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Laurie Marlowe
ACCOUNT MANAGER
480.290.0948
lmarlowe@atsaaz.com



Cynthia Scheiern
ACCOUNT MANAGER
480.292.3959
cscheiern@atsaaz.com

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MEET THE SOUTHEAST VALLEY REAL PRODUCERS TEAM



Publisher
Jenni Vega



Publisher Assistant
Michele Jerrell



Editor/Writer
Debby Erdmann



Photographer
Zach Testa



Writer
Jacob Cabezudo



Writer
Ryan Engle



Guest Writer
Jeffrey Raskin



Guest Writer
Chris Reece

Inspector's CORNER

SEWER LINE INSPECTIONS

SAVING TIME, MONEY, & HEADACHES IN THE LONG-RUN

Running water for at least 10 minutes from every device to check for properly working faucets and sewer lines are typical during the home inspection process. But, this method is still limited and does not identify every possible issue. Notable things that we are increasingly seeing are both clients and realtors recommending and getting separate sewer line inspections. Also, known as "Scoping the Line" to ensure all lines are working properly.

The average cost of clean up and repairs from sewage back up in your home runs approximately \$7.00 per square foot. A 1500 square foot home can exceed well over \$10,000. The average cost for a plumber to clear the clogged line is typically about \$250.00. If it's just a simple clog from an object or tree roots. What if it is more than that? Maybe the sewer line collapsed, a pipe broke or even separated out of position at a joint. These can become major repairs and typically cost anywhere from \$3000 to \$6000 on average. If the piping needs to be replaced below the homes slab, bump that price to \$7000 and up depending upon the complexity of the project.

Most folks have no idea about the condition of the sewer line when purchasing a home and sometimes may not even know of any such issues while living there. The sinks drain and the toilets flush, so it must be good, right? Maybe, maybe not. You truly won't know the condition of the sewer line without having a sewer camera inspection. These typically cost about \$175.00 to \$275.00 depending on sewer line access. In most cases, it can be completed during the home inspection.

Who needs a sewer line inspection? I would argue that everyone needs a sewer line inspection based on the potential cost for repairs that we discussed earlier. In reality, a great majority of newer homes won't have any issues. But, there are no guarantees. We've addressed a few homes with issues, especially with flipped or remodeled homes. The safe bet would be to recommend a sewer line inspection on any home that is more than 20 years old, especially if there are mature trees in the yard. I would definitely have one completed on any home more than 40 years old with or without mature trees. We have seen inspected sewer lines on older homes like this, and on half found issues that will need to be addressed to prevent a future back up or other problem. On a recent inspection, poor planning on a bathroom remodel resulted in a sewer gas smell in the home. The nails were pounded into the main vent pipe and detected by a sewer camera. Other items that are detected with a sewer camera are cracked or broken pipes and settled piping that may hold objects and water.

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John Tyler

General Manager

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WHY REAL PRODUCERS?

We launched this publication in February of 2017. Each February, the group of agents who receive this publication will change. Last year, the publication was sent to the top 500 REALTORS® by volume in the Southeast Valley from 2016. This month, we begin celebrating the achievement of the top 500 REALTORS® from 2017. It is a badge of honor to receive this publication!

Because this month brings so many new readers, we are again running the publication note from February of 2017. Whether you are new to Real Producers, or whether this is your second year being in this elite group, congratulations!

We are thrilled to bring you your REAL Producers of the Southeast Valley magazine. It is our mission to inform and inspire REALTORS® in Mesa, Gilbert, Chandler, Tempe, Gold Canyon, Apache Junction, Queen Creek, San Tan Valley and Ahwatukee. The publication has both a social and a business side. N2 Publishing will be responsible for the layout of the magazine.

This publication is being provided free of charge to the top 500 REALTORS® in this area based on the previous year's data. The cost of the publication is covered by our advertising partners that you will see in each issue. We do our best to screen our advertisers to ensure that they can provide services that you may want or need as a REALTOR® and serve you and your clients with high professional standards. Please consider them when you or your clients have a need for one of their services.

Each publication that you see is unique to the Southeast Valley and will reflect who you are as a community of REALTORS®. Here are a few highlights to look forward to in each issue:

- Feature story on one or more local top-producing REALTORS® and their story of success
- "Real Story" which features a local top-producer and a unique life experience they had
- Coaching corner which is written by a top producer, trainer, or broker on a teaching topic
- Upcoming events
- Top 150 standings of local REALTORS®
- Travel section
- Industry Partner Spotlight

Additional monthly columns may be introduced throughout the year.

Along with the magazine, we will host various free events throughout the year. We will communicate these events through the magazine, social media and emails. If you would like to be included please email us at jenni.vega@realproducersmag.com.

The events and publication are designed to increase social connections within the local real estate community. It is our goal that the events create a culture where there is no "hard selling," but a culture of relationship building on a more intimate level. Thank

you to all of the partners who make this movement possible and to all the REALTORS® who have contributed in this issue and will contribute to future issues.

Please send all feedback, content ideas, and potential stories our way. Real Producers Southeast Valley would not exist without you! Congratulations on your achievements in real estate that have enabled you to receive this publication.



Yours in Success,

Jenni and the Real Producers team

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CHECKLIST INSPECTIONS

Written by: **Jacob Cabezudo**

Checklist Inspections is easily not your “normal” inspection company. They don’t fit the inspection mode and operation but choose to operate outside the box. With experienced employees, newest technology of tools and equipment aimed towards all types of clients, first-time homebuyers, seasoned buyers, investors, and commercial property, Checklist sets the bar for inspection businesses high above the others in the industry which benefits the entire real estate industry.

John and his wife, Kathy, have owned and operated Checklist Inspections since 2003, which was established in 1998. For a while, it was a ‘lifestyle business’ for them, as they serve the greater Maricopa Metro area along with parts of Pinal County. That all changed when the couple had more time on their hands to expand their business. “When the kids were out of school, giving us more time to focus on our business, we decided to really see what we could do to grow it,” John said.

Together, they had an opportunity to be part of an exclusive Mastermind Group with an inspection business coach. That truly offered them the tools and knowledge to take their business to a new level. There, they became friends and developed relationships with other inspection owners from across the US and Canada. Meeting with this group of entrepreneurs four times a year at different locations in the US and Canada gives them not only a break from their business and a chance to travel to different businesses, but to expand on their business scope, marketing, and growth. In 2014 they entered a marketing and business development contest and won, with a grand prize of \$10,000.00 for their marketing ideas and implementation. John has also taken on the role of business development coach within this same group to help others.

In running their business, both find it is imperative to have not only a mission statement but also mission goals and passions to bring it to fruition.



Photo by Zach Testa



tion. “Our mission goal is to be the largest and most professional home inspection company in the southeast valley and to have the best work environment in the industry. We may drive our company, but it is our employees that keep it running as smoothly as it is. We’re proud that we can provide not just a job, but a career and a positive work environment for our employees.

In November, John and another multi-inspection company in Minnesota, along with their inspectors, flew to Colorado to spend the day at the InterNACHI House of Horrors. John states, “InterNACHI built a house inside of a warehouse with thousands of defects. It is an educational resource for inspectors. We rented it out for a day to expose the inspectors to different defects and abnormalities in the field, while working as a team with other inspectors, giving them insight in report writing from different perspectives. It was a bonding period for us all and we’re very much looking forward to it being a yearly event for us. We also have ongoing weekly instruction and training for our inspectors. Routinely having other vendors in the industry to come for additional educational training, such as HVAC, foundation experts, roofing companies, along with reps from tool manufacturers to keep us fresh in our field.” Their training program for all new inspectors is a minimum of six months to give the inspector the necessary education/information in the job.

Checklist also has amenities that strengthen their business and the real estate industry as a whole. “We have a 2,700 square-foot office with a 55-

“The number one tool or goal is to build relationships with all you come in contact with, including helping others to become successful along the way”

seat training room that’s not only used for our company and employees, but it’s also available for people in the real estate community to use. All they need to do is call our office to see if the day and time is available for them. It can be used for meetings, events or an informal happy hour.” They also have several full-time office staff that answers the incoming calls, who are knowledgeable in the inspection industry. John and Kathy feel that it is the consistency of their customer service and building relationships that is the greatest strength of the company. Their staff also helps with their marketing both in-house and in the field. “We built the meeting room as a way to help give back to the industry that has been good to us.”

Both John and Kathy have a feel for how agents run their business from a marketing perspective. “A lot of our marketing is based on how real estate agents market and farm ... we understand what you have to do,” John explains to REALTORS®. “We’ve consulted a lot of vendors on how to market and communicate to the real estate industry. The number one tool or goal is to build relationships with all



Photo by Zach Testa

you come in contact with, including helping others to become successful along the way.”

Outside of their business, John and Kathy have four grown children, three grandchildren, two dogs and a cat. On their own, the two enjoy traveling within and outside of Arizona or simply being outside. Just last year, they visited Boston with their Mastermind Group and fell in love with the city.

Both are excited about their continued growth for 2018. “We have been planning out a lot of new areas of growth and marketing the last quarter of 2017, and already started implementing the systems into the business.” They also plan on ways to give back to the industry. “We even map out the goals of ways we can help others. Knowing that your growth can be a positive for others helps us stay energized and focused.”



Photo by Zach Testa

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7 PILLARS OF *BUSINESS*

A simple and easy system to organize and classify your leads

Matt Askland, RedStone Mortgage

As we move well into the New Year, many of us are acting on our resolutions - not just in personal life, but in business, too. We've heard from a number of our real estate friends and partners that they're looking for a simple and easy way to track leads so that they can more easily analyze business opportunities.

Because this seems to be top-of-mind with so many industry professionals, I thought I'd share some of the most helpful takeaways from one of

my favorite resources, *The Roadmap to a Profitable \$30 Million Real Estate Business* by Reeta Casey and Rick Ruby.

Casey and Ruby believe that the majority of leads can be classified into seven pillars. These pillars and the use of Casey and Ruby's corresponding CORE Lead Tracker will provide you with a valuable snapshot of incoming business and give you a clear look at where you should spend more time prospecting.

Current Client Referrals (CCR): What better time to ask for a referral than when you're actually in the process of working with a client? From the time you are referred to someone until the time that they receive the keys to their new home, you have an opportunity to create the "wow experience" and earn their referral. What does your personal "wow experience" look like to your clients?

Past Clients (PC): This one's pretty obvious, but for the sake of reinforcement—past clients are people you've worked with before - and who were happy with your services - who are ready to buy or sell another home. These folks should be a fairly easy sell.

Past Client Referrals (PCR): Classify any leads from your past clients in this category. As real estate industry professionals, we love PCR leads because they're the absolute best compliment you can receive - a client was so thrilled with your work that they recommended your name to their friends and family. It's not something to be taken lightly.

Personal Friends (PF): Also known as your "sphere of influence." The people in this group know you outside of a professional setting and are likely to use you because of your personal relationship.

Advertisements (AD): Here is where you'll classify all of your cold leads from the internet, a signage call-to-action, an open house or event, a newspaper or magazine ad, or any other kind of promotional initiative that isn't directly tied to relationship marketing. These leads can be difficult to convert, but are a good way to build name recognition within the marketplace.

Business People (BP): Casey and Ruby believe the BP category is the best - and most untapped - source for potential new business. Looking outside of the real estate industry, consider how you might be able to leverage relationships with professionals in other niches who may be in need of a real estate agent to refer to their own contacts.

Builders: It doesn't matter whether the builder is an independent and family-run establishment or a more widely known corporation. They may already have an on-site real estate agent, but it's not a bad idea to connect with them and their in-house sales team. It could end up being a very fruitful

relationship in the future, should the builder find himself in need of such services as contingency management, MLS spec listing, model lease-back programs and more.

In addition to tracking and classifying leads, it's important to analyze in which areas business is strong and which categories need improvement. You can easily do this by using the CORE Lead Tracker, which calculates your closing percentage by comparing total number of leads to your successful "deals"—meaning, any leads that converted to listings or a pre-approved buyer. It's a simple and effective tool to track your progress month over month.

Organizing your real estate leads into these seven basic pillars will help set you up for long-term success. By regularly tracking these funnels of business, you'll always have a clear perspective on where and how to prospect.

Ready to start using the CORE Lead Tracker system? Email Matt@redstonemtg.com for a copy today.



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Ty and other agents hard at work



Ty Lusk



SERVING AT SUNSHINE ACRES WITH TY LUSK

The Beginning of Miracles

It started with a desire to give their lives to caring for children who are hurting, and a faith that God would provide all they needed. Rev. James and Vera Dingman (Uncle Jim and Aunt Vera) had spent their lives serving those forgotten by society: the sick, the poorest of the poor, migrant families and those in prison. They were grandparents with no income, 11 years of mortgage payments, no electricity and a well with a broken pump.



Ty and the Keller Williams Crew

For 17 years, Uncle Jim and Aunt Vera prayed for a place where they could care for homeless children. Then the answer to their prayers came in 1953, when they sold their home, and with the help of the Mesa Optimist Club, made a down-payment on 125 acres of Arizona desert with a few run-down buildings. “That day we both felt that we should never solicit money, a board or a brick, and that no child would ever be turned away for financial reasons. God impressed upon us very strongly that this was His work. We were to take care of the children, and He would take care of the finances,” Aunt Vera wrote.

So, in 1954, Uncle Jim and Aunt Vera opened Sunshine Acres Children’s Home in Mesa, Arizona, which became the beginning of the Miracle in the Desert.

Currently, Sunshine Acres supports 70 children in residence. Most children stay an average of three-five years. These are children whose parents are on drugs, in prison, or facing other setbacks.

A visitor at Sunshine Acres is likely to be surprised by what he or she sees. It’s certainly not your typical foster campus. There is a small petting farm on the property with two miniature donkeys and two miniature horses. The children can ride the horses and show them at county fairs, along with their goats, lambs and steers. They also have one resident pig and two peacocks. The children also have the option to join one of two choirs: Jellybean choir for ages up to 10, and a choir for 10 and older. The choirs perform at area parks. Additionally, there is a chapel on site. All of the children are required to attend Sunday services.



Outside of the newest home on property



One of the resident tortoises



Currently, there are nine homes on the property, seven for children under eighteen and two for college students. On average, ten live in each home with two house parents. Each home sports a 15-passenger van. Later in 2018, Sunshine Acres hopes to soon introduce a garden to supply produce for the dining hall. Eventually, they will start a farmer’s market on weekends for the teens as well.

Ty Lusk of Keller Williams Phoenix was introduced to Sunshine Acres two years ago. He was so impressed with the ministry that he decided to participate in a Keller Williams project called Red Day. The team rolled up their sleeves and tackled at least ten projects on the grounds, which included landscaping, painting horse stalls and the water tower, sorting clothes and other donated items, weeding the solar power grounds and more. They even invited the local TV station to the event in the hopes of getting the word out. The Red Day project was so successful that they decided to make it a yearly event.

Recently, Max, a Sunshine Acres student who is attending college received an incredible opportunity from country music singer Luke Bryan’s road crew to work the soundboard at their concerts, offering him a six-figure salary. He declined the offer, citing that he first

wanted to finish college. The country crooner’s manager was so impressed by that, that he offered him the job after graduation.

Lusk obviously carries Sunshine Acres close to his heart. “I’m blown away by how few people know about Sunshine Acres, even though they’ve been here for 60 years. They have helped thousands of kids who had no family to care for them. It really is a miracle because they receive no government funding. They don’t solicit funds. Most of their funding comes from the donations that they sell in their thrift store. I’m proud to have Sunshine Acres in our backyard.”

You can learn more about Sunshine Acres on their website: SunshineAcres.org. They welcome donations, and you can even volunteer at their facility. Why not bring a little sunshine into someone’s life?

Sunshine Acres invites all REALTORS® who receive Real Producers to attend their annual picnic on Saturday, February 24th. The picnic will be held from 11-3. Every home will be open for viewing. There will be a variety of family games and things to do for all ages. The choir will perform and the children will proudly show their animals to the public. Cost is \$10 for adults and \$5 for children.

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Have you ever been **fined by the MLS**, and what did you learn from the experience?

►► question of the month



Rosi Joplin
Joplin Realty

On May 19, 2017, I got fined \$200 for having under the document tabs SPDS marked public and not private. This fine makes no sense as seller disclosures are public records and I do not understand why ARMLS fines us agent for not marking them private.



Tammy Medigovich
DPR Realty

I have received two MLS violations. The first was a clerical error. When the sales data was being inputted into the MLS, the wrong sales agent name was selected. When the transaction closed it showed the wrong co-broker as the sales agent. There are very similar names in the

MLS, if you are not paying attention it can cost you.

I very much believe in the data integrity initiatives of the MLS. I wish the sales agent would have contacted me directly to correct the mistake. The oversight was a \$50.00 violation fine.

The second infraction was a fair housing violation. I was marketing a listing located in Mesa. The mistake was noting the proximity of the house to the nearby Mormon Temple in the public comments. I have been in the business for 15 years, I know better! I made a rookie mistake which cost me a \$500.00 fine.



Karl Tunberg
Midland Real Estate Alliance

My experience on being fined by MLS revolves around being the designated broker for our company. Anytime one of our agents is fined, I get a copy of the violation, the fine, the level of the warning or infraction and all the details. Most of the violations revolve around agents not paying close enough attention to details and not following the rules set by MLS. MLS values the data that we are all responsible for inputting. The integrity of that data is the value of MLS. The Data Integrity team at MLS clear over 20,000 potential data errors a year which is an amazing number. I think more agents should give credit to the amazing job our MLS does in keeping our listing service fair, clean and accurate for all our members!



Jean Grimes
Century 21 Arizona Foothills

Being a 12-year vet, I would have never thought in a million years that I would get a fine from ARMLS! Silly me! Last month I woke up to a lovely email from Data Integrity stating that I was fined \$200 for having a picture with one of my signs in one of my photos, on one of my listings. I had 10 days to pay the fine or they would shut off my privileges to ARMLS. I immediately went to look at my listing and unfortunately they had already removed the photo. I never received a warning that I wasn't in compliance, just the fine. I called my broker and she said they usually send a warning and to call ARMLS. I called ARMLS and found out that they only issue one warning a year on any non-compliance. If you receive one warning anytime during the year, your next violation will be a fine regardless what it is. It could be two different things. You are able to file an appeal which is \$50 to process and \$150 to proceed with the hearing. At this point, not wanting to lose my privileges I paid the fine. Needless to say, I learned my lesson to check all listings thoroughly and make sure you're in compliance.



Stacey Onnen
Realty One Group

As a broker, I see all the ARMLS fines for our 2500 agents. Some of the fines are minor, and others are a huge hit on the agent's pocketbook. The one fine that I feel is the greatest importance and hurts the most is the \$500 fine for unauthorized access of a listing. When I say it hurts the most, I am not referring to the financial impact. I am referring to the impact on our industry. Every time I see one of those fines I think of our industry's fragile reputation. This means that someone has used their key to enter someone's property without permission. I have heard all sorts of answers that range from the rare true miscommunication between the agents where one texted the other, and they simply forgot to clear it with the agent who has blatantly stated that they were driving with their clients and the home was vacant so they didn't see the harm in simply entering. Agents need to realize the responsibility and implications of their actions. Some homes have alarms and costly penalties for a false notification to the local police. One of the best ways to avoid this would be for every agent to adopt the ShowingTime system for all of their listings. If your home is vacant and you do not want to confirm each showing manually, you can set it to autoconfirm. If all homes went through ShowingTime, each agent would have a record of their communication and confirmation. We need to value our privilege to enter someone's home when they are away and show the utmost respect for our industry and its reputation.

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JENNIFER SCHUMACHER

“I’m the best real estate agent on the planet.” Jennifer Schumacher insists on introducing herself as such to everyone; at the coffee shop, on an airplane, or even the grocery store. Her enthusiasm for fitness is rivaled only by her enthusiasm for her work. Any time Jennifer has to herself, she spends either improving her health or improving her knowledge of the local market. “I’m working out or looking for open houses in the East Valley.” Her daily regime is not one of exhaustion but one of excitement and adventure.

Jennifer grew up in Bismarck, North Dakota. From there, she went to the University of Northern Colorado, but all her friends knew she should be working in real estate. Even during her time working in the corporate office of the Denver Athletic Club, she thought a change might do her good. After moving to Arizona, having no contacts of any kind, she strapped herself down and took her certification. During those two years, she built a foundation for her career inspired by her physical training experience.



“The intimidation of the gym for some people is similar to the intimidation of buying a house. My job in both cases is to eliminate those intimidating factors.” She can match her personality to the client, forming a bond to relax and educate them all along the process. Whether they are more enthusiastic or more introverted, she will change her approach to function with that person. “It’s scary buying a house. As their agent, I need to make them feel safe and assured.”

She found a key element to success is having the best market-knowledge one can have. It isn’t only about the specific house, but about the neighborhood, the shopping areas, the bars, the restaurants, and any number of other factors. Asking questions and conversing with the clients helps an agent find not only the right home but the right location. “I have to create an experience that alleviates stress from all parties.”

Every morning before she tends to her clients at 8:00 a.m., even before she hikes Camelback or South Mountain, she spends plenty of time reading books as wide-ranging as *The Art of War* to *The Art of Negotiating*. “A recent favorite is Jen Sincero’s *You are a Bad Ass*. Incredible!” The more personable she can be—the easier she is to talk to—the more respect she will receive from others. “It isn’t about getting the fastest or most expensive deals. It’s about getting the right deal that’s fair for seller and buyer.”

Even though she calls herself the best agent, she also calls herself the most unlikely agent. While it is common for some agents to forget about the numbers, Jennifer claims she is the worst at keeping track of it. “I don’t need data to show me I am improving. My broker frowns upon that,” she

said, sarcastically. “And I know I need to do better at keeping track, but being new to this industry I find the more I say yes the more I learn.” As long as she can close 33 homes (her favorite number) she’ll be happy.

And she is happy. At only age 40, and single, Jennifer’s passion for travel has taken her to over 25 countries. “My mom would always encourage me to get out of North Dakota and travel the world. I always imagined myself in all the places I would read about in my Grandmother Nan’s collection of National Geographic magazines. I have always said after perusing hundreds of those magazines that I wanted to see every country before I die. Some favorite places are La Libertad, El Salvador, Mykonos, Greece, Rome, Italy and Japan. “I fell in love with Japan. The best way to describe it is highly-organized chaos. Everyone is so respectful. My most memorable activity was driving a go-kart, wearing a Mario costume through Shibuya Crossing, the busiest intersection in the world. It was Epic!”

“I meet people from all over the world who I have helped find agents and homes. I think of myself as a global agent. Getting a commission check just by connecting people isn’t a bad gig. In fact, having this ability was crucial for collecting checks my first year as a real estate agent.”

Jennifer is living her best life. Though she is satisfied with where she is now, she has a goal for her future. “I want to guide my own team and teach new agents what I have learned.” More than that, she wants to continue her active lifestyle. All her injuries and scars from accidents past don’t stop her—they make her stronger. And why would she stop? She enjoys making the unknown, known. That’s what makes her the best.

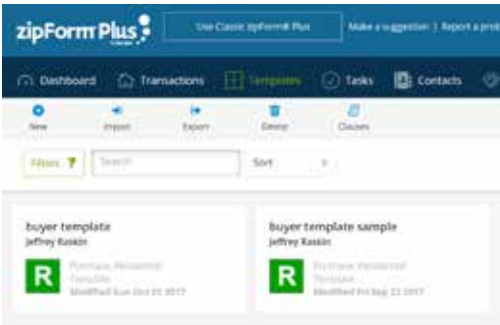
TECH CORNER

Jeffrey “Mr. Tech” Raskin

New zipForm® Changes

Before I even start on the new features that are available in zip-Form® Plus (online version), I want to be sure that we know about some cool features that a lot of agents don’t know about in the old version (that carried over to the new version of zipForm®).

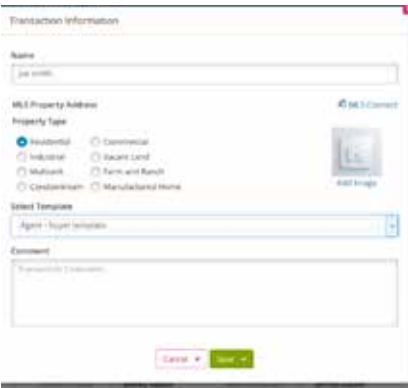
- 1) Templates- Put in all of the forms you would typically use for a buyer (agency, purchase contract, BINSR, final walk through, MCA, etc.); fill it out with as much information as you can without



- 2) Now automatically apply this to new buyers, changing out the info that is specific to that particular transaction.

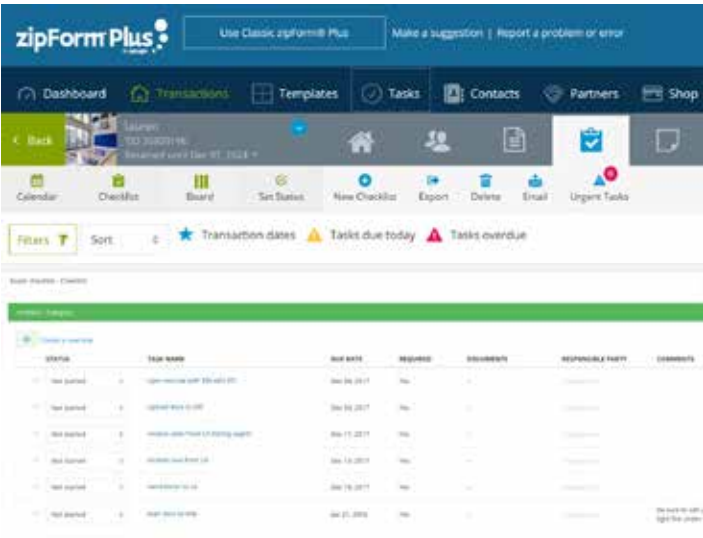


- 3) Use MLS connect, the 7-year-old AAR member benefit, to populate a ton of information from the MLS system directly into the zipForm® documents!

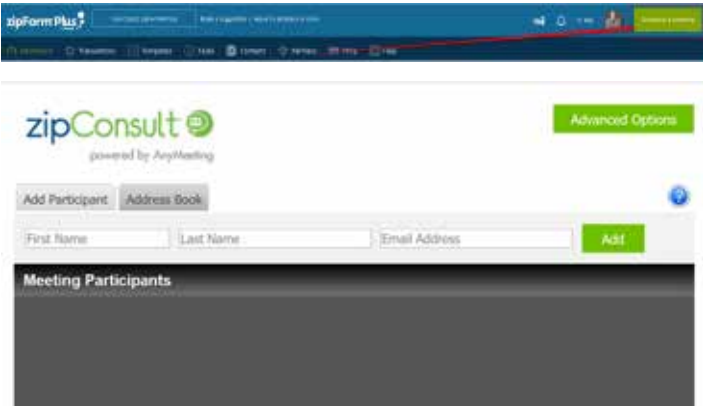


So now that we have the basics out of the way, allowing you to write a 2-minute contract, here are the new things you probably didn’t know about.

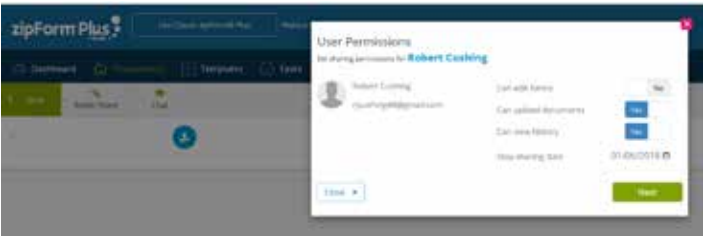
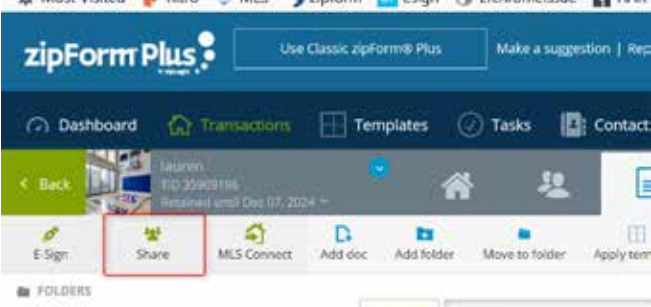
- 1) Add tasks to your template, which will email you every time something has to happen. It will put it on your calendar as well.



- 2) zipConsult will allow you have get four people online to see and hear them where they can see your screen, allowing you to explain the contract in real time from anywhere in the world.



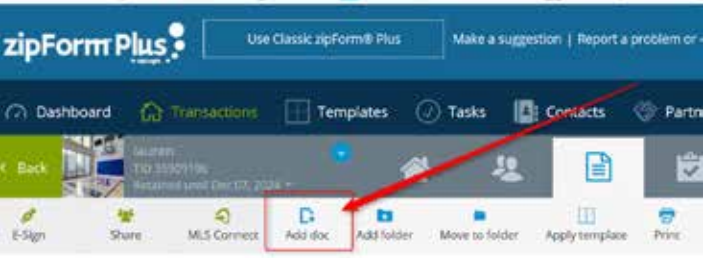
- 3) Share allows you to share documents directly from zipForm® to anybody you want.



- 4) Email to transaction allows you have other people email you documents directly into a client’s zipForm® transaction!



- 5) Add non-zipForm® documents into your template or transaction. (Mold, swimming pool, wire scam, etc.)



Though there are a lot of other features in zipForm®, these few tips should really allow you to ramp up your business with all of the time you will save!

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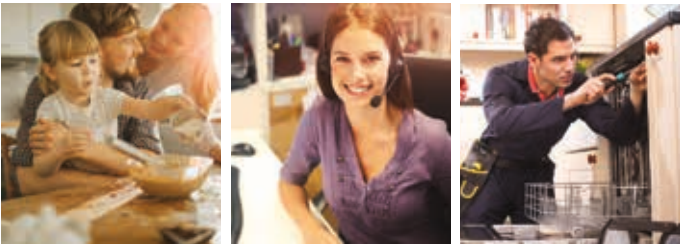
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TEMPLETON WALKER

Marching to his own beat ...

By: **Ryan Engle**

Templeton Walker was born and raised in Grand Canyon National Park, population 1,500 (the only national park with a K-12 school). A modest upbringing by his family in this small town instilled in him a level-headed, compassionate view of others. “My parents taught me the most important thing in life is to see the good in people.” Anyone who grew up in this close-knit community had to go through “Mrs. Judy’s” preschool class, where his mom Judy taught everything from “reading to coloring to counting to recess, etc. She was the one-stop shop, lol.” This was a place where everyone knew your name. Raise your hand if the Cheers theme song just started playing in your head.

It wasn’t an easy ride during Walker’s early adulthood years. By age 18, off to school on a full-ride basketball scholarship, he had a close scare with cancer. A lymphoid in his neck became infected and grew to golf ball size. Away from home for the first time and frightened what the doctors might find, he received additional surprising news—he discovered he was going to be a dad. “I just found out I was going to be a father, and I feared cancer would steal it away.” Fortunately, it wasn’t cancerous, and he decided to move forward on a path away from basketball to support his son, Kingston.

His experience in retail at Nordstrom’s propelled him to excel in business. He continues to utilize and apply the concepts he used in retail; primarily the passion to service people. “I’d sell a pair of shoes to a customer and then follow up with a handwritten note, phone call, or text when something came in that I knew they would like. I knew my clients’ needs and they’d remember me and return, based on our experience together.” Walker—a true servant—discovered his vocation in real estate four years ago, based on this background.

His passion for real estate evolved from a desire to make a positive impact on other families’ lives while supporting his own family as well. “I love making what seems ‘impossible,’ possible for all of my clients.” Walker and his team found a niche in off-market deals, closing 78 off-market transactions last year, as well as helping over 100 families buy and sell homes which resulted in



Templeton and wife Denise getting beautified



Noah, Denise, Templeton Sr, Templeton Jr, and Kingston

over 25 million in sales, which includes the branch Walker opened in Flagstaff this year.

In 2008, Walker met his wife, Denise. They were just friends at first, but in 2010, three months after they had baby Noah, Walker told her, "I may only have \$100 to my name, but I would spend it all on you." They married and had a second child, Templeton Jr., two years ago. All three sons (including his oldest son, Kingston) live together happily at home, and like at work, fun is mandatory. Walker's parents visit from his hometown a couple times a month to spend time with the grandkids, which allows the happy couple to go on date nights. A perfect evening

out consists of grabbing a cold beer at San Tan Brewery, or enjoying a filet at DC Steakhouse. They also spend every evening reading the same book together. The last book they completed was *5 Love Languages* by Gary Chapman. Currently, they're reading *Smart Couples Finish Rich* by David Bach.

With the changing landscape of the industry and the Internet, Walker wants to focus next year on deepening his relationships. He wants to interact personally and give the small town, servant-touch to more families. The man who likes to know everyone's name wants to know yours.

Photo by Zach Testa



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12 WEEK YEAR

» book review



Chris Reece

Page one of this book launches with a quote! “Most of us have two lives: the lives we live and the lives we are capable of living.” Reading that sucked the wind right out of me. Because being the driven human being I am, I know I could make my minutes count more. I was skeptical of this book when Brian Buffini first promoted it in January of 2017. I didn’t judge it by its cover, more so the name, *12 Week Year* to me sounded like, “12 week Abs”; it sounded like a gimmick. But about halfway through 2017, I heard one of the authors, Brian Moran, in an interview and the way he spoke about it made me pick it up and read it. It was so good I took my weekly mastermind group through it, then I had the privilege of taking my company through it as a book club.

The premise of the 12 Week Year is to remove annualized thinking. Stop with yearly goals, and focus on 12-week goals. Each week is a month, each day is a week, making the hours so very valuable. The author explains this premise: “most people have the capacity to double or triple their income just by consistently applying what they already know.” Moran asks us to focus on improving our execution by doing what we already know works, just do it more steadily and to consistently execute the small number of critical tasks that best support the end goal. He goes on to explain what the critical tasks are as well as help us define ours. The power of the 12 Week Year is in the planning and tracking of what you will DO. He urges the reader to keep it simple. Just pick one thing you want to improve on and make your plan around that one thing, then execute on tasks that support your one thing.

My two favorite parts of this book are how the author talks about execution and accountability. His

take on execution is that it’s defined as action; you need to develop times and places in your schedule that make it very easy to take action on your goal. He takes a lot of time in the beginning of the book helping you define your goal as he understands that your goal is something you have to want very bad. The goal or results you want have to connect with you on an emotional level. You are asked to write out things you want in the actual book. Then he explains once you have your vision set, creating “critical tasks” to execute on is much easier. I found the vision setting gave me clarity creating the items I personally needed to execute on.

Before you start developing your own personal 12 Week Year plan, Moran shares the three principles that the plan should be built on: 1) accountability, 2) commitment and 3) greatness in the moment. His definition of accountability is still resonating in my heart and mind.

“Accountability is ultimately ownership. It is a character trait, a life stance, a willingness to own actions and results, regardless of the circumstances. The very nature of accountability rests on the understanding that each and every one of us has the freedom of choice. It is this freedom of choice that is the foundation of accountability. The ultimate aim of accountability is to continually ask one’s self, “what more can I do to get the result?”

This was a big pill to swallow, and it was humbling.

I highly recommend this book if you find yourself struggling to reach results or if you’re floundering without a yearly/monthly/weekly plan. Reading this book could only help you this year, or your next 12 weeks.



mattamyHOMES

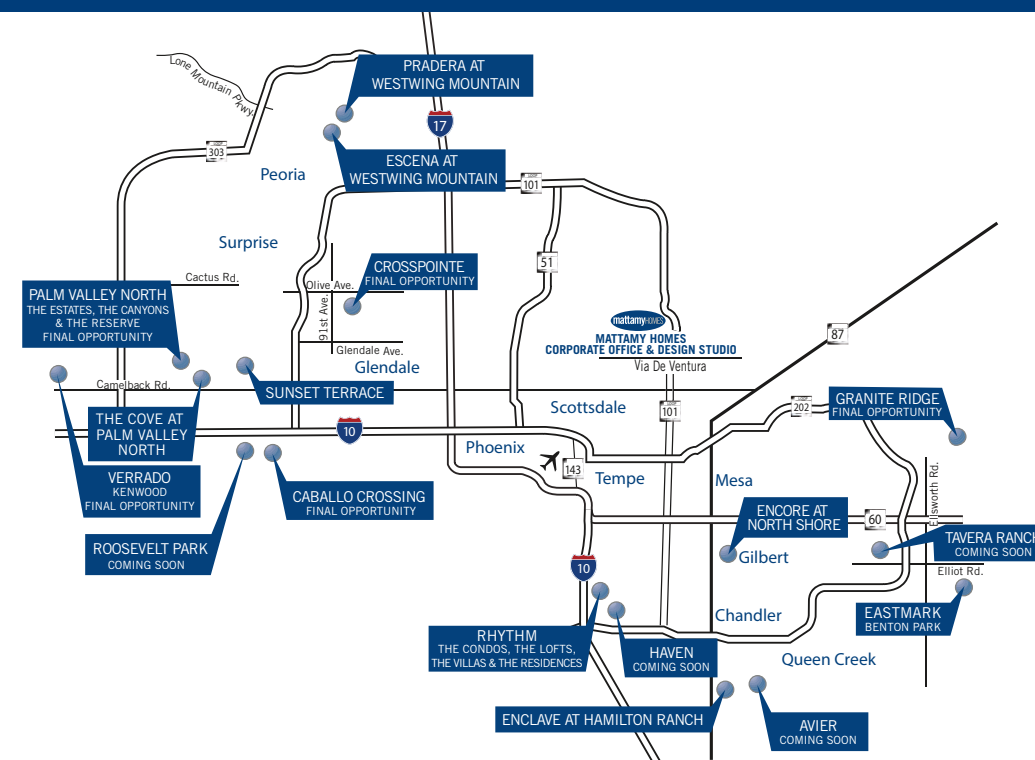
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TOP 150 STANDINGS

Teams and Individuals Closed date from Jan 1 - Dec 31, 2017

#	First Name	Last Name	Office Name	Total # 01/01/2017 - 12/31/2017	Total \$ 01/01/2017 - 12/31/2017
1	Brian	Bair	Offerpad	1012	\$235,666,318
2	Carol A.	Royse	Keller Williams Realty East Valley	214.5	\$62,863,100
3	Kenny	Klaus	Keller Williams Integrity First	231.5	\$59,793,738
4	Dawn	Faraci	Lennar Sales Corp	145	\$52,403,519
5	Rebecca	Rains	Berkshire Hathaway Homeservices Arizona Properties	183	\$51,969,542
6	Mary Jo	Santistevan	Berkshire Hathaway Homeservices Arizona Properties	154	\$49,925,687
7	Carin	Nguyen	Keller Williams Realty Phoenix	141	\$38,036,590
8	Catherine	Renshaw	Calatlantic Homes Of Arizona	94	\$37,941,474
9	Rachael	Richards	Rachael Richards Realty	108.5	\$37,451,193
10	Alan	Levanson	Berkshire Hathaway Homeservices Arizona Properties	117	\$35,065,268
11	Robin	Rotella	Keller Williams Integrity First	114.5	\$31,471,350
12	James	Samsing	Real Home Services & Solutions	140	\$31,203,120
13	Shanna	Day	Keller Williams Realty East Valley	72	\$30,955,271
14	Brett	Tanner	Keller Williams Realty Phoenix	122.5	\$30,031,450
15	Randy	Courtney	Weichert, Realtors - Courtney Valleywide	84	\$29,036,986
16	Rick	Metcalfe	Canam Realty Group	124	\$27,983,420
17	Darwin	Wall	Prosmart Realty	56.5	\$26,905,815
18	Benjamin	Arredondo	My Home Group Real Estate, LLC	77.5	\$26,900,565
19	Karl	Tunberg	Midland Real Estate Alliance	61.5	\$24,928,106
20	Curtis	Johnson	Revelation Real Estate	96.5	\$24,683,844
21	Steven	Allphin	Realsense	132	\$24,429,625
22	Renee'	Merritt	Russ Lyon Sotheby's International Realty	41	\$24,103,600
23	Alan	Kittelman	Realty Executives	118.5	\$23,655,614
24	Michael	Cunningham	West Usa Realty	70.5	\$23,526,037
25	Terry	Young	Revelation Real Estate	75.5	\$23,463,140
26	Scott	Dempsey	Redfin Corporation	58	\$22,740,900
27	Jason	Zhang	Gold Trust Realty	66	\$22,711,778
28	Justin	Cook	RE/MAX Solutions	66	\$22,524,693
29	Damian	Godoy	Argo Real Estate Professionals	103	\$22,197,448
30	Jason	Crittenden	Realty One Group	78	\$22,167,201
31	Bonny L.	Holland	Keller Williams Realty Sonoran Living	36.5	\$21,954,029
32	Janine	Igliane	Keller Williams Realty East Valley	66	\$21,882,347
33	Diane	Bearse	Realty Executives	62	\$21,491,700
34	Rebecca	Dorn	Redefy	65.5	\$21,309,800

#	First Name	Last Name	Office Name	Total # 01/01/2017 - 12/31/2017	Total \$ 01/01/2017 - 12/31/2017
35	Beverly	Berrett	Berkshire Hathaway Homeservices Arizona Properties	68	\$21,276,250
36	Michael	Olberding	Berkshire Hathaway Homeservices Arizona Properties	73	\$21,212,577
37	Geoffrey	Adams	Realty One Group	68.5	\$20,876,262
38	Timothy J	Cusick	Homelife Professionals	70.5	\$20,725,804
39	Henry	Wang	Revelation Real Estate	58.5	\$20,090,970
40	Nate	Randleman	Stunning Homes Realty	76	\$19,856,200
41	Melanie	Hunsaker	Orange Realty	51.5	\$19,854,061
42	Ben	Leeson	Arizona Experience Realty, LLC	56.5	\$19,479,734
43	Richard	Johnson	Coldwell Banker Residential Brokerage	55	\$19,141,200
44	Mark	Captain	Keller Williams Legacy One	66.5	\$19,014,000
45	Tanner	Milne	The Menlo Group Commercial Real Estate	29	\$18,544,950
46	William	Ryan	RE/MAX Infinity	51.5	\$18,355,744
47	David	Khalaj	Pro Sports Realty	28.5	\$18,243,050
48	Sandy	Thompson	Revelation Real Estate	63.5	\$18,122,450
49	Merrill	Jencks	Revelation Real Estate	63	\$17,953,790
50	Carlie	Goulet	Keller Williams Realty Phoenix	62.5	\$17,837,890

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TOP 150 STANDINGS

Teams and Individuals Closed date from Jan 1 - Dec 31, 2017

#	First Name	Last Name	Office Name	Total # 01/01/2017 - 12/31/2017	Total \$ 01/01/2017 - 12/31/2017
51	Gina	Mcmullen	Redfin Corporation	51.5	\$17,676,909
52	Michaelann	Haffner	RE/MAX Infinity	54	\$17,566,500
53	Lacey	Washburn	Realty One Group	58	\$17,522,992
54	Mike	Mendoza	Keller Williams Realty Sonoran Living	42.5	\$17,518,800
55	Gus	Palmisano	Keller Williams Integrity First	63	\$17,402,261
56	Annette	Holmes	Rachael Richards Realty	55	\$17,252,799
57	Byron	Applegate	Pivotal Real Estate Solutions, LLC	55.5	\$17,202,656
58	Cynthia	Dewine	Century 21 Arizona Foothills	54	\$17,138,977
59	Michael	Kent	RE/MAX Alliance Group	62.5	\$17,028,796
60	Lisa	Miguel	West Usa Realty	44.5	\$16,873,575
61	Russell	Mills	Gentry Real Estate Group	65	\$16,668,700
62	Bill	Olmstead	Keller Williams Realty East Valley	54	\$16,590,600
63	Brock	O'Neal	West Usa Realty	42	\$16,371,800
64	Becky	Kolb	Keller Williams Integrity First	45	\$16,242,445
65	Zachary	Cates	Revelation Real Estate	39	\$16,171,600
66	Amy N	Nelson	Keller Williams Realty East Valley	55.5	\$16,133,521
67	Jennifer	Felker	RE/MAX Infinity	31	\$16,108,800
68	Matthew	Coates	Revelation Real Estate	56.5	\$16,077,755
69	James	Watson	Keller Williams Realty Sonoran Living	52	\$16,036,006
70	Jesse	Herfel	Keller Williams Integrity First	65	\$15,958,996
71	Kimberly	Healy-Franzetti	West Usa Realty	46	\$15,932,773
72	Richard	Ashby	Ashby Realty Group, LLC	43	\$15,315,920
73	Tina	Sloat	RE/MAX Infinity	54	\$15,274,634
74	Katherine	Walsh	Keller Williams Realty East Valley	55	\$15,213,055
75	Stephanie	Sandoval	Homesmart Lifestyles	58	\$15,145,725
76	Kraig	Klaus	Keller Williams Integrity First	53.5	\$14,751,558
77	Angela	Larson	Keller Williams Realty Phoenix	74	\$14,739,996
78	Kirk	Erickson	Schreiner Realty	46	\$14,739,274
79	Dawn	Matesi	United Brokers Group	36	\$14,727,910
80	James	Sanson	Keller Williams Realty Phoenix	74.5	\$14,703,400
81	Aimee	Lunt	RE/MAX Solutions	45	\$14,683,365
82	Jody	Poling	Hyres International, LLC	22	\$14,412,900
83	Trent	Windsor	S. J. Fowler Real Estate, Inc.	45.5	\$14,367,620
84	Steve	Trang	Stunning Homes Realty	67.5	\$14,356,250

#	First Name	Last Name	Office Name	Total # 01/01/2017 - 12/31/2017	Total \$ 01/01/2017 - 12/31/2017
85	Layne	Peterson	Realsense	66	\$14,343,848
86	Christy	Rios	Keller Williams Integrity First	39.5	\$14,258,410
87	Daniel	Callahan	RE/MAX Classic	64	\$14,136,300
88	Randy	Duncan	Realty Executives	52	\$14,045,749
89	Janine	Long	Lockman & Long Real Estate	44	\$14,028,783
90	Stephany	Bullington	Revelation Real Estate	42	\$13,998,400
91	Darlin	Gutteridge	RE/MAX Renaissance Realty	40	\$13,899,319
92	Pamm	Seago-Peterlin	Century 21 Seago	45	\$13,852,488
93	Pam	Eagan	Realty Executives	25.5	\$13,849,700
94	Sergio	Santizo	Keller Williams Realty East Valley	46.5	\$13,830,790
95	Michael	Smith	Homesmart	33.5	\$13,600,672
96	Randy	Dix	Keller Williams Realty East Valley	41.5	\$13,489,150
97	Daniel	Mullins	Altus Realty LLC	42.5	\$13,379,400
98	Alyson	Titcomb	RE/MAX Alliance Group	49	\$13,356,648
99	Suzanne M	Rabold	West Usa Realty	20.5	\$13,327,750
100	Bret	Johnson	Realty Executives	43	\$13,323,500

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Teams and Individuals Closed date from Jan 1 - Dec 31, 2017

#	First Name	Last Name	Office Name	Total # 01/01/2017 - 12/31/2017	Total \$ 01/01/2017 - 12/31/2017
119	Lorraine	Ryall	Kor Properties	31	\$12,493,300
120	Hilary	Sutter	My Home Group Real Estate, LLC	36.5	\$12,478,250
121	Heather	Openshaw	Keller Williams Integrity First	43.5	\$12,349,312
122	Sabrina	Song	Keller Williams Realty Phoenix	50.5	\$12,270,900
123	Scott	Heywood	Homesmart	22	\$12,212,064
124	Cindy	Flowers	Keller Williams Intgrty Fir	48.5	\$12,156,550
125	Robert	Cushing	Jk Realty	20.5	\$12,119,100
126	Heather	Werner	Ravenswood Realty	44.5	\$12,022,837
127	Barbara A	Shadoan	RE/MAX Classic	56	\$12,013,700
128	Susan	Reginato	West Usa Realty	37	\$11,987,650
129	Josh	Randall	Keller Williams Realty East Valley	45	\$11,947,800
130	Paul	Whittle	American Allstar Realty	55	\$11,899,790
131	Cory	Whyte	RE/MAX Infinity	30	\$11,879,900
132	Nick	Bastian	Realty Executives	46	\$11,803,525
133	Sean	Warren	Stunning Homes Realty	43	\$11,802,300
134	Michael	Mccabe	My Home Group Real Estate, LLC	41	\$11,789,999

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TOP 150 STANDINGS

Teams and Individuals Closed date from Jan 1 - Dec 31, 2017

#	First Name	Last Name	Office Name	Total # 01/01/2017 - 12/31/2017	Total \$ 01/01/2017 - 12/31/2017
135	Brenton	Fernandez	Keller Williams Realty East Valley	30	\$11,788,723
136	Phillip	Shaver	Go Sold Realty	39	\$11,723,180
137	Jill	Mcfadden	US Preferred Realty	32.5	\$11,708,400
138	Scott	Cook	RE/MAX Solutions	44	\$11,699,250
139	Lori	Blank	Lori Blank & Associates, LLC	35.5	\$11,657,150
140	Jody	Sayler	Just Selling Az	45	\$11,576,600
141	Edward	Surchik	Realty Executives	41	\$11,564,900
142	William	May	Breinholt May Realty & Investments	43.5	\$11,562,200
143	Roger	Marble	Marble Real Estate	31	\$11,508,610
144	Steve	Hueter	Prime 220 Realty	44.5	\$11,454,390
145	Bryce	Henderson	Four Peaks Brokerage Company	39	\$11,430,800
146	Templeton	Walker	Stunning Homes Realty	42	\$11,391,200
147	Mary	Almaguer	Apache Gold Realty, LLC	64	\$11,391,000
148	Jeremy	Wilson	Century 21 Arizona Foothills	35	\$11,333,178
149	Sanjog	Gopal	Oz Realty	56.5	\$11,294,600
150	David	Arustamian	Russ Lyon Sotheby's International Realty	28	\$11,291,375

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714-328-4475
Ken.Starks@caliberhomeloans.com
www.caliberhomeloans.com/kstarks



Liz Decker
Loan Consultant | NMLS # 228371
602-570-3098
Liz.Decker@caliberhomeloans.com
www.caliberhomeloans.com/ldecker



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