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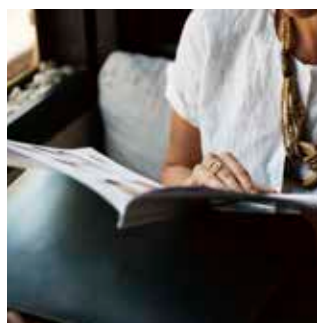
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Top 125



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Where did you grow up? What do you miss and look forward to seeing when go back “home?” It is summer, and vacations are in the plans of most. If you happen to be going back “home,” send

me a picture of what you love best!! So many of you have come from all across this wonderful land and it would be fun to share, see where you came from, and your favorite part. I will include the best photos in an upcoming issue. Tell me what you miss and loved best about your home, how long you have been in Tucson, your brokerage, your number of years in the business, along with a current picture. You can even take the photo with your iPhone. Just send it in its original format.

If we have not met yet, reach out; I would love to hear your story as we sip on a cup of coffee/tea or ice cream shake together.



**Delilah**  
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Photography by Joey Ambrose

» colleague corner

# Maria POWELL

## Opportunities Abound!

Kamryn Stichter

**“This country gives you everything you need to succeed, and when you help others, it just comes back to you,” Maria Powell smiles. Born in Guadalajara, Mexico, Maria’s path to becoming a top producer wasn’t easy, but her humble heart and grateful attitude have paved the way to achieving her American dream of owning her own real estate franchise. Part of that dream includes having a happy life with successful children, which she has also achieved.**

“I immediately saw the opportunities of living in this country,” Maria said. She was overwhelmed by the prospects for work in America, quite different from where she came from. “When I arrived here, I was very impressed when I saw an older gentleman working at Wal-Mart. I remember thinking, “Are

you telling me that you can work here no matter how old you are?” This was something she was not used to seeing, because in Guadalajara cheaper labor is prioritized over experience and older people get fazed out of the workplace even in their 20s. Despite having a good job at a bank, Maria eagerly came to the United States to pursue a care giving job opportunity in Maryland. She ended up coming to Tucson in 1997 to escape the cold weather. By 1999, a friend suggested she try real estate. This appealed to her because it meant she could be more available to her two kids, Fatima and Daniel.

It took a couple attempts to complete the class, but Maria became a real estate agent in 1999. “The first year of being an agent was terrifying!” Maria exclaimed. “I didn’t speak more than

just a few words of English, but I still didn’t want to work with just the Hispanic market; I wanted to learn how to work with everybody.” Maria was disappointed when she only sold 16 houses her first year in the business. “There were many times I wanted to quit, but the quality of my colleagues kept me motivated. I was always supported and given the utmost respect.” She is very grateful to her broker at the time, John Powell, for hiring her and encouraging her when it was difficult, insisting that she just needed time to learn. With the support of her peers and an unmatched determination, Maria eventually was able to own her own Help-U-Sell franchise. “This country can give you anything,” she exclaims. “You just have to be willing to work for it ... the opportunities abound!”



**“THIS COUNTRY CAN GIVE YOU ANYTHING,” SHE EXCLAIMS. “YOU JUST HAVE TO BE WILLING TO WORK FOR IT.... THE OPPORTUNITIES ABOUND!”**

She was one of the few Hispanic, female real estate agents 19 years ago, so she often was called on by Spanish radio stations to talk to the Hispanic community about selling and buying a home. After a few years in the business, she took on the role of Arizona Regional Director for Help-U-Sell, which required her to do public speaking. After a nerve-racking first attempt at doing a presentation for a Help-U-Sell conference, she decided to attend a public speaking class. On the second day of the class, she was “discovered” by a local production company who hired her to do a few TV commercials. It was not her success at the time, but her willingness that led Maria down the path of having her own TV show. Then, Access Tucson (a local community media station at the time) took notice of her and asked her to have her own TV show after co-hosting another one for two years, during which she learned about production and how to act on camera. A few years later, Maria took her own program to TV Azteca, the third most important TV station in the nation. She could not be happier and grateful to this TV station for their trust in allowing her to reach Spanish-, English- and some Italian-speaking communities. The show records every other Friday and airs every Sunday from 9 to 10 a.m. It is dedicated to giving her audience a variety of information on many different topics. Some of the highlights of the show include Pima Animal Care Center, the American Heart Association, Angel Charity for Children, advice from various medical professionals, self-improvement, comedy sketches, dancing, bloopers and, of course, real estate. Maria loves the show for many reasons, but especially because it encourages mutual respect amongst cultures.

To this day, Maria’s kids are her motivation. Like Maria, neither of her kids spoke English when they arrived in America, but they ended up performing very well in school. Her daughter is a global analyst for American Airlines. She implements policies and procedures outside the U.S. She travels all over the world. Her son worked at Apple for over 10 years and now works as a project manager for Infusionsoft. He lives in Scottsdale and has a beautiful family. Maria is very

proud of their success. Her advice? “Give back to the community for all the good that you receive. Be grateful, humble and respectful. Once you have that attitude, you can go as far as you want.”

“The only sad thing to happen in my life was my mother passing at 40 because of cancer. She was my hero,” Maria calmly says. “I am the oldest of seven siblings. At 16 years old, I had to quit school to take over my mom’s hardware store and care for my sisters and brother.” Although deeply saddened about having to quit school, Maria thinks that may have been when her constant hunger for learning began.

Being the head of her household at such a young age in such a rough country, some neighbors didn’t think she or her siblings would ever amount to much. But Maria’s mother’s advice stayed with her, and it encouraged her to be in charge of her life instead of letting her circumstances be in control. “Whenever I think of my mom, I realize how her advice was shaping me,” she says. Maria has always remembered her mom’s advice and therefore has always been able to focus on the positive things in life rather than the obstacles.

“I like smiling, dancing, and making people feel good,” Maria grins. Her hobbies are traveling to Italy and spending time with her dogs, Moxie and Sophie, whom she rescued from Pima Animal Care Center. She has a clear love for life and encourages others to seize the amazing freedoms and opportunities that America has to offer. But to really succeed, she knows she must advocate for boldness and spontaneity as well. “Doors open for you every day! But, if you don’t risk, you don’t win. So, shoot high!”

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▶▶ making a difference

# Deb Breslin

## Shaped By Life's Roller Coaster!

Kamryn Stichter

Life has taken Deborah Breslin in many interesting directions that have brought her success, happiness, and unfortunate heart-break. After the tragic loss of her husband and real estate partner, Timothy Breslin, on Nov. 10, 2017, Deb's life hasn't been the same. This difficult time has prompted her to re-evaluate the path she wants to take her life. "I had to step back. I was happy with my life. But it's time to step back out and let people know me."

Before Deborah became a partner of South Arizona Homes, she spent many years as a young adult as a legal secretary in Scottsdale. Then after graduating from Arizona State University with a degree in Business Administration and a minor in Psychology, Deb moved to California as a single mom and worked as a paralegal with hopes to eventually work for Touchstone Pictures. She spent years in network law with ABC Network and Disney Studios, handling contracts for actors on All My Children, One Life to Live, and General Hospital to name a few. Deb later decided to open her own talent agency called Vivid International, representing a lot of theatrical talent and casting extras. But after years of seeing what exposure to the entertainment industry can do to kids, Deb decided that she didn't want her sons to grow up that way.

"I wanted a completely different avenue; my family thought I was crazy," Deb laughs. She sold her company, moved to Utah, and then Maple Valley, WA, where she became a Coldwell Banker branch manager. Deb attributes her legal background to her strong belief in ethical work. "I hate to say it - being a broker is more of a joy than being a consultant for buyers and sellers. I absolutely love helping



Photography by Joey Ambrose

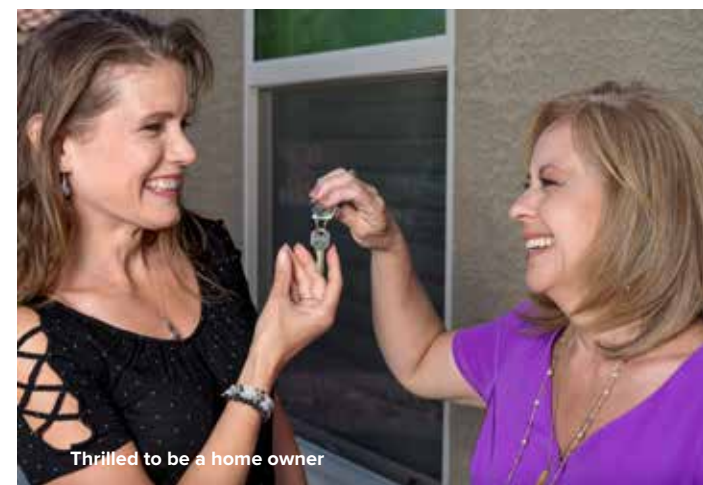


people grow. But now, fortunately and unfortunately, I don't know what role I want to have next."

Deb came to Tucson almost 16 years ago to help raise her grandbaby, Aurora. Around that time, Deb discovered the Rancho Sahuarita community. She loved that there were safe streets full of kids for her granddaughter to play with. Deb has lived and pursued business in that area ever since. But her life changed dramatically when she met a broker named Tim Breslin, then an associate broker at Realty Execs in Green Valley. "Tim was a homebody, but he loved the outdoors. He loved golf, Madera Canyon, and cycling," Deb smiles.

Deb, wearing a LOOK! Save A Life shirt, explained that Tim passed away after he was involved in a cycling accident that took him from her too soon. "We knew it was bad, but he thought he had a second chance," Deb said. She had to assume the designated broker role for South Arizona Homes, a 'ma and pa shop' that they both started in 2009. The market crash in 2008 ended up being great for their business in helping others. Deb had a lot of success with short sales and built the referral base she has now with military and government employees among her client base.

Deb and Tim had many amazing memories together. They loved tandem bike riding in SAH/Green Valley and going to Apache Lake to ride jet skis, and they went on an unforgettable month-long cruise to the South Pacific. Deb also recalls baking loaves of bread and homemade jam with Tim and personally delivering them to all of their clients over the holidays, a tradition she wants to resume this year. Many of their clients attended Tim's funeral, which meant a lot to her. Although life hasn't been the same, Deb continues to press on. "There is always a way to be valiant," She insists.



In addition to running South Arizona Homes, selling and managing properties, Deb is also a prospective member of the Charitable Foundation Auxiliary for MLS. Tim's accident inspired Deb to donate blood, which she had never done in the past but has done several times since. She was moved to tears upon receiving an email from UMC, the hospital Tim was sent to, informed her that the blood she donated was used to save another injured person's life. She is thankful to play an important part with LOOK! Save A Life, a nonprofit organization dedicated to educating the public and promoting cycle safety.

A mutual friend introduced Deb to Brendan Lyons, Exec. Director of LOOK! Save A Life, after her husband passed in hopes that he might help her with her grief. "We talked for hours. I heard his [Brendan's] story and his passion, and I'm so happy to have met him, and it's a perfect cause to be involved with," Deb reflects. She was met with the comfort and support she so desperately needed after Tim's accident. "I became a real part of an organization not only for my husband's legacy but to spread the word of the awareness of distracted drivers and to help where I could to assist in making a change in our governing laws for the state of Arizona regarding texting while driving."

Deb attended the Tucson City Council meeting wherein the Tucson City Council voted 4-2 to change the cur-

rent hands-free cell phone ordinance from a secondary to a primary offense. She also had the opportunity to speak to Arizona state senators to pass the bill that would make texting while driving illegal. "I finally shared Tim's accident and of the importance to enforce a change in our state that is no different than that which already exists in a majority of other states. The hope of keeping yours and my loved ones safe makes a huge difference. As this is a beautiful area of the country, where great weather and the joy of cycling abounds."

The Mission of LOOK! Save A Life is to educate and bring awareness to EVERYONE on the road of the ever-increasing dangers of unsafe and distracted driving. Visit the LOOK! Save a Life booth during El Tour de Tucson on Saturday, Nov. 17, or visit [www.look-savealife.org](http://www.look-savealife.org) for more information.



Tim and Deb Breslin





Photography by Casey James

▶▶ rising star!

# REBECCA CRANE

## Team, Fun, Service

By Rod Huguen

Rebecca Crane wanted to be a sports broadcaster and an “on the field” reporter, so she pursued a degree in journalism. She loved softball and was good enough to earn a college scholarship, so everything was going according to plan. She received four varsity letters in high school — softball, volleyball, basketball, and cheer — and loved everything about the world of sports. She laughingly admits, “I was always the ‘one of the guys’ girl, and I loved it.” She blushes a bit and confesses, “I actually just started wearing dresses once I began selling real estate.” Of course, she wasn’t just an athlete, she was also senior class president and a member of the National Honor Society. Being successful in those things came with a lot of pressure and cost, and she greatly appreciates her parents’ holding her to high standards and spending their time and money on her behalf as well as offering her tons of support. “I so appreciate all they did for me.”

Family is important to Rebecca. She glowingly talks about her mom, Kathie, being selected one of the top 50 nurses in Arizona and the work she has done in the area of electronic medical records. Her dad, Joe, who is a sports coach, after having formerly worked as an electrician but was hurt in a bad accident after being crushed by a load of drywall. She is obviously proud of them and proud of her younger brother, JC, who manages a Sherwin Williams paint store and is an amazing woodcrafter. She loves

her family and looks forward to starting her own someday with her husband of two years, Alex Ortiz. “He is so fun. He makes me laugh every day. When I get too serious or afraid he is the one who helps me see the other side. He can be such a funny goofball.” Not only is her family important to her, so is her real estate team. “Crane Sells” is made up of Serenity St. Thomas, her operations manager; Tonya Neuman, an agent; and Austen Ketchem, who was recently licensed. “We are like a family,” Rebecca grins. “We laugh with and care for each other. We are a family of agents working together. Our tagline is ‘Providing unsurpassed service while having the most fun doing so.’” Monthly team bonding events are one way that they do that, but mostly they work hard at supporting each other.

The team has done well. Last year they helped 55 families while doing \$14,000,000 in sales and are well on their way to reaching this year’s goal of serving 80 families and doing \$20,000,000 in sales. “I have a strong work ethic instilled in me by my parents, and I want to do well for my clients.” Other than an online presence, Rebecca does no advertis-



Rebecca’s team: Serenity St. Thomas, Tonya Neuman, and Austen Ketchem

ing. “One-hundred percent of our business comes in because of relationships with people who we know, who we meet, or who recommend us. It is important to us to treat each client well.”

The journey into real estate is an interesting one for Rebecca. Shredding her shoulder ended her softball career dreams, and a professor asked her why she considered becoming a sports journalist since there was no money in it, which caused her to rethink the direction of her life. She started taking a variety of classes like interior design and art as she explored what she might want to do. She worked as a bartender and server in various restaurants while trying to figure out her passion. Serving food and drink was easy, but she soon realized that it wasn’t her future either. She admits to being a people pleaser and discovered she couldn’t do that as a bartender. “If my customer was having a bad day, suddenly their troubles were all my fault. I realized I didn’t want to be a 40-year-old bartender.” Acknowledging that her fire had gone out, she laughingly admits, “I did what I always do when things weren’t going well; I went to my favorite pizza place.” The search for what to do next was answered when one of her good friends walked into the same pizza place and suggested that she should try her hand at real estate. She worked for another team when she got her license in June of 2014 and set out on her own in June 2016. Always the team player, she soon realized she didn’t like working by herself and began building her own team. She smiles and says, “Working alone is lonely.”

Having had her softball career taken away and realizing she had lost her passion for the game, she took up golf. It was the perfect sport to allow her competitive juices to flow in the individual aspects of the game while maintaining the social aspects of playing in a group. She has a corporate membership at Top Golf and thoroughly enjoys spending a few hours wooing clients or thanking those who are making her business succeed. “Top Golf allows people of all skill levels to compete and have fun for a couple of hours instead of facing the five-hour time commitment of playing 18 holes.” She admits to having to rein in her natural inclination to become overly competitive and to stay in the realm of an enjoyable hobby. “Golf is an escape from reality. You never have to be the best, but you can always strive to be better.”

Rebecca admits she has a hard time “turning it off.” “The great part of working as a server or bartender was that when you went home, you were done.” Not so with real estate. She discovered that she couldn’t stay at the office until she was done with work because work is never done. Neither was it fair to her husband to come home directly from the office and unload her day on him, so she started stopping to journal at a bar on her way home for what she calls her “wine down.” It works for her to take that half hour to let go of the day and relax into the evening.

Crane Sells also has another component Rebecca calls Crane Cares. Giving back is important to her. She serves as the chairperson of Big Brothers, Big Sisters Junior Board and talks about her passion to help kids get hooked up with mentors and role models. “We’re always looking for ‘bigs’ to match with our ‘littles,’” she says passionately. “We need people, especially men, to serve kids who desperately need mentors. It doesn’t necessarily require a huge time commitment, usually just a couple hours a month, but it can make a huge difference.” She also loves helping her Crane Sells team meet their charitable goals. From raising funds to going door to door collecting items needed in Houston after the flood, Rebecca wants to help others.

For Rebecca, it’s all about being part of the team. You do what you can to help everyone win.



# THE PROS AND CONS OF CONDO FINANCING

We understand that one of the most frustrating things for a Realtor is to have a client fall in love with a property... and then can't qualify for it. This frequently occurs with condo transactions because the rules governing lending for condos differ from those designed for other properties. To help you better set your clients' expectations around these types of purchases, we've outlined pros and cons to the most common forms of lending.

## FHA AND VA CONDO LOANS

**PRO:** Through their websites, the FHA and VA list approved condo projects. Any approved condo property that appears on this list is eligible for FHA or VA lending. You can find those listings at <https://entp.hud.gov/idapp/html/condlook.cfm> or <https://vip.vba.va.gov/portal/VBAH/VBAHome/condopudsearch>.

**CON:** If a condo property is not approved on either website, your buyer

cannot obtain an FHA or VA loan for that listing. With that in mind, we recommend that your property search is crossed checked to these websites before you begin to show condo properties to an FHA or VA buyer. It will save you a great deal of grief in the end!

## CONVENTIONAL CONDO LOANS

**PROS:** Conventional financing places no pre-approved property restrictions on your buyer's search. Fannie Mae and Freddie Mac have an automated system called the Condo Project Manager, which allows us to upload any pertinent information that we receive from a condo questionnaire. We then have the ability to approve an individual unit based on the information we receive from the condo communities' management company (HOA).

**CONS:** There are different steps to the loan approval process depending on whether a buyer is applying as a Primary, Secondary, or Investor. In all cases, we

are completely dependent on the HOA to give us accurate information. The problem is the condo questionnaires are often incomplete because the information is not maintained. Tracking this down from the HOA can greatly add to the time it takes to process a loan. Additionally, some scenarios require us to verify through the HOA the number of units in a complex that are owner occupied versus investor owned. Again, most HOAs do not track this data, so there is a discrepancy between what Fannie Mae and Freddie Mac require and the information that an HOA typically tracks in real time.

**PRO:** If someone is buying a condo as a primary residence with 10% down or a secondary home with 25% down, there is a streamlined Limited Review process that makes the conventional funding option much more attractive. It's important to note that this is only available to primary and secondary buyers, not investors.

## STELLAR PARTNERS IN LENDING



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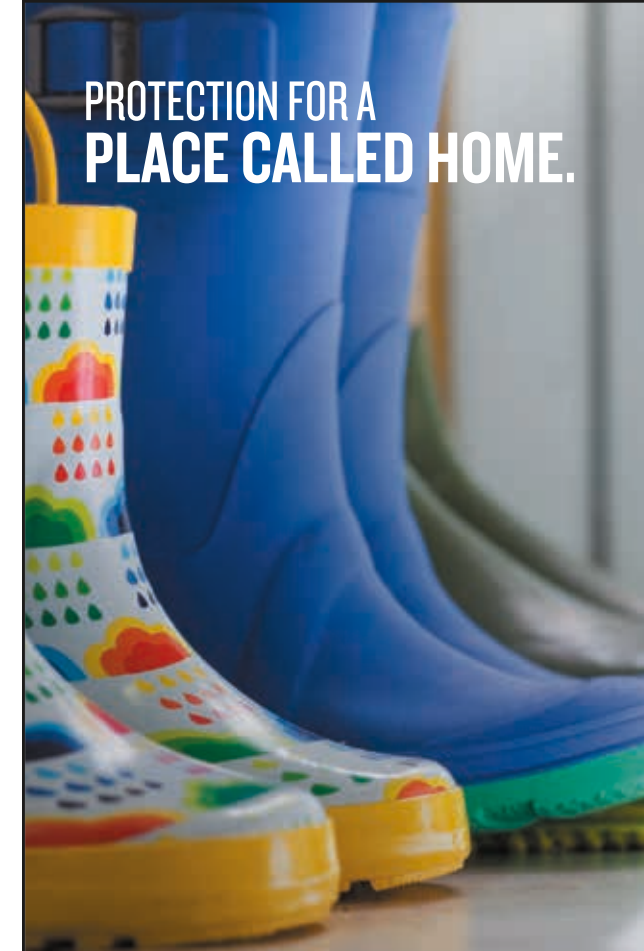
Our upcoming fundraising events include: an Epic Water Battle in July, a Dareoke night in August, "Octoberfest" at Three Canyon Beer & Wine Garden, & we are ending the year with our annual golf tournament at Omni National in November!

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▶▶ featuring

# Ann GAVLICK

## Clients and Friends!

Rod Hugen

Few people know the art of truly listening. Listening is difficult. We often listen while formulating our own response. We listen while making judgments about what we are hearing. We listen while paying more attention to the distractions all around us. We don't always listen to what people are truly saying. Ann Gavlick of the Gavlick Group is a listener. A listener who is able to truly hear what her clients are saying. A listener who can listen beneath the words of her clients and discern what her clients actually want, rather than what they say they want. That kind of listening has made Ann very successful in real estate. Her husband and business partner, Ron, effusively says of her, "She is a really good listener, and in real estate that is a superior skill." Listening sometimes means talking a client out of a decision they seem sure of because their words, eyes, and hearts betray the words they speak. Someone may say they want a house with a swimming pool, but they may also be talking about traveling or disliking maintenance, and that might make pool ownership a burden they wouldn't want to take on. According to Ron, Ann has the gift of listening well and the courage to help her clients find what they truly want. That makes for very happy clients!

Ann and Ron (married for almost 40 years) work together and love it. They are truly a team and haven't seen the need to add others yet. "We briefly had an agent work for us who had been a client, and we enjoyed it, but it helped us realize we wanted to be able to serve our clients personally. If they want me to be their agent, they want to talk to me, not someone else." Their working partnership has been as successful as their marriage.

Repeat business is the lifeblood of The Gavlick Group and any successful real estate venture. Ann says, "Our clients are our friends. We get to know and appreciate them. They become like family." That leads to repeat business and lifelong relationships.

Real estate grabs some people early, and it just never lets go. Ann's parents, George and Ellie were a huge influence in her life. Her dad was an amazing

...



Photography by Casey James



woodworker and built the family home they lived in, so she was immersed in real estate and home building from the earliest days. “I didn’t really know I was involved, but I was as I watched my dad working on our house.” It ignited a life of wanting to find and fix up homes. “I just love houses,” she gushes. It’s obvious

that she does. Her face lights up when she says, “My dad is 96, and he’s still building things. As a matter of fact, he makes and signs the custom wine bottle holders from recycled, repurposed wood that we give as housewarming gifts to our clients. He was into recycling before anyone had ever heard of the word. They are beautiful works of

art.” And she adds, “Dad taught me not only about building and construction but also about beauty and design.” It has been helpful as she presents homes to clients as she can often see and imagine what the client can’t.

Ron and Ann were high school sweethearts and went to college at Penn State. Ann studied horticulture, which fueled a lifelong love for gardening,



Andrew, Kate and Tim

while Ron chose biology as his major. After college, she worked in retail briefly and then for Landmark Savings, where she worked directly with mortgage lenders, which inspired her to want to someday get her real estate license. Soon they had three children, Tim, Kate, and Andrew. As young marrieds, Ron and Ann purchased a “fixer-upper” for their first house. Ron laughs at the memory, “When we say a ‘fixer-upper,’ those words don’t do justice to the mess we had purchased.” With the help of mom and dad, they were able to complete the project and turn it into something beautiful. As soon as their youngest child entered kindergarten, Ann pursued real estate and worked for 14 years selling in Pennsylvania before moving to Arizona. The transition was initially difficult for Ann. “Pennsylvania real estate was nothing like Arizona. Everything was different, from the contracts to how houses were built. I arrived in 2009, and that was a very bad time here in real estate. Pennsylvania never experienced the problems of the crash, so everything was different there. Suddenly I was learning new words and new concepts, such as short sales and bank repos.” She laughs and says, “However, I had plenty of time to take classes, earn designations, including acquiring my broker’s license, and become proficient in Arizona real estate, because for a while I had no clients.”

Ron, after college, hoped to do something in the medical world but sheepishly says, “I knew I wasn’t smart enough to be a doctor.” He went to work in a cancer laboratory. His job was to go to the agricultural area of the university and collect lymph nodes from cows and bring them back to the lab where they would run tests on them, log results, and run more tests. After a year he realized that the work wasn’t for him. “I greatly admire and respect the folks on the team basically doing the same things

over and over trying to cure cancer, but I knew I couldn’t do that.” He acknowledges bouncing around for a while working for various chemical companies and eventually getting into sales. He enjoyed the work, made good money, and while looking for ways to make his work easier got in on the front end of the personal computer revolution. One day, he saw a sign going up for a General Computer Center, walked in looking for a computer and came out having been offered a job selling, which launched years of working in the IT world.

Family is everything to the Gavlicks. They admit to following their children to Arizona. Kate came to the University of Arizona to study anthropology, and their son, Andrew, was an excellent baseball player attending baseball camps in Tucson and Phoenix while planning to also attend the U of A. They would enjoy the fabulous weather of Arizona compared to what they experienced back in Pittsburgh. Ron laughs and says, “When asked how we got to Tucson, we blame our kids.” Ron could travel from anywhere with his business, so he was able to easily transfer to Tucson, and Ann followed a year later after selling their home in Pittsburgh. Son, Tim, also needed to warm his bones after going to Rochester Institute of Technology in New York, so he came to Tucson as well, working for a web development



company. It is Ron and Ann’s greatest joy to have their children so richly in their lives. Andrew works for Sunstreet Mortgage, and the family is looking forward to Kate’s impending marriage. “Our kids are the reason we do what we do!”

A few years ago Ron left IT and joined Ann in the real estate business. “I’m the analytical one, but Ann is the heart and soul of our business. She is amazing. She will have a house pop up on her search list, and she’ll say that house is perfect for so and so, whom she met six months ago. And it will be perfect because she is always listening to our clients.” It also helps to have a great memory!

The personal touch is so important to Ann and Ron. Ann says, “We were transfers to Arizona, so we have a lot of clients all over the world, and we understand what they are experiencing buying a house from far away. We’ve completed a couple of fixer-uppers ourselves, so we understand the issues around that. We love offering the personal touch. Our tagline is ‘turning dreams into addresses.’ We love listening to our clients’ dreams and finding them the perfect home. Oftentimes they become our friends.”

Their key to success is listening. Listening well.

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# Don't be a real estate dinosaur

## With Kala Laos



Written by: Kala Laos

Remember the flip camera? It was the hottest tech gadget around but within a couple years, it was obsolete. Turns out products aren't the only thing victim to obsolescence, so are entire business models. Case in point, Blockbuster. I can still remember keeping that dang card in my wallet just in case I needed to rent a movie. Blockbuster had several opportunities to buy Netflix and passed on it. Ouch. I don't know about you, but if I was CEO of Blockbuster, I'd be kicking myself. Truth is, when you don't embrace new technologies, you run the risk of becoming an industry dinosaur. In today's economy, where the pace of innovation has never been faster, you have to adapt on a dime if you're looking to have serious long-term success. At least, that's been my story.

I started real estate in 2003, at the beginning of one of the largest housing bubbles that would face the country. After much success, I made over half a million dollars my second year in the business. I then opened my own indie brokerage and BAM! The market crashed. I had two choices: change or die. Failure was not an option. I adapted and ended up being one of the most prominent REO brokers in the state.

Thankfully REO went away leaving me another opportunity to reinvent my business. So, what was I going to do? I'd sold over 2,000 homes and established an amazing company. But I wanted more. I wanted to inspire other entrepreneurs on their journey, yet didn't have the established systems and revenue to compete with top brokers. What I did have was a proven track record for success and more knowledge and experience than just about any broker in town. I needed to spread my message to as many people as possible for the least amount of cash.

Now, it may surprise you that up until this point I was a social media holdout. A complete ghost on every single social channel. Why? Because I thought people on video and Facebook were narcissists and the ones watching them were losers. And I couldn't have been more wrong.

When I joined Facebook and started using video in 2014, I had no idea that it would impact my life and business in such a positive way. Now I know the truth ... or the secret sauce as I like to call it. And I'm gonna share it with you -- video and social media are the most powerful ways to market yourself. The connections you make over social channels accelerate the trust building process, allowing you to share your services with many more people.

26 • July 2018

Now most of my marketing time is spent engaging on social channels and creating video content. Here are five strategies you can use to incorporate video marketing in your business.

Time block social media activities. If not, you'll find yourself getting sucked into the social media vortex of tasty videos, funny memes and cat videos. I spend about three hours on social media platforms most days, with about half of the time in the mid-morning and half in the evening.

Don't spread yourself too thin. There's Facebook, Google+, Twitter, Snapchat, Instagram, Youtube, Tumblr, Pinterest, Reddit, Vine and the list goes on and on. What I've learned is that unless you have a team of social media experts at your disposal, it's best to pick two or three platforms and do them right. Try not to get caught up on which platforms and instead focus on learning the ones you jive with. I'm all in with Facebook and Snapchat, with a mild use of Instagram.

It's social media, not shove your business and agenda down everyone's throat media. Trolling, which means scrolling feeds without acknowledging or liking them, is considered bad juju when it comes to social platforms. In order to build an audience, you must participate in the action. Beware -- the temptation is to start posting away, but this will only lead to unfollows and unintended consequences. Instead, give yourself a daily action plan that is heavily based on engagement. For instance, on Facebook my goal is 100 likes and 50 comments a day.

Keep it inspiring, positive and fun. We're on social media to have a good time and catch up on what's going on with our friends, family and those that matter most. My fun or outlandish posts generate the most engagement.

Monitor your ROE-return on engagement, not ROI- return on investment. If you're old school, this might be hard for you but, initially, it's difficult to gage the impact of your social strategies. Instead, measure your success by the rate of engagement you receive. If others engage with you, then you're doing it right. Little or no engagement indicates there's a problem and you may want to revisit strategy #3.

Incorporate a video strategy. Designate a specific day of the week you will publish a video. If you don't commit to a specific day, you won't be as likely to do it. Trust me on this. When I first started, I decided to make a Monday Motivation. Using the day of the week in the name of my video series forced me to stay consistent with my content delivery. And, thanks to tying my video series to Monday, I've now created and published over two years worth of Monday Motivations. Pretty cool.

Start using, gulp, Facebook Live. Yep, you knew I was going to go there,

didn't you? If you can stomach it, use Facebook Live instead or in addition to creating your video content. Mark Zuckerberg is passionate about making Facebook Live a huge success, so the Facebook algorithms are forever in your favor when you go live.

Don't worry about buying expensive equipment. If you have a smartphone you can record a video. Unless you're on Snapchat, shoot horizontal. This way you don't get the two black bars on either side of the screen. I use an iPhone 7 and do minimal editing on iMovie on my phone. Android has similar video editing apps. And, if you're really wanting to up your game check out Magisto, Animato or Go Pro's Quik. If you feel the urge to spend some cash on equipment, the best investment is on a microphone. I purchased a Rodes mic for \$70 that connects to my phone.

Don't watch it, just post it. Remember that most of us are critical about the way we look, how we talk and our mannerisms on camera. Don't exacerbate these feelings by watching your videos and judging your every move. Instead, just post it! If you trip over your words or mess up, no worries, it makes you even more likable because it shows you're human and willing to show it which will build more trust with your viewers.

Distribute your content across platforms. Whenever I make a video, I give the raw file to Facebook. I've found that I get more views and engagement by posting the video directly on Facebook, versus on Youtube and sharing the link. This makes sense because each platform has algorithms that will reward original content. I also cross promote my content on my other channels. For instance, when I'm making my Monday Motivation I will post a few snaps of me doing so on Snapchat, encouraging my audience to head on over to another platform to see the remainder of my video.

Just do it. Nike's slogan remains the best advice. Just start. Don't worry about what people think. We're all riddled with worry and self-doubt from time to time, just remember that ultimately that thinking doesn't serve you.

If you don't want your clients to say, "Remember her" just like we do the flip camera and Blockbuster, then start using social media and video in your business now. Not only are these tools free and effective, they can help you build a legendary business. You can create your dream life, literally by turning that camera around and showing the world who you are. You, in all your perfectly imperfect beauty.

Kala Laos is a real estate broker and owner of JK Realty in Gilbert, Arizona. You can connect with her on Facebook at [www.facebook.com/kalalaos](http://www.facebook.com/kalalaos) on Snapchat @kalalaos and Instagram @kalalaos

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## Hello, Realtors® Of Southern Arizona

**Congrats! You are a part of the Tucson Real Producers community! Thanks for reading our 10th edition of Tucson Real Producers magazine. Every month we strive to bring you inspiring, entertaining and educational articles, along with the Top 125 Producers List. We fully acknowledge our success with this publication is because of our business sponsors who have partnered with us, as well as the many realtors who have contributed to these first 10 issues.**

I am sometimes asked why we are doing this magazine. So, I figured I would share the why once more. I began my journey working in the industry about three years ago. I loved hearing agents' unique stories and personalities, the community feel, and their heart for their clients. In case you're not aware, I began my business selling REALTORS® (including many of you) closing and client gifts. Having a "bird's eye view" of the community around Tucson and learning every day, I realized something. There is no network that consistently brings together the best of the best, in terms of both Realtors and affiliates. There is no platform that connects Realtors across all brokerages who are consistently performing at a high level. So, we are working to build that community, create that network, and curate that platform through this publication and our events. There are infinite stories to be

told, strategies to share, connections to make, and relationships to build in this top Tucson market.

### Quick Tucson Real Producers Facts Distribution:

The publication is sent to the top 500 producing agents of Southern Arizona, which include Sierra Vista, Benson, Wilcox, Patagonia, St. David, Tubac, Green Valley, Oro Valley, Marana, Sahuarita, Vail, and Tucson.

### Contents:

This publication has both a social and business aspect. We will highlight local top-producing agents and their unique stories. As we continue to grow, we will also bring you fresh content – mostly from local contributors – that will add value and insights to help you thrive in business and in life. Bringing extra attention to our local nonprofits is important to us. This gives you a chance to see what is out there and how you may be lead to give back.

### Contribution and Advertising:

Do you want to contribute original content or nominate a realtor to be featured in a future edition? Do you know of an affiliate partner who should be part of our community? Or, just want to get to know each other better? Please email me directly at [Delilah.Royce@RealProducersMag.com](mailto:Delilah.Royce@RealProducersMag.com). I do really look forward to hearing from you!

### Cost:

As a top 500 producer, this monthly publication is being provided to you free of charge. Our advertising partners cover the cost of producing, printing, and mailing each issue. Use them if you have a chance, remembering they have been recommended by other top agents.

### Events:

We will host various free events to bring our realtor community together. They will include social events (free food and drinks!) at local restaurants and bars, model homes, and other featured locations. Look for an event schedule and details in upcoming editions of the magazine or on our Top 500 Tucson Real Producers FaceBook page.

Make sure to join our Top 500 page on Facebook if you haven't done so already.

### Connecting with us:

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FACEBOOK: [www.facebook.com/TucsonRealProducers](http://www.facebook.com/TucsonRealProducers)



**Delilah Royce**  
Publisher of Tucson  
Real Producers


# TOP 125 STANDINGS

Teams And Individuals Closed Date From Jan. 1- May 31, 2018

Rank	Name	Listings	Volume	Average
1	Kyle Mokhtarian (17381) of Realty Executives Tucson Elite (498305)	206.0	39,902,295	193,700
2	Marsee Wilhems (16298) of Exp Realty (495201)	166.0	36,751,103	221,392
3	Kaukaha S Watanabe (22275) of eXp Realty (495203) and 1 prior office	130.0	26,785,672	206,044
4	Michael D Rhodes (19668) of Realty Executives Tucson Elite (498307)	139.0	26,565,625	191,120
5	Janell E Jellison (4774) of Long Realty Company (16706)	36.0	22,959,700	637,769
6	Laurie Hassey (11711) of Long Realty Company (16731)	58.0	20,962,360	361,420
7	Danny A Roth (6204) of Keller Williams Southern Arizona (478306)	83.0	20,650,716	248,804
8	Don Vallee (13267) of Long Realty Company (298)	59.0	18,106,250	306,886
9	Russell P Long (1193) of Long Realty Company (298)	27.0	17,217,757	637,695
10	Laura Sayers (13644) of Long Realty Company (16717)	51.0	17,210,900	337,469
11	Alfred R LaPeter (32582) of Long Realty Company (16717)	28.0	14,549,500	519,625
12	Anjela K Salyer (30415) of Mattamy Homes (5799)	36.0	13,776,836	382,690
13	Traci D. Jones (17762) of Keller Williams Southern Arizona (478302)	53.0	12,854,775	242,543
14	Denice Osbourne (10387) of Long Realty Company (16707)	33.0	12,849,202	389,370
15	Sandra M Northcutt (18950) of Long Realty Company (16727)	38.0	12,338,650	324,701
16	Brenda O'Brien (11918) of Long Realty Company (16717)	27.0	12,239,600	453,319
17	Lisa M Bayless (22524) of Long Realty Company (16717)	31.0	12,163,788	392,380
18	Tom Ebenhack (26304) of Long Realty Company (16706)	45.0	12,033,787	267,417
19	Robin Sue Kaiserman (4368) of Long Realty Company (16706)	14.0	11,951,600	853,686
20	Laurie Lundeen (1420134) of Coldwell Banker Residential Br (70204)	56.0	11,882,950	212,196
21	Aaron Wilson (17450) of Keller Williams Southern Arizona (4783)	58.0	11,644,650	200,770
22	Peter Deluca (9105) of Long Realty Company (298)	32.0	11,535,325	360,479
23	Joshua Waggoner (14045) of Long Realty Company (16706)	9.0	11,329,500	1,258,833
24	Judy L Smedes (8843) of Long Realty Company (16706)	22.0	11,188,600	508,573
25	Layne Lundeen (31434) of Long Realty Company (16731) and 1 prior office	28.0	11,072,010	395,429
26	Ricardo B Aranda (30899) of Exp Realty (495201) and 1 prior office	57.0	10,935,350	191,848
27	McKenna St. Onge (31758) of Long Realty Company (16706)	18.0	10,551,900	586,217
28	Michael Shiner (26232) of CXT Realty (5755)	46.0	10,547,948	229,303
29	Nicole Jessica Churchill (28164) of Exp Realty (4952) and 1 prior office	43.0	10,484,330	243,822
30	Curt Stinson (4808) of Realty Executives Tucson Elite (4983)	45.0	10,373,360	230,519
31	Jameson Gray (14214) of Long Realty Company (16706)	17.0	10,246,900	602,759
32	Marian R Soto (28907) of Mattamy Homes (5799)	26.0	10,053,599	386,677
33	Steve Nissen (15430) of Long Realty Company (16706)	14.0	9,415,765	672,555
34	Don Hatcher (31480) of MTH Realty LLC (5383)	28.0	9,316,463	332,731

Rank	Name	Listings	Volume	Average
35	Pete M Torrez (21748) of Long Realty Company (16706)	14.0	9,143,265	653,090
36	Maria R Anemone (5134) of Long Realty Company (16717)	18.0	8,999,200	499,956
37	Kristy E Johnson (22342) of Long Realty Company (16728)	26.0	8,815,450	339,056
38	Lynn Slaten (14783) of Long Realty Company (16728)	26.0	8,815,450	339,056
39	Jennifer Phillips (16201) of Realty Executives Tucson Elite (4983)	37.0	8,713,800	235,508
40	Jean Barclay (19068) of Long Realty Company (298)	9.0	8,705,200	967,244
41	Vicki L Holmes (19184) of Long Realty Company (16719)	35.0	8,683,100	248,089
42	Anthony Boatner (16214) of Keller Williams Southern Arizona (478306)	48.0	8,676,725	180,765
43	Jose Campillo (32992) of Tierra Antigua Realty (2866)	54.0	8,675,135	160,651
44	Jerri Szach (6050) of Long Realty Company (16706)	24.0	8,634,797	359,783
45	Spirit Messingham (22794) of Tierra Antigua Realty (2866)	29.0	8,628,300	297,528
46	Denise Newton (7833) of Realty Executives Tucson Elite (498306)	30.0	8,596,150	286,538
47	Patricia Sable (27022) of Long Realty Company (16706)	17.0	8,504,849	500,285
48	Kate Herk (16552) of Long Realty Company (16706)	14.0	8,482,900	605,921
49	Madeline E Friedman (1735) of Long Realty Company (16719)	21.0	8,474,000	403,524
50	Eddie Watters (31442) of Realty Executives Tucson Elite (4983)	41.0	8,314,500	202,793

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# TOP 125 STANDINGS

Teams And Individuals Closed Date From Jan. 1- May 31, 2018

Rank	Name	Listings	Volume	Average
51	Dorothy May (25551) of Long Realty Company (16728)	22.0	8,308,000	377,636
52	Shawn M Polston (20189) of Keller Williams Southern Arizona (478306)	55.0	8,283,224	150,604
53	Patty Howard (5346) of Long Realty Company (16706)	19.0	8,173,560	430,187
54	Margaret E. Nicholson (27112) of Long Realty Company (16728)	21.0	8,078,000	384,667
55	Angela Tennison (15175) of Long Realty Company (16719)	21.0	8,021,000	381,952
56	Tim Rehrmann (25385) of Keller Williams Southern Arizona (478306)	32.0	7,968,839	249,026
57	Kelly Garcia (18671) of Keller Williams Southern Arizona (4783)	31.0	7,922,748	255,573
58	Stephen H McNair-Larese (33345) of Keller Williams Southern Arizona (478309) and 1 prior office	35.0	7,871,715	224,906
59	Angella Holler (14181) of RE/MAX Results (5106)	30.0	7,854,500	261,817
60	Taylor Mize (36294) of PCD Realty LLC (4826)	25.0	7,844,370	313,775
61	John LaRocca (26586) of Long Realty Company (298)	7.0	7,824,200	1,117,743
62	Angela M Kuzma (28301) of Keller Williams Southern Arizona (478310)	35.0	7,635,850	218,167
63	Marta Harvey (11916) of Russ Lyon Sotheby's International Realty (472203)	17.0	7,396,900	435,112
64	Victoria R McGullam (31547) of Tierra Antigua Realty (2866)	36.0	7,348,390	204,122
65	Corissa Y Miller (22532) of Tucson's TLC Realty (3939)	31.0	7,323,452	236,240
66	Susan Denis (14572) of Habitation Realty (4119)	20.0	7,261,500	363,075
67	Sondra Kantor (32581) of Long Realty Company (16717)	13.0	7,226,500	555,885
68	Rick Howard (16645) of Long Realty Company (16706)	16.0	7,225,110	451,569
69	Jeffrey M Ell (19955) of Keller Williams Southern Arizona (478312) and 1 prior office	25.0	7,158,258	286,330
70	Alicia Girard (31626) of Long Realty Company (16717)	25.0	7,109,869	284,395
71	LaMar Watson (28955) of RE/MAX Results (5106)	36.0	7,045,980	195,722
72	Sofia Gil (1420209) of Realty Executives Tucson Elite (4983) and 1 prior office	33.0	7,041,600	213,382
73	Roni Benge-Adamson (8355) of Keller Williams Southern Arizona (4783)	22.0	7,036,708	319,850
74	Tony Ray Baker (5103) of Tierra Antigua Realty (286606)	24.0	6,989,500	291,229
75	Tyler Lopez (29866) of Long Realty Company (16707)	36.0	6,917,997	192,167
76	Ronnie G Spece (19664) of At Home Tucson Realty (4637)	26.0	6,852,700	263,565
77	Kristin Gloria Penrod (33258) of Rear) Corporation (477801)	23.0	6,852,400	297,930
78	Carolyn Ann Fox (1420840) of Coldwell Banker Residential Br (70204)	38.0	6,838,874	179,970
79	Terri Kessler (15874) of Long Realty Company (16706)	14.0	6,836,000	488,286
80	John E Billings (17459) of Long Realty Company (16717)	23.0	6,699,200	291,270
81	Ann K Gavlick (27887) of Tierra Antigua Realty (286601)	22.0	6,679,500	303,614
82	Lauren M Moore (35196) of Keller Williams Southern Arizona (478302)	19.0	6,657,000	350,368
83	Dorothy Jean Moore (35146) of Keller Williams Southern Arizona (478302)	19.0	6,657,000	350,368
84	Bob Norris (14601) of Long Realty Company (16707)	25.0	6,575,340	263,014

Rank	Name	Listings	Volume	Average
85	Gary B Roberts (6358) of Long Realty Company (16707)	24.0	6,446,440	268,602
86	Tana R Newton (18103) of Long Realty Company (16707)	33.0	6,438,300	195,100
87	William S Allbright (28319) of DRH Properties Inc. (2520)	22.0	6,285,891	285,722
88	Michael D Oliver (14532) of Keller Williams Southern Arizona (478302)	24.0	6,270,480	261,270
89	Liz Nguyen (27962) of Realty Executives Tucson Elite (498305)	29.0	6,270,200	216,214
90	Sue Brooks (25916) of Long Realty Company (16706)	19.0	6,199,627	326,296
91	Melissa Coate (27827) of Realty Executives Tucson Elite (498306)	25.0	6,181,700	247,268
92	Jeff R LeBlanc (19505) of Russ Lyon Sotheby's International Realty (472203)	13.0	6,164,000	474,154
93	Toby Parks (37759) of Coldwell Banker Residential Brokerage (70202)	10.0	6,142,100	614,210
94	Jeffrey S Armbruster (28672) of Realty Executives Tucson Elite (498306)	23.0	6,120,386	266,104
95	Kathy Westerburg (1420955) of Tierra Antigua Realty (286610)	20.0	6,112,200	305,610
96	Nicole Brule-Fisher (14479) of Tierra Antigua Realty (286606)	25.0	6,087,100	243,484
97	Christina Esala (27596) of Tierra Antigua Realty, LLC (286607)	30.0	6,032,850	201,095
98	Tom Peckham (7785) of Long Realty Company (16706)	13.0	5,975,278	459,637
99	Melody K Mesch (3024) of Coldwell Banker Residential Brokerage (70202)	16.0	5,972,846	373,303
100	Oscar J Ramirez (5010) of Long Realty Company (16727)	6.0	5,825,000	970,833

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# TOP 125 STANDINGS

Teams And Individuals Closed Date From Jan. 1- May 31, 2018

Rank	Name	Listings	Volume	Average
101	Christina L Martinez (28846) of Russ Lyon Sotheby's International Realty (472203)	12.0	5,804,000	483,667
102	Anthony D Schaefer (31073) of Long Realty Company (298)	21.0	5,779,298	275,205
103	Louise Riley (14201046) of Tierra Antigua Realty (286610)	28.0	5,710,400	203,943
104	Susanne Grogan (17201) of Russ Lyon Sotheby's International Realty (472203) and 1 prior office	5.0	5,700,200	1,140,040
105	Gary P Brasher (80408123) of Russ Lyon Sotheby's International Realty (472205)	15.0	5,652,000	376,800
106	Jason K Foster (9230) of Keller Williams Southern Arizona (478302)	16.0	5,587,300	349,206
107	Alan Murdock (13942) of Realty Executives Tucson Elite (498305)	26.0	5,576,508	214,481
108	Leah Mandal (35134) of Keller Williams Southern Arizona (478306)	26.0	5,571,450	214,287
109	John Hallcock (30739) of Coldwell Banker Residential Brokerage (702)	20.0	5,555,199	277,760
110	Karin S. Radzewicz (20569) of Coldwell Banker Residential Brokerage (70202)	12.0	5,479,420	456,618
111	Glenda Grow (7030) of Realty Executives Tucson Elite (4983) and 1 prior office	15.0	5,470,000	364,667
112	William V Mesch (3395) of Coldwell Banker Residential Brokerage (70202)	13.0	5,433,580	417,968
113	Bryan Durkin (12762) of Russ Lyon Sotheby's International Realty (472203)	8.0	5,419,500	677,438
114	Maricela Bon (1420853) of HomeSmart Pros Real Estate (5143)	24.0	5,416,200	225,675
115	Paula J MacRae (11157) of OMNI Homes International (5791)	22.0	5,415,500	246,159
116	Steven W Inouye (22297) of Long Realty Company (16706)	18.0	5,403,300	300,183
117	Lisa Korpi (16056) of Long Realty Company (16727)	21.0	5,386,100	256,481
118	Pam Treece (13186) of Long Realty Company (16717)	16.0	5,356,900	334,806
119	Cheryl Hallcock (28628) of Coldwell Banker Residential Brokerage (702)	21.0	5,314,599	253,076
120	John F Anderson (21627) of Russ Lyon Sotheby's International Realty (472203)	23.0	5,308,280	230,795
121	Iris R. Pasos (38869) of HomeSmart Pros Real Estate (5143)	22.0	5,287,590	240,345
122	Casey Stockdale (13925) of Long Realty Company (16724)	19.0	5,253,250	276,487
123	Duane E Bateman (19037) of Long Realty Company (16724)	19.0	5,253,250	276,487
124	Lori C Mares (19448) of Long Realty Company (16719)	25.0	5,231,200	209,248
125	Robert H Brakey (19337) of Roca Realty (4688)	34.0	5,158,700	151,726

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