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MEET THE EAST VALLEY REAL PRODUCERS TEAM



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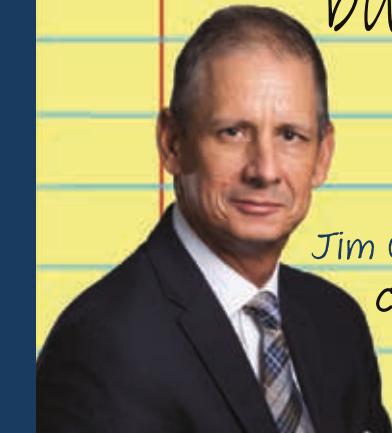
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ListerAssister



“Hey, little buddy. Do you want to go put a lockbox on a new listing with me?” As Chad O’Donnell grew up, he was immersed in the world of real estate because his parents, aunts, and uncles were licensed REALTORS®. Shadowing them was a part of his life, and when he became licensed in 2000 it was a natural transition for him, being a third-generation agent. If anyone knows the kind of pressure real estate agents face from clients who are selling their homes, Chad does.



Sam and Chad



Sam, Chad and Daniel at his 8th-grade graduation (May 2019).



Daniel, Sam, Caitlin (in front) Chad and Kaylee.



Chad and Kaylee

customer service rep to communicate with, so there won’t be any confusion as to what is happening with your listing. There is also a web-based system for you to track your inventory and place

new orders easily. Their team of experienced photographers does an excellent job of capturing your clients’ properties using both skill and professional equipment to do so.

Something new ListerAssister has implemented based on feedback is a standardized package where you can choose the number of photos you receive, so there is no longer variation based on the photographer or size of the property. How many photos you receive is entirely up to your discretion.

Amazingly, with an average team size of about 50 employees, they are able to shoot between 90–110 properties per day. When we asked Chad what is up ahead for ListerAssister, he said that in addition to continuing to grow their business in Arizona, they would like to grow into a national franchised business, and share their business know-how with others who want to replicate their business model.

REALTORS® have better things to do besides install and take down signs and lockboxes. And how many times have you strained your brain trying to think of a captivating MLS description and then rearrange and decide what photos would be best to post on the MLS? ListerAssister takes the stress out of listing your clients’ properties and saves you between eight and 11 hours per listing.

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When Chad isn’t spearheading the vision for ListerAssister, he enjoys traveling with his wife and three kids, ages 18, 16, and 14. His two favorite cities to tour were Rome and Istanbul, because of their history. As a graduation present for his oldest daughter, they recently traveled to Peru and hiked the Incan Citadel of Machu Picchu.

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MARK TOON

Mark and Andrea Toon

usiness influencer Grant Cardone intelligently said, “The only thing keeping you from your success is your obscurity.” Mark Toon, broker for *RE/MAX Alliance Group*, lets this sentiment guide how he runs his franchise. He is all about constant connection with clients and leads, and he transfers that game plan to his 40+ dedicated agents.

Mark is practically a native Arizonan. He and his family moved here from Minnesota when he was very young. It wasn’t too long into his adult life that he found himself in the real estate industry, where he has been for 43 years. He has been part of the *RE/MAX* family since 1993.

Mark and his wife, Andrea, purchased this *RE/MAX* franchise, *RE/MAX Alliance Group* in 2016. Andrea works the administrative side while Mark takes care of the brokerage duties. At the office, they currently have 42 full-time agents. These peo-

ple all covet the same ambitions and passion for the industry. For the past two years, Mark’s agents have each averaged 17 transactions per year, far above the industry average.

“This is their livelihood,” Mark said, describing the dedication of his team members. “They’re committed to their craft.” Not only do the company’s associates produce, but they also stick around. Several of the agents have been with the company for over 15 years. Within that long stretch of time, the knowledge and commitment each contribute when working together is as valuable as any transaction they can close.

“What we find is that by collaborating in the office at our weekly meetings,” Mark stated, “we are always learning something every time. It is so necessary for today’s agent to continually educate themselves because the real estate market is



Mark, “We love the outdoors!”

constantly changing. One key point is to *never stop learning*. Mike Ferry (renowned real estate coach and speaker) reads 200+ books a year!”

One of the books Mark falls back on when training his agents is *7L: The Seven Levels of Communication: Go from Relationships to Referrals* by Michael J. Maher. Some agents and teams may face ebbs and flows in their businesses, experiencing slow business now and again. But using the principles and ideas in that book and others, Mark is proud to say his group is very consistent with their production, year over year.

The most important principle, according to Mark, is consistency and persistence in communication. Consistency and finding new ways to put yourself in front of your clients or future clients are what have made *RE/MAX Alliance Group* a referral-driven team. “I have agents doing housewarm-

ing parties for their buyer after they close, and they pick up leads like crazy,” he explained. “One associate is doing community farming. She farms small businesses within the community and introduces them to each other. She’s the connector.” In these cases where agents become connectors, leads are getting generated, but communities can be drawn together for charitable causes and celebrations.

Besides their substantial marketing and communication, Mark’s office sets itself apart in how they are always looking for new business. Mark’s experience has given him a keen eye on how to best find leads and convert them. “You’re either in lead gen or lead conversion. Lead gen this year is not Zillow or paying for leads. It’s going back to the basics and talking to people. It’s putting on open houses, expanding your sphere. Their success with circle prospecting, contacting homeowners around the area where you’ve recently closed whether through door knocking or over the phone, has been a simple, but key example of how the basics have worked for the team.



Celebrating REALTOR® Emeritus award with his peeps.



One of Mark's favorite past times, playing guitar and singing.

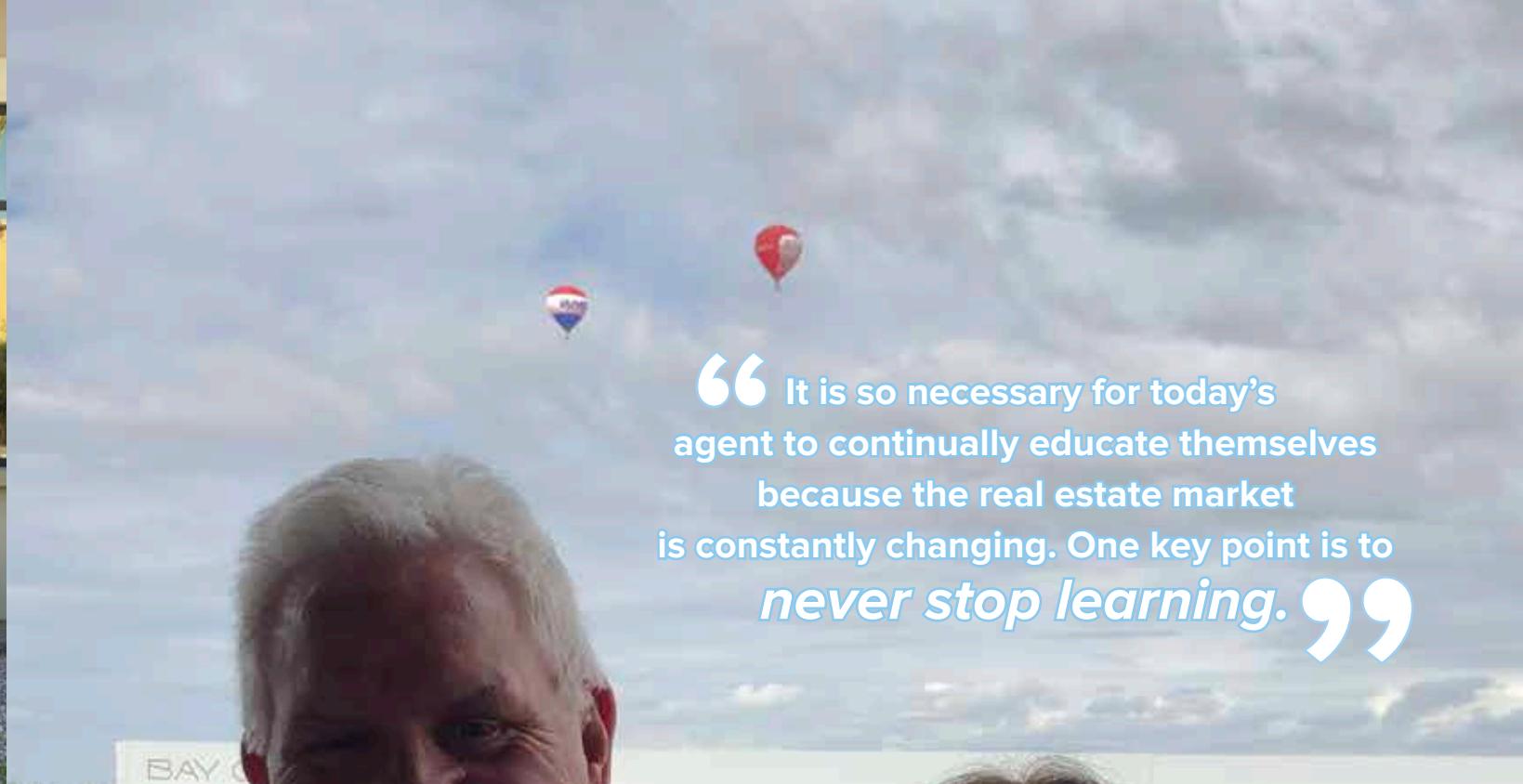


Their getaway cabin in the White Mountains.

For agents out there looking to make a name for themselves, Mark presses on the importance of putting yourself out there. "You always wear your badge. Don't be a secret agent."

As for the future of the East Valley, Mark believes that despite a possible looming recession, great times are ahead for this rapidly growing area. He predicts that the 80,000 people moving in per year and the new freeway connections being built around the Valley will enable the market to continue to flourish. Arizona will continue to be a better place to live the American dream.

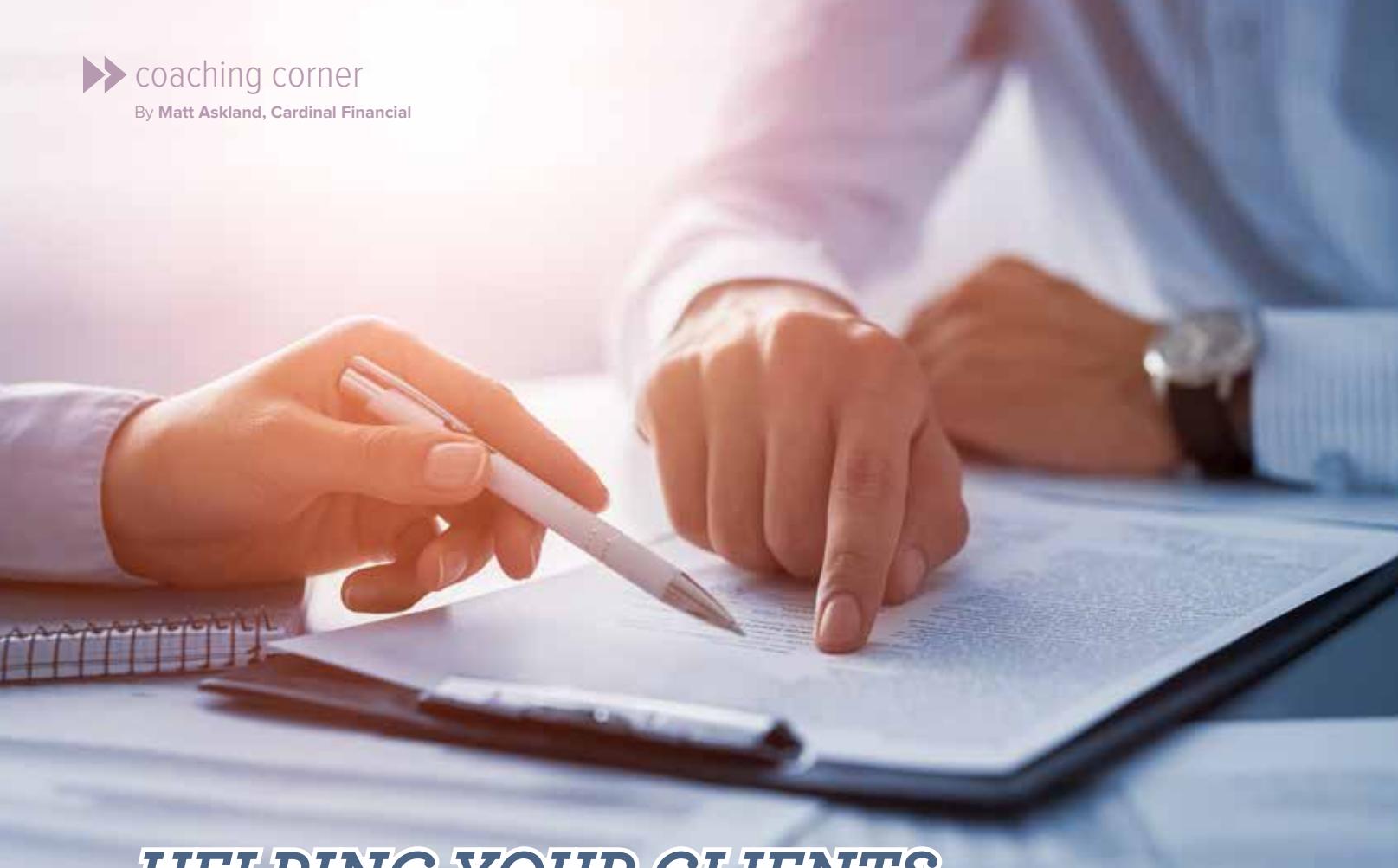
For Mark Toon, communicating and connecting with others effectively is everything. Whether he's working with a client, affiliate or the many agents he mentors and trains, Mark values the relationships he creates, and they have had a great impact on his business, and more importantly—his life.



“ It is so necessary for today's agent to continually educate themselves because the real estate market is constantly changing. One key point is to never stop learning. ”



Mark enjoying the Waste Management Open with his wife, Andrea.



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Evidence of success

Just this past month, we successfully helped two families pull cash out of their homes to make improvements. This was a direct result of the loan-to-value calculations they received via Homebot in their monthly digest. No matter what your clients' needs are, this tool will help them effectively manage their most important investment.

While Homebot continuously works behind the scenes to create current data for your clients, it's even more powerful when you use your client list to gain insights into their interest rates, estimated equity, and purchasing power. The customized market analysis that your client receives is not like anything you've seen—it offers detailed information about how to use their equity position to achieve both short-term and long-term goals. In addition, with Homebot's timeline-style activity feed, you can get to know which of your clients are most engaged in their Homebot digest with behavioral insights.

You can also use HomeBot as an engagement tool by importing your prospect list, giving valuable insights to renters and first-time home buyer prospects. Take this tool a step further and place the HomeBot form/widget directly onto your website to capture new leads from prospects who are curious about their home value, rental potential or market conditions. When a person fills out this form, they will see their own home report and the lead is automatically added to your HomeBot database.

What agents are saying about Homebot

Below are a couple of reviews from local Valley agents that are using HomeBot and the success they're seeing within their sphere:

"I've tried handfuls of automated home value tools over the years and they all have downfalls, but what I love about Homebot is that it is a tool that doesn't just give home values. It actually shows my clients why the value matters and what can be done with the equity. I'm passionate about helping my clients build wealth and generational wealth through real

estate, and this is the first tool that seems to supply that guidance to the average homeowner.” -Ben Graham, Graham Group, Revelation Real Estate

“Looking for a great way to stay in touch with your clients and keep them up to date on the home values and choices they have? HomeBot is one of the key touchpoints I use for my clients. Homebot allows them to view at a glance where they are with their equity and refinance options, and ultimately helps their lender and I work together on a financial plan to get them where they want to go.” -Beth Cooke, Keller Williams Sonoran Living

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real story
By Jacob Cabezudo

TERRY ANDERSON & LORI ZURCHER



Photo Credit Margareth Jaeger



Photo Credit Margareth Jaeger

Terry Anderson and Lori Zurcher were made to be together. The first letters of their last names conveniently form the name of their highly successful real estate team: AZ Arizona Realty Group. They both love real estate and are great at it. But most importantly, they have a tremendous passion for affecting their community for the better, and positively impacting people's lives.

Moving to Arizona from Billings, Montana, they landed in the real estate market engulfed in the Great Recession. "Terry had quite the experience learning about short sales," Lori said. "In order to spend time with him, I went to open houses and showings. So, I got to learn the business. It was a great education for both of us."

On top of trying to make a living in a bottomed-out housing market, they didn't know anybody in the East Valley. But despite facing an uphill battle, they went to work door knocking, setting up open houses and constantly networking, even in the scorching

heat. There were some ups and downs—like when Terry locked his keys in his truck on the hottest day of summer—but by working together, Lori and Terry have found success.

"The first couple of years we were together," Lori recalled, "we were like, 'Let's just make it.' Then, by the third year, we started building a business plan and having goals, and oh man, was that a turnaround. It's crucial, even if your business plan has small numbers at first, to have a goal."

As they've come along, they have carved out their own roles that have made them a powerhouse aimed toward racking up \$20 million in volume in 2019.

"Even though we don't have written tasks," Terry explained, "we've fallen into where our strong points are." Terry specializes with their social media, and Lori is great at networking.

Terry and Lori are often so busy in their work and service, that they have to remind themselves to unwind. "Communication is key in any relationship," Lori emphasized. "With our communication, . . .

...

sometimes we just have to shut off work, and just agree that, 'Okay, we're done working today. No more talking about work.'"

Their favorite part of working their business is the help they provide for clients. "We find ourselves helping people that are often in tough situations or have not had the best of luck in life," Terry explained.

Lori added, "So, the joy is in doing quality transactions; getting to know people and developing deeper relationships and making good friends."

And since helping others is what they are all about, it's only fitting that Terry and Lori are huge helpers in the community. They have both been a fixture of the Tempe Chamber of Commerce for nearly a decade. In fact, Lori is the only person to be named chairperson of the Women in Business Council twice.

The council focuses on establishing new women leaders in the community, involved with businesses big or small. One of the main programs the Women in Business Council organizes is their extensive mentorship course.

As part of the council, Lori has learned valuable skills by being thrust into public speaking roles. "I used to work one-on-one with people for the most part," she said, "so, having to get up in front of a group of people and say who I am ... was unnerving. But it really grew me as a leader."

Along with their mentorship program and many insightful guest speakers they have for their events, the Women in Business Council culminate their year of events with their Leadership Conference in May. Complete with keynote speakers, workshops, and vendors, the event crowns a Businesswoman of the Year and is the site of



Terry with grandkids; Dawson Anderson, Ivy Anderson, and Andi Hunt.

the graduation of the mentors and proteges in their program.

In addition to their work at the Tempe Chamber of Commerce, Terry and Lori proudly serve University Lutheran Church. Just outside Arizona State University's Tempe campus, the church has become a huge part of Terry and Lori's lives in service by helping the students nearby. Every Sunday and Wednesday during the school year, the church provides homecooked meals for them, and it is a beacon for students whenever they need help. Terry and Lori are proud to be a part of that.



Lori with daughter, Sara Hashemi

Within the church campus—which is over an acre—lies "Peace Park," a place where people can practice a form of Tai Chi, called Qi Gong. Other activities and features at the church are writers' workshops, painting classes, and a talented, student-led band.

Partners in service, Terry Anderson and Lori Zurcher have success in real estate and their heart in helping others. Between their efforts in the Tempe Chamber of Commerce, the Women in Business Council, University Lutheran Church, and their own AZ Arizona Realty Group, they are excited for the many more lives they can touch.

...





“

Their favorite part of working their business is the help they provide for clients. “We find ourselves helping people that are often in tough situations or have not had the best of luck in life,” Terry explained.

Lori added, “So, the joy is in doing quality transactions; getting to know people and developing deeper relationships and making good friends.

”

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DEBRA LOPEZ

on the rise 
By Jacob Cabezudo



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Debra Lopez is the real deal. Anyone who has met her will say that she is authentic, genuine, and helpful. By staying true to her goals, she has found success in her young real estate career and she has no plans on looking back.

Debra's unique background helped pave the way for her quick success in real estate. She worked in negotiations as a contract manager for Dignity Health, and also was employed with Motorola for 28 years. As for real estate, she has been working her business for two and a half years, steadily improving each year. In 2019 to date, Debra has closed 15 units, well on her way to her goal of 24.

She couldn't have gotten this far without the inspiration of her parents. "They set the example," she said. "They're right behind me every step of the way. I come from a family of hardworking people. My dad is an investor, so real estate has always been in our blood." Raised in a tight-knit family with her six siblings in California, Debra learned the values of hard work and helping others early on.

The service she provides her clients is what drives her in real estate. "I have compassion for them as people, not just clients. It's all about helping them find their dream home or helping them move forward from their current situation."

And she goes above and beyond for her clients, a trait that sets her apart from other agents. "I consider myself a full-service real estate agent," she explained. "That goes for anything A-to-Z. For example, oftentimes, I have the house cleaned and staged so it shows better. And if I'm available, I do all of my showings because I found that the best person to talk to about the house is the owner or the person who's representing them."

•••

Debra and her husband David at one of their favorite wineries, Castoro's.



••• Debra's manager jokes that she is the "helicopter mom of real estate" because she's always hustling to help anybody, anywhere. As her business grows, she is looking for people with her same mindset. Focus on the client has made all the difference in Debra's business. Each of her 15 closings this year have come from referrals.

When she has free time, Debra loves to read, spend time with family, travel to various wine destinations, and cook. With a glass of wine and a bit of time, she can make a truly delicious meal.

What Debra believes is her greatest and most important achievement is her ability to give back to others and the community—she donates time each week to St. Vincent DePaul doing volunteer work. "I believe that I've been blessed because I pay it forward."

Debra has begun mentoring and training newer agents, so they can follow in her footsteps on a path

to a great career. For up-and-coming top producers out there, Debra urges that you persevere and be ready for anything in this business. No two contracts are the same, but if you know your contract inside out, you can't go wrong.

"Being successful is really just having a dream and striving to reach that dream. I challenge myself. I think of it as a mountain. You climb the mountain and reach success, but then the next mountain starts at the bottom and you have to climb all over again. You're always reaching for the next best thing."

A sincere, genuine, and passionate person, Debra Lopez is one of the hardest working agents in the Valley who works for her clients through and through. "I always come home and tell my husband, 'Oh my gosh, today has just been a crazy day. I've done this, this and this, but I still have so much to do.' But at the end of the day, I love it, and I wish I would have done this a long time ago."

“Being successful is really just having a dream and striving to reach that dream. I challenge myself. I think of it as a mountain. You climb the mountain and reach success, but then the next mountain starts at the bottom and you have to climb all over again. You're always reaching for the next best thing.”

Photo Credit [Cyndi Hardy](#)





What is your morning routine?



SHANE PETERLIN, CENTURY 21 SEAGO
My morning routine actually starts the evening before. I sit down and make my to-do list and prioritize the next workday. For me, I start the day with getting dressed professionally. Whether that's slacks and a button-down or a suit. Looking good and presenting myself has always been important to me. I think that comes from years of playing sports in high school and college. In the morning, I start early. I get myself ready, and head to the office. Even though I have a plan and schedule for myself for the day, I always want to be flexible, especially for my clients. No matter what I have outlined for the day, I am always flexible with my schedule to help my clients with their needs. Clients always come first. When something changes in my client's schedule, I am ready and prepared for that change and am able to execute their real estate goals.



SHANNA GROSSMAN, TINZIE REALTY
I wake up each morning and take time to myself. Whether it's walking my dogs, riding my horse or just drinking my coffee in the kitchen, I give myself some much-needed "me" time.



KATIE TAYLOR, KELLER WILLIAMS, SONORAN LIVING
I wake up at 5 am so that I can do some yoga and either meditate or practice affirmations before the kids wake up. Then, I get us all ready and out the door so that I can be at the office by 8:30. Once at the office, I catch up on emails and then meet with the team to go over what we will be doing that day.



FRANCIE DENNIS, HOMESMART
My morning routine is to get up, make coffee, make my bed, and get on the computer and start working. Then I try to work out before it gets too hot. I am definitely most productive in the morning.



JENNY MCCALL, MY HOME GROUP
I am up at 5 am every day. The first thing I do is grab my dogs and head out to exercise. When we get home, I make a cup of coffee and sit outside and read. I read some scriptures and then a chapter out of a spiritual book. Many times, I journal whatever sticks with me. I pray and ask God who and how I can serve him on that day. Then I set an intention.



CARLOS CICERO, REVELATION REAL ESTATE
Well, depending on the morning, it varies because being ADHD, I tend to focus on the most important things for the day and prioritize as such. Take, for instance, this morning ... I woke up at 4 am and went to the gym. At 5:15 am, I started the coffee and called Chase Bank regarding a short sale. At 5:30 am, I got some coffee and checked email, worked on pending transactions, and revised my daily and weekly agenda. After my second cup of coffee at around 7 am, I jumped in the shower and got ready, checked email one last time, and at 8 am I went to McDonald's drive-thru for breakfast. At 8:30 am, I arrived at U-Haul to rent a trailer for moving staging furniture for a new listing. At 10 am, after loading furniture in the trailer, I met the staging professionals (my wife, Myra, and her friend, Karen) at the new listing and delivered the staging furniture. I returned the trailer by noon. Stay tuned for the second part of the day ... to be continued.



CHRIS REECE, UNITED BROKERS GROUP
Between 3:45 am and 4:15 am, I brew some liquid black gold. While the pot is brewing, I slam 20 ounces of water to wake up my muscles, joints and brain. While the coffee brews, I mentally



TONI WELLMAN, HOMESMART

Wake at 4:35, get to 5:00 cycle, orange theory or pump class, have protein shake, shower, quick pick up of house, throw in laundry, wake kids to get ready for school, drop them off, back to relax with the first cup of coffee while returning emails/planning to-do list for the day ... go, go, go, all day.



DENISE KIRK, LIBERTAS REAL ESTATE

Wake up at 5:45, walk a mile, come home and do 20 minutes on the treadmill (another mile), gratitude, then a minimum of 15 minutes of meditation. Get ready for the day and out the door!



JENNIFER SCHUMACHER, CENTURY 21

Coffee, read, journal, sweat-check ... every single morning—even on vacay!



**CATHY ABRAMSON,
VISIONARY PROPERTIES REALTY**

Wake at 5:40 am to let the dogs out. Check texts for new leads ... go back to sleep as I work late at night when the house is quiet ... wake at 7 am, check emails and texts ... call/follow up, then shower and get going. Some mornings I walk with my husband from 6–7 am. By 8 am, it is 90 degrees here in Arizona. On Thursday mornings, I contact buyer leads to get appointments set for the weekend.



HEATHER MAHMOOD-CORLEY, REDFIN

Wake up at 4:45 am, take a Peloton class for 45 minutes, review my appointments for the day and my to-do list, get my 17-month-old up and get her ready for the day. Eat breakfast, catch up on news, take my daughter to daycare and start my day.



JODY THYFAULT, QC REALTY

I run 20 miles, do 1,000 sit-ups, 1,000 pushups, 300 burpees, then I wake from my dream and get some coffee.



► book review
By Chris Reece

FREE TO FOCUS

by Michael Hyatt

Step 1: STOP.

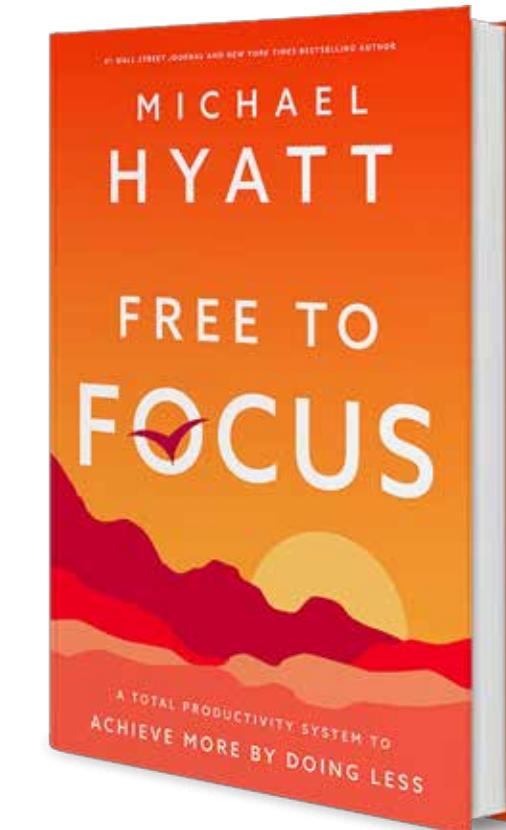
Now that is an interesting thing to see as you open the table of contents! That's how Hyatt launches his latest book, *Free to Focus*. "The most productive business leaders I coach recognize productivity is not about getting more things done—it's about getting the right things done. It's about starting each day with clarity and ending with a sense of satisfaction, accomplishment, and energy to spare. It's about achieving more by doing less, and this book shows you how."

In a simplified fashion, Hyatt breaks down focusing into three steps. Stop, cut, act. When you stop a moment to look at the big view, it almost comes off as insulting how easy focusing should be. He reminds us that we have to be regimented in focusing. In our world of go, go, go, focus is a full-time job.

Step 1: STOP

1. Formulate
2. Evaluate
3. Rejuvenate

This step was my favorite part of the book. It gave us, the reader, permission to discontinue the belief that we need to do more and more. It's also the hardest part of the book for someone very driven or the person who thinks they have to do everything. The rejuvenation part energized me, reminding me that in order to keep the machine running you have to take care of the engine, you and me!



Step 2: CUT

1. Eliminate
2. Automate
3. Delegate

For those reading this review who are sole proprietors, this will be your toughest section of the book. It will also be the most important section. In my first good year of real estate, I found myself drowning in paperwork. I didn't want to pay anyone to do what I could do, until someone convinced me to try using a transaction coordinator. I was able to increase my production by 33% the next year with a transaction coordinator. Reading this section now I am at my next crux of expansion in my business, but it is a position that will have to be created to fill the gap between my transaction coordinator and myself. Which naturally led to ...

Step 3: ACT

1. Consolidate
2. Designate
3. Activate

Consolidating all of the tasks we do is a full-time job in itself. I appreciate how tough Hyatt is on bringing you back to the priority of what makes your business tick! Three tasks a day. That's it. Delegate the rest. "If you want to be free to focus, prioritize three and only three tasks." Those tasks should be your favorite tasks, the things that make your heart pound and contribute to your WHY the most. He ends the book with a "how-to" of removing distractions from your life and from your time. "An email inbox is like having a to-do list everyone in the world can populate." I am nowhere even close to being *Free to Focus* according to Hyatt. But I am focused on the freedom that lies ahead if I can put more of these practices in place!

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► pamela's monthly update

By Pam Frestedt CEO of Sevrar

SEVRAR

Fosters Member Engagement Developments and Partnerships

Throughout the year, we at SEVRAR have made it our mission to move the needle in terms of providing cutting-edge professional development opportunities; expanding our reach throughout the state to service a broader demographic, and cultivating new ways to highlight the accomplishments of our members. It's essential that we continue to stay diligent within these facets of our association, and foster better ways to serve each member.

Our merger with the West Maricopa Association of REALTORS® (We-MAR) has been an exciting topic for both memberships, and we recently wrapped up our Name Change Campaign. A Name Change Campaign Taskforce (made up of leaders from both associations) was created to assist with developing a new name for the association. The task force felt it was imperative that members from both associations had the opportunity to have a voice on naming their REALTOR® association. Members

were given two weeks to submit a variety of names that were then reviewed by the task force. More than 800 names were submitted. The task force chose the top six names that represented the new direction of the association, and members had an additional two weeks to vote on one of those final names. The voting process was a success, as we received more than 2,600 votes.

In July, SEVRAR had the distinct honor and pleasure of inducting 15 new REALTOR® Emeritus recipients. A REALTOR® Emeritus is someone who has been a member for 40 years or more and has proven their commitment to excellence with service to the organization. These incredible individuals made being a REALTOR® their life's passion while creating an illustrious career in the process. The new REALTOR® Emeritus recipients were honored during a special luncheon, where other REALTOR® Emeritus inductees were in attendance to share the moment.

Currently, SEVRAR has 54 REALTORS® Emeritus.

On August 14, 2019, SEVRAR welcomes Terry Watson as part of our speaker series. We expect to have hun-

dreds of attendees listen to his insight on who makes people, companies and organizations aware of conscious and unconscious ways they sabotage their businesses and their lives.

On August 9, 2019, SEVRAR will host its annual Broker Luncheon to share insight with our brokers on what is occurring within the association and around the real estate industry. Currently, our Young Professionals Network is hard at work planning their fall event, which will consist of a fun-filled evening at Chase Field to root on our very own Arizona Diamondbacks.

Professional development is always a hot topic at SEVRAR, and our education department is working on providing phenomenal education and designation courses to our members. Such upcoming designation courses include:

Seller Representative Specialist
Senior Real Estate Specialist
At Home with Diversity Certification
Real Estate Negotiation Expert

Be sure to visit www.sevrar.com to stay updated on what's happening at SEVRAR.

AUGUST

schedule details

Selling Mfg. and Mobile Homes

Event Date: August 5
 Event Time: 9:00 am–12:00 pm
 Event Description: Contract Law
 3.00 Credits
 Instructor: Mark Zinman
 Location: SEVRAR

Are You Being Fair?

Event Date: August 6
 Event Time: 1:00 pm– 4:00 pm
 Event Description: Fair Housing
 3.00 Credits
 Instructor: Laura Kovacs
 Location: SEVRAR

A Team Contract Writing

Event Date: August 7
 Event Time: 9:00 am–12:00 pm
 Event Description: Contract Law
 3.00 Credits
 Instructor: Marlene Olsen
 Location: SEVRAR

To Disclose or Not to Disclose

Event Date: August 7
 Event Time: 1:00 pm–4:00 pm
 Event Description: Disclosure
 3.00 Credits
 Instructor: Keri Means
 Location: SEVRAR

New Member Orientation

Event Date: August 8
 Event Time: 10:30 am–12:00 pm
 Event Description: Non-Accredited
 Instructor: Keri Means
 Location: SEVRAR

The Code of Ethics

Event Date: August 8
 Event Time: 1:00 pm–4:00 pm
 Event Description:
 Commissioner's Standards
 3.00 Credits
 Instructor: Dana Booth
 Location: SEVRAR

Affiliate Certification

Event Date: August 9
 Event Time: 8:00 am–9:00 am
 Event Description:
 Non-Accredited
 Location: SEVRAR

Avoiding Fair Housing Roadkill

Event Date: August 14
 Event Time: 9:00 am–12:00 pm
 Event Description:
 Fair Housing
 3.00 Credits
 Instructor: Terry Watson
 Location: SEVRAR

The Yelp Effect

Event Date: August 14
 Event Time: 1:00 pm–4:00 pm
 Event Description:
 Non-Accredited
 Instructor: Terry Watson
 Location: SEVRAR

Broker Management Clinic 1

Event Date: August 15
 Event Time: 8:00 am–10:45 am
 Event Description: Commissioner's
 Standards 3.00 Credits
 Instructor: Marlene Olsen
 Location: SEVRAR

GRI: Financing (Row 4)

Event Date: August 15
 Event Time: 9:00 am–4:00 pm
 Event Description:
 General Education
 6.00 Credits
 Instructor: Jimmy Vercellino
 Location: SEVRAR

REALTOR® Safety

Event Date: August 15
 Event Time: 9:00 am–11:00 am
 Event Description:
 Non-Accredited
 Location: SEVRAR

Broker Management Clinic 2

Event Date: August 15
 Event Time: 11:00 am–1:45 pm
 Event Description:
 Commissioner's Standards
 3.00 Credits
 Instructor: Marlene Olsen
 Location: SEVRAR

Broker Management Clinic 3

Event Date: August 15
 Event Time: 2:15 pm–5:00 pm
 Event Description:
 Commissioner's Standards
 3.00 Credits
 Instructor: Marlene Olsen
 Location: SEVRAR

New Member Orientation

Event Date: August 16
 Event Time: 10:00 am–11:30 am
 Event Description:
 Non-Accredited
 Instructor: Tiffany Jones
 Location: SEVRAR

TPT for Property Managers

Event Date: August 19
 Event Time: 9:00 am–12:00 pm
 Event Description:
 Non-Accredited
 Instructor: Jordan Fasano
 Location: SEVRAR

Agency Law from Gen Z to G1

Event Date: August 20
 Event Time: 9:00 am–12:00 pm
 Event Description:
 Agency Law
 3.00 Credits
 Instructor: Marlene Olsen
 Location: SEVRAR

Agent Guide to Septic

Event Date: August 20
 Event Time: 1:00 pm–4:00 pm
 Event Description:
 Contract Law
 3.00 Credits
 Instructor: Doug Adcox
 Location: SEVRAR

The Code of Ethics

Event Date: August 21
 Event Time: 9:00 am–12:00 pm
 Event Description:
 Commissioner's Standards
 3.00 Credits
 Instructor: Mark Winsor
 Location: SEVRAR

Relational Selling

Event Date: August 22
 Event Time: 9:00 am–11:00 am
 Event Description:
 Non-Accredited
 Instructor: Mark Poisson
 Location: SEVRAR

Disclosure & Due Diligence

Event Date: August 26
 Event Time: 9:00 am–4:00 pm
 Event Description:
 Accredited
 6.00 Credits
 Instructor: Jesi Wolnik
 Location: SEVRAR

HOAs and All That Jazz

Event Date: August 26
 Event Time: 9:00 am–12:00 pm
 Event Description:
 Real Estate Legal Issues
 3.00 Credits
 Instructor: Ben Gottlieb
 Location: SEVRAR

House to Home Horrors

Event Date: August 26
 Event Time: 1:00 pm–4:00 pm
 Event Description:
 Disclosure
 3.00 Credits
 Instructor: Tim O'Neall
 Location: SEVRAR

Seller Representative Spec

Event Date: August 28 and 29
 Event Time: 9:00 am–4:00 pm
 Event Description:
 Multiple Categories
 12.00 Credits
 Instructor: Adorna Carroll
 Location: SEVRAR

New Member Orientation

Event Date: August 29
 Event Time: 12:00 pm–1:30 pm
 Event Description:
 Non-Accredited
 Instructor: Derek Anglin
 Location: SEVRAR

5 S U G G A U G

calendar of events

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

28		29	30			
04		05	06			
		Selling Mfg. and Mobile Homes 9:00 am–12:00 pm	Are You Being Fair? 1:00 pm–4:00 pm			
11		12	13			
18		19	20			
25		26	27			

31		01	02	03		
07		08	09	10		
	A Team Contract Writing 9:00 am–12:00 pm To Disclose or Not to Disclose 1:00 pm–4:00 pm	New Member Orientation 10:30 am–12:00 pm August 8 1:00 pm–4:00 pm The Code of Ethics		Affiliate Certification 8:00 am–9:00 am		
14		15	16	17		
	Avoiding Fair Housing Roadkill 9:00 am–12:00 pm The Yelp Effect 1:00 pm–4:00 pm	Broker Management Clinic 1 8:00 am–10:45 am GRI: Financing (Row 4) 9:00 am–4:00 pm REALTOR® Safety 9:00 am–11:00 am		New Member Orientation 10:00 am–11:30 am		
21		22	23	24		
	The Code of Ethics 9:00 am–12:00 pm	Relational Selling 9:00 am–11:00 am				
28		29	30	31		

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2735 S. Terrell,
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From the upper \$200s

Tavera Park
2826 S. Luther,
Mesa, AZ 85212
From the mid \$200s

Condos at Rhythm
1250 N. Abbey Lane,
Chandler, AZ 85226
From the upper \$200s

Lofts at Haven
703 W. Browning Place,
Chandler, AZ 85225
From the low \$300s

Retreats at Haven
1154 S. Tumbleweed Lane,
Chandler, AZ 85225
From the mid \$300s

**Enclave at
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TOP 200 STANDINGS

Teams and Individuals Closing Dates From January 1–June 30, 2019

#	First Name	Last Name	Office Name	Total Unit Sales 01/01/2019 - 06/30/2019	Total Volume Sales 01/01/2019 - 06/30/2019	#	First Name	Last Name	Office Name	Total Unit Sales 01/01/2019 - 06/30/2019	Total Volume Sales 01/01/2019 - 06/30/2019				
1	Derek	Dickson	Offerpad	674.5	\$168,266,341	35	Bonny L.	Holland	Keller Williams Realty Sonoran Living	16	\$13,218,425				
2	Carol A.	Royse	Keller Williams Realty East Valley	139	\$46,338,553	36	Tyler	Blair	My Home Group Real Estate	47.5	\$13,197,300				
3	Dawn	Faraci	Lennar Sales Corp	131.5	\$45,114,540	37	Angela	Larson	Keller Williams Realty Phoenix	49	\$13,017,100				
4	Rick	Metcalfe	Canam Realty Group	140.5	\$39,310,530	38	Brock	O'Neal	West Usa Realty	36	\$12,673,741				
5	Rebecca	Rains	Berkshire Hathaway Homeservices Arizona Properties	105	\$36,014,097	39	Kelly	Pedraza	West Usa Realty	4	\$12,599,000				
6	Brian	Cunningham	List 3k, LLC	83.5	\$31,514,809	40	Bill	Olmstead	Keller Williams Realty East Valley	34.5	\$12,191,700				
7	Kenny	Klaus	Keller Williams Integrity First	115	\$29,795,270	41	Donna	Mortensen	Redefy	35.5	\$12,138,575				
8	Karl	Tunberg	Midland Real Estate Alliance	44	\$25,791,330	42	Scott	Dempsey	Redfin Corporation	28.5	\$12,027,100				
9	Mindy	Jones Nevarez	Keller Williams Integrity First	59	\$23,145,188	43	Kimberly	Healy-Franzetti	West Usa Realty	18	\$12,003,057				
10	Catherine	Renshaw	Lennar Sales Corp	57	\$22,870,875	44	Kathy	Camamo	Amazing AZ Homes	37	\$11,757,956				
11	Renee'	Merritt	Russ Lyon Sotheby's International Realty	20	\$19,878,888	45	Jonas	Funston	Venture Rei, LLC	31.5	\$11,410,420				
12	Spencer	Lindahl	Main Street Renewal, LLC	80	\$18,578,894	46	Damian	Godoy	Argo Real Estate Professionals	43	\$11,395,050				
13	Mary Jo	Santistevan	Berkshire Hathaway Homeservices Arizona Properties	44	\$18,225,625	47	Henry	Wang	Revelation Real Estate	30.5	\$11,355,050				
14	Shannon	Gillette	Launch Real Estate	40	\$18,170,269	48	Kelly	Jensen	Kj Elite Realty	36.5	\$11,347,150				
15	Jason	Crittenden	Realty One Group	48	\$17,659,950	49	Katie	Shook	Redfin Corporation	33.5	\$11,266,450				
16	Randy	Courtney	Weichert, Realtors - Courtney Valleywide	47.5	\$17,465,301	50	Shanna	Day	Keller Williams Realty East Valley	19.5	\$10,996,603				
17	Kristine	Smith	Kb Home Sales	60	\$16,683,766	Disclaimer: Information is pulled directly from MLS. New construction or numbers not reported to MLS within the date range listed are not included. MLS is not responsible for submitting this data.									
18	Beverly	Berrett	Berkshire Hathaway Homeservices Arizona Properties	30	\$16,658,767										
19	Benjamin	Arredondo	My Home Group Real Estate	48.5	\$15,910,044										
20	Justin	Cook	RE/MAX Solutions	41	\$15,626,025										
21	Becky	Kolb	Keller Williams Integrity First	41	\$15,488,050										
22	Daniel	Brown	My Home Group Real Estate	46	\$15,431,200										
23	Zachary	Cates	Revelation Real Estate	30	\$15,268,500										
24	Shawn	Camacho	United Brokers Group	52.5	\$15,139,400										
25	Patrick	Mcclain	Homesmart	66	\$14,851,399										
26	Lacey	Lehman	Realty One Group	48.5	\$14,706,111										
27	Rachael	Richards	Rachael Richards Realty	43.5	\$14,704,250										
28	Darwin	Wall	Realty One Group	23.5	\$14,631,950										
29	David	Arustamian	Russ Lyon Sotheby's International Realty	32	\$14,611,500										
30	Bob and Sandy	Thompson	Revelation Real Estate	44	\$14,546,184										
31	Van D.	Welborn	Redfin Corporation	24	\$14,396,300										
32	Gus	Palmisano	Keller Williams Integrity First	31	\$14,308,600										
33	Robin	Rotella	Keller Williams Integrity First	50	\$14,259,500										
34	Terry	Young	Revelation Real Estate	36	\$13,595,380										

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#	First Name	Last Name	Office Name	Total Unit Sales		Total Volume Sales	
				01/01/2019 - 06/30/2019	01/01/2019 - 06/30/2019	01/01/2019 - 06/30/2019	01/01/2019 - 06/30/2019
51	Kraig	Klaus	Keller Williams Integrity First	36.5	\$10,946,875		
52	Kelly	Khalil	Redfin Corporation	28	\$10,779,790		
53	Charlotte	Young	Revelation Real Estate	27.5	\$10,750,780		
54	Alan	Kittelman	Realty Executives	55	\$10,746,900		
55	Mike	Mendoza	Keller Williams Realty Sonoran Living	24	\$10,678,912		
56	Timothy J	Cusick	Homelife Professionals	26	\$10,658,673		
57	Scott	Cook	RE/MAX Solutions	30.5	\$10,528,000		
58	Shivani	Dallas	Keller Williams Integrity First	27.5	\$10,442,238		
59	Annette	Holmes	Rachael Richards Realty	29	\$10,264,125		
60	Gina	Mcmullen	Redfin Corporation	29.5	\$10,239,000		
61	Shawn	Rogers	West Usa Realty	36.5	\$10,222,740		
62	Russell	Mills	Gentry Real Estate	30	\$10,169,795		
63	Dean	Thornton	Redfin Corporation	30	\$10,167,299		
64	John	Karadsheh	Kor Properties	17.5	\$10,126,322		
65	James	Sanson	Keller Williams Realty Phoenix	42.5	\$10,010,025		
66	Kelly	Money	Redfin Corporation	29	\$9,933,204		
67	Heather	Openshaw	Keller Williams Integrity First	28	\$9,923,984		
68	Eric	Williams	Realty Executives	12	\$9,906,742		
69	Rebekah	Liperote	Redfin Corporation	30.5	\$9,903,900		
70	Jody	Sayler	Just Selling Az	34	\$9,859,950		
71	Michael	D'Elena	North & Co	24.5	\$9,736,574		
72	Stacia	Ehlen	RE/MAX Solutions	22	\$9,730,099		
73	Michael	Kent	RE/MAX Infinity	37.5	\$9,701,150		
74	Heather	Taylor	Prosmart Realty	19	\$9,639,000		
75	Geoffrey	Adams	Realty One Group	38.5	\$9,525,458		
76	Janine	Igliane	Keller Williams Realty East Valley	25	\$9,503,676		
77	Cynthia	Dewine	Century 21 Arizona Foothills	22	\$9,502,654		
78	Tanner	Milne	The Menlo Group Commercial Real Estate	14	\$9,494,602		
79	John	Payne	United Countryreal Estate-Arizona Property & Auction	5	\$9,430,600		
80	Jason	Witte	Realty One Group	31.5	\$9,426,200		
81	Ben	Leeson	Arizona Experience Realty, LLC	24	\$9,416,317		
82	Amy N	Nelson	Keller Williams Realty East Valley	29.5	\$9,394,998		
83	Kirk	Erickson	Schreiner Realty	26	\$9,295,450		
84	Heather	Corley	Redfin Corporation	23	\$9,224,072		

#	First Name	Last Name	Office Name	Total Unit Sales	Total Volume Sales
				01/01/2019 - 06/30/2019	01/01/2019 - 06/30/2019

85	Tina	Sloat	Tina Marie Realty	26	\$9,186,100
86	Brett	Tanner	Keller Williams Realty Phoenix	36.5	\$9,064,395
87	Paul	Whittle	American Allstar Realty	31	\$8,956,238
88	Frank	Bennett Jr	Frank Bennett Realty	37	\$8,953,000
89	James	Watson	Keller Williams Realty Sonoran Living	26.5	\$8,952,789
90	Curtis	Johnson	Exp Realty	27	\$8,825,515
91	Jennifer	Felker	RE/MAX Infinity	18	\$8,811,000
92	Kristi	Jencks	Exp Realty	30	\$8,748,524
93	Roger	Marble	Marble Real Estate	23	\$8,715,582
94	Michael	Cunningham	West Usa Realty	22	\$8,713,641
95	Gregory	Hagopian	RE/MAX Solutions	24	\$8,688,400
96	Tara	Hayden	Redfin Corporation	22	\$8,652,225
97	Natascha	Ovando-Karadsheh	Kor Properties	14.5	\$8,621,072
98	Patrick	Smith	Nexthome Alliance	25.5	\$8,424,339
99	William	Nager	Stunning Homes Realty	27.5	\$8,415,805
100	Thomas M	Speaks	Revelation Real Estate	24	\$8,409,290

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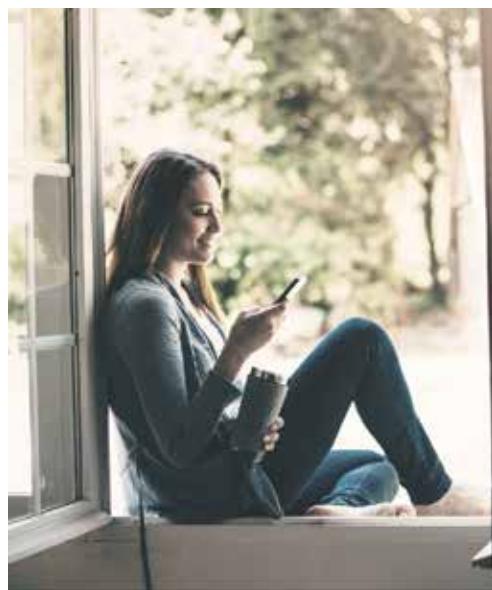
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TOP 200 STANDINGS

Teams and Individuals Closing Dates From January 1–June 30, 2019

#	First Name	Last Name	Office Name	Total Unit Sales		Total Volume Sales	
				01/01/2019 - 06/30/2019	01/01/2019 - 06/30/2019	01/01/2019 - 06/30/2019	01/01/2019 - 06/30/2019
151	Douglas	Hopkins	Realty Executives	21.5	\$6,934,550		
152	Kristina	Sabo	United Brokers Group	20	\$6,925,400		
153	Cara	Wright	Revelation Real Estate	12	\$6,895,505		
154	Benjamin	Marquez	Exp Realty	17.5	\$6,890,909		
155	Nate	Randleman	Revelation Real Estate	27	\$6,885,100		
156	Matthew	Potter	Stunning Homes Realty	23.5	\$6,861,600		
157	Ben	Swanson	RE/MAX Precision	30	\$6,824,400		
158	Josh	Randall	Keller Williams Realty East Valley	18	\$6,822,475		
159	John	Fabirkiewicz	Marketplace Homes	18	\$6,741,278		
160	Gregory	Crespo	Purplebricks	18	\$6,689,760		
161	Jasson	Dellacroce	My Home Group Real Estate	21.5	\$6,634,440		
162	Frank	Gerola	Venture Rei, LLC	19.5	\$6,562,050		
163	Connie	Wong	Delex Realty	12	\$6,537,750		
164	Rich	Giddings	Omninuovo Realty	24	\$6,520,135		
165	Edward	Surchik	Realty Executives	22	\$6,486,400		
166	Gina	Mckinley	RE/MAX Fine Properties	24	\$6,480,250		
167	Sanjog	Gopal	Oz Realty	31	\$6,424,900		
168	Katherine	Walsh	Keller Williams Legacy One	21	\$6,418,505		
169	Brooke	Bogart	Keller Williams Realty East Valley	21	\$6,414,926		
170	Diane	Olson	Glass House International	23	\$6,392,770		
171	Kamberly	Stoltz	Dpr Realty LLC	14	\$6,386,990		
172	Elmon	Krupnik	Stunning Homes Realty	21.5	\$6,384,920		
173	Jason	Wells	Keller Williams Realty East Valley	19.5	\$6,359,850		
174	Tracy	Lane	Century 21-Towne & Country	74.5	\$6,357,390		
175	Tyler	Whitmore	O48 Realty	21.5	\$6,354,949		
176	Julie	Gallego	Redfin Corporation	20	\$6,353,744		
177	Kandi	Andresen	Rachael Richards Realty	19	\$6,329,200		
178	David	Courtright	Coldwell Banker Residential Brokerage	18	\$6,322,275		
179	Kaushik	Sirkar	Call Realty, Inc.	17	\$6,290,918		
180	Karl	Freund	Kenneth James Realty	15.5	\$6,277,400		
181	William	Ryan	RE/MAX Infinity	13	\$6,275,875		
182	Richard	Ashby	Ashby Realty Group, LLC	15	\$6,251,020		
183	Ryan	Loeding	Keller Williams Realty Phoenix	20	\$6,238,150		
184	William G	Barker	Farnsworth Realty & Management Company	22	\$6,203,784		

#	First Name	Last Name	Office Name	Total Unit Sales	Total Volume Sales
				01/01/2019 - 06/30/2019	01/01/2019 - 06/30/2019
185	Pamm	Seago-Peterlin	Century 21 Seago	20	\$6,155,950
186	Rory	Bullington	Revelation Real Estate	15	\$6,154,460
187	Michael	Velasco	My Home Group Real Estate	19	\$6,144,788
188	Adam	Prather	RE/MAX Solutions	20	\$6,135,805
189	Jaime	Blikre	My Home Group Real Estate	20.5	\$6,117,444
190	Laurie	Neal	Homesmart Lifestyles	24.5	\$6,112,591
191	Mark	Toon	RE/MAX Alliance Group	18	\$6,100,000
192	David	Rich	Housso Realty	7	\$6,079,101
193	Hilary	Sutter	My Home Group Real Estate	20	\$6,074,490
194	Nathan	Knight	Prosmart Realty	22	\$6,070,900
195	Jarl	Kubat	West Usa Realty	25	\$6,067,900
196	Christopher	Cline	Purplebricks	18.5	\$6,044,895
197	Benjamin	Graham	Revelation Real Estate	18	\$6,037,200
198	Aimee	Lunt	RE/MAX Solutions	14.5	\$6,035,225
199	Dawn	Matesi	United Brokers Group	16	\$6,029,911
200	Mary	Almaguer	Apache Gold Realty, LLC	28	\$6,007,300

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I am surprised at the number of times we see poor pictures in listings. As home inspectors, we know your pictures need to convey the information you want others to know. There are several short. Under ten minutes, youtube videos that show how to avoid the most common mistakes people make when taking pictures in general, and even how to get the most from pictures on your phone. I am going to talk about specific mistakes when taking pictures of houses.

First, don't be artsy. Unless you have experience as a photographer, don't go running filters or fish eye lenses. I have seen whole houses done in fish eye lens, and it can make the home very different. Use a wide angle lens instead. This will not distort what you are photographing.

No Corners. Corners of a room should NOT be in the middle of the frame, only at the last 20% of the pictures edges. Unless you need to show some detail of the room corner, leave them at the edges where they belong.

Lawns. Unless the landscaping is the selling point of a home, or is upping the appraisal value, don't show a picture of the grass or a lone tree. If it happens to be in the picture, but not the focus, great. This does not include pools. Show the pool, just not the cactus!

No pictures through windows. There will always be glare. It looks like the photographer needs a restraining order.



Ceilings with a sitting still lone ceiling fan. Unless that ceiling fan is super unique, or costs a ton, do not take a picture of it. If it is seen in the background, that is okay.

Rooms being too dark. Open window treatments and blinds and turn on all the lights before taking pictures. Brighter the area, the better the picture. Speaking of which...

Take your exterior pictures when it is bright out, and preferable with the sun shining on the front of the home. And preferably with no car in driveway and garbage cans out of the way.

Appliance close up pictures. Again, unless the appliances are real special, no need of an exclusive photo shoot with them. Especially a close up of the controls. All ovens have a method of turning on.

Blurry pictures. If you get back from taking pictures and a few are blurry, either don't use them or go back. This one says a lot about the agent more than the home.

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