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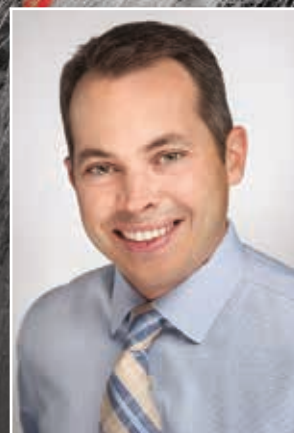
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AGENT INPUT TO ENSURE THE BEST APPRAISAL OUTPUT

In an effort to bring value to your business, we have introduced quarterly events covering topics relevant to today's Realtor. If you were unable to attend our most recent lunch and learn, "Agent Input to Ensure the Best Appraisal Output," here are some of the highlights:

The Appraisal Independence Requirements as established in the Dodd-Frank Act mandate:

- Appraiser independence safeguards.
- Appraiser engagement.
- Prevention of improper influences.
- Borrower receipt of the appraisal.
- Reporting of appraiser / appraisal misconduct and QC control.

We also reviewed the general appraisal process. The mortgage lender orders the appraisal, and the lender

is the appraiser's client. The order is placed through an AMC (Appraisal Management Company). In an effort to improve efficiencies and quality, NOVA® established an affiliated AMC, Accurate Appraisal Management Services.

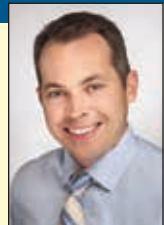
The Appraisal Independence Requirements do not prohibit communication with an appraiser by an agent. If you have a buyer or seller who is unfamiliar with the appraisal process, The Appraisal Foundation's "Guide to Understanding a Residential Appraisal" is a great resource. You can find this at REALTOR.org/Appraisal.

We will be offering this class in the future, where we will discuss the appraisal report in detail and host a licensed appraiser to answer your questions. We look forward to seeing you at our next event!

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Half the year is almost gone.

Meandering along the Louisiana coast

Wow!! The months are rolling along – even the days are speeding by. June is usually the hottest month in Tucson and a month we celebrate our HOT fathers! You can look at that several ways. But as one of three daughters and one brother, my dad was often HOT under the collar as you might say. As a child it was hard to understand the reasons behind what everyday life stresses can do to the mood of your dad. But as an adult with the responsibilities of a parent, grandmother of seven, publishing a magazine, and being married for 35 years to my husband, it makes total sense.

My dad was blessed with 92 years to make an impact on his family and an industry he dedicated his entire adult life to. He had a personality that if you didn't really know him would come off gruff, maybe even rude. But he loved us and found his way to show it. When coming home from working on an oil rig for four to five weeks, he always had candy stowed in his duffle bag of dirty clothes for us kids. At Easter he would bring home beautiful dresses for his three girls to wear on Easter Sunday. He gave

us a generous allowance to try to teach us about money. With that allowance we had to budget for our school lunches, clothes, entertainment and whatever else we wanted. That was a lesson I took full advantage of. He supported us traveling, whether it was to Washington, D.C. with the Girl Scouts or going to Europe for three weeks to discover the history across the ocean. As he got older he mellowed, and with a lot of help from his wife figured out ways to express his love. I still pull out the letters he wrote me when I was in college to encourage me. I will never forget the years he had flowers and boxes of Godiva chocolate delivered to my dorm on Valentine's Day.

Being a top realtor can be tough, and I am sure it can take a toll on the patience, time, and understanding of little ones in your life. Kids see things in such simple ways. It doesn't need to be grand or over the top. A smile, an encouraging word, reading them a book, or watching a movie together, laughter, hugs, kisses, listening, trying to understand

who they are and not just noticing what they do. But most of all just showing them that you love them no matter what.

All of us should read this and let it sink in to help us keep perspective of what is really important.

As I get to know so many of you, I find it my joy to be able to call you friends. For those of you I have not met (and there are sooooo many), reach out. I would love to hear your story and get to know you too.

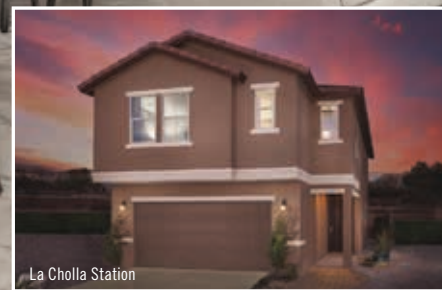
Question?

Have you read the book or listened to the YouTube videos of the 12 Rules For Life by Jordan Peterson? The first rule was to stand up straight and hold your shoulders back! Ha! My dad always told me that from a very early age. Very interesting stuff. Maybe worth listening to during some of your drive time.



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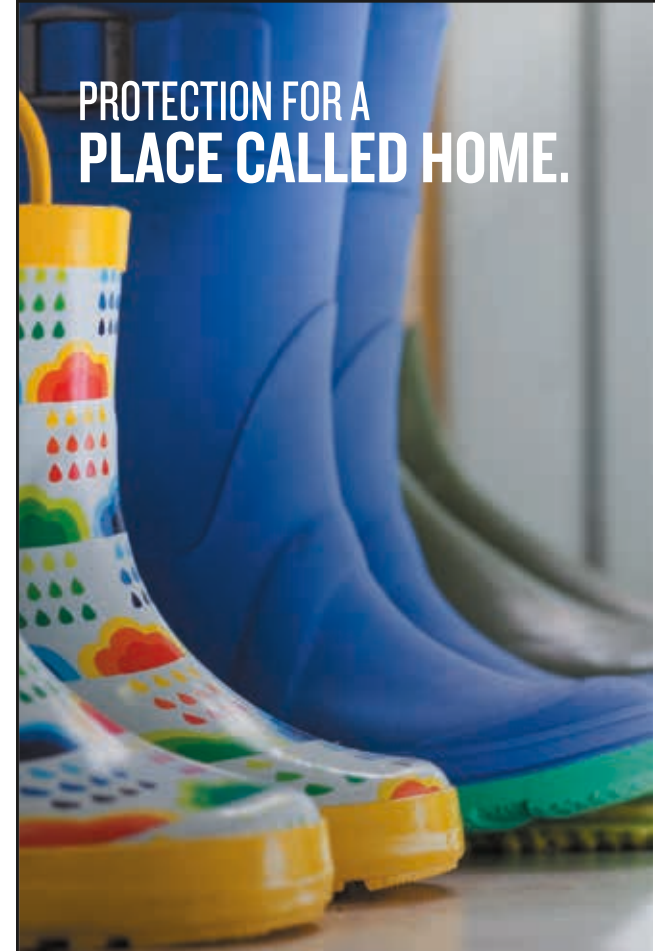
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LISTER ASSISTER

Giving Time Back To Agents!

Chad O'Donnell was running himself ragged as a real estate agent chasing short sales in the Phoenix market in 2008. After driving all over town putting up signs, installing lock boxes and taking photos, it occurred to him there had to be a better way. "I realized I could be a more productive agent, sell more homes and spend more time with my family if someone else could take care of the installs, photos, etc"...

Enter ListerAssister!

ListerAssister helps Realtors® list and sell homes by providing professional photos, posting the agents sign on the property, installing a lock box, entering the home on MLS and offering additional a la carte services. Chad and his wife, Samantha, started ListerAssister in 2008, and while there may be smaller, copycat companies out there, ListerAssister believes they continue to offer the best packages, prices and services in the industry.

“ I started this business independently in response to a need in the industry, and I have customized the company over the years to meet the ongoing needs of our customers. ”

ListerAssister currently has five full-time photographers in Tucson, led by Mike Scofield. A Tucson native, University of Arizona alumni, as well as real estate and photography enthusiast, Mike puts ListerAssister clients first and has an extremely professional approach to the Tucson market. "He is a wonderful representative for ListerAssister and an amazing resource for our clients" says Chad.

Lister Assister has grown to five locations – Phoenix, Chandler, Tucson, Las Vegas and San Diego. The company currently has over 45 employees. Their specialty is customer service, and they empower their employees to make decisions on what is best for the client. Everything aiming at creating a top-notch agent experience.

Photography and customer service is the company's passion, and the mission is to combine these two important

elements as a one-stop-shop for their clients. Chad says, "I started this business independently in response to a need in the industry, and I have customized the company over the years to meet the ongoing needs of our customers."

The biggest challenge the O'Donnells have faced in recent years is growth. Finding qualified personnel to provide their customers with top level service has been a challenge. Chad states, "We noticed a hole in our training and hiring process. Now we train our photographers, editors, installers and customer service representatives in all levels of the job with the intent of giving our customers the benefit of our experience."

Chad and his wife, Samantha, grew up in the San Francisco Bay area and have been married for 18 years. They moved to the Phoenix area in 1997 and have three children, Caitlin, Kaylee and Daniel. Family time consists of football and volleyball games, movies, hiking and golf. They enjoy relaxing on the beach in Rocky Point and recently hiked the Grand Canyon. In the near future, the family will be taking a hiking trip in Peru.

Do you feel overwhelmed like Chad did 10 years ago? There is a better way! Give Chad and his company a chance to impress you with their services and help lighten the load.

ListerAssister ... giving time back to agents!



Chad and Greg



Samantha and Chad

▶▶ a rising star!



Photography by Casey James

DANIEL

A Recipe
For Success!

Yang

Kylea Bitoka

From restaurant server to head chef to successful REALTOR®, Daniel Yang is not scared of the work it takes to achieve success. The hard work has paid off. Last year, Daniel earned the International President's Circle Award from Coldwell Banker. It's awarded to REALTOR®s whose sales are in the top 6 percent of the company internationally. While Daniel may make it seem easy, his journey to the top has had its challenges and unexpected twists.

Daniel was raised in South Korea, mostly by his grandmother. In 1992, Daniel left South Korea with his sister to join his mother and stepfather in Sierra Vista, AZ. His acceptance to the University of Arizona brought him to Tucson. At the time, he planned on becoming a lawyer, but his job as a server at a local hibachi restaurant took him in a different direction. "I was a server at Takamatsu. When they opened up the Teppanyaki tables, they asked me if I wanted to cook. I was young, and I didn't have any fear, so I said, 'Yeah, I'll try.' I became quite good." Daniel's talent at the Teppanyaki tables would earn him a promotion to head chef.

Not only did his work at the restaurant lead to his first career, it set the course for him to meet his future wife, Mia. Married in 2007, Daniel laughs as he explains the events that brought

him and Mia together. "While I was working at the restaurant, there was a mutual friend between me and Mia. This friend set Mia up on a blind date with one of my co-workers. Mia did not want to go on a blind date by herself, so she asked the mutual friend to come along. Our mutual friend did not want to be the third wheel, so she asked me to come along." The group spent the evening at the batting cages, hitting balls and drinking a few beers. It didn't work out with the co-worker, but Daniel and Mia remained friends.

Eventually, the friendship turned into a dating relationship, and it was time to meet the parents. Daniel asked Mia if she'd be interested in going with him to Washington, D.C. where his family now lived. Mia agreed. "Our first day there, Mia was talking with my mother a little bit, and then the second day my mother

came up to me and said, 'You know, you will marry her.' And she was right!"

In 2010, life threw a curve ball at Daniel when the restaurant he worked at closed for a few months due to a fire. Daniel was out of work. While it could have been a setback, Daniel turned it into an opportunity. He used the time to get his real estate license, something he had been thinking about doing.

As Daniel transitioned, he discovered his past experiences had laid a foundation for success in real estate. Communication, integrity, and a strong work ethic are trademarks of the best REALTOR®s. Daniel learned those lessons early in life. "I learned how to listen as a hibachi chef and communicate well. I learned persistence from my grandmother and mom. Both of them are sincere, honest, and genuine. I aim to be like that."

...

•••

More important than the business he is building as a REALTOR®, Daniel strives to be a good role model for his two girls. It's especially important to him because he didn't have that while he was growing up. Daniel opens up about his journey to becoming a good dad. "I didn't have a father figure when I was growing up; my biological father passed away when I was 3. I didn't understand what it meant to be a good parent. I learned a lot from my wife and her father. Mia's dad is a great person. I learned as I watched him be a good father figure for her family. It takes more to be a good father than it takes to be a good REALTOR®, I think."

For Daniel, the key to being a good REALTOR® and a good father is time management. Daniel may stay late at the office to finish up work, but when he gets home, it's family time. "You have to make time for yourself and time for your family." In their free time, you'll probably find Daniel and his family enjoying the outdoors at one of the parks near their home. When Daniel does get some time for himself, he enjoys golf. Though he admits that his game is not as good as it used to be. "I don't have much time to play anymore." He adds, "One of the reasons I chose to become a REALTOR® was the freedom to set your own schedule. I thought it would give me more time." Daniel chuckles. "But, that's not true." Daniel may not have all the free time he hoped for, but the personal satisfaction of helping people buy or sell a home makes it worth it. "I take great pride in helping a person achieve one of their goals or dreams in life. I really like helping people. I want to be the person that you can call for help even if it's not related to real estate."



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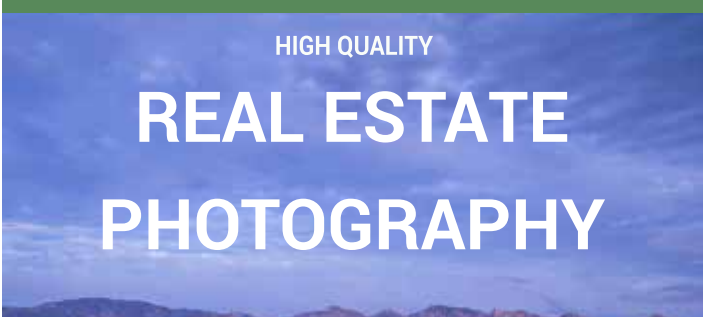
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Zach, Nicholas, Heather, & Alyssa

ZACH TYLER

Never Stop Learning

By Rod Hugen
Photos by Lillie Photography

Zach Tyler was five years old and visiting his uncle and aunt in Houston. Uncle Elliott was a police officer and one morning Zach discovered an extra pair of handcuffs in the house. He played with them for awhile and eventually managed to cuff himself. After his uncle got home from his shift, he was free. He laughs as he remembers the story. “Imagine a five year old kid spending an entire day with his hands cuffed together.” He doesn’t recall learning any great life lesson from the event, but it did add to his desire to be a police officer. He admits that if he wasn’t selling real estate, he’d probably be a cop. “I just want to help people,” he says resolutely, “and the police do

that. I really admire them; I love helping people and making the community a better place.”

For years, Zach was a top salesperson for The Specialists and was challenged to consider selling real estate so he started selling on the side only to discover that real estate is not a part time gig. He had sold four properties almost immediately so he quit his day job and took the plunge. In the next six months he didn’t make a single sale. He laughs and says, “People can read you and they know you’re



green.” “It was an extremely difficult time and he felt like a failure. He turned to his father and complained about his problems. He smiles and says his father gave him the best response he could have received, “Dad said, ‘Zach, you sound like a loser, nobody wants to work with somebody who sounds like a loser.’” This came as quite a shock as Zach expected different words from his normally soft spoken father. He ruefully acknowledges it was the kick in the pants that he needed and he is grateful to his father for telling him the truth.

He started out in the business working for Connie McIntee and he glows when he talks about what he learned from her. He learned about building rapport with the customer and building a repeat clientele, which leads to cherished referral business. “She was knowledgeable and she taught me all the basics but mostly she taught me about putting people first.” They are lessons he still follows today.

As his first year came to a close, he was heavily recruited by the Anderson Harnest team and chose to make the leap. “I became a cold calling machine,” he laughs. He attended the Mike Ferry Organization training and learned a lot about selling. “You make a hundred calls a day, get forty contacts, and arrange ten appointments, which results in two listings.” It’s brutal work and requires a lot of fortitude. Cold calling is not for the faint of heart. Zach says, “At age 24 the important lessons I learned were how to handle rejection and how to never, ever take no for an answer. They were great lessons and he draws on them still.

Wishing to expand his expertise, Zach next went to work for a real estate investor, Alan Murdock. “Alan taught me that if you have the right deal, the investors would come.” Zach claims, “He taught me the ins and outs of flipping homes and I developed relationships

with painters, carpet installers, air conditioning experts, and all sorts of contractors and repair folks that home buyers and sellers need.” He is deeply appreciative of what he learned from Alan. “People regularly call me for recommendations and it is great to have local folks I can highly recommend.” Alan also told him that he was made to go out on his own and sent him packing with the words, “You’ll be shook up now, but you’ll thank me later.”

Zach does humbly consider himself an established Realtor, but has found one motto to live by “you never stop learning.” In that, a valued mentor he still looks up to is fellow Realtor, Mike Sturgis. He has helped Zach along the way in Real Estate sales, Real Estate Investing and life. Zach is grateful for what he was given by all

of his mentors. “I wouldn’t be where I am if it wasn’t for them.”

In 2010, Zach launched out on his own building his own business. He and his wife, Heather, do marketing together and love working



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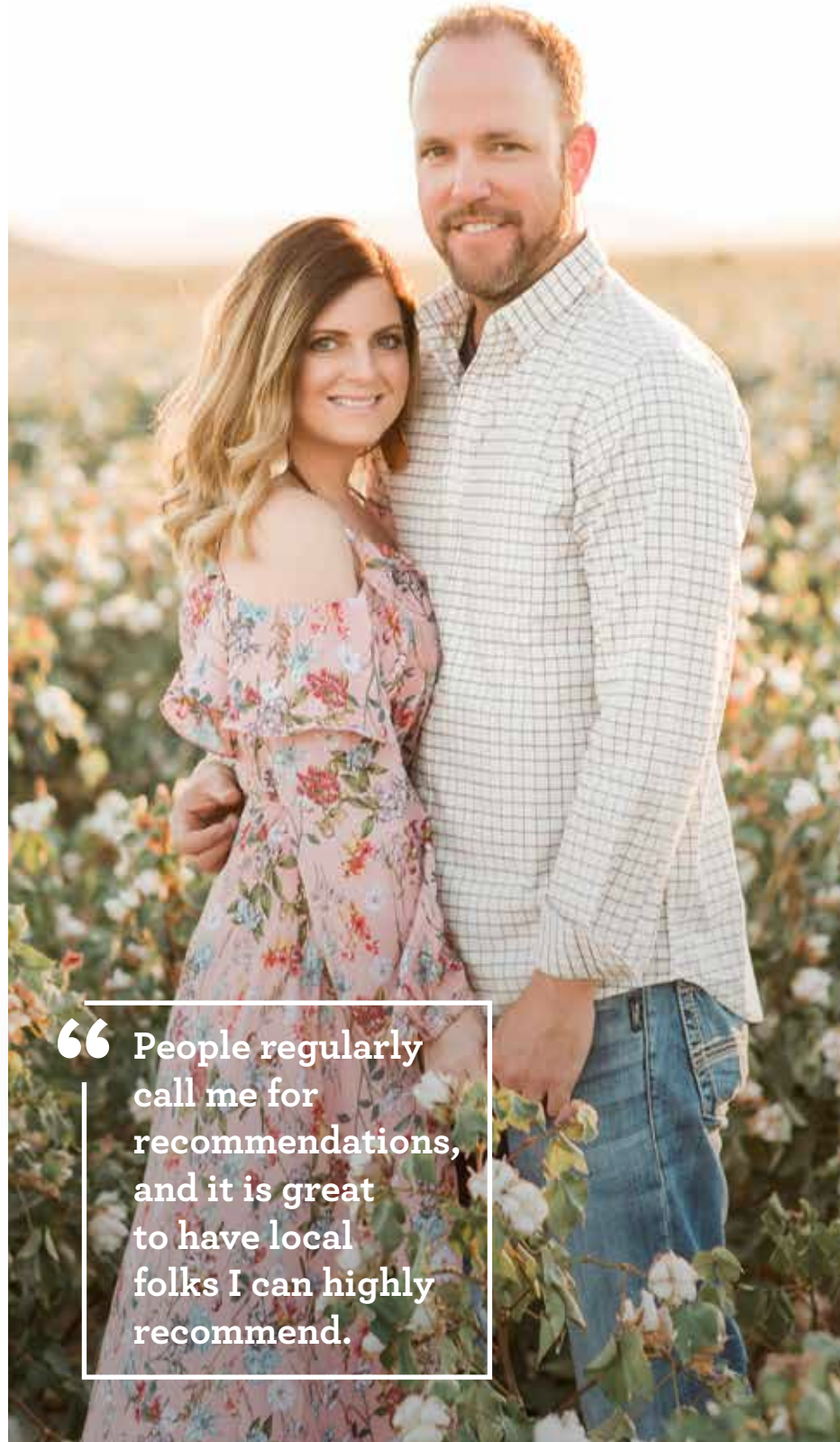
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as a team. Heather works with real estate loans and has a great deal of expertise which allows them to team up often. As his business has grown to closing seven million in 2016 he has realized the need for an administrative assistant and recently hired one. "I don't want to be too busy for people," he says.

He and Heather are high school sweethearts and have two children, 13 year old Alyssa and 8 year old Nicholas. "I love being married and I love my kids," he smiles, "between my daughter traveling all over doing competitive cheer and me coaching Nicholas' sports teams, we are always busy." Coaching baseball and football gives Zach lots of joy and he also volunteers with the Nova Home Loans Arizona Bowl advisory committee making sure transportation and other things are done to make the bowl a success. He also contributes to the Boys and Girls Club of Tucson. One of the ways he does that is by participating in the 'Cholla Cup', a golf tournament held each year where participants play 117 holes of golf over six days. He not so humbly acknowledges with a big grin that he's been champion two years in a row. "I live in the 49er's Country Club and I do love to play golf."

Zach's life revolves around community. Being part of the neighborhood and being deeply involved in the local schools as well as neighborhood events is hugely important to him. He also isn't trying to be what he isn't. "I went to Sabino High School and some kids had the best of the best. I had what I needed and was fine with regular jeans and shirts." he continues with, "We like nice things, of course, but we are simply down-to-earth." Mostly their lives are pretty boring, he is quick to acknowledge, but they like it that way.

Zach and Heather delight in the freedom and flexibility that selling real estate offers them and love being a part of so many people's lives; helping their clients become one step closer to living the American Dream.



Photos by Lilie Photography

“ People regularly call me for recommendations, and it is great to have local folks I can highly recommend.”







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▶ featuring

RUSSELL

LONG

A Tucson Tradition

Rod Hugen

Russell Long is a poet, musician, wordsmith, storyteller, and a living, breathing city of Tucson history book. He also sells real estate. When asked about his story, his eyes filled with excitement, and he begins to tell the story of his great-grandfather. He leaps to his feet and pulls out a book of photographs dating back to 1901 when his great-grandfather on his mother's side, Burton Bovee, came to Tucson because of tuberculosis and lived in a tent in what was known as Tent City. Burton worked as a janitor and jack of all trades for Desert Laboratory, a scientific endeavor funded by the Carnegie Institute to study flora and fauna in arid climates. Russell eagerly shares stories of the famous scientists who frequented the laboratory on Tumamoc Hill and how his great-grandfather helped with overseeing the experiments and later became the office manager. Russell points out early pictures of Fort Lowell, the Cathedral of Saint Augustine, mule trains led by his great-grandfather going up Mount Lemmon, a "boat house" where the scientists stored the boat they used to conduct experiments on the Colorado River and the Salton Sea.

Every picture in the album reminds Russell of a story, and he tells them with delight. Burton's daughter, Russell's grand-

...



Photography by Casey Jame

mother, graduated from Old Main in 1918. Russell's grandfather on his father's side arrived in Tucson in 1920, also for health reasons. Roy began work for Southern Arizona Bank in their real estate division until the Sherman Antitrust Act forced the bank to divest itself of its real estate business. Roy worked briefly for Tucson Realty and Trust before opening his own real estate business in 1926, working out of an office at his house. Roy was known as a fabulous salesman and was called "Mr. Acreage." He sold the land at Broadway and Craycroft to a man named Williams, and it later became the Williams Center. He also sold 160 acres north of the Arizona Inn, land which contained a huge luxurious home, a polo ground, and Tucson's first private swimming pool for \$25,000. As part of the deal, Roy negotiated that he and his family could live in the house for a year while the buyer traveled abroad. It was quite a deal.

Tucson was extremely popular with the soldiers who had been stationed at Davis Monthan Air Force Base, and after the war many of them returned to Tucson to live. The soldiers and their families would often stay at the Santa Rita Hotel downtown, and Roy would pick a family up there early in the morning, show them houses until noon, return to the hotel for lunch,



“ [My dad] was as honest as you can get, and he was extremely kind, gracious, and respectful toward his agents...I learned how to treat people by watching my dad.

and show houses to another family in the afternoon, day after day. In 1952 Roy sold the business to Russell's mom and dad.

Russell's dad, Barry, grew the business from one small office to 10 offices and several hundred agents by the time he retired in 1980. "Dad was a salt-of-the-earth kind of guy," Russell says. "He was as honest as you can get, and he was extremely kind, gracious, and respectful toward his agents, which numbered in the hundreds." How he treated people and being respectful were lessons he passed on to his son. "I learned how to treat people by watching my dad."

In 1980, Barry sold the business to his three sons and their general manager. By this time it was a huge enterprise and worth a good deal of money. The four of them put down 10 percent, which required placing second mortgages on their homes. His parents carried the 90 percent remainder as a loan for 10 years, and they were able to pay the debt in that timeframe. "It was an extremely difficult time, particularly as interest rates soared in the early 1980s. We didn't know if we were going to make it, but we somehow survived."

Russell started selling homes in 1977. It was a big transition. He had been a

high school English and speech teacher, and coached the speech and debate team. His degree was in English Literature and Writing, and he describes himself as an "artsy" kind of guy. "I was a musician and played in a high school band called 'Rocky and His Friends.' I loved it, but Dad wanted me to go into business, so I did. I hated business and statistics, so I switched to a government major, which I liked a little better. But then Vietnam happened." Russell joined the National Guard, going through basic training and becoming a military police officer. "Going through all that was a kick in the head, and when I got back to Tucson I enrolled as an English major." Russell loved reading and writing, and enrolled in the Ruth Stephan Poetry Writing School studying under renowned poet Richard Shelton. In 1977, he met his wife, Christine, at the university. "We fell in love and wanted to get married, so she got a job as a teacher's aide and helped me finish college." He then became a teacher at Cholla High School, which allowed her to return to school to finish up her degree. He smiles and says, "Teaching was great for me! I enjoyed it, but it was extremely hard. I had five classes a day with three preps and 150 kids. I would come home exhausted."

Christine began teaching as a special education teacher at Saguaro High, and they agreed she would teach another year in order for him to get started in real estate. After teaching for four years, his fifth year contract was to be for \$12,500, but the move to real estate was lucrative in that he earned \$25,000 his first year. After selling for several years, he became the manager of the Tanque Verde office of Long Realty. In 1980 he became one of the owners until 1994. "My wife and I decided to return to sales. I had managed and owned for 16 years, and it was time to get back into what I enjoyed." He enjoyed getting out on his own. "I discovered I don't like being told what to do." He goes on to opine, "The only jerk I ever want to work for is me."

Selling is enjoyable mostly, and he enjoys helping people and talking with them. Treating folks well is a lesson he learned well. "There's no room for arrogance. A big head is just a larger target for a two by four," he laughs. He loves learning and continuing education, and confesses to being a constant Googler. "I'm never bored."

Russell sells, Christine markets, and they have two highly valued and greatly appreciated assistants, Dana Raney who serves as office manager, and a marketing specialist, Linda Leighton. They are small and efficient, and it works well for them.

Russell's big love is playing music with the "Rillito River Band" comprised of Oscar Chavez, John McCaleb, John Turi, and Roger Worley. They can be found in venues all over Tucson including regular gigs at the Gaslight Theater. "Real estate is my vocation, and music is my avocation." It is an avocation that has led to recognition and an induction into the Tucson Music Museum Hall of Fame.

Words and music, poetry and song are an integral part of Russell Long's life. "I hope my father, grandfather, and great-grandfather are proud," he says in closing. One suspects they are.





TUCSON REAL PRODUCERS EVENT HIGHLIGHTS



I am writing this the day after our second Tucson Real Producers event. Trying to soak in the sounds and feel of the night.

Oro Valley Country Club stepped up to make a great impression on the realtor community. They served delicious appetizers and treated everyone to a beverage. The Club is here to dazzle your clients who live close by and want to have a connection both socially and on the golf course. It is a com-

munity where neighbors can get to know each other and interact. If you remember, Jack at OVCC said he will take any client you send to him for a round of golf to show off the amenities of what they have to offer. Take him up on it! They will love it.

A huge shout out to LeeAnne Savage, our own rock-star Realtor, and Justin Volpe with The Billy Shaw Jr. Band for 'being the highlight of the evening. Period! The music was perfect and had us all ready to burst

...

...

out in song or dance! What a treat it was to have Lee-Anne and Justin share their talents for the evening!

As you know, our partners are the reason we can do what we do. Several stepped up to sponsor this event, which helped to make it amazing. Thanks to Jan Brenneman from Fix My AC, Zach Mooney with Summit Funding and KB Home for your dedication to the success of TRP.

Lastly, thanks to our partners who brought door prizes: ListerAssister, Before and After Staging, Fix My AC, and Oro Valley Country Club.

What I loved the most was the laughter, and the sound of you all talking and connecting. That is what we are all about and creating this space for it to happen makes it worth all the effort. Many of you said that is what you appreciated as well!

Enjoy the photos, and see who was in the house! Much thanks to the amazing Casey James who makes our publications stellar with his vision, eye and crazy talent.

If you could not make it out this time, be sure to look out for the invite to our next event in July. We will find a *cool* spot! Maybe we will all go swimming... Lol! If you know of a great venue, email me at Delilah.royce@realproducersmag.com. I am always creating a list of great places to gather.

Cheers,
Delilah

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Chris Pendleton And Shannan Marty

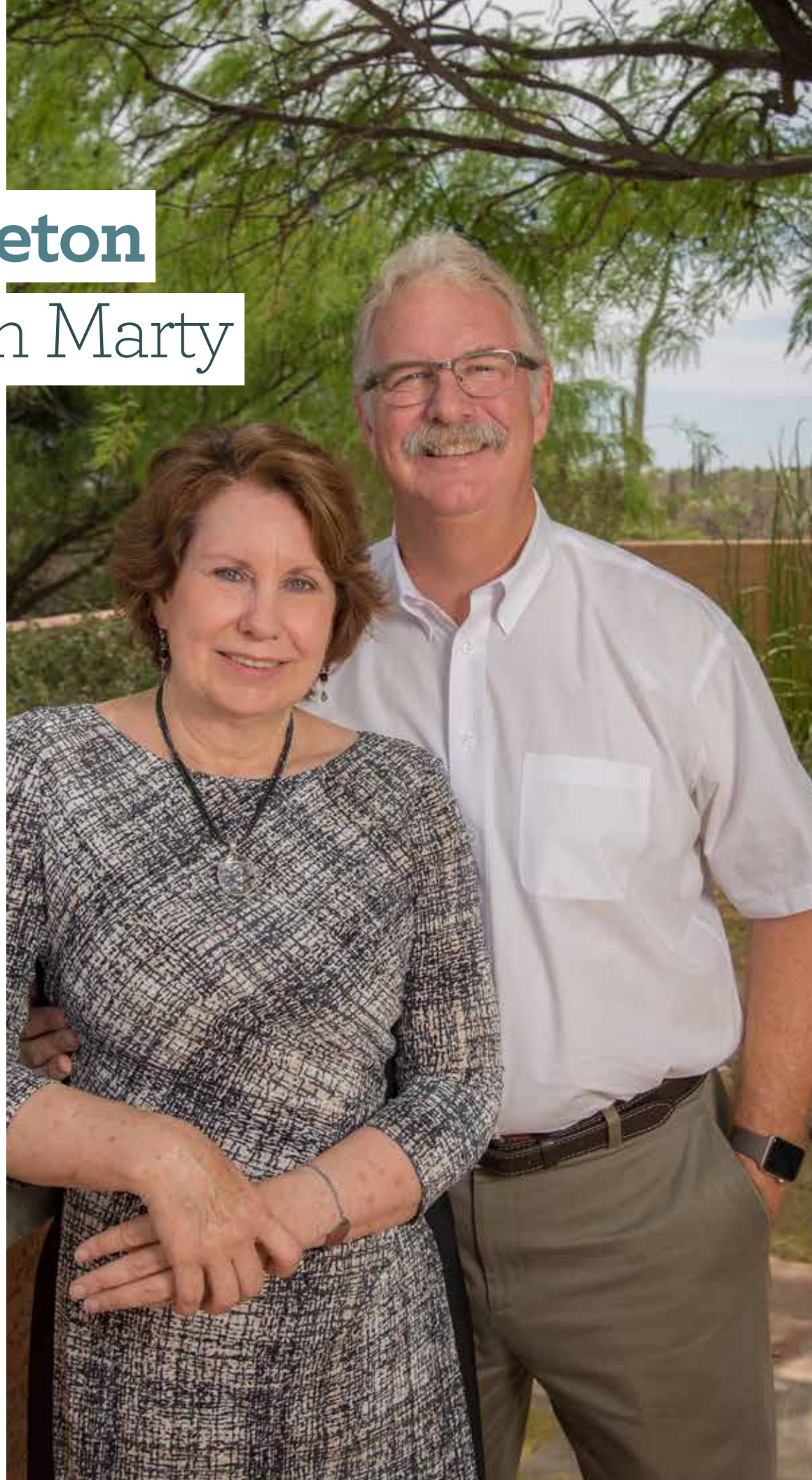
*FIRE CHIEF, BUSINESS OWNER AND
PHILANTHROPY COME TOGETHER*

Kamryn Stichter

Who would have guessed that a retired fire chief and a successful entrepreneur would become an outstanding real estate duo? That's exactly what Chris Pendleton and Shannan Marty have done. They have been playing the real estate game as investors, house flippers and residential agents for several years. Chris, the marketing master, and his brilliant wife, Shannan, joined forces as real estate partners in 2009 and have been making big moves ever since.

Chris and Shannan met while scuba diving at a beach in Mexico. They have been married for twenty-three years and have evolved equally as a couple and as individual professionals. Shannan sold her environmental testing company, Tracer Research Corporation that tested petroleum tanks and pipelines all over the world to a Fortune 100 company and real estate slowly became her life. "I started as an investor long before we were licensed and I started flipping houses before there were TV shows about it," Shannan says. "When Chris retired from the Fire Department, we thought he should be licensed so he could do our own transactions and then after a few years, we got really busy with clients so I got licensed to help out."

Chris's real estate career ignited after he retired from Rural/Metro as a fire chief and paramedic. After 28 years in the industry, real estate was a bittersweet change. "I have been in the worst situations you could ever imagine, from raging structure fires to mass casualty accidents - absolutely horrific situations," Chris reveals. "The fire service has really given me a sense of what's important in life and what's not. I don't sweat the small stuff." After experiences like those, it's all small stuff.



"I think our knowledge and experience have made us successful," Chris explains. Shannan has a law degree from the University of Arizona and Chris has a Bachelor's in Business Administration. Success and determination definitely run in the family. Their oldest son has a Chemical Engineering degree and is working on his Master's in Environmental Engineering at the UofA. Their other son currently dances with the Milwaukee Ballet but will be moving to New York to join the Rochester City Ballet. Chris and Shannan are also proud grandparents to a snake named Gucci.

Like their sons, Chris and Shannan nurture their growing intelligence in their livelihood regularly. They have accumulated many supportive designations. Some of these designations include Master Certified Negotiation Expert, Certified Distressed Property Expert, and Short sale and Foreclosure Resource. Chris and Shannan admittedly have a busy work schedule, but in their free time they enjoy wine tasting and traveling around the world to scuba dive. Their favorite destination is the Sea of Cortez. Technology is one of Chris's favorite hobbies which he is able to incorporate into work.

Technology has altered the industry tremendously since Chris first got his license in 1986, but he embraces it. "Technology has made our lives so much simpler. We can get so much more done," Chris explains. "We stay on the cutting edge of marketing and we've got a marketing plan that is second to none." Chris has been a photographer for most of his life and proudly takes all of his own listing photos. He is also FAA certified to fly drones for aerial photography. His latest talent is using a 360-degree camera for virtual tours. There's even a virtual reality goggle option that makes you feel like you're at the property - there will be no surprises when buyers show up and out of state buyers are taking notice. Chris's work proves that it's possible to capture the essence of a property with new media. "It's going to be the new standard of care," he insists. As a content producer that started a YouTube channel eight years ago, Chris might be onto something.

Despite these advantages, Chris and Shannan believe their key to success is their ability to tailor their communication to the buyers and sellers. Chris views Russell Long



as a role model because despite his success in the luxury market, he will pick up his phone on a Sunday evening for work. Chris and Shannan strive to build their reputation the same way. A standout experience for Shannan was helping a single mother who had been saving for six years buy her first home in a competitive market. Shannan's offer beat out others that were higher in price because she wrote a thoughtful letter that spoke to the seller's heart. Chris and Shannan have both put a lot of energy and care into perfecting their business, but they are equally as concerned with the ways they give back to the Tucson community.

"I spend a lot of time actively contributing to the community and we're both active on many boards and organizations," Shannan says. "We really like to be involved with organizations that educate people about the great natural resources we have access to." Shannan is referring to her latest project as a chair of the Science and Conservation Council at the Arizona-Sonora Desert Museum, where the

focus is preserving the Sonoran Desert and the Gulf of California. She is passionate about educating on environmental issues like pollution, overfishing and recycling so people are more informed to make decisions that will have a positive impact. Shannan was also a member with the Tucson Botanical Gardens, where she did no cost transactions for neighboring properties. Chris was on the board of the Tucson Children's Museum and spent eight years on the Handi Dogs board of directors, which supports service dog training for people with disabilities. He is now on the foundation board for that organization.

Chris Pendleton and Shannan Marty are proof that hard work and dedication to improvement make for an interesting and successful life. They are an embodiment of the entrepreneurial spirit that makes their contribution to the real estate market stand out. With Chris's innovation and Shannan's knowledgeable background, their team will continue to make it's mark on Tucson.



NOMINATE A COVER STORY

Please send all nominations to
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TOP 125 STANDINGS

Teams and Individuals Closed Date From January 1, 2018-April 30, 2018

Rank	Name & Office	Sides	Volume	Average
1	Kyle Mokhtarian (17381) of Realty Executives Tucson Elite (498305)	153.5	29,213,295	190,315
2	Marsee Wilhems (16298) of Exp Realty (495201)	124.5	27,797,043	223,269
3	Michael D Rhodes (19668) of Realty Executives Tucson Elite (498307)	127.0	24,141,975	190,094
4	Janell E Jellison (4774) of Long Realty Company (16706)	35.5	23,025,200	648,597
5	Kaukaha S Watanabe (22275) of eXp Realty (495203) and 1 prior office	100.5	19,888,572	197,896
6	Danny A Roth (6204) of Keller Williams Southern Arizona (478306)	70.0	18,947,613	270,680
7	Laura Sayers (13644) of Long Realty Company (16717)	41.5	13,843,950	333,589
8	Don Vallee (13267) of Long Realty Company (298)	37.5	12,813,800	341,701
9	Russell P Long (1193) of Long Realty Company (298)	19.0	12,812,378	674,336
10	Sandra M Northcutt (18950) of Long Realty Company (16727)	38.5	12,632,400	328,114
11	Laurie Lundeen (1420134) of Coldwell Banker Residential Br (70204)	59.0	12,417,550	210,467
12	Denice Osbourne (10387) of Long Realty Company (16707)	29.0	11,367,702	391,990
13	Joshua Waggoner (14045) of Long Realty Company (16706)	6.0	9,124,500	1,520,750
14	Curt Stinson (4808) of Realty Executives Tucson Elite (4983)	39.5	8,904,860	225,439
15	Lisa M Bayless (22524) of Long Realty Company (16717)	26.0	8,668,388	333,400
16	Taylor Mize (36294) of PCD Realty LLC (4826)	29.0	8,589,180	296,179
17	Peter Deluca (9105) of Long Realty Company (298)	27.5	8,344,632	303,441
18	Brenda O'Brien (11918) of Long Realty Company (16717)	20.0	8,321,200	416,060
19	Jerri Szach (6050) of Long Realty Company (16706)	18.0	7,968,897	442,716
20	Peter R Oosterhuis (32811) of Dove Mountain Realty, LLC (5156)	6.0	7,728,626	1,288,104
21	Laurie Hassey (11711) of Long Realty Company (16731)	23.0	7,674,080	333,656
22	Ricardo B Aranda (30899) of Exp Realty (495201) and 1 prior office	39.5	7,657,575	193,863
23	Spirit Messingham (22794) of Tierra Antigua Realty (2866)	24.0	7,447,800	310,325
24	Kevin McAndrews (25461) of KLB Equity Brokers (5700)	32.0	7,287,100	227,722
25	Robin Sue Kaiserman (4368) of Long Realty Company (16706)	11.5	7,237,100	629,313
26	Tom Ebenhack (26304) of Long Realty Company (16706)	25.5	7,158,415	280,722
27	Madeline E Friedman (1735) of Long Realty Company (16719)	16.0	7,146,750	446,672
28	Alfred R LaPeter (32582) of Long Realty Company (16717)	18.0	7,133,775	396,321
29	Jose Campillo (32992) of Tierra Antigua Realty (2866)	44.0	7,090,335	161,144
30	Aaron Wilson (17450) of Keller Williams Southern Arizona (4783)	34.5	7,082,150	205,280
31	Heidi M Baldwin (4228) of Long Realty Company (16706)	13.0	6,988,930	537,610
32	Angela Tennison (15175) of Long Realty Company (16719)	19.0	6,932,000	364,842
33	Don Hatcher (31480) of MTH Realty LLC (5383)	19.0	6,741,041	354,792
34	Jennifer Philips (16201) of Realty Executives Tucson Elite (4983)	30.0	6,572,800	219,093

Rank	Name & Office	Sides	Volume	Average
35	Traci D. Jones (17762) of Keller Williams Southern Arizona (478302)	28.5	6,396,137	224,426
36	Michael Shiner (26232) of CXT Realty (5755)	29.0	6,371,575	219,709
37	Shawn M Polston (20189) of Keller Williams Southern Arizona (478306)	46.0	6,370,274	138,484
38	Nicole Jessica Churchill (28164) of Keller Williams Southern Arizona (4783)	23.0	6,227,525	270,762
39	Sofia Gil (1420209) of Realty Executives Tucson Elite (4983) and 1 prior office	28.0	6,127,600	218,843
40	Vicki L Holmes (19184) of Long Realty Company (16719)	23.5	6,099,300	259,545
41	Susan Denis (14572) of Habitation Realty (4119)	16.5	5,989,000	362,970
42	Anthony D Schaefer (31073) of Long Realty Company (298)	20.0	5,823,347	291,167
43	Kathy Westerburg (1420955) of Tierra Antigua Realty (286610)	19.5	5,659,400	290,226
44	Martin Durkin (145036508) of Russ Lyon Sotheby's International Realty	12.5	5,604,300	448,344
45	Anthony Boatner (16214) of Keller Williams Southern Arizona (478306)	30.5	5,576,325	182,830
46	John E Billings (17459) of Long Realty Company (16717)	20.0	5,573,200	278,660
47	Anjela K Salyer (30415) of Mattamy Homes (5799)	14.5	5,520,113	380,697
48	Maria R Anemone (5134) of Long Realty Company (16717)	11.0	5,419,700	492,700
49	Roni Benge-Adamson (8355) of Keller Williams Southern Arizona (4783)	16.5	5,407,262	327,713
50	Kelly Garcia (18671) of Keller Williams Southern Arizona (4783)	22.0	5,396,899	245,314

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Teams and Individuals Closed Date From January 1, 2018-April 30, 2018

Rank	Name & Office	Sides	Volume	Average
51	Karin S. Radzewicz (20569) of Coldwell Banker Residential Brokerage (70202)	11.0	5,393,000	490,273
52	Denise Newton (7833) of Realty Executives Tucson Elite (498306)	19.0	5,295,700	278,721
53	Ann K Gavlick (27887) of Tierra Antigua Realty (286601)	18.0	5,155,000	286,389
54	Corissa Y Miller (22532) of Tucson's TLC Realty (3939)	23.0	5,126,752	222,902
55	Jeffrey M Ell (19955) of Keller Williams Southern Arizona (478312) and 1 prior	18.0	5,112,258	284,014
56	Kristin Gloria Penrod (33258) of Redfin Corporation (477801)	16.5	5,065,500	307,000
57	Patricia Sable (27022) of Long Realty Company (16706)	13.0	5,006,550	385,119
58	Glenda Grow (7030) of Realty Executives Tucson Elite (4983) and 1 prior office	13.0	4,977,500	382,885
59	Gerald L Hause (30852) of Long Realty Company (16728)	13.0	4,929,500	379,192
60	Nanci J Freedberg (30853) of Tucson Land & Home Realty LLC (783)	6.0	4,905,000	817,500
61	Lori C Mares (19448) of Long Realty Company (16719)	21.5	4,696,700	218,451
62	Timothy R Hagyard (32545) of Long Realty Company (16707)	16.0	4,666,400	291,650
63	Tim Rehrmann (25385) of Keller Williams Southern Arizona (478306)	19.5	4,636,199	237,754
64	Judy L Smedes (8843) of Long Realty Company (16706)	9.0	4,606,750	511,861
65	Susanne Grogan (17201) of Russ Lyon Sotheby's International Realty (472203)	4.0	4,575,200	1,143,800
66	Tony Ray Baker (5103) of Tierra Antigua Realty (286606)	14.5	4,575,000	315,517
67	Layne Lundeen (31434) of Long Realty Company (16731) and 1 prior office	12.0	4,545,005	378,750
68	Steven W Inouye (22297) of Long Realty Company (16706)	14.5	4,539,300	313,055
69	James Servoss (15515) of Keller Williams Southern Arizona (478306)	28.5	4,502,600	157,986
70	Alan Murdock (13942) of Realty Executives Tucson Elite (498305)	22.0	4,491,708	204,169
71	Robert H Brakey (19337) of Roca Realty (4688)	29.0	4,474,900	154,307
72	Ronnie G Spece (19664) of At Home Tucson Realty (4637)	17.0	4,444,300	261,429
73	Adriana Loschner (1780) of Long Realty Company (16706)	10.0	4,369,200	436,920
74	Sue Brooks (25916) of Long Realty Company (16706)	13.0	4,363,127	335,625
75	Jenna D Loving (18375) of Russ Lyon Sotheby's International Realty (472203)	12.0	4,340,000	361,667
76	Marta Harvey (11916) of Russ Lyon Sotheby's International Realty (472203)	8.5	4,336,200	510,141
77	Jennifer O'Brien (14140) of Long Realty Company (298)	13.0	4,316,782	332,060
78	Lisa Korpi (16056) of Long Realty Company (16727)	18.0	4,308,200	239,344
79	McKenna St. Onge (31758) of Long Realty Company (16706)	7.0	4,259,750	608,536
80	Louis Parrish (6411) of United Real Estate Southern Arizona (5947)	12.0	4,196,564	349,714
81	Tom Peckham (7785) of Long Realty Company (16706)	8.0	4,168,000	521,000
82	Tracy Wood (36252) of Russ Lyon Sotheby's International Realty (472203)	18.0	4,126,150	229,231
83	Dorothy May (25551) of Long Realty Company (16728)	11.5	4,106,500	357,087
84	Alicia Girard (31626) of Long Realty Company (16717)	16.0	4,100,748	256,297

Rank	Name & Office	Sides	Volume	Average
85	Gary P Brasher (80408123) of Russ Lyon Sotheby's International Realty	11.0	4,092,000	372,000
86	Paula J MacRae (11157) of OMNI Homes International (5791)	16.5	4,069,500	246,636
87	Victoria R McGullam (31547) of Tierra Antigua Realty (2866)	24.5	4,067,900	166,037
88	Kristy E Johnson (22342) of Long Realty Company (16728)	11.5	4,046,475	351,867
89	Lynn Slaten (14783) of Long Realty Company (16728)	11.5	4,046,475	351,867
90	Eddie Watters (31442) of Realty Executives Tucson Elite (4983)	18.5	4,012,000	216,865
91	Jameson Gray (14214) of Long Realty Company (16706)	6.0	3,954,750	659,125
92	Catherine Wolfson (1993) of Coldwell Banker Residential Brokerage (70202)	9.0	3,943,642	438,182
93	Nick Labriola (27326) of Long Realty Company (16719)	9.0	3,938,500	437,611
94	Vicki L Watson (17499) of Coldwell Banker Residential Br (70204)	16.0	3,924,200	245,262
95	Karen A Baughman (20321) of Coldwell Banker Residential Brokerage (70202)	18.0	3,880,000	215,556
96	Mary G Dorais (5988) of Long Realty Company (16706)	10.0	3,810,900	381,090
97	Oscar J Ramirez (5010) of Long Realty Company (16727)	4.5	3,800,000	844,444
98	Elizabeth "Bizzy" Orr (22768) of Realty Executives Tucson Elite (498306)	11.5	3,744,989	325,651
99	John LaRocca (26586) of Long Realty Company (298)	2.5	3,743,350	1,497,340
100	Jill B Rich (1675) of Long Realty Company (298)	13.0	3,729,900	286,915

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TOP 125 STANDINGS

Teams and Individuals Closed Date From January 1, 2018-April 30, 2018

Rank	Name & Office	Sides	Volume	Average
101	Melissa Coate (27827) of Realty Executives Tucson Elite (498306)	14.5	3,727,000	257,034
102	Pam Treece (13186) of Long Realty Company (16717)	10.0	3,724,000	372,400
103	Mary Vierthaler (12199) of Long Realty Company (298)	14.0	3,715,325	265,380
104	Stephen H McNair-Laese (33345) of Keller Williams Southern Arizona (478309)	17.5	3,678,532	210,202
105	Jim Jacobs (7140) of Long Realty Company (16706)	12.0	3,671,400	305,950
106	Leslie Heros (17827) of Long Realty Company (16706)	12.0	3,654,660	304,555
107	Alyssa A Kokot (18637) of Coldwell Banker Residential Brokerage (702)	14.0	3,597,400	256,957
108	Jason K Foster (9230) of Keller Williams Southern Arizona (478302)	10.0	3,591,500	359,150
109	Jeffrey S Armbruster (28672) of Realty Executives Tucson Elite (498306)	13.5	3,588,468	265,812
110	Jennifer C Anderson (16896) of Long Realty Company (16724)	17.0	3,587,950	211,056
111	Margaret E. Nicholson (27112) of Long Realty Company (16728)	9.5	3,586,500	377,526
112	Heather Shallenberger (10179) of Long Realty Company (16717)	14.0	3,549,900	253,564
113	Jenni T Morrison (4744) of Long Realty Company (298)	11.0	3,533,000	321,182
114	Tori Marshall (35657) of Coldwell Banker Residential Brokerage (70207)	9.0	3,514,800	390,533
115	Donna B. Rollman (26628) of Realty Executives Tucson Elite (4983)	6.0	3,507,478	584,580
116	Helen B Vinson (9304) of Oracle Land & Homes (875)	12.5	3,501,500	280,120
117	Daniel F Sieverding (22220) of Long Realty Company (16728)	10.0	3,458,615	345,862
118	Donna R Berger (19251) of Coldwell Banker Residential Brokerage (70202)	7.0	3,444,000	492,000
119	Raj K Kohli (15008) of Tierra Antigua Realty (2866)	9.0	3,386,000	376,222
120	Gerry M Costa (20343) of Coldwell Banker Residential Brokerage (70202)	12.5	3,367,400	269,392
121	Debra Quadt (16709) of Redfin Corporation (477801) and 1 prior office	5.5	3,364,400	611,709
122	Candy Bowen (37722) of Tierra Antigua Realty (286610)	15.5	3,354,750	216,435
123	Wanda Fudge (28579) of Long Realty Company (16728)	12.5	3,343,900	267,512
124	Pam Rugggeroli (13471) of Long Realty Company (16719)	13.0	3,335,899	256,608
125	Mary H Gordon (764) of Long Realty Company (298)	11.0	3,332,800	302,982

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