

RENO

JUNE 2025

REAL PROFESSIONAL AGENTS

Laura Kirsch

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CONNECTING. ELEVATING. INSPIRING.

COVER STORY

Laura

Kirsch

Rising by Lifting Others

PHOTOGRAPHY BY ALYSSA JORDAN





For Laura Kirsch, real estate isn't just a profession—it's a calling she discovered early, nurtured with grit, and has grown into a purpose-driven career rooted in people, values, and heart. Though born in the Bay Area, Laura has called Reno home since the age of four. And it's here that she has built not only her business but a life rich with meaning, family, and service.

From a young age, Laura was drawn to ambition and independence. "I've always been curious and driven," she reflects. With no formal college education, she instead became a

voracious reader and lifelong learner. She credits personal development and business books as some of her most powerful teachers—lessons that would later shape the successful real estate business she would go on to build.

Laura's story in real estate began at just 16, interning in an office, and by 18, she had her license in hand. She didn't come into the industry after another career—real estate was her career from the start. "I realized early on that real estate was a field where I could build something big through hard work, strong relationships, and a willingness to learn," she says.

Today, Laura leads the thriving Kirsch team, though she admits it wasn't always in the plan. It was only when she was pregnant with her second daughter that she realized she couldn't do it all alone. "I didn't hire anyone until I absolutely had to," she says. Since then, the team has grown organically, and each member feels like the right person at the right time. "We're aligned in values, work ethic, and the way we care for our clients and each other."

That alignment is one of the reasons Laura finds deep fulfillment in her business today—not only because of the freedom it affords her to be present for her daughters, but because of the growth she witnesses in her team. "Seeing them develop both personally and professionally has been incredibly fulfilling," she says. "It reminded me that success isn't just about what I achieve—it's about helping others rise, too."

Of course, the road hasn't been without challenges. One of the most sobering moments of Laura's career came during what seemed like a routine showing. A new lead had requested to meet at a new home subdivision. While everything appeared normal at first, her instincts told her something was off. When the man asked her to ride with him to another lot, she declined. Days later, she learned from the builder's agent that the man was wanted in connection with an abduction in another state. "It was such a scary reminder of how important it is to trust your intuition," Laura says. "It can literally keep you safe."

When asked what sets her apart, Laura points to her ability to truly see people. "Clients feel comfortable with me because they know they're genuinely heard and valued," she says. It's that emotional intelligence, paired with relentless work ethic and a strategic mindset, that Laura believes has been the backbone of her success.

Her advice for other agents and aspiring team leaders? "Never stop learning," she says. From understanding contracts and permits to staying informed on mortgages and



construction, she believes knowledge is the key to becoming a trusted resource. And for those wanting to start a team, her guidance is clear: “Wait until you absolutely have to. Build a strong foundation for yourself first, and when the time is right, you’ll be in a much better place to grow and guide a team successfully.”

Family is at the heart of Laura’s world. She and her husband Griffin are raising two daughters, Adlee and Mila, and together they share a love of adventure—whether it’s traveling, hiking, or hitting the golf course. Evenings often include cooking with the girls or watching *Survivor* as a family. And no family outing is complete



without blasting their latest favorite song in the car.

When it comes to legacy, Laura doesn’t think in terms of sales or accolades. Instead, she turns to a favorite Maya Angelou quote: “People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” That, she says, is how she hopes to be remembered—as someone who made people feel seen, loved, and cared for.

Laura also lives by the sayings: “JOY = Jesus, Others, Yourself,” “Diamonds are made under pressure,” and her own affirmations: “My problems solve themselves” and “You always get more than you give.”

At this stage in life, Laura’s greatest passion is raising strong, confident daughters while continuing to lead a business that reflects her heart. “If you want to change the world, go home and love your family,” she says, quoting Mother Teresa. It’s a simple belief—but one that perfectly captures the woman behind the success: driven, grounded, and full of grace.



DONNER - DRIVE

“

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In Memoriam 2023
The Reverend Whitley
Henderson and Margaret
Ann Henderson
1940-2023