

I was raised amidst the picturesque landscapes of Lake Tahoe in a real estate-driven family, I am Jena Lanini. My mother's successful 25-year stint as a broker ignited my passion for the industry. After securing a business degree from San Francisco State University in 2010, I embraced the vibrant life of Reno. My journey towards personal growth and sobriety illuminated my path in real estate, leading me to remarkable achievements in just 2.5 years.

However, my proudest moments stem from my active role in the local association. It's not just a community; it's a vision I hold dear, aspiring to contribute on all tiers, even nationally. Outside the real estate realm, my heart beats for holistic well-being. As the lead coach for Reps4Recovery, I champion health and fitness, offering complimentary CrossFit sessions for those in recovery and their supporters.

My ethos centers on fostering equity within our community, starting from the grassroots. I firmly believe in cultivating resilient foundations, enabling individuals to not only thrive but also enrich Northern Nevada, whether through property investments or heartfelt contributions