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ALL ABOUT
THE SUNSHINE

TOP
150
STANDINGS

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Brock O'Neal

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If you are interested in contributing or nominating Realtors for certain stories, please email us at jenni.vega@realproducersmag.com.

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3 TIPS TO IMPROVE CREDIT FAST

It's a new year, which means people are ready to accomplish their 2018 homeownership goals! Credit is a factor, and it is tough to navigate, but there are 3 things potential buyers can do to improve their credit quickly.

Credit Cards – if you don't have a credit card, open one. A secured credit card is a great way to build good credit—fast.

Credit Card Usage – you should never use more than 50% of the credit limit, because it has a huge impact on your credit score. To quickly boost credit, pay your credit cards down to 49%. It will get you the most bang for your buck.

Get & Stay Current – if you are more than 30 days late on a payment, get current and stay current! Late payments hurt credit scores a lot.

These 3 simple rules will improve credit in about 30 days!

Want to now more about the world of credit? Then join us for Happy Learning! our free consumer rights training class.




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BATH TUBS AND WET AREAS – QUESTIONS THAT KEEP COMING UP

TIPS FOR MAINTAINING BATHTUBS & WHIRLPOOL TUBS AND PROPER BATHROOM LIGHTING

We again, had a few questions recently about bathtubs. One about lighting over tubs and showers, and the other about whirlpool tubs.

First, have you ever turned on a whirlpool and seen a bunch of nasty black gunk shoot out of the jets? I've heard it's either a mildew or bacteria that feeds off dead skin cells. Personally, I don't care what the stuff is – it's gross no matter what. If the water in the circulation piping sits stagnant for a while, there's a good chance that this black gunk will start growing; it can take as little as a month for this to happen.

To prevent this black gunk from accumulating in your whirlpool, you're supposed to **clean it at least monthly**, depending upon the manufacturer. Pretty crazy, huh? Here's what a few of the larger manufacturers say:

American Standard: Once a month, fill the whirlpool with warm water, add two teaspoons of powdered automatic dishwasher detergent and 4 ounces of bleach, and run the system for two minutes. Drain the tub, fill it again with cold water, and run it again for five minutes.

Kohler: Twice a month or more, fill the whirlpool with warm water, add two teaspoons of powdered automatic dishwasher detergent and 20 ounces of bleach, and run the system for five to ten minutes.

Jacuzzi: Twice a month or more, clean the whirlpool with their exclusive cleaning product, called Systems Clean.

Maintaining a whirlpool tub is a lot of work. Not as much as a spa, but still... who would have thought? Oh, and to Jacuzzi for only giving instructions to clean with their exclusive cleaning product – well, I guess they need the revenue? Now most tubs only get used occasionally, and we have been to several homes that the motor was unplugged under the tub, and no one knew.

If you're planning to sell your home and you have a whirlpool tub, take the time to clean the system out, especially if you never use it. If a bunch of black gunk comes out of the jets when the home inspector tests the system in front of the buyers, they're really going to be grossed out with your bathroom.

The other question is lighting. All lighting over tubs and showers are to be rated for such. Even on a vaulted or volume ceiling. That is why you see sealed can lighting over tubs and showers. Many people install a chandelier or other hang down lighting over their bath tub (and even seen them in showers!). No doubt it looks great, even makes better mood lighting for a bath, but these are typically not approved. Though there are wet area approved pendent lights, most home owners do not know the reasons for this or the difference. If you are installing one of these over your tub or shower, keep the paper work for the next owner.

FRESH YEAR, FRESH CHANGES FOR REAL PRODUCERS!



Real Producers Southeast Valley launched in early 2017, after countless conversations and coffee dates with top Realtors®. I wanted to launch something special, something that wouldn't be compared to any other real estate publication on the market. The meetings with Realtors® over a year ago resulted in a long list of content ideas. As I continue to have coffee dates with agents, the list continuously evolves.

Below is a list of features to look for in 2018. A few of these features were introduced late in 2017. Some of these features will be monthly, while others will be published bi-monthly or quarterly.

- **Question of the Month.** A small group of agents or area experts will weigh in on various industry-related questions and controversies.
- **On the Rise.** This feature highlights an agent who is newer to the business but making waves.
- **Wanderlust.** This is the new name for our travel section. While in the past, this section typically showcased vacations that Realtors® took to exotic lands, this section will now occasionally include local Valley-based destinations and options for family activities.
- **Tech Corner with Jeffrey Raskin.** Everyone knows that Jeffrey is the best technology instructor in the Valley. With so many changes always happening in the technology arena, Jeffrey will keep us up-to-date.



Book reviews of sales and business-building books.

Happy New Year!
Jenni and the *Real Producers* team

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GREG GALE

NOVA HOME LOANS

By Jacob Cabezudo

The Gale Team at NOVA Home Loans is a group dedicated to providing the best mortgage solutions and real estate strategies. Team Leader Greg Gale is a man of integrity, respect, and patience. His advice and guidance makes him the perfect source for agents seeking improvement.

In the early 2000s, Greg was a personal trainer. His first client was a mortgage broker. Soon after, his wife, Katie, interviewed with the broker and was hired for a secretarial position, eventually moving up in the ranks.

A few years go by and Greg followed suit and became an assistant for a highly successful loan officer named J.B. By 2005 they had found great

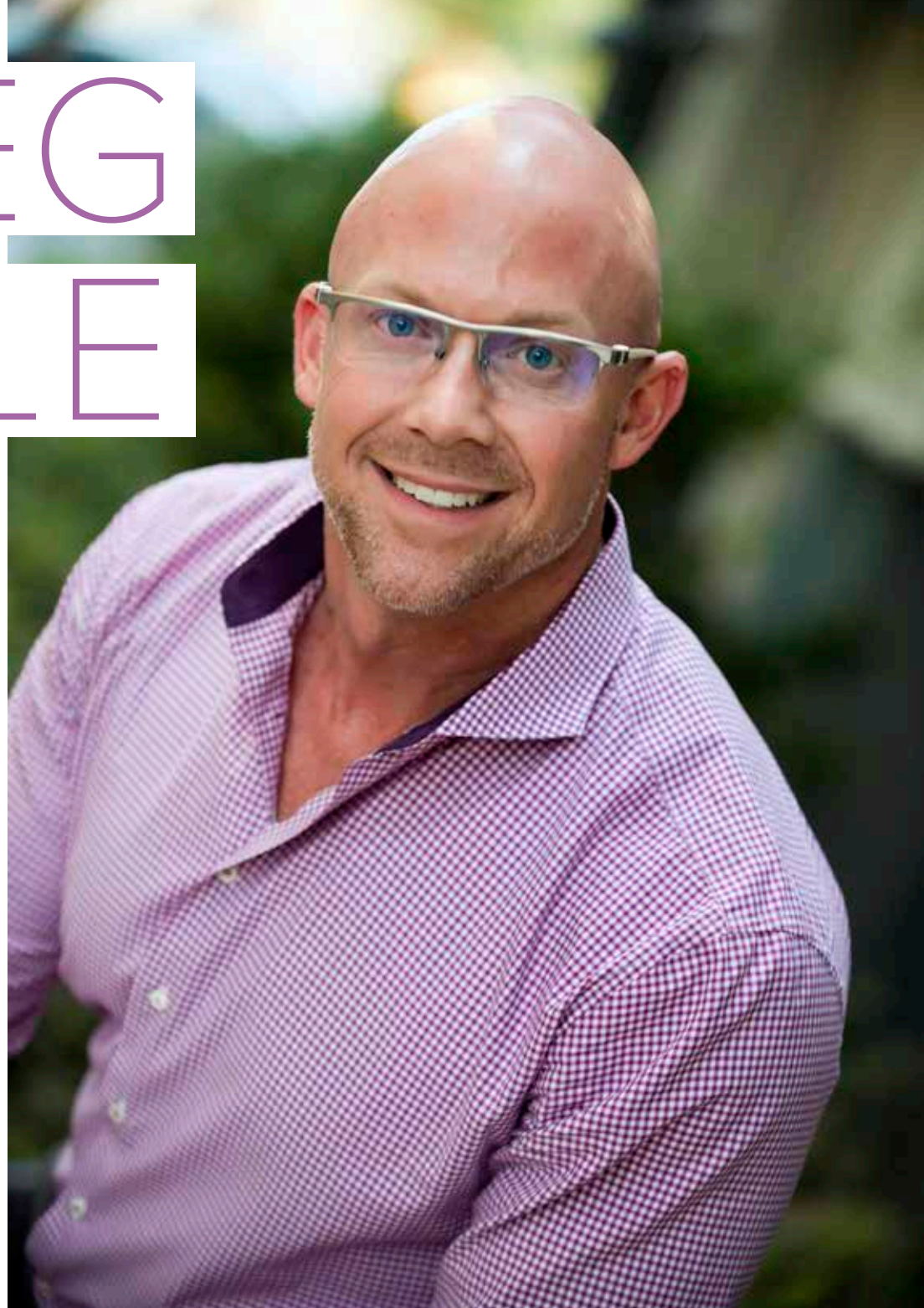
success and became a separate entity under the same brokerage.

Greg was taught the ins-and-outs by his mentor. “J.B. brought me into the business, and for three years I sat right next to him and learned. We didn’t buy leads or anything. If you treat people well they’ll refer you.” Their business was purely referral-based, and their good deals kept bringing clients back.

In 2008, J.B. tragically passed away. Greg’s world was rocked. Not only did he lose a mentor, but he also lost a friend.

He then had to go through the growing pains of being 100 percent in control of the business, which meant he taught himself to assemble his team and had to work really hard, due to the troublesome economy of the day.

Greg holds multiple interviews for people he wants to hire when building his team. He also administers



Kai and Tatum.



Adventures at Legoland.

personality tests, such as SalesDrive, which helps determine how personable someone will be on the phone. Conducting role-specific interviews and tests of hopeful teammates is what Greg does to create the most qualified team.

A lot of the qualities Greg previously used in personal training, such as integrity, discipline, and honor, are translated to his lending business. “With training,” Greg explains, “first you have to attract a client to work with you. You have to be a billboard and look the part. You have to be in shape and know your stuff. With mortgages, it’s kind of the same thing. A first impression is everything.”

“My purpose in the real estate arena is to help agents make more money and save more money. It’s not so much what you make — it’s what you keep. I find that a lot of training is not done on how to track your money, how to track your return investment or how to put your money in the right place.”

For extra guidance on these concepts, Greg cites a CD named “Six Steps to Financial Freedom.” The system gives you a survival number that indicates the minimum amount of money you need to pay all your bills.

“You have to have a target number,” Greg says. “I think a lot of people wing it, and they’re just spending as it comes in.” He also points out Mint.com as another helpful source for tracking your spending and budgeting.

Greg’s favorite part of his loan business right now is helping agents reach their goals. He has grown from helping hundreds of people get homes and make long-lasting memories to



Laughing with Katie at a comedy show.

impacting the agents he works with to help people on a larger scale.

From a career standpoint, Greg is all about growing his business and others’ as well. He’s currently reading Traction, a book about business training and growth. Greg is always looking to strengthen his leadership qualities to make stronger relationships with his colleagues.

As for his family, Greg has just finished their dream house. He and his wife, Katie, have a 9-year-old son named Kai and a seven-year-old daughter named Tatum. He applies “No Regrets Parenting” when spending time with his family, emphasizing the importance of living in the moment.

They love to travel, and they plan on taking a trip to several countries in Europe to make memories and learn about different cultures. Greg is also a contributor to the American Heart Association and the Susan G. Komen foundation.

If you’re looking to step up your game in the industry, look no further than Greg Gale’s NOVA Home Loans team. With his experienced teammates and dedication to improving agents’ careers, Greg and his staff are perfect for anyone looking to become a top producer.

THE KANYE AND KIM KARDASHIAN

Lesson In Personal Branding

Combining Audiences For Greater Impact

By **Nick Nanton, ESQ.**

To Expand Your Market Base And Influence, All It Really Takes Is Finding The Right Partner.

Hip-hop star Kanye West may be a musical genius — but he’s definitely not one of the most liked celebrities around. He’s infamous for interrupting Taylor Swift’s acceptance speech at the MTV Video Music Awards in 2009, as well as many other public displays of bad behavior. When even the president of the United States goes out of his way to call you a jackass, you know you might have an image problem.

Keeping all that in mind, who do you continually see in online gossip headlines, as well as entertainment TV shows? Kanye West. Why? Because he’s married to Kim Kardashian. In fact, the celebrity couple just announced North is going to have a baby brother!

To say Kanye and Kim have different followings is to understate the obvious. The former has a pack of fervent music fans -- the latter has a huge reality TV base. If one were to be cynical, one would say they only got together in the first place to grow their respective audiences -- by tapping into each other’s celebrity status to burnish their own. (Not that there’s anything wrong with that!)

Actually, it’s a time-honored tactic in show business to team up to increase the popularity of both parties.

Think about *The Avengers* which realized a lot more box office profits simply because a whole lot of popular heroes came together for the first time ever – and their fans came together in movie theaters as well. The sequel, *Avengers: Age of Ultron*, which came out earlier this year, dragged those fans back to the theaters for the next installment.

This works for business branding purposes as well. When you partner up with the right person — someone who has their own strong following and/or unique talents — the combination usually packs more power than each individual has on his or her own. Even more importantly, you also get access to that person’s specific audience.

For example, we’re honored to be able to work on book and TV projects with such marketing and business heavyweights as Brian Tracy, Dan Kennedy and Jack Canfield. But it’s good business for



all concerned because these greats get renewed exposure to our network in a whole new context — and our network, naturally, feels privileged to work with these legendary figures.

Think about who you can partner up with on a new project or business that could bring your product or service to a whole new audience — namely, somebody else’s. And keep in mind the following guidelines, suggested by *Entrepreneur* magazine, when you start searching for the right someone to join forces with:

1. Do they share your values?

If you and/or your business represent certain values, you don’t want to work with someone who doesn’t have the same affinity with those values — or, worse, openly contradicts them. You not only risk angering your base, you also risk undermining your whole business! The only exception to this rule is when you come together to support a cause bigger than the both of you.

2. Do they complement you and your business?

You don’t want to work with someone who does the exact same thing as you -- you want to work with someone who has skills and assets that complement yours. Otherwise, that person could steal your thunder and your business. When you work with people that bring something new to the party, however, they make you look like you’re bringing added value to your customers.

3. Do they help you do your business better?

Sometimes a partner can actually fill in a critical hole in your business, such as improve your delivery system or offer a useful product extension of what you already provide. This isn’t an absolute necessity when it comes to choosing who you work with — but it is a definite plus to be on the lookout for.

4. Will both of you benefit?

When a partnership is unbalanced in this department, things have the potential to turn ugly. Resentments build quickly over one person feeling like they’re getting merely breadcrumbs, while the other is gorging on a loaf and a half. Both of you should know, going in, how this joint venture is going to do good things for each party — otherwise, you’re most likely headed for an unpleasant ending.

Celebrity Branding almost always benefits when more than one celebrity is involved. When you pick the right partner, you increase your credibility, your fan base and your star power. But there is one catch — and that’s that two negatives do not make a positive.

For example, while Kanye and Kim may be staying relevant in the entertainment world they may have also inadvertently increased

their number of individual haters. Why? Because they both have huge negative ‘Q’ Scores (the measurement of celebrity likeability), leading some news commentators to speculate as to whether they may actually have created the most toxic couple of all time!

So double up — not down — and double your success in the process. All it takes is the right partner to expand your market base and your influence.

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An Emmy award-winning Director and Producer, Nick Nanton, Esq., produces media and branded content for top Thought Leaders® and media personalities around the world. Recognized as a leading expert on branding and storytelling, Nick has authored more than two dozen Best-Selling books (including the Wall Street Journal Best-Seller *Story Selling*™) and produced and directed more than 40 documentaries, earning five Emmy® awards and 14 nominations. Nick speaks to audiences internationally on the topics of branding, entertainment, media, business and storytelling at major universities and events.



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» real story

BROCK O'NEAL

BEATING CANCER

Brock O'Neal is an open book and his blunt way of recalling events had no glossy veneer. He didn't talk about the physical trauma he had to suffer, but to him, having stage 3 testicular cancer was as tough and real as an opposing rivalry team on a hockey rink. "Maybe it is the competitive nature of the sport that prepared me," he thought. "No one chooses to go through cancer, but I was able to choose my mindset throughout the battle."

In 2014, he met his wife, Courtney. His lender didn't know it at the time when he referred Courtney to Brock, but he was actually playing Cupid. After Brock helped her buy her first home, they began to date. Weeks after their relationship began, he had pains and Courtney insisted that he go see a doctor. "There's a good chance she saved my life, and I'll never hear the end of it," he said as he laughed. Even though they had just started dating, she was

as brave as he was and stayed to support him through the journey he had at hand.

Before the diagnosis in 2014, Brock had already spent a lot of time volunteering and helping support charities. He has taken part in many events as wide-ranging as Lost Our Home Pet Foundation, Phoenix Children's Hospital, Make A Wish, and The 100 Club of Arizona. After his battle with cancer, his passion for helping others in need rooted even deeper into his heart.

On November 4, 2017, IGNITE — a business development group that also supports local charities — held a festival in the park for the public to attend. The group set up a food stand, games for kids and adults, a raffle, face painting, and a corn hole tournament to raise money for Amanda Hope Rainbow Angel's. This foundation's mission is to manufacture and donate specially designed outfits called ComfyCozy's for children going through cancer treatment. These outfits have pockets and zippers so the children can have



their ports accessed without the embarrassment of having to undress in front of others. "Holding an infant-sized Comfycozy was a dose of reality and very saddening as you think of someone so young and helpless being affected by cancer," Brock said.

At this event, Brock recalled an encounter with one 8-year-old child who was partaking in the festivities. She was in a cast, trying to navigate the game in her crutches when he had asked what had happened to her leg. She looked at him with a huge grin and said, "I beat cancer!" In that moment, she was having fun playing with other children and not worried about the lower leg amputation she had coming in the weeks ahead. "It was a wow moment and reassured me that what we were doing was for a great cause."

When referring to his work, Brock states, "They're not just my clients, they're my friends and families." Full stop. He respects the men and women who come to them for help. He empathizes with their situations and is eager to help them find the right



home so they can start the next chapter in life. The examples are endless and his dedication to his clients is tough to touch. Days after receiving his cancer diagnosis, and within 24 hours of having a testicle removed, he showed up to a home inspection for his clients. When they asked why he was limping, he explained the situation and told them he had cancer. "They were in shock and asked what the hell I was doing there when I was supposed to be on bed rest for five to seven days. I told them we had an inspection to do and nothing would stop me from helping them get the house of their dreams."

Not long after Brock had finished his chemotherapy, someone reached out to him asking if he could help find a

rental home for a young girl and her family coming to Arizona to continue her physical therapy after her battle with brain cancer. Brock not only helped them get a great home, but he helped get donations and fully furnished the home for them along with their friends. It was a huge surprise for them and during the Welcome Home party, Brock pledged to donate a portion of all future commissions that came from referrals there at the party.

When asked what makes him unique in the industry, he couldn't give an answer. After a long pause, he changed the question to what makes him unique as a person. "I try not to treat people poorly. I want everyone around me to feel special and I try to live better than the bad that has happened to me." It's clear, why on Brock O'Neal's left bicep is a tattoo of an Irish Claddagh — two hands clasping a crowned heart. It symbolizes friendship, love and loyalty. To Brock, everything is built on these three attributes. The more of an impact he can make on people's lives, the happier he feels to be alive.



» wanderlust with elizabeth mankin

By: Brandon Jerrell

Havasupai Falls



While Elizabeth Mankin has a long list of things she loves about her brokerage, JK Realty, the annual agent outing to Havasupai Falls is at the top.

“It’s not easy to say what’s awesome about it. ‘What’s not awesome about it?’ is really the question, because everything is.” Mankin responds when asked about the greatest part of the trip.

Havasupai Falls lies within a portion of the Grand Canyon owned by the Havasu Indian Tribe. They largely live in the Supai Village located two miles from the mile-long Havasupai campgrounds where Mankin and most of whom visit the falls camp.

The trip from the top of the canyon to the bottom where the water flows is a hike of roughly ten miles; consisting of eight miles from the canyon rim to the Supai Village, and another two from the Supai Village to the Havasupai campgrounds. Mankin explains that the hike down to the campsite is not too difficult, but lengthy, as the hike starts

at 4 in the morning, with the arrival at the village estimated at 7.

At the village along the way, tourists can buy different basic consumables such as candy and Gatorade, but the purchase of water is ultimately unneeded. “There is spring water that comes out of the mountain ... the water is so good, it’s delicious,” she states.

Once reaching the first of the two falls, Havasu Falls, Mankin describes how the icy-cool, crystal-clear waters welcome the tourists. She suggests that although it may be freezing, it feels absolutely amazing after the long hike. Later on in the trip is the semi-difficult hike from the campground to Mooney Falls, where the path may be a bit harder to traverse, but the view is arguably greater than the already stunning view at Havasu Falls.

All in all, the most difficult part is leaving, and that isn’t just because of the 10-mile hike back. The beauty of Havasupai Falls is hard to leave once there, and an expedition must be reserved months in advance, so Mankin remarks that she is very thankful to JK Realty for enabling such a memorable trip for her and her colleagues at JK Realty.

Do you have a travel story to share? Contact Jenni at Jenni.Vega@realproducersmag.com





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What are your **Favorites Apps** to use in your real estate business?

» question of the month



Jeffrey “Mr. Tech” Raskin

There are about 2.8 million apps (yes, with an M) in the Play Store for Android users, and about 2.2 million apps in the App Store for Apple iOS users, so needless to say, coming up with my top apps was a little difficult.

So let's jump right into it. First, I will point out that for this particular Tech article, I will be focusing on Apps for the iPhone, so some of these will not be available for the Android devices.

- 1) **PDF Expert**- This \$4.99 app allows you to edit PDF documents, including rotating, inserting, extracting, highlighting and typing in any document. You can also get your clients' real “wet” sigs with this great app. *(iPhone only)*
- 2) **Scanner Pro**- This \$2.99 app is from the same company that makes PDF Expert, so you can instantly scan a document from the phone camera and it will put it in PDF Expert, allowing you to manipulate any way you want. *(iPhone only)*
- 3) **Flexmls Pro**- This is no charge to us ARMLS members, but the mobile edition of our own FlexMLS system that we use. *(iPhone and Android)*
- 4) **RPR**- REALTORS® property resource is a NAR member benefit (no charge) and will allow you to search any property in the US, giving you accurate, instant comps and a plethora of data about the house, owner(s), neighborhood and much more! *(iPhone and Android)*
- 5) **Homesnap**- Also an ARMLS member benefit, this app will give you stats about any agent who is part of ARMLS and instantly recognizing comps of active homes any area you're in in the U.S. *(iPhone and Android)*
- 6) **HomeZada**- OK, this is more of app for your and your investment homes but does some really cool things. Instantly keep track of all records for your home, including everything from when filters need to be changed to inventory of all things in your home that you can use for insurance purposes. \$59/year *(iPhone and Android)*
- 7) **Color Splash**- With all this work going on, it might be fun to take a break by infusing colors into your photos. This 99-cent app will bring out the artist in you! very easy to use and just plain fun. *(iPhone and Android)*

Have fun with these wonderful apps and let us know if there are apps you might be using that have changed your real estate biz! jeff@tech4re.com



Dena Greenawalt

Technology is all around us and you can get bogged down by trying too many things at the same time or following the latest and greatest without understanding how it really fits in your business. When selecting new technology, you need to ask yourself a couple of questions:

1. How will this improve efficiency in my day-to-day business?
2. Will it expand my business – new leads, better leads, conversion of leads, or continued success with existing clients?

Below are just a few tools that I use in my business that have proven to either make me more efficient or create opportunity with either new or past clients.

Riley

Lead response tool. GetRileyNow.com -- the company describe themselves as a Real Estate Concierge. This company will engage incoming online leads via text messaging. These are typically real people, not just an autoresponder. You can control the scripting they use and jump into the conversation at any point. Basically, a lead comes into your inbox and is routed to Riley. Within seconds, yes seconds typically, they will respond to the lead in a conversational manner. They ask questions and continue to try to get the lead to engage. I get notified as the conversation is taking place and can ‘claim’ the lead and jump into the conversation. This has proven to be a very successful way of responding to leads 24/7 when I may not have been able to do so either due to the fact I was with a client or it was after hours. Leads tend to respond to Riley better than any other auto-response process I've tried. I have been able to convert several of the leads to actual clients. You can setup scripts for both Buyer and Seller leads.

FiveStreet

Lead response tool. I started using this tool as soon as I started advertising on Realtor.com – it is one of their free tools. Like, Riley, FiveStreet, is an auto-responder which sends a message to the online lead as soon as the lead is routed to you. Unlike Riley, it is only one message to the lead vs. a conversation. However, it is my experience that about 60 percent of the leads that I get from Realtor.com will respond to the FiveStreet message. The purpose of this message is to ask them when would be a great time to talk with them about the home that they inquired about.

CloudCMA

CMA Tool. The basic package is free with our ARMLS subscription. However, it is very basic. I utilize the paid package and did upgrade to the ‘designer’ coversheets. This is one of the best tools I've found since I've been an agent. It's a CMA tool but so much more. I love this program because it allows the ability to create customized page content such as intro pages, my stats, resume, office ranking, and it pulls in my Zillow Reviews real-time directly from Zillow. It also allows me to create various page sets/templates (even though they don't call them templates) for several types of CMAs such as Listing Presentations, past client property valuations or online ‘What's My Property Worth?’ valuations. It has an iPad presentation mode if you want to be paperless. The CMA can be emailed, printed or saved as a PDF. You can create Buyer Tour packages, Property reports and all are customizable at the page level. You can even create a CMA on the go with as little as the property address, your phone and your email address. This tool is very robust and beautifully package. Sellers are always impressed by the presentation. All the above is just the tip of the iceberg for this product. I like it so much better than RPR.

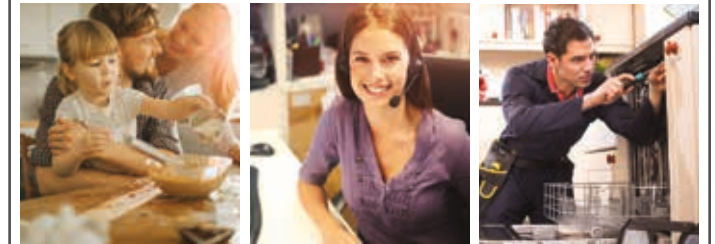
ShowingTime

Hands down one of the best tools that ARMLS has given us access to make our lives easier if you work with Buyers or Sellers. Why more agents don't use this product is beyond me. This tool provides the Listing agent the ability to control the times a property can be scheduled to be shown, sends out automatic feedback requests and can loop the Seller into the feedback process. It allows all aspects of the process to be done from your smartphone. Most agents don't know this...it's an app on your phone as well as a tool within the MLS. Buyer's agents can create showing tours easily by exporting all the homes a buyer wants to see to ShowingTime in one click, place them in order, select the times they'd like to show the property and send all requests in one click. You can let the software create the order of the tour by simply determining where you want to start or just let it do all the work. You can email the tour to your buyer in advance or print the tour and present it to them to take notes. Just an example of what it can do -- I had a seller client who was a nurse who worked nights. She gave me her schedule for two weeks. I entered that into ShowingTime for the days she was sleeping during the day, so we could block out those days for no showings. It worked great! You can also add extra showing info to the confirmation response automatically. Again, there is a lot to this tool that most don't know it can do or utilize, but it can really show your clients that you provide service above and beyond.

Happy Grasshopper – Communication Tool

Happy Grasshopper is a very robust communication tool. I've used it to stay in touch with past clients and sphere. I plan to expand its use in the next few months. Currently, it utilizes a basic service to email a message every four to six weeks. The system gives me up-to six topics/messages to choose from to send. Everything from real estate, entertainment, funny facts, sports, history, holiday to community. I choose the one I think will resonate with my group and send. The open rate is great, and clients often respond with a comment – thus engagement.

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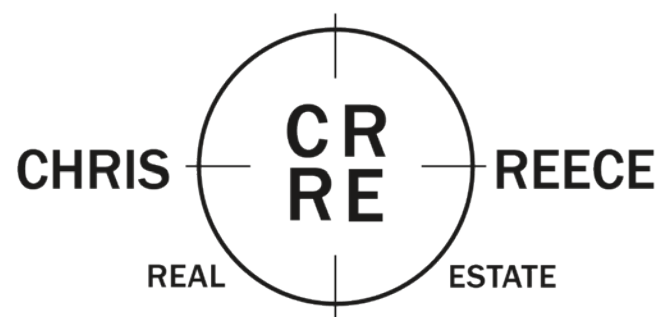
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CHRIS REECE

►► on the rise

Ryan Engle



Coaster by Darren Hardy, Chris felt compelled to share it with the other agents of United Broker's Group. They studied the book for 8 weeks, which then turned into a regular book club every Thursday morning.

Enthusiastically, Chris said his biggest piece of advice is to "Answer your phone when it rings. Say yes more often. Show up and listen to your clients. It shows you are passionate. It shows they matter. It shows your integrity." He doesn't follow industry standards of marketing or advertising. He places all of his business on referrals for "being a decent human being." Again, the proof is in the numbers. After all, he is one of the top 5 producing agents in United Broker's Group.

Chris concluded by stating, "My biggest achievement in life is being able to support my family because of this industry. For them to be free to do what they love is all I ever wanted." His wife enjoyed being a flight attendant, but now she is free to fulfill her dream to start her own interior design business. Their kids are now free to travel to Disneyland every year, their current favorite place to vacation. And in life, as in his career, Chris places resolutions. His resolution for 2018 is "To be debt free, but also be like Jason Bourne and run 5 miles without stopping." If Chris has shown anything, it would be to place your bets on him succeeding.

Chris Reece served for a long time in the restaurant business before becoming a REALTOR®. He always made just enough money in one job to support himself and his family. Then out of the blue, one random day an employee of his said, "You would make a great real estate agent." So, began the rest of his life, bought and paid for by this coworker's husband, Kerry Jackson.

Prior to his massive change in career, Chris had another change in fortune when he met his wife. He and Heidi worked at a flower shop together in 2003 and 2004. He asked her to go see *The Return of the King* in front of everyone in the store. They married a year later. Since then they gave birth to three children: Emma, Graham and Julia. To him, the freedom the real estate industry provides is the most important thing – the freedom to do what he wants.

He may not see his numbers as important, but the proof of his dedication can be seen in them. Four years ago, freshly licensed, Chris closed 5 homes in the entire year. Undeterred, he almost closed 20 homes in his second year, only to continue his exponential growth to 30 in his third year. What spurs him to do better every year? "Competition." His response so sudden, like a shock of thunder. "I see other people doing well and I want to match it. And I want other people inspired to improve when

they see me." In 2017, he almost reached his goal of closing forty homes.

Like his logo suggests, searching for a house is a hunt. The longer you wait, and the smarter you are, the best one will come along. He taught himself to ask each client the same question when showing a home. "No matter if it's in January, July or December, I ask them, 'Where will you put your Christmas tree?'" It is an odd question at first but it allows the family to focus on where they are going to live their lives in the house. If they can't visualize a life where they put up a Christmas tree, he knows it isn't right.

The desire for competition doesn't stop him from improving. He isn't afraid to learn from Dawn Matesi, the highest producing agent in his company. He isn't afraid to ask questions to other brokers and agents. He isn't afraid to help other agents and their clients. After reading *The Entrepreneur Roller*

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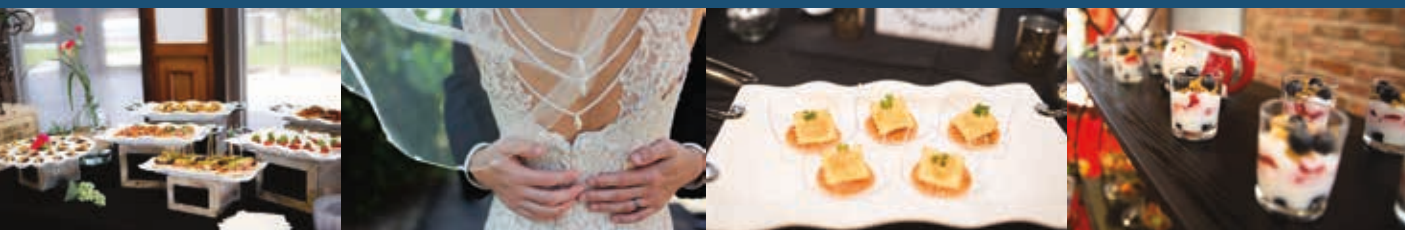
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REBECCA HIDALGO RAINS

All About The Sunshine



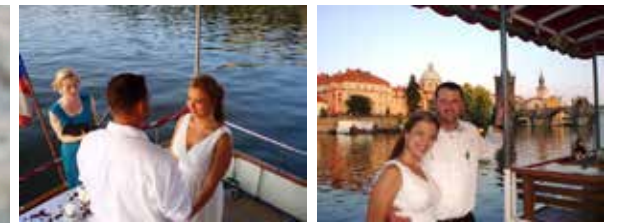
Rebecca and James

By Jacob Cabezudo

There's a reason Integrity All Stars has its name: Rebecca Hidalgo Rains is their leader. Doing the right thing and prioritizing her clients first is the name of her game.

Rebecca got her start in the industry very young. “I originally was licensed at the age of 19. My dad got me into the business, rest his soul. He tried when I was 18, and I kicked and fought it, went to college, and was working as a receptionist in a law firm for minimum wage when I finally decided, ‘Ok, fine. I’ll go work for Pops.’” She worked with her father and siblings until she graduated from Arizona State, when she started working for home builders.

She earned her broker’s license in 1998 while on maternity leave from a builder, and subsequently worked as a sales associate for a couple of different builders. In 2005, she found herself promoted



Rebecca and James at their 2011 wedding in Prague.

to sales management. “You get out of real estate what you put into it. It’s not easy — it actually can be really hard to get started.”

As of 2007, Rebecca started building Integrity All Stars in the foreclosure and short sale industry. Currently, the team represents Bellago Homes as well as helps their other clients with all aspects of residential real estate.

“My biggest passion is just having fun, working with my husband, and helping new people. Whether it’s our staff, our colleagues, or our clients. What I enjoy the most is just waking up every day and helping others the best I can.”

“The biggest challenge is cramming everything into my day,” Rebecca admits. “My poor husband has suffered from my inability to be on time for a lot of things because I’m always trying to do more and cram more into my day. I think it’s just against my personality to time-block, even though I’d really love to be that disciplined.”

Rebecca values passing tips to aspiring top producers. “The best advice I have ever received is to just answer the phone.” Rebecca expresses the importance of being there for your clients because it fosters long-lasting relationships. “People are actually very surprised when they get me after-hours because once our staff goes home, my husband and I take turns answering the calls, even if it’s a brand-new lead, they actually get me on the phone.”

Rebecca also points out that moving with the future is a transition that many agents struggle with. A significant but overlooked technique that agents should work on is videography. “While everyone keeps hearing ‘it’s the wave of the future,’” she says, “very few people actually do them on a regular basis, or are comfortable on camera.” Communicating with clients or colleagues via video is just another way to strengthen connections in your business.

In her illustrious career, Rebecca has amassed over 1,000 sales and has consistently been in the



top 250 in the country for the past several years. Despite this, her greatest aspirations are aimed at the future.

“I would have to say my greatest achievement is something that we’re working on right now, which is finally building our own office and creating our own space. That’s really been exciting and is a project my husband and I have been working on for the last year, and it’s finally coming to fruition.”

In her everyday life, Rebecca applies a can-do, optimistic attitude. A phrase that best describes her is “Good Morning Sunshine.” “I’m all about the sunshine. I think anyone who knows me, knows I have a positive disposition in most scenarios. I’m always trying to find the silver lining and making lemonade out of lemons.”

Rebecca married James Rains six years ago. Ever since, they have been the perfect pair, working together since 2009 and raising their family. Her joy in collaborating with James and working with clients reflects on her generous and positive standpoint in life.

In her free time, she loves hanging out with her two daughters, Hannah and Sarah. Being an avid traveler, Rebecca loves the opportunity to visit her older daughter, Hannah, who is a sophomore at the University of Hawaii. “If you give me an excuse to go someplace I’ve never been, I’m there.” But there was one trip that topped them all.

“Probably my favorite trip was the one where my husband James and I did our vows. We got married on a boat in Prague while winding our way down a river. We had a wonderful time. We flew into London and took the Eurail, traveling through seven countries in 17 days.”

Rebecca Hidalgo Rains has found a lot of success in her 25-year career. What’s even more apparent is her dedication to her clients. She has won several customer service awards, including Number One Customer Service in Arizona for Berkshire Hathaway. Clearly, Rebecca thrives off being a people-person and showing integrity.

“To me, success is not necessarily tied to a dollar. Dollars follow the things that you do if you do them right. And I truly believe that if you keep your clients first, ahead of your own needs, and you’re always working with integrity and doing what’s right, that’s really the definition of success.”



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#	First Name	Last Name	Office Name	Total # 01/01/2017 - 11/30/2017	Total \$ 01/01/2017 - 11/30/2017
1	Brian	Bair	Offerpad	883	\$204,124,968.00
2	Kenny	Klaus	Keller Williams Integrity First	212.5	\$54,921,363.00
3	Carol A.	Royse	Keller Williams Realty East Valley	187	\$54,554,850.00
4	Dawn	Faraci	Lennar Sales Corp	126	\$45,127,189.00
5	Catherine	Renshaw	Calatlantic Homes Of Arizona	92.5	\$37,435,980.00
6	Carin	Nguyen	Keller Williams Realty Phoenix	134	\$36,332,690.00
7	Rachael	Richards	Rachael Richards Realty	103.5	\$35,970,793.00
8	Rebecca	Rains	Berkshire Hathaway Homeservices Arizona Properties	108	\$31,322,989.00
9	James	Samsing	Real Home Services & Solutions	132	\$29,559,578.00
10	Robin	Rotella	Keller Williams Integrity First	105.5	\$28,482,550.00
11	Brett	Tanner	Keller Williams Realty Phoenix	116	\$27,899,450.00
12	Randy	Courtney	Weichert, Realtors - Courtney Valleywide	82	\$27,691,986.00
13	Rick	Metcalfe	Canam Realty Group	116	\$25,967,670.00
14	Benjamin	Arredondo	My Home Group Real Estate, LLC	74	\$25,566,590.00
15	Darwin	Wall	Prosmart Realty	54	\$25,555,315.00
16	Steven	Allphin	Realsense	132	\$24,429,625.00
17	Curtis	Johnson	Revelation Real Estate	87.5	\$22,536,944.00
18	Scott	Dempsey	Redfin Corporation	57	\$22,512,900.00
19	Alan	Kittelman	Realty Executives	111.5	\$22,014,114.00
20	Jason	Zhang	Gold Trust Realty	62	\$21,149,778.00
21	Renee'	Merritt	Russ Lyon Sotheby's International Realty	37	\$21,042,100.00
22	Justin	Cook	RE/MAX Solutions	62	\$21,030,693.00
23	Damian	Godoy	Argo Real Estate Professionals	97.5	\$20,858,948.00
24	Karl	Tunberg	Midland Real Estate Alliance	51	\$20,752,646.00
25	Jason	Crittenden	Realty One Group	73.5	\$20,699,451.00
26	Bonny L.	Holland	Keller Williams Realty Sonoran Living	34	\$20,136,629.00
27	Michael	Cunningham	West Usa Realty	57.5	\$19,246,334.00
28	Janine	Igliane	Keller Williams Realty East Valley	58	\$19,232,561.00
29	Geoffrey	Adams	Realty One Group	62	\$19,202,512.00
30	Rebecca	Dorn	Redefy	60	\$19,098,450.00
31	Nate	Randleman	Stunning Homes Realty	72.5	\$18,853,200.00
32	Timothy J	Cusick	Homelife Professionals	65	\$18,796,730.00
33	Henry	Wang	Revelation Real Estate	54	\$18,670,720.00
34	Tanner	Milne	The Menlo Group Commercial Real Estate	29	\$18,544,950.00

#	First Name	Last Name	Office Name	Total # 01/01/2017 - 11/30/2017	Total \$ 01/01/2017 - 11/30/2017
35	Melanie	Hunsaker	Orange Realty	46.5	\$18,280,661.00
36	Mark	Captain	Keller Williams Legacy One	63	\$18,263,350.00
37	Richard	Johnson	Coldwell Banker Residential Brokerage	51	\$17,607,200.00
38	Ben	Leeson	Arizona Experience Realty, LLC	50.5	\$17,467,234.00
39	Mike	Mendoza	Keller Williams Realty Sonoran Living	41.5	\$17,334,800.00
40	Byron	Applegate	Pivotal Real Estate Solutions, LLC	54.5	\$17,035,156.00
41	Annette	Holmes	Rachael Richards Realty	54	\$16,982,799.00
42	Michaelann	Haffner	RE/MAX Infinity	52	\$16,858,500.00
43	William	Ryan	RE/MAX Infinity	48	\$16,810,744.00
44	Gina	Mcmullen	Redfin Corporation	47.5	\$16,724,459.00
45	David	Khalaj	Pro Sports Realty	26	\$16,695,550.00
46	Merrill	Jencks	Revelation Real Estate	58.5	\$16,559,390.00
47	William	Lewis	Sterling Fine Properties	19.5	\$16,537,350.00
48	Carlie	Goulet	Keller Williams Realty Phoenix	58	\$16,461,140.00
49	Lisa	Miguel	West Usa Realty	43.5	\$16,426,075.00
50	Cynthia	Dewine	Century 21 Arizona Foothills	51	\$16,126,077.00

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TOP 150 STANDINGS

Teams and Individuals Closed date from Jan 1, - Nov 30, 2017

#	First Name	Last Name	Office Name	Total # 01/01/2017 - 11/30/2017	Total \$ 01/01/2017 - 11/30/2017
51	James	Watson	Keller Williams Realty Sonoran Living	52	\$16,036,006.00
52	Gus	Palmisano	Keller Williams Integrity First	58	\$15,801,261.00
53	Russell	Mills	Gentry Real Estate Group	61	\$15,593,200.00
54	Bill	Olmstead	Keller Williams Realty East Valley	50	\$15,589,100.00
55	Lacey	Washburn	Realty One Group	51	\$15,408,692.00
56	Amy N	Nelson	Keller Williams Realty East Valley	53	\$15,381,771.00
57	Michael	Kent	RE/MAX Alliance Group	58	\$15,367,496.00
58	Jesse	Herfel	Keller Williams Integrity First	62	\$15,259,996.00
59	Jennifer	Felker	RE/MAX Infinity	27	\$15,129,300.00
60	Zachary	Cates	Revelation Real Estate	36	\$14,965,600.00
61	Matthew	Coates	Revelation Real Estate	51.5	\$14,704,255.00
62	Brock	O'Neal	West Usa Realty	37	\$14,594,900.00
63	Shanna	Day	Keller Williams Realty East Valley	32.5	\$14,462,750.00
64	Kirk	Erickson	Schreiner Realty	44.5	\$14,286,774.00
65	Stephanie	Sandoval	Homesmart Lifestyles	55	\$14,085,575.00
66	Janine	Long	Lockman & Long Real Estate	44	\$14,028,783.00
67	Diane	Bearse	Realty Executives	37.5	\$13,949,200.00
68	Trent	Windsor	S. J. Fowler Real Estate, Inc.	43.5	\$13,819,720.00
69	Katherine	Walsh	Keller Williams Realty East Valley	53	\$13,818,055.00
70	Darlin	Gutteridge	RE/MAX Renaissance Realty	39	\$13,734,319.00
71	Aimee	Lunt	RE/MAX Solutions	42	\$13,716,375.00
72	Christy	Rios	Keller Williams Integrity First	37.5	\$13,653,410.00
73	James	Sanson	Keller Williams Realty Phoenix	69.5	\$13,644,600.00
74	Sergio	Santizo	Keller Williams Realty East Valley	46	\$13,644,540.00
75	Dawn	Matesi	United Brokers Group	33	\$13,643,910.00
76	Layne	Peterson	Realsense	62	\$13,484,398.00
77	Kimberly	Healy-Franzetti	West Usa Realty	41	\$13,387,773.00
78	Richard	Ashby	Ashby Realty Group, LLC	40	\$13,375,920.00
79	Randy	Duncan	Realty Executives	49	\$13,355,849.00
80	Angela	Larson	Keller Williams Realty Phoenix	69	\$13,340,196.00
81	Daniel	Callahan	RE/MAX Classic	59	\$13,252,500.00
82	Daniel	Mullins	Altus Realty LLC	41.5	\$13,183,900.00
83	Steve	Trang	Stunning Homes Realty	61.5	\$13,165,250.00
84	Kraig	Klaus	Keller Williams Integrity First	48	\$13,155,908.00

#	First Name	Last Name	Office Name	Total # 01/01/2017 - 11/30/2017	Total \$ 01/01/2017 - 11/30/2017
85	Tina	Sloat	RE/MAX Infinity	47	\$13,145,599.00
86	Jody	Poling	Hyres International, LLC	20	\$13,107,900.00
87	Marci	Burgoyne	Crown Key Real Estate	43	\$12,829,800.00
88	Hani	Aldulaimi	Keller Williams Realty East Valley	21.5	\$12,666,500.00
89	Michael	Smith	Homesmart	31.5	\$12,612,172.00
90	Bret	Johnson	Realty Executives	40	\$12,583,600.00
91	Maureen	Waters	RE/MAX Foothills	41	\$12,424,405.00
92	Pamm	Seago-Peterlin	Century 21 Seago	41	\$12,376,488.00
93	Kathy	Camamo	Amazing AZ Homes	39	\$12,354,225.00
94	Randy	Dix	Keller Williams Realty East Valley	38	\$12,299,650.00
95	Michelle	Biagi Bauer	Realty Executives	43	\$12,290,248.00
96	Elizabeth	Rolfe	Homesmart	21.5	\$12,205,000.00
97	Rob	Hale	Elite Results Realty	47.5	\$12,161,978.00
98	Adam	Prather	RE/MAX Solutions	35.5	\$11,973,440.00
99	Stephany	Bullington	Revelation Real Estate	37.5	\$11,931,650.00
100	Kandi	Andresen	Rachael Richards Realty	40	\$11,929,485.00

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TOP 150 STANDINGS

Teams and Individuals Closed date from Jan 1, - Nov 30, 2017

#	First Name	Last Name	Office Name	Total # 01/01/2017 - 11/30/2017	Total \$ 01/01/2017 - 11/30/2017
101	Steven	Drew	RE/MAX Renaissance Realty	55.5	\$11,910,828.00
102	Mark	Carvalho	Carvalho Real Estate	40	\$11,861,250.00
103	Kelly	Jensen	Homesmart	40	\$11,528,354.00
104	Lori	Blank	Lori Blank & Associates, LLC	35	\$11,493,650.00
105	Heather	Openshaw	Keller Williams Integrity First	39.5	\$11,454,812.00
106	Caleb	Williams	Williams Property Co.	32	\$11,447,500.00
107	Sr.	Helmstadter	Helmstad Realty	32.5	\$11,444,650.00
108	Sabrina	Song	Keller Williams Realty Phoenix	47	\$11,381,400.00
109	Cindy	Flowers	Keller Williams Intgrty Fir	45	\$11,351,350.00
110	Cory	Whyte	RE/MAX Infinity	29	\$11,322,400.00
111	Gina	Donnelly	Prosmart Realty	36.5	\$11,308,440.00
112	Jill	Mcfadden	US Preferred Realty	30.5	\$11,306,400.00
113	Heather	Werner	Ravenswood Realty	41.5	\$11,289,837.00
114	Barbara A	Shadoan	RE/MAX Classic	52	\$11,257,200.00
115	Scott	Heywood	Homesmart	17	\$11,214,064.00
116	Robert	Cushing	Jk Realty	17.5	\$11,050,600.00
117	Susan	Reginato	West Usa Realty	33	\$11,039,150.00
118	Pam	Eagan	Realty Executives	21.5	\$11,021,800.00
119	Josh	Randall	Keller Williams Realty East Valley	41	\$11,018,000.00
120	Alyson	Titcomb	RE/MAX Alliance Group	40.5	\$11,007,343.00
121	Michael	Mccabe	My Home Group Real Estate, LLC	39	\$10,977,999.00
122	Josh	Whittemore	Prosmart Realty	53.5	\$10,951,562.00
123	Scott	Cook	RE/MAX Solutions	41	\$10,928,250.00
124	Mary	Almaguer	Apache Gold Realty, LLC	61	\$10,894,000.00
125	David	Courtright	Coldwell Banker Residential Brokerage	32.5	\$10,843,277.00
126	Suzanne M	Rabold	West Usa Realty	16.5	\$10,813,750.00
127	Paul	Whittle	American Allstar Realty	51	\$10,729,990.00
128	William	Nager	Stunning Homes Realty	37.5	\$10,723,900.00
129	Gordon	Hageman	My Home Group Real Estate	33	\$10,663,500.00
130	David	Arustamian	Russ Lyon Sotheby's International Realty	26.5	\$10,646,975.00
131	Carol	Gruber	Revelation Real Estate	48	\$10,573,218.00
132	Jody	Sayler	Just Selling Az	41.5	\$10,495,600.00
133	Templeton	Walker	Stunning Homes Realty	38.5	\$10,492,500.00
134	Casey	Jann	Keller Williams Realty East Valley	40.5	\$10,489,440.00

#	First Name	Last Name	Office Name	Total # 01/01/2017 - 11/30/2017	Total \$ 01/01/2017 - 11/30/2017
135	Bryce	Henderson	Four Peaks Brokerage Company	35	\$10,486,400.00
136	Steve	Hueter	Prime 220 Realty	40	\$10,419,890.00
137	Sanjog	Gopal	Oz Realty	52.5	\$10,414,100.00
138	Hilary	Sutter	My Home Group Real Estate, LLC	32.5	\$10,388,250.00
139	Edward	Surchik	Realty Executives	36	\$10,327,000.00
140	Sean	Warren	Stunning Homes Realty	38.5	\$10,317,300.00
141	Nate	Hunsaker	Keller Williams Realty Sonoran Living	19	\$10,282,236.00
142	Spencer	Lindahl	Main Street Renewal, LLC	57	\$10,274,550.00
143	Nick	Bastian	Realty Executives	39	\$10,248,125.00
144	Roger	Marble	Marble Real Estate	28	\$10,232,059.00
145	Scot	Ellis	Revelation Real Estate	35	\$10,203,378.00
146	Ann	Adams	Ann Adams And Associates Realty, LLC	33.5	\$10,202,800.00
147	Harlan	Stork	Realty Executives	30	\$10,192,730.00
148	Ben	Swanson	RE/MAX Precision	51.5	\$10,139,416.00
149	Aaron	Carlson	Weichert, Realtors-Home Pro Realty	35	\$10,109,780.00
150	Scott	Simas	Treehouse Realty, LLC	33.5	\$10,093,665.00

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