of her second year, she closed 78 deals with her team, and by the third year – on her own again at that time, she closed 71 deals.

"This year we are on track to exceed 132 deals," she noted, referencing her outstanding team. The Shanan Group includes Casey Zillner, who specializes in new construction and luxury homes, and Eddy Morales who specializes in investment properties (who is also fluent in English and Spanish). Both of whom are Listing and Buyer Specialists, and the team is backed by Erica Holmes, the Director of Operations. "I thrive when it comes to developing my team," she



asserted. Together, this dynamic group has set a new standard for expertise, social media marketing, and protecting their seller's equity. They understand the needs of the clients come first. Shanan Group's promise is to provide the best real estate experience possible, with seemingly no limits to their client service.

More than a Realtor, Shanan has the business experience to help clients navigate through the largest investment of their lives. With a strong background in sales and negotiation, Shanan can confidently out-negotiate most anyone.

"I am not just a Realtor. I am also a business professional with corporate experience who can successfully navigate you through one of the biggest decisions of your life." ■

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