



broker spotlight ◀◀

Photos by Merne Judson
By Michele Weingarden



LOKATION REAL ESTATE

On April 20, 1999, two young men went on a shooting spree at Columbine High School, killing 12 students and one teacher and injuring more than 20 before committing suicide. This was, at the time, the worst high school shooting in U.S. history. John Marshall's three boys were all on lockdown in Littleton Public Schools. Meanwhile, he was selling golf tees in Wyoming. Not more than a minute after hearing the news, John knew his career would have to change.

"I recognized how quickly life goes by. I wanted to spend every minute I could with my family. Real estate has allowed me to do just that," John shared.

Today, John is the managing broker for the Colorado office of Lokation Real Estate, formerly K Company Realty, LLC. Lokation is a 10-year-old nationally ranked vibrant company based in Florida, which has paved its way as a premier full-service real estate firm. The high level of customer service makes clients comfortable; market expertise instills confidence; and the results make clients smile. Tech-savvy, advanced and involved, Lokation is often referred to as the new way of real estate. In just the last few years Lokation has become the fastest-growing firm in Florida. Just over three years ago, the company successfully opened operations in Colorado. Last year alone, Lokation's Colorado office closed on 578 transactions.



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The company's top producing agents in Colorado include Karen Brown, Mark Hunke, Heather Berry, and Seth Williams. Karen is a 20-year veteran who was voted 5280 Magazine's 5-Star Real Estate Agent in 2010 and 2016. Seth averages 30 transactions each year and has been in the industry for four years. Mark was named Realtor of the Year with Real Estate of the Rockies in 2004 and last

year alone had \$10.5 million in total volume. He has been in the industry for 19 years and shares, "I have had my highest production years since joining Lokation Real Estate. They provide me the tools that I need that other companies do not, and we have a great managing broker and support

staff." Heather reached the 100% Club with RE/MAX two years in a row and was named a Top Producer with Fathom Realty in 2016, 2017, and 2018. She has been in real estate for 8 years. Her motto is "don't deliver a product; deliver an experience."

Taking a simple, effective approach, Lokation strives to be a brokerage for all agents, not just targeting top producers as so many others do.

"We are the ideal home for all agents, from being more hands-on with newly licensed agents to the freedom to operate for Top Producers. Our technol-

ogy-based approach keeps everyone fulfilling their goals no matter what their level of experience is," said Nathan Klutznick, CEO.

The company manages oversight, transactions, teaches emerging technologies and marketing tools, and provides good negotiating power for tools agents may wish to add to their toolbelts.

"We do not charge for all sorts of things agents will never use. Instead, we offer a streamlined process to help them run their business," John said.

The efficient hybrid physical and online platform for agents to operate from allows them to be more client-focused and profitable. Agents are provided with basic tools and systems to be

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effective while maintaining their independence to utilize their own personal ways of transacting and running their business. Agents are offered in-person and web-based trainings, including recordings on how to use the company's systems, compliance and an array of other useful tips and offerings. "We are here to help with what the agents need where they want it, when they want it. Support and Company Culture are our strengths," shared Jonathan Lickstein, Director of Operations.

As managing broker, John is passionate about helping agents develop a specialty in the industry and seeing their passions come alive with their business. "We look at it from the agent's perspective, not the broker-age's perspective. Because we are in the top 1/2 percent of all brokerages in North America, we are able to offer incredible pricing on tools and systems, but it is an option for our agents, not a mandate by the company."

The company ranks as a Top 50 Broker by sales volume in Florida while also serving the community through its Lokation Cares philanthropy initiatives. The Colorado office of Lokation has followed suit. Each year, Lokation Colorado supports Dry Bones, a Denver charity helping homeless youth off the streets, and Rocky Mountain Diaper Depot, a foundation created by two former clients who offer diapers to mothers who cannot afford to buy them. "As REALTORS® and human beings, it is important to give back to the communities that we service. It's one of the most rewarding things you can do in life," Klutznick said.

The company delivers a wide range of services and arms its REALTORS® with all of the resources needed under one roof. With over 1,500 agents between the two offices and a broad range of talent, Lokation is there to help people purchasing their first homes, investors building their portfolios, businesses leasing space, homeowners looking to redevelop or build new homes, and more.

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"Over the years we've worked to develop strong relationships with the best mortgage, insurance, title and closing professionals the industry has to offer. This ensures our clients receive top tier service through the entire process of their transaction," John shared.

Relishing his career change and realizing he is exactly where he wants to be, John shared his motto for the past 27 years has been to "Make Someone's Day Today" when he wakes each morning.

"When I wake up with this mindset,
I can't help but have a great day."