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ON THE RISE

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REAL STORY

**Tim and Stacia Ehlen**

PARTNER SPOTLIGHT

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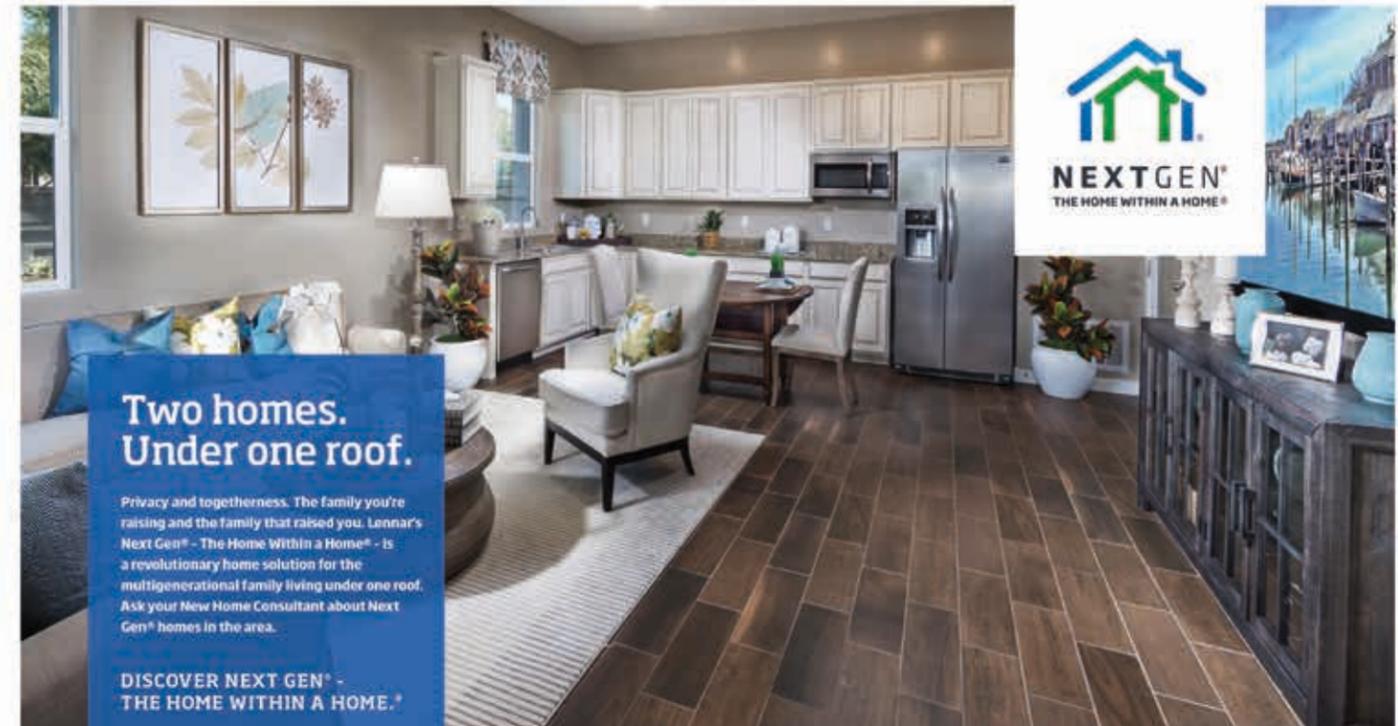
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# TABLE OF CONTENTS



08

Preferred Partners



10

Welcome Note



12

Partner Spotlight: Mattamy Homes



16

Feature Agent: Blake Clark



20

Coaching Corner



22

On the Rise: Kathleen Benton & The KB Group



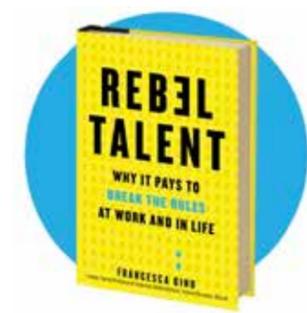
26

Real Story: Tim and Stacia Ehlen



30

Question of The Month



34

Book Review



37

Pam's Monthly Update



38

Calendar of Events



44

Top 150 Southeast Valley

## MEET THE EAST VALLEY REAL PRODUCERS TEAM



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# Inspector's CORNER



Whether it's a listing presentation, or driving around your buyers, we've all been faced with the awkwardness of small talk. And we don't want to seem like we are always in "Sell" mode. And worse, many times we have run out of things to say. Well, there's good news: you can use the FROG or FORD method for conversation, and may end up making a real friend in the process.

## How 'Bout This Weather?

The method is all about asking questions, which is a research-backed way to make people like you better. This also helps you service their needs better. A 2017 study published in the Journal of Personality and Social Psychology found that when subjects were instructed to ask more questions, their conversation partners found them more likable. That same study also looked at a speed-dating scenario, and found that people who asked more follow-up questions were more likely to get a second date. It's a fact: people like talking about themselves. Ask them to do what they like, and they'll probably like you, too.

## The Method

Without further ado, here's the FROG / FORD method. Those letters stand for four topics that can be used as conversation starters for just about anyone:

**F: Family** (You should be asking this to at least know how many bedrooms they need!) Also do they have family in

town? Do they want to be close to them?

**O: Occupation** ("What do you do for a living?") – This can mean a lot toward location, or they work from home and need additional room

**R: Recreation** ("What do you like to do for fun?") Hobbies can be a passion. People can dedicate much to them, may effect location or size of home, and most important, shows you care about them

**D: Dreams / G Goals** ("Any plans for where to live when the children are grown?") Or could they be looking for a second home in the future?

If you really want to cut through the awkwardness, it's important not only to ask questions, but to really listen to the person's answers. Next, comment on them, and ask follow-up questions. Before you know it, you'll be deep in conversation with a new friend!

Don't feel bad if the other person does not immediately pick up on the topics that you suggest. It may take a few attempts before you find something that gets that person interested in talking. Be sure to listen and reflect back what you hear.

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# Let Go and Grow



▶ welcome note

By Jenni Vega

I remember going to a Cutco sales conference back in 2011 and hearing our St. Louis sales rep, Katie, tell our group about her new assistant. At that time, none of us sales reps had an assistant, and it was a foreign concept to us. Katie paved the way for all of us, and we oohed and aahed as she began to explain how her assistant did all of her administrative work, and even made phone calls for her!

Fast forward to 2019 and I am blessed to have several assistants.

As I talk to REALTORS® who receive this publication, our advertising partners, and other colleagues within my own businesses, it's clear that there are so many fellow entrepreneurs out there who are afraid to *let go*. Granted, we all can do things better than anyone else on our team. But if someone else can get 75% of the results that you get, it's worth it!

Don't kill your business by developing the limiting mindset that everything has to be done by you. Let go, and grow!



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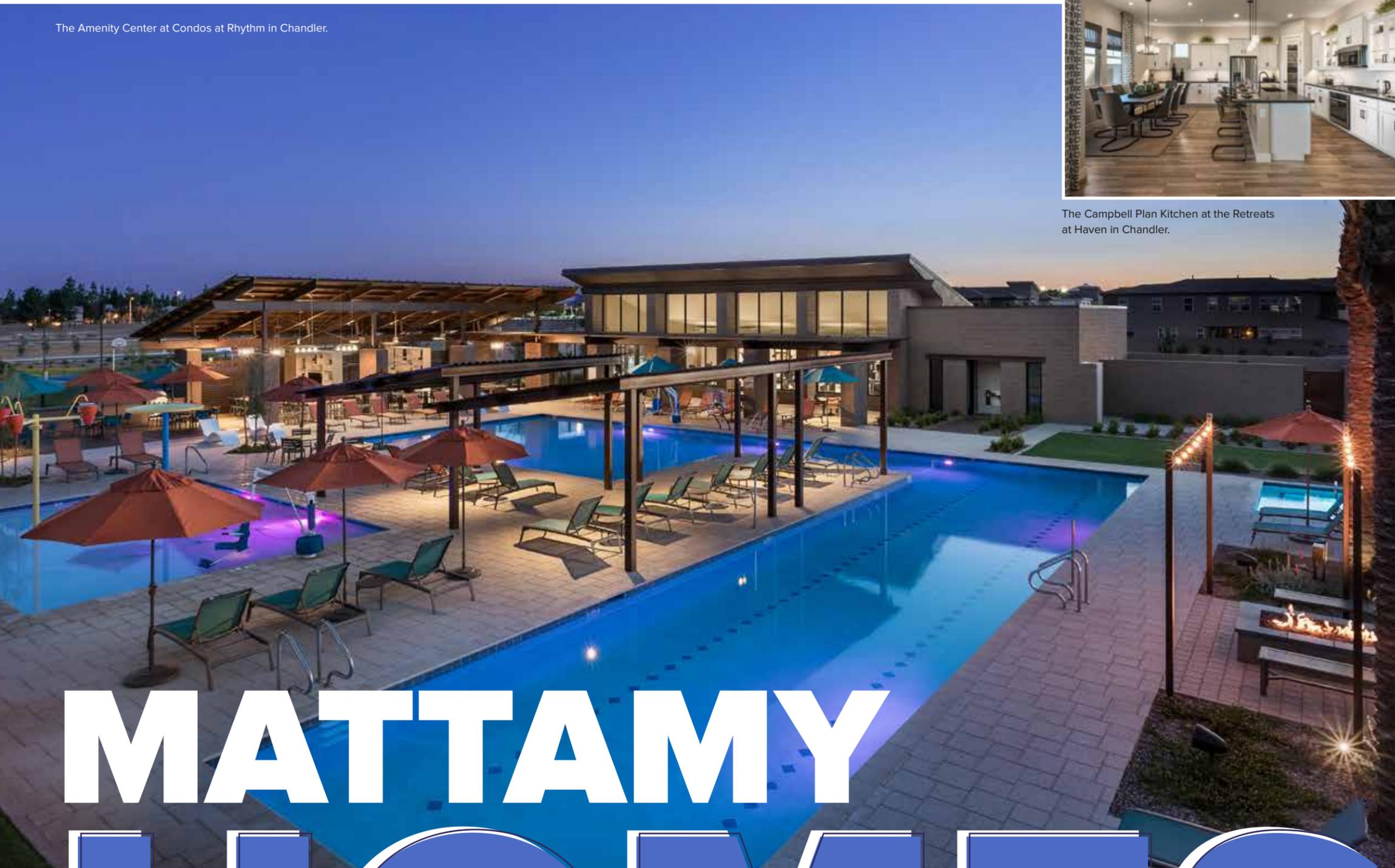
The Amenity Center at Condos at Rhythm in Chandler.



The Campbell Plan Kitchen at the Retreats at Haven in Chandler.



The Lofts at Haven in Chandler.



# MATTAMY HOMES

By Sarah Wind

**Mattamy Homes** is recognized as North America's largest privately owned home builder. They have 90,000 homeowners in hundreds of communities. What makes them different than other builders is their conscious and thoughtful attention to community design and creating places that people want to live. Emphasis is placed on providing desirable community features for residents to enjoy such as parks and gathering places, walking and biking trails, open space and in some communities, pools and amenity centers. They also pay close attention to exterior home design, creating unique streetscapes throughout each community.

Another differentiating factor is the amount of consumer research they do to find out what homeowners are wanting, today and tomorrow. They make sure their floor plans are tailored for the way that people live. Trends with outdoor living spaces such as patio extensions and expansive patio doors are making their way into their designs because of consumer feedback.

REALTORS® are always welcome at Mattamy Homes communities, where they will be treated as a valuable partner throughout their client's home purchase and construction. REALTORS® can expect to find competitive commission percentages as well as exclusive events designed just for Real Estate Agents. One popular example is the VIP events thrown in advance of each community Grand Opening, whereby REALTORS® are welcomed into the community before it officially opens to have a sneak peek at new model homes while enjoying great fares in a happy hour or breakfast setting. REALTORS® may also benefit from periodic bonuses that accompany specific opportunities like community grand openings and sales events. REALTORS® should always check with their Mattamy New Home Counselor at each community for details on current commissions and promotions.



The Gambel Plan at Avier East in Chandler.



The Seville Plan at Enclave at Hamilton Ranch in Chandler.



The Verde Plan at Tavera Vista in Mesa.

•••

In addition to building homes for buyers from the ground up, they often have homes in various construction stages being built for a quick move, knowing that many buyers are looking for a home that will be ready for move-in when they are. The interiors of these homes are professionally designed so that all the colors and finishes work together, and so that the new homeowner will enjoy the uniquely tasteful selections.

There are five communities currently active in the East Valley, all with quick move-in homes ready for your clients. If you haven't seen these developments yet, check them out soon!

**Condos at Rhythm:** Part of the larger Rhythm community located at the border of Chandler and Tempe, these five-unit condo buildings each include five distinct floor plans that all include private, attached two-car garages. The bottom floor features a single-story home at 1,400 square feet. The other four homes, which live mainly on two upper levels with the garage on the bottom floor, offer up to 2,187 square feet of spacious living, with expansive covered patio spaces on the second and third levels. Resort-style

amenities include a beautiful outdoor pool and spa, a fully equipped fitness center, basketball court, grass areas, walking paths, and a gated entry. If a low-maintenance lifestyle is what your clients are looking for, this would be a great choice for them. Plus it is conveniently located close to the I-10 freeway.

**Tavera Vista:** This brand new gated community in Mesa has single family homes, both single and two-story, from 1,784 to 3,101 square feet. Located off of Loop 202 on Guadalupe, it's close to established conveniences as well as US-60, giving you access to employment centers, tech corridors, airports, and recreation. It is also in the Gilbert School District.

**Tavera Park:** This is also a brand new gated community, adjacent to Tavera Vista. It offers smaller single family, single and two-story homes on smaller, low-maintenance homesites ranging from 1,267 to 2,193 square feet. Tavera Park offers a great sense of security and community including amenities such as a pool and spa, ramada, and play area.

**Enclave at Hamilton Ranch:** This gated community has been selling quickly and they are ¾ of the way sold. Single-family homes ranging from 1,712 to 3,062 square feet with up to seven bedrooms and spacious backyards. This coveted location off of Arizona Avenue is close to Hamilton High School and many nearby conveniences and is in the top-rated Chandler Unified School District.

**Avier West:** Duplex homes in Avier West have private garages and low-maintenance backyards offering hassle-free living. Within this intimate, gated community are homes from 1,472 to 2,094 square feet. There is a private community pool and a small tot lot. Avier West offers a desirable location situated on the South West corner of Cooper Road and Queen Creek Road in Chandler, with nearby access to superior schools, popular restaurants, entertainment and recreation, and easy freeway access.

**Avier East:** Single-family homes in Avier East (right across the street from Avier West) offer single- and two-story single-family homes with nicely sized backyards and two- and three-car

garages. Homes range from 1,785 to 3,255 square feet. This community is located in the Chandler School District, as well as offering easy access to Loop 202 Santan freeway and an abundance of great conveniences.

**Haven:** Located in the heart of Chandler, this gated community lives up to its name, as it offers a wonderful Haven for its residence, complete with a large central amenity including a resort-style pool, fully-equipped fitness center, covered social area with TV and fireplace and plenty of umbrella-covered seating areas for lounging and gathering. Within Haven, you'll find two distinctive home offerings, known as The Retreats and The Lofts. The Retreats feature all two-story single family homes ranging from 2,024 to 2,509 square feet. The Lofts, first made popular at the Rhythm community, offer contemporary three-story single family homes ranging from 1,627 to 2,541 square feet.

**To learn more about Mattamy Homes throughout the Valley, visit their website at [www.mattamyhomes.com/phoenix](http://www.mattamyhomes.com/phoenix) or call 602-833-7343.**

# Blake Clark

## ► feature agent

By Jacob Cabezudo

*They say, “Hard work beats talent when talent doesn’t work hard.” Imagine what the combination of the two would look like. Well, Blake Clark is a shining example. Forged from his backgrounds in business, marketing and construction, Blake has been molded into a numbers-driven, forward-striving person, and is conditioned to work long, diligent hours toward his real estate goals. Still early in his career, he is not far from his humble beginnings.*

Growing up in a low-income family, Blake distinctly remembers the repo guy trying to take his parents’ car. He got his first job washing airplanes at an airport down the road from his house when he was 12. From his youth, he learned the value of hard work and was on a trajectory to get wherever he set his mind to.

Real estate was a mere side hustle for the first year or so that Blake had his license, as he worked multiple jobs with his online businesses and also marketing for a doctor’s office. His freelance marketing for the doctor’s office led to their business exploding to have five times as many new patients per month.

However, real estate became a bigger passion and focus in Blake’s life. “It



Photo credit Margareth Jaeger



Blake and Mikaela with their children, Cassidy, Kennedy and Blake.

turned into people coming to me about real estate because they were like, ‘This guy knows business.’ People started referring clients to me, and truth be told, I did hardly any marketing that first year. And I think I sold \$6–8 million that year.”

Ready to take on being a REALTOR® full-time, Blake quit marketing for the doctor’s office and started marketing his own business. 2018 was his third year but his first full-time year, and he sold an incredible \$17.5 million – averaging about a sale per week.

Blake operates with a routine that Dwayne “The Rock” Johnson would be proud of. Starting his day at 4:30 a.m., he gets right to work answering emails before his wife and kids get up. “That’s my quiet time. The phone is off and nobody messes with me.” Then from 5:30–7:00 a.m. he hits the gym. “It’s just a way to clear my head and plan out my day as I’m working out.”

By 8:00 a.m., Blake is in full swing, taking calls, maximizing his productivity, and setting up his daily team meeting. “We’ll do either a video conference or Facebook Group Chat, where I get them going for the day, give them some motivation, and tell them what to focus on for the day or week.”

When he gets home at around 6:00 p.m., he makes sure he spends time with his three kids. A few hours later, he’s back on the computer and the phone until about 10:00 p.m.

Blake is wired to be productive for every hour of the day. His passion for real estate and other-worldly work ethic makes his daunting workload manageable. “If you maximize the hours in your day, you’re going to get the most out of it.”

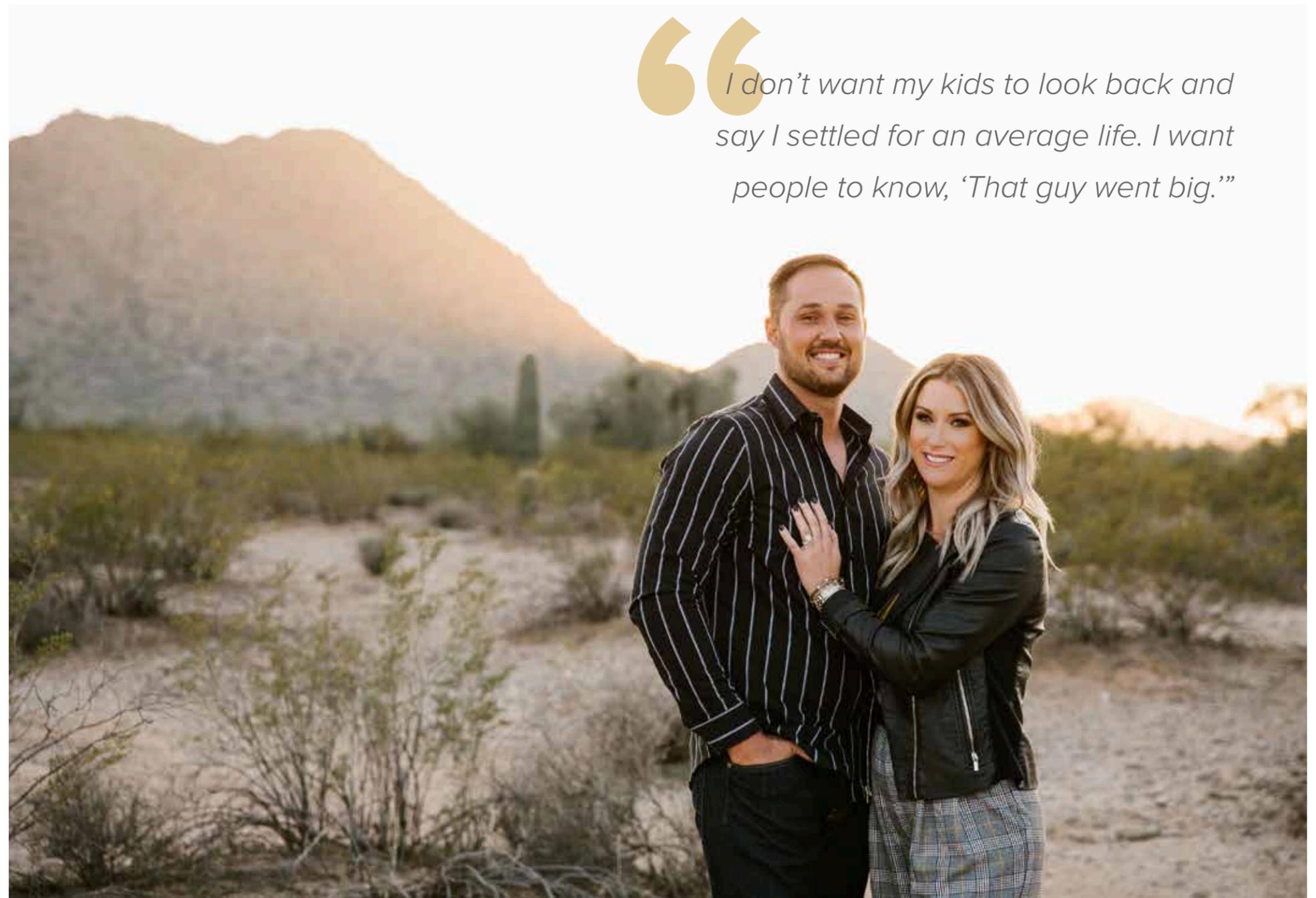
On the side, Blake also owns multiple e-commerce businesses that he started around five years ago. He has people in place that run those businesses now as he continues to scale his real estate business. “I’ve done pretty well in those businesses and they’re fun,” he said, “but I still have a passion for real estate. I’m a sort of serial entrepreneur. I like to start businesses from the ground up. It’s a fun process. I have the ability to see the end game in everything I do, so it allows me to stay on track and not quit if I am not seeing instant success in something.”

How one handles being self-employed is usually the breaking point, according to Blake. “That’s where people fall off. They start to get lazy in a sense,

...



Photo credit Margareth Jaeger



Blake and Mikaela Clark.

“I don’t want my kids to look back and say I settled for an average life. I want people to know, ‘That guy went big.’”

••• waking up a little later and saying, ‘I have seven days, I can afford to take a day off.’ Or, ‘I’ll get to it later or tomorrow,’ which eventually kills the momentum and doesn’t allow time for the work they are putting in now to really manifest. They don’t see the instant success they had hoped, or find out that it is harder than they thought, and then eventually quit.

“There’s a reason there is only a small handful of people in this business that do very well. They’re willing to hustle and work. They don’t take days off. You can’t teach work ethic.”

Blake selectively chooses mentees to coach. He wants to know the motivations of those he will guide to success. And as a mentor, he does a fantastic job projecting his passion for the industry and encouraging others to work as hard as he does. “Every day I do a video chat. You can ask my team; they all laugh about it sometimes, but I always try to be as encouraging as possible. They get super motivated. As I am on my way home from the gym, I give them a quick recap of what we’re going to do today. They work for themselves, but I still want them to feel like they have that structure and guidance.”

While minimally paying for leads to help kickstart the agents he mentors, Blake runs his business on referrals alone and pushes his agents to do the same. “I’m huge on working your current sphere of influence because that’s where my business comes from. They are friends of friends that see me and what I do. On Facebook and Instagram, I post all my deals, good or bad, my struggles or successes. I’m very transparent. And I think that makes me very relatable.”

The numbers are great. The success is outstanding. But Blake wants to push for more and see other people grow. From humble beginnings to top pro-

ducer status, Blake will always have an unmatched drive for success. “For me, it’s never been about the money. It’s about self-limitations. I don’t put a limit on what I do anymore. I remember being at a point in my life in my earlier 20s where I felt like I was just going through the motions. No defined goals and relying on a 9-to-5 paycheck. Looking back, it was kind of depressing. I knew I was capable of more and I wasn’t living up to my fullest potential. I felt like I was letting my family down. Every year I look to move the needle forward now. I don’t want my kids to look back and say I settled for an average life. I want people to know, “That guy went big.”



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Video marketing is more important than ever for Real Estate professionals in 2019 and there are several reasons why. We will start with a few stats and move to the heart and soul of why video is taking over the industry ... in a good way!

Instagram recently reported 500 million people watch stories every day

YouTube has 2 billion monthly active users

LinkedIn is rolling out live video

Video marketers get 66% more qualified leads per year

Video marketers achieve a 54% increase in brand awareness

What's the key takeaway? Around two-thirds of marketers are using videos to help promote their business and their brand and you can't afford to be left out.

Statistics show that people retain 58% more information when they are shown how to do something, and according to Tempe-based real estate videographer and President of HUB Media Company, Stephen Garner, "Video is extremely effective when used properly to educate and inform consumers, market properties for sale, and build brands."

Most real estate agents are using some variety of video in their business whether that be Facebook live or professional cinematic home tours, but using video is something still relatively new to many real estate agents. Facebook tends to be the logical place for many agents to upload their videos when marketing properties for sale but there is one big problem with this strategy -- Facebook is a horrible search engine. Facebook is a place where consumers discover content randomly by scrolling through their feed, whereas other platforms like Google and YouTube are on intentional with their search engine strategies. To be successful, real estate agents need to clearly establish their value in the eyes of the consumer by creating high-quality, unique and valuable content that's easily found by consumers searching online.

Whether you are a savvy video pro or just getting your toes wet, according to HUB Media Company, there are seven videos that are essential for every real estate professional:

1. The Home Page/About Us Video: Personally connect with potential prospects and customers
2. Tips and How-To Videos: Show your expertise and experience
3. Community Videos: Most home buyers know which community they want to live in. These not only show your expertise in a certain community but also help you get found online in that particular area

4. Testimonial Videos: These are the 21st-century version of the written testimonial and are the ultimate form of social proof.

5. Cinematic Property Tour Video: This video style will help the consumer mentally move into the property, and because the real estate agent is in the video introducing the property, it is priceless face time at the exact moment the consumer cares most about what you have to say.

6. Facebook Live Videos: When it comes to marketing, your product (YOU) needs to be at a place everyone visits frequently. Facebook live videos, when done effectively, can create invaluable engagement and credibility

7. Video Email: This shows the personal side of you, bringing your customers and clients closer. People are 80% more likely to do business with people they can see versus speaking to them on the phone or via email?

Real estate agents are busy and this may seem like a lot to take on, but if you take the time to invest in your video marketing strategy in 2019, we are confident you will see results, not only for your business, but for your brand. If you'd like to learn more about video marketing or would like some assistance with putting together a video marketing strategy that is right for you, we encourage you to visit HUB Media company's blog <https://hubmediacompany.com/blog/> or reach out to them directly at 480.223.8113.

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Photo credit Margareth Jaeger

► on the rise

By Jacob Cabezudo

# Kathleen Benton

*Kathleen Benton's definition of success is rooted in a quote by legendary basketball coach John Wooden: "The peace of mind attained only through self-satisfaction in knowing you made the effort to do the best of which you're capable." Her determination and putting her best foot forward have catapulted her to a successful career in real estate. While the road to success had its obstacles, Kathleen has only become stronger from the adversity she has faced.*

Born and raised in Arizona, Kathleen has a finance background and amassed a great deal of corporate experience. Before going into real estate, she would successfully invest in real estate on the side and teach others her methods for free.

However, about five years ago, Kathleen faced what would be a turning point of her life. She acquired an infection that got into her bloodstream. She was immediately hospitalized and her doctors had one hour to save her life. It was an unimaginable event that Kathleen was blessed to survive. Coming out of it all, Kathleen says it changed her direction, intensity, and vision and led her to make the jump into real estate.

Just a year later, she went on to win Rookie of the Year at United Brokers Group, putting up an impressive \$4 million in sales. The next year was even greater, with \$7 million.

In the midst of her second full year, Kathleen was already building her own team, moving on to Berkshire Hathaway, named The KB Group. Now she has two agents and two administrators, and she's excited to grow and attract talent to her team. This all-female team is hungry and hustling daily following Kathleen's corporate knowledge, culture, and structure.



Kathleen Benton with Mark Stark.



Kathleen and her son Daniel.

Leadership has emerged as one of Kathleen's greatest qualities ever since she started her team. The team's success always comes before her own, and she pours information into her agents and administrators.

Along with her coaching and advising, high expectations are what propel The KB Team. One of her multiple sports analogies

– this one involving Michael Jordan and the Chicago Bulls from the 1990s – illustrates how she holds her teammates accountable. The Bulls had a team of champions. Michael couldn't win championships all by himself, and if he gave Scottie Pippen the ball, Scottie needed to deliver.

Overall the most important aspect to her leadership is that she leads by example. A true servant leader, she knows that at the end of the day, her guidance along with the initiative of her team members is a recipe for growth and team success.

And growth is the biggest thing Kathleen is looking forward to. More specifically, quality growth. Kathleen aspires to be a great coach such as the highly successful, multi-championship winning football coaches Bill Belichick and Nick Saban. It takes a certain kind of player to play on their teams, much like it takes a certain agent to be a part of Kathleen's. For the future, Kathleen is looking to skim through and choose the greatest possible agents to grow her team. Those who make the cut will have a great experience learning from a great leader.

For her personal growth, Kathleen follows Michael Maher's *7 Levels of Communication*. Not only has that book helped her grow her business, it has also made her grow as a person. She runs a relationship-based business much like Maher suggests in the book. Frequently, she calls her top 100 and arranges coffee, lunch, or happy hour get-togethers. She also puts on events such as Bottoms up Yoga & Beer, a year-end Gratitude Party, and a Spring Ice Cream Social. Additionally, she along with her coach at Berkshire Hathaway, Mike Stark, mastermind with successful top producers in the company to bolster their own understanding and get an outside perspective of their own business.

Kathleen Benton wants to be remembered for the effort she puts into her team and business. Her drive to succeed and improve herself and others is second to none and highly contagious. Since that fateful day when she had one hour for her life to be saved, something was brought out of her that she didn't know she had. And now, Kathleen has the intense determination to be the best leader, agent, and person to go to new heights.



Photo credit Margareth Jaeger

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# TIM & STACIA EHLLEN

## SUPPORTING THE HOUSE OF REFUGE

By Sarah Wind

Tim and Stacia Ehlen lead The Ehlen Team of RE/MAX Solutions. Tim handles buyers, going out and about showing houses and attending inspections, and Stacia handles the listings, mostly from home so she can be with their three young children. We recently caught up with them to hear about their latest venture at Christmas to fundraise and collect food for The House of Refuge, a local non-profit helping homeless families in crisis. Read on to hear how they raised funds in a creative way, and be inspired to host your own fundraising event soon!

We've been very fortunate with our success as a team in real estate and wanted to give back to a local charity in 2018. So this past Christmas we selected The House of Refuge because they could accept donations in multiple ways (food, gifts, and money). The House of Refuge provides case management services, employment support, and transitional housing in SE Mesa. Families in transition have a place to stay as well as access to food and anything else they need.

We decided to have a multi-angle giving approach so that people could choose how they wanted to contribute. One thing we did was a food drive. We printed 3,000 paper grocery bags saying they were to be filled up with certain types of food items for The House of Refuge and we distributed them in our neighborhood. There was a dropoff point at a local coffee shop as well as the option for us to pick them up from people's doorsteps on a certain day.

Our kids Natalie (age 7), Cooper (age 4), and Sophie (age 1) loved going up to people's porches to collect the food with us. Natalie also helped us count and sort bags. This was a fantastic opportunity to teach them that not everyone can go to the store to get food and that it is important to give back to those who need help. We filled up three SUVs and a pick-up truck with bags of groceries!



We also hosted our first "Breakfast with Santa" event. We promoted the event on our Facebook page, on postcards, and in magazine ads. We charged a \$10 entrance fee and all of that fee went to The House of Refuge. 86 people came.

At the event itself, there was Santa, of course, plus breakfast, photos, games, activities, and crafts (which we provided). We also asked the guests to bring a toy and/or a gift for a mom. The House of Refuge had a room full of toys that parents could pick out for their children and a room full of gifts for moms that kids could pick out and wrap to give to their moms at Christmas.

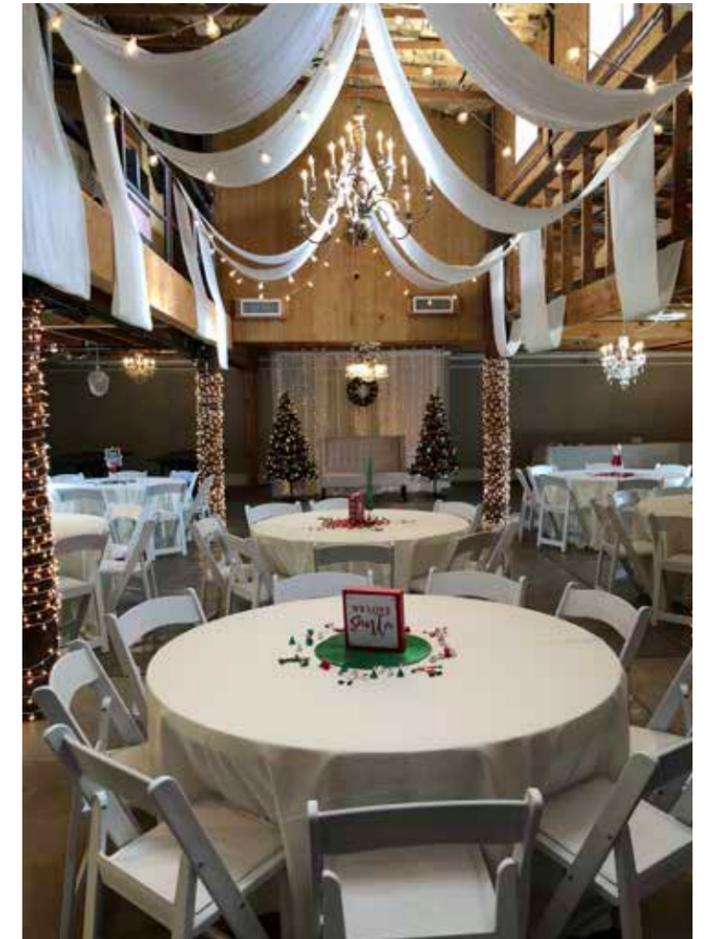
In the end, we gave The House of Refuge over \$1,000, plus toys, gifts, and food. It was very rewarding.



Tim and Stacia with their children Natalie, Cooper, and Sophie.



Donated grocery items for The House of Refuge.



The Elegant Barn all set up for Breakfast with Santa.

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# Have you ever hired a real estate coach? If so, how has it impacted your business?



**JANINE IGLIANE, KELLER WILLIAMS REALTY EAST VALLEY**

I am currently in a coaching program. What I love about it is the accountability, the encouragement, and the guidance. I started at the first of the year and I've already noticed an improvement in my business. It's been helpful for me because I like to make a list and check things off my list, so doing the "homework" that has been assigned to me gives me a feeling of accomplishment. Even though the tasks I'm doing I have always done in some shape or form, this gives me a clear picture of what my tasks should be. And then when I've done them, I get to check them off my list! Also, being able to bounce ideas off of my coach, share with her my frustrations, or lean on her for her experience has been really great, too. It feels like I have someone in my corner, cheering me on!



**ANDREA LUPO, WEST USA REALTY**

Yes, I have used a coach at more than one time. I find it always pushes me to work smarter and be accountable. I have been a sales and process coach for over 15 years. Coaches always need a coach!



**JAMES AND REBECCA HIDALGO RAINS, INTEGRITY ALL-STARS**

Yes, we've invested in coaching! There are many forms of coaching and of investing, not just money but time must also be invested in growing and developing your real estate business. Even the

top CEO's invest in coaching as we are all here to learn and experience and grow.

That all said, we are currently in the "Limitless Project" with Steve Valentine, which is an eight-week coaching course on providing solutions for your clients, increasing wealth, and to stop chasing "the commission." We decided we needed the fresh perspective and to open our mindsets to new options for both ourselves and our sphere.

Last year, we had been coached by Debbie DeGrote's company and it was instrumental in streamlining our processes and roles on our team. It definitely helped us work smarter but not harder.

Currently, and many times in the past, we're participating in Mastermind groups which don't require a lot of finances (should be free) but only some time investment. Your colleagues can be wonderful coaches when these groups are done right and there is accountability between each other. Cindy Flowers recently shared her "Sticky Note" project with our group and I know several immediately did the same project with their own respective teams. This is a great option for newer agents who may not be able to afford to spend big dollars with a professional coach.

Even after my 25+ years, and my husband's 10, we are still the students in this career we love and in life. We never stop learning and it's critical to be striving to improve and grow always!



**MARIANA BENNER, MOVINGAZ REALTY**

I hired a coach a year after being in the business when I realized I was having difficulty with time blocking and letting my business run me. I will have a coach as long as I'm in this business for the accountability, help to reach my goals, and to continue working on myself. She has helped pushed me outside of my boundaries of what I wouldn't have been able to do without her guiding me. My business tripled from when I first started and continues to improve yearly. I have been able to live a more balanced life with the systems she is teaching me.



**LEILA WOODARD, VISION REALTY**

Yes, I hired a consultant for both my personal business and my brokerage. This helped me triple my personal business and go from \$4,000,000 to over \$13,000,000 and go from six agents to 23 agents at our brokerage. It is good to have someone who thinks differently than you do and who challenges you. I remember getting tasks and assignments and doing them right away as I never wanted to disappoint my coach. This is great for accountability. I don't think coaching is for everyone. You have to really be driven and adaptive and good with change. Coaching has helped me streamline my database. It helped me keep track of where my business was coming from. It helped me develop time blocking and systems.



**CHRIS DUNHAM, KELLER WILLIAMS REALTY EAST VALLEY**

Yes, coaching created additional opportunities with lead generation, a better understanding of repeat and referral business, and stronger followup systems.



**KENNY KLAUS, KELLER WILLIAMS INTEGRITY FIRST**

Yes, I've had a coach for about four years now. Like every great team, player, or most successful business people, we are our own worst accountability partner. We need someone to keep us focused on our goals and someone to give us honest feedback on our ideas (and there is no shortage of those). Having a coach has kept me on track so that I am focused and driven to reach my goals. It has also given me honest feedback on ideas, challenges, and my P&L. Sometimes we have healthy conflict, and I say healthy because we're going in the same direction. Sometimes he just has to rattle my cage a little to keep me focused. I know he has a vested interest in my success. I encourage everyone to consider hiring a qualified coach.



**KIMBERLY TOCCO, EXP REALTY**

Yes, I am part of an exclusive think tank. We meet monthly and I get one-on-one sessions and weekly webinars. It keeps me on my feet and also helps me problem solve. I absolutely love the group and my coach.



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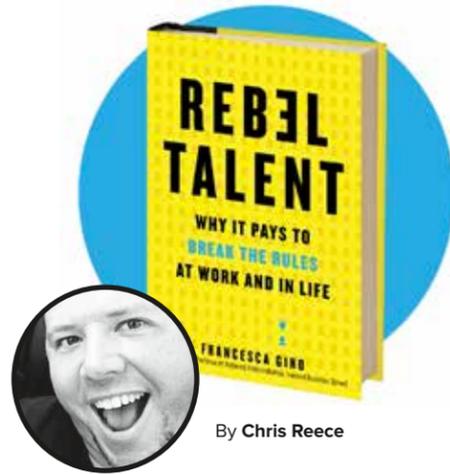
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# REBEL TALENT

by Francesca Gino



By Chris Reece

In the fall of 2018, a dear friend gifted me a subscription to Michael Hyatt's Leader Box. In the subscription you receive two surprise books about the topic of leadership that are delivered to your door, handsomely wrapped and packaged. One of the books that came in December was *Rebel Talent* by Francesca Gino. The title alone arrested my attention, and the tagline even more so: *Why It Pays to BREAK THE RULES at Work and in Life.*

Don't mind if I jump right into this one!

Francesca launches the book off in the setting of a very high-end Italian restaurant called Osteria Francescana in Modena, Italy. The chef and owner, Massimo Bottura, had the author of this book running throughout his restaurant doing all of the duties of each staff member. She places you right into the busyness of the kitchen and serving guests. The reason Bottura's restaurant was rated one of the top 50 places to eat in the world in 2016 is because he is a character "who is not afraid to break the rules when the rules are holding him back." Italian food is very traditional and it is frowned upon to break such traditions.

Bottura empowered his staff to inspire dishes by listening to music and watching movies! Gino went

on, "People who question their own assumptions and strongest beliefs, as well as the widely accepted norms around them, to identify more creative, effective ways of doing transcendent work. People who are deviants, but in a positive and constructive way" are the ones that are truly rebel talents.

Gino finds rebel talents not only in a kitchen, but she uses examples of historical figures like Napoleon Bonaparte. In a time when warfare was led by leadership that would stay out of the fray sending in only the lower ranks to fight, Napoleon gained trust with his troops by getting in the mess with his men. "Bonaparte's decision to join the battery of men seems foolish. He was, by the social rules of the time, working beneath his level. He was also risking his life. But by taking these burdens on himself, for all to see, he was sending a costly signal - that his talent allowed him to break the rules, to serve, and to lead his charges to victory. This is an important insight of the rebel mindset." This chapter is also one of my favorites because she ties Napoleon's leadership skills with Mark Zuckerberg's choice of wardrobe while meeting with his Wall Street investors in a simple black hoodie.

In January 2009, Captain Chesley Sullenberger landed flight 1549 into the Hudson River. Gino goes through all of "Sully's" training and successful flights of his career telling the story of how this event unfolded. This wasn't my favorite chapter of the book, but this nugget of truth given in the middle of it might be one of the best parts of this book.

"In a crisis, when we think about what we should do, we focus on the most apparent courses of action, often those we relied on when making similar

decisions in the past, whether we are following a checklist or not. Paradoxically, though, it is at these moments of extreme stress that taking a step back would be most helpful. When we think about what we could do, our thinking becomes much broader: We imagine and explore a much larger set of possibilities before making a final decision. Considering what we could do shifts us from analyzing and weighing options that we assume to be fixed to generating more creative options. The different outcomes of 'should' and 'could' thinking apply beyond our reactions to extreme emergencies. In all aspects of our lives, whenever we face an important decision, we naturally ask ourselves 'What should I do?' But this framing constricts the answers we will come up with. When we instead ask ourselves 'What could I do?' we broaden our perspective."

All of Sully's training should have had him turning back to an airport that cold winter morning. But his rebel talent knew that the option he should do was

going to harm many people. He had to look at what he could do. What he could do saved hundreds of lives that day.

In each chapter of *Rebel Talent*, I found myself highlighting wonderful insights. I'll end this review with a typewriter story. A manager caught a worker taking spare parts home from his typewriter company one day and asked the owner to have him fired for stealing. The owner of the company instead asked to speak to the man and ask him what he was trying to create. The worker explained what he was trying to do and the owner gave him his own department in the company so he wouldn't have to take parts home. That man invented one of the first calculators.

Pick this book up if you need a jolt of different thinking and feel like rebelling for the cause of good! There are dry parts, but I found myself loving almost all of it. Thank you, Francesca Gino.

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▶▶ pam's monthly update  
By Pam Frestedt CEO of Sevrar

# SEVRAR Focuses on Servicing the Community this Spring

Springtime is right around the corner, which brings about sunny days and spectacular weather throughout the East Valley. The SouthEast Valley Regional Association of REALTORS® (SEVRAR) spring initiatives will consist of projects that include servicing the communities that we serve, providing our members with educational opportunities that will enhance their business, and continuing the discussion of the potential merger between our Association and the West Maricopa Association of REALTORS® (WeMAR).

The potential merger between both Associations is coming to a crucial point as we prepare to host both a membership meeting where our members will learn the benefits of the merger and a quorum

where they have the opportunity to vote in favor or against the merger. Both sessions will take place at our offices in mid-March.

Our amazing committees are moving forward with their grassroots, community service action items. The Community Outreach Committee has hit the ground running with its Lockbox Program, which centers on assisting Fire and Emergency personnel to enter a home during emergency situations without resorting to forced entry. Recently, the committee had the opportunity to provide 51 lockboxes to the Town of Gilbert and 31 lockboxes to the City of Tempe. The lockboxes will be distributed to individuals who are primarily in assisted-living circumstances. The Community Outreach Committee will also host a Blood Drive in April to help support blood donations that are crucially in need throughout the Phoenix-Metro Area. The Affiliate Committee is hard at work with its Affiliate Scholarship Program that presents two SEVRAR members with a \$2,000 college scholarship for their child who's a high school senior. The committee is also gearing up for its annual Membership Appreciation Picnic in April that typically hosts more than 500 attendees.

Other community service projects that SEVRAR committees are focusing on range from our Global Business and Alliances Council aiding Feed My Starving Children with packaging meals to combat hunger, our 2019 Leadership cohort servicing veterans, and our Association providing support to our Critical Needs Funds that assists members monetarily if they are going through unexpected life tragedies. Support for our Critical Needs Fund was so tremendous during our 2019 Dues Season that our members were able to generate \$39,190.87 in donations.

SEVRAR's Education Department will continue to provide our members with more extraordinary education opportunities throughout the upcoming months. Some courses will include a free GRI course, designation classes, and our quarterly Speaker Series. The upcoming Speaker Series will feature Craig Grant – who completes about 150 speaking engagements across the country each year at some of the industry's top events with sessions for NAR, many state Associations, national franchises and more.

# APRIL

## schedule details

### Solar Energy & AAR Contracts

Event Date: April 8  
Event Time: 9:00 a.m.–12:00 p.m.  
Event Description: Course Type: Contract Law 3.00 Credits  
Instructor: Dana Booth  
Location: SEVRAR

### All You Need to Know About VA

Event Date: April 8  
Event Time: 1:00 p.m.–4:00 p.m.  
Event Description: Course Type: General Education, 3.00 Credits  
Instructor: Jimmy Vercellino  
Location: SEVRAR

### Commissioner's Standards

Event Date: April 9  
Event Time: 10:30 a.m.–1:30 p.m.  
Event Description: Course Type: Commission Standards, 3.00 Credits  
Instructor: Brian White  
Location: SEVRAR

### Real Estate Advertising Laws

Event Date: April 10  
Event Time: 9:00 a.m.–12:00 p.m.  
Event Description: Course Type: Real Estate Legal Issues, 3.00 Credits  
Location: SEVRAR

### Mortgage 101

Event Date: April 10  
Event Time: 1:00 p.m.–4:00 p.m.  
Event Description: Course Type: General Education 3.00 Credits  
Location: SEVRAR

### Buyer Consultation

Event Date: April 11  
Event Time: 9:00 a.m.–1:00 a.m.  
Event Description: Course Type: Non-Accredited  
Instructor: Mark Poisson  
Location: SEVRAR

### New Member Orientation

Event Date: April 11  
Event Time: 9:30 a.m.–10:30 a.m.  
Event Description: Course Type: Non-Accredited  
Instructor: Tiffany Jones  
Location: SEVRAR

### Affiliate Certification

Event Date: April 12  
Event Time: 8:00 a.m.–9:00 a.m.  
Event Description: Course Type: Non-Accredited  
Location: SEVRAR

### IDW: Technology

Event Date: April 15  
Event Time: 9:00 a.m.–4:00 p.m.  
Event Description: Course Type: Instructor Development, 3.00 Credits  
Instructor: Jeff Raskin  
Location: SEVRAR

### GRI: Transaction Technology

Event Date: April 16  
Event Time: 9:00 a.m.–4:00 p.m.  
Event Description: Course Type: Non-Accredited  
Instructor: Jeff Raskin  
Location: SEVRAR

### HomeSmart Class

Event Date: April 16  
Event Time: 11:00 a.m.–2:00 p.m.  
Event Description: Course Type: Accredited, 3.00 Credits  
Location: SEVRAR

### Build Your Business

Event Date: April 17  
Event Time: 9:00 a.m.–12:00 p.m.  
Event Description: Course Type: Non-Accredited  
Instructor: Steve Chader  
Location: SEVRAR

### New Member Orientation

Event Date: April 17  
Event Time: 11:00 a.m.–12:30 p.m.  
Event Description: Course Type: Non-Accredited  
Instructor: Liz Hill  
Location: SEVRAR

### The Code of Ethics

Event Date: April 17  
Event Time: 1:00 p.m.–4:00 p.m.  
Event Description: Course Type: Commission Standards, 3.00 Credits  
Instructor: Mark Winsor  
Location: SEVRAR

### Disclosure: Buyer Advisory

Event Date: April 18  
Event Time: 9:00 a.m.–12:00 p.m.  
Event Description: Course Type: Disclosure, 3.00 Credits  
Instructor: Jim Zirbes  
Location: SEVRAR

### Overview of RE Legal Issues

Event Date: April 18  
Event Time: 1:00 p.m.–4:00 p.m.  
Event Description: Course Type: Real Estate Legal Issues, 3.00 Credits  
Location: SEVRAR

### Working with Foreign Clients

Event Date: April 23  
Event Time: 9:00 a.m.–12:00 p.m.  
Event Description: Course Type: Fair Housing, 3.00 Credits  
Instructor: Mark DeMichele  
Location: SEVRAR

### Fair Housing: Fact or Fiction

Event Date: April 23  
Event Time: 1:00 p.m.–4:00 p.m.  
Event Description: Course Type: Fair Housing, 3.00 Credits  
Instructor: Marge Peck  
Location: SEVRAR

### Have You Been Served?

Event Date: April 24  
Event Time: 9:00 a.m.–12:00 p.m.  
Event Description: Course Type: Real Estate Legal Issues, 3.00 Credits  
Instructor: Jesi Wolnik  
Location: SEVRAR

### The Commissioner and the Code

Event Date: April 24  
Event Time: 1:00 p.m.–4:00 p.m.  
Event Description: Course Type: Commission Standards, 3.00 Credits  
Instructor: Marge Peck  
Location: SEVRAR

### New Member Orientation

Event Date: April 24  
Event Time: 5:00 p.m.–6:30 p.m.  
Event Description: Course Type: Non-Accredited  
Instructor: Torey Gannon  
Location: SEVRAR

### History of Credit Reports

Event Date: April 25  
Event Time: 9:00 a.m.–12:00 p.m.  
Event Description: Course Type: General Education, 3.00 Credits  
Instructor: Charles Parker  
Location: SEVRAR

### Listing Consultation

Event Date: April 25  
Event Time: 9:00 a.m.–11:00 a.m.  
Event Description: Course Type: Non-Accredited  
Instructor: Mark Poisson  
Location: SEVRAR

### Accredited Buyers Rep Core

Event Date: April 29  
Event Time: 9:00 a.m.–4:00 p.m.  
Event Description: Course Type: Accredited, 12.00 Credits  
Instructor: Mandy Neat  
Location: SEVRAR

### VA Transaction-Contract Issues

Event Date: April 29  
Event Time: 9:00 a.m.–12:00 p.m.  
Event Description: Course Type: Contract Law, 3.00 Credits  
Instructor: Jimmy Vercellino  
Location: SEVRAR

### Agency Law & Ethics

Event Date: April 29  
Event Time: 1:00 p.m.–4:00 p.m.  
Event Description: Course Type: Agency Law, 3.00 Credits  
Instructor: Marlene Olsen  
Location: SEVRAR

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# APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	01	02	03	04	05	06
07	08 Solar Energy & AAR Contracts 9:00 a.m.–12:00 p.m.  All You Need to Know About VA 1:00 a.m.–4:00 p.m.	09 Commission Standards 10:30 a.m.–1:30 p.m.	10 Real Estate Advertising Laws 9:00 a.m.–12:00 p.m.  Mortgage 101 1:00 p.m.–4:00 p.m.	11 Buyer Consultation 9:00 a.m.–11:00 a.m.  New Member Orientation 9:30 a.m.–10:30 a.m.	12 Affiliate Certification 8:00 a.m.–9:00 a.m.	13
14	15 IDW: Technology 9:00 a.m.–4:00 p.m.	16 GRI: Transaction Technology 9:00 a.m.–4:00 p.m.  HomeSmart Class 11:00 a.m.–2:00 p.m.	17 Build Your Business 9:00 a.m.–12:00 p.m.  New Member Orientation 11:00 a.m.–12:30 p.m.  The Code of Ethics 1:00 p.m.–4:00 p.m.	18 Disclosure Buyer Advisory 9:00 a.m.–12:00 p.m.  Overview of RE Legal Issues 1:00 p.m.–4:00 p.m.	19	20
21	22	23 Working with Foreign Clients 9:00 a.m.–12:00 p.m.  Fair Housing: Fact of Fiction 1:00 p.m.–4:00 p.m.	24 Have You Been Served? 9:00 a.m.–12:00 p.m.  The Commission & the Code 1:00 p.m.–4:00 p.m.  New Member Orientation 5:00 p.m.–6:30 p.m.	25 History of Credit Reports 9:00 a.m.–12:00 p.m.  Listing Consultation 9:00 a.m.–11:00 a.m.	26	27
28	29 Accredited Buyers Rep Core 9:00 a.m.–4:00 p.m.  VA Transaction Contract Issues 9:00 a.m.–12:00 p.m.  Agency Law & Ethics 1:00 p.m.–4:00 p.m.	30	01	02	03	04

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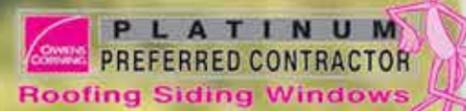
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# TOP 150 STANDINGS

Teams and Individuals Closed date from Jan. 1–Feb. 28, 2019

#	First Name	Last Name	Office Name	Total #	Total \$
				01/01/2019 - 02/28/2019	01/01/2019 - 02/28/2019
1	Derek	Dickson	Offerpad	179	\$45,258,890
2	Karl	Tunberg	Midland Real Estate Alliance	13.5	\$14,293,730
3	Carol A.	Royse	Keller Williams Realty East Valley	34	\$10,937,250
4	Dawn	Faraci	Lennar Sales Corp	28	\$9,700,800
5	Rick	Metcalfe	Canam Realty Group	25.5	\$8,458,500
6	Rebecca	Rains	Berkshire Hathaway Homeservices Arizona Properties	26	\$8,173,115
7	John	Payne	United Countryreal Estate-Arizona Property & Auction	1	\$7,880,000
8	Kenny	Klaus	Keller Williams Integrity First	28	\$7,614,710
9	Brian	Cunningham	List 3k, LLC	17	\$6,604,270
10	David	Arustamian	Russ Lyon Sotheby's International Realty	13.5	\$6,183,500
11	Benjamin	Arredondo	My Home Group Real Estate	19	\$6,045,500
12	Jonnea	Bennett	Gehan Homes	17	\$5,905,900
13	Spencer	Lindahl	Main Street Renewal, LLC	24	\$5,576,000
14	Mindy	Jones Nevarez	KW Integrity First Realty	17	\$5,530,400
15	Bob & Sandy	Thompson	Revelation Real Estate	14	\$5,488,251
16	Jason	Crittenden	Realty One Group	13	\$5,332,650
17	Alan	Kittelman	Realty Executives	27	\$5,314,400
18	Kelly	Khalil	Redfin Corporation	13	\$5,083,800
19	Zachary	Cates	Revelation Real Estate	12	\$4,861,500
20	Becky	Kolb	Keller Williams Integrity First	10.5	\$4,568,900
21	Carlie	Goulet	Keller Williams Realty Phoenix	10	\$4,133,050
22	Kelly	Jensen	Homesmart	11	\$3,913,000
23	Carol	Gruber	Revelation Real Estate	15	\$3,779,500
24	Dalen	Linnerson	Midland Real Estate Alliance	2	\$3,757,450
25	Terry	Young	Revelation Real Estate	9.5	\$3,756,400
26	Rachael	Richards	Rachael Richards Realty	10	\$3,667,300
27	Shivani	Dallas	Keller Williams Integrity First	8.5	\$3,662,900
28	Jason	Witte	Realty One Group	11.5	\$3,643,450
29	Donna	Mortensen	Redefy	11	\$3,620,712
30	Karl	Freund	Kenneth James Realty	7.5	\$3,540,150
31	Gina	Mcmullen	Redfin Corporation	9	\$3,455,000
32	Shanna	Day	Keller Williams Realty East Valley	5.5	\$3,417,500
33	Michael	D'Elena	North & Co	11	\$3,413,550
34	Van D.	Welborn	Redfin Corporation	7	\$3,396,000

#	First Name	Last Name	Office Name	Total #	Total \$
				01/01/2019 - 02/28/2019	01/01/2019 - 02/28/2019
35	Tyler	Blair	My Home Group Real Estate	12.5	\$3,385,750
36	Randy	Courtney	Weichert, Realtors - Courtney Valleywide	6	\$3,360,080
37	Scott	Dempsey	Redfin Corporation	7	\$3,220,900
38	Gina	Mckinley	RE/MAX Fine Properties	10	\$3,213,350
39	Russell	Mills	Gentry Real Estate	10	\$3,187,945
40	Julie	Gallego	Redfin Corporation	9	\$3,159,500
41	Brent	Hickey	Central Real Estate Co	2	\$3,100,000
42	Stephen	Helmstadter	Helmstad Realty	7	\$3,030,000
43	Mary Jo	Santistevan	Berkshire Hathaway Homeservices Arizona Properties	8.5	\$2,928,700
44	Angela	Larson	Keller Williams Realty Phoenix	11	\$2,907,000
45	Kristine	Smith	Kb Home Sales	10	\$2,857,175
46	Shannon	Gillette	Launch Real Estate	8	\$2,848,900
47	Lacey	Lehman	Realty One Group	10.5	\$2,821,900
48	Renee'	Merritt	Russ Lyon Sotheby's International Realty	4	\$2,820,000
49	Shawn	Rogers	West Usa Realty	10	\$2,819,200
50	Tara	Hayden	Redfin Corporation	7	\$2,799,675

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# TOP 150 STANDINGS

Teams and Individuals Closed date from Jan. 1–Feb. 28, 2019

#	First Name	Last Name	Office Name	Total # 01/01/2019 - 02/28/2019	Total \$ 01/01/2019 - 02/28/2019
101	Mike	Radoi	Homesmart	1	\$2,150,000
102	Laurie	Neal	Homesmart Lifestyles	9.5	\$2,149,346
103	Kandi	Andresen	Rachael Richards Realty	6	\$2,143,900
104	Jennifer	Gould	Revelation Real Estate	5	\$2,131,000
105	Lisa	Fonseca	Lori Blank & Associates, LLC	6.5	\$2,107,500
106	Michele	Edison	United Brokers Group	2.5	\$2,104,000
107	Douglas	Hopkins	Realty Executives	6	\$2,084,250
108	Sanjog	Gopal	Oz Realty	10	\$2,068,600
109	Kelly	Money	Redfin Corporation	6.5	\$2,048,704
110	Kaushik	Sirkar	Call Realty, Inc.	6	\$2,037,196
111	Gregory	Hagopian	RE/MAX Solutions	6	\$2,004,500
112	Brett	Tanner	Keller Williams Realty Phoenix	8.5	\$2,003,450
113	Brad	South	West Usa Realty	7	\$1,999,900
114	Robin	Rotella	Keller Williams Integrity First	9.5	\$1,998,250
115	Kim	Helfenbein	RE/MAX Infinity	5	\$1,997,500
116	Robert	Beglin	Realty Executives	5	\$1,985,890
117	Adam	Coe	Revelation Real Estate	7	\$1,979,000
118	Christy	Rios	Revelation Real Estate	5	\$1,975,500

#	First Name	Last Name	Office Name	Total # 01/01/2019 - 02/28/2019	Total \$ 01/01/2019 - 2/28/2019
119	Rachel	Krill	Revelation Real Estate	6	\$1,967,800
120	David	Larsen	West Usa Realty	7	\$1,962,700
121	Scott	Cook	RE/MAX Solutions	7	\$1,962,500
122	Pat	Hune	1st Southwest Realty, LLC	3	\$1,957,400
123	Kimberly	Sanders	Revelation Real Estate	5	\$1,948,600
124	Bryce	Henderson	Four Peaks Brokerage Company	8	\$1,924,165
125	Danny	Perkinson	Perkinson Properties LLC	6	\$1,904,000
126	Johannes	Rath	Coldwell Banker Residential Brokerage	4	\$1,899,500
127	Hagop	Naldjian	Crown Star Realty	2	\$1,899,000
128	Susan	Jordan	United Brokers Group	3	\$1,890,500
129	Bonny L.	Holland	Keller Williams Realty Sonoran Living	1	\$1,890,000
130	Michaelann	Haffner	RE/MAX Infinity	5	\$1,871,000
131	Laurie	Parent	Apartment Hunters	5	\$1,863,000
132	Sharyn	Younger	Glass House International	3	\$1,847,900
133	Max	Dewitt	Realty One Group	6.5	\$1,840,395
134	Adrianne L	Lynch	Conway Real Estate	4.5	\$1,834,950
135	Debi	Gotlieb	Key Results Realty LLC	7	\$1,833,900
136	Christie	Ellis	United Brokers Group	5	\$1,830,000
137	Stacia	Ehlen	RE/MAX Solutions	5	\$1,817,899
138	Jason	Rosenberg	Homesmart	5.5	\$1,815,900
139	Carlos	Tapia	Keller Williams Realty Phoenix	4.5	\$1,810,994
140	Mark	Toon	RE/MAX Alliance Group	4	\$1,797,500
141	Cynthia	Dewine	Century 21 Arizona Foothills	4	\$1,797,000
142	Roger	Phillips	Commercial R E Consultants	3	\$1,795,000
143	Mark	Sloat	Realty One Group	5	\$1,783,000
144	Amy	Laidlaw	Realty Executives	5.5	\$1,775,200
145	Randy	Duncan	Realty Executives	7	\$1,774,968
146	Kevin	Barry	Keller Williams Integrity First	6.5	\$1,773,900
147	Deanna	Calkins	Revelation Real Estate	5	\$1,771,500
148	Danny	Jaramillo	Homesmart	9	\$1,767,400
149	Gina	Donnelly	Prosmart Realty	4	\$1,766,900
150	Raegan	Kraft	Redfin Corporation	5	\$1,763,000

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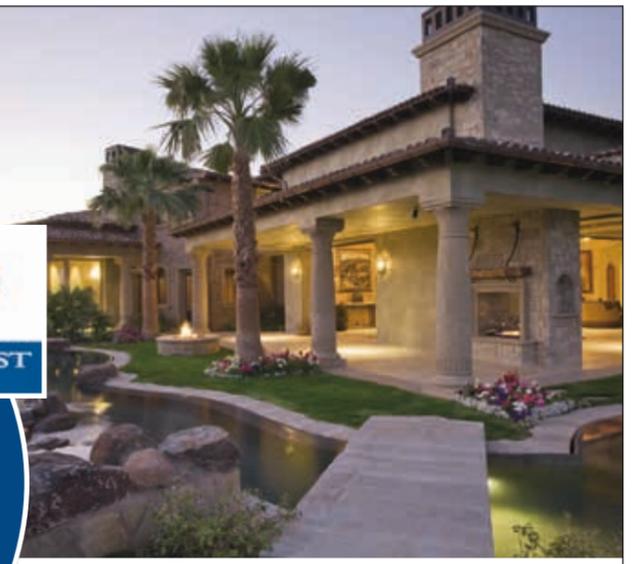
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