

EAST VALLEY

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.

Photo Credit
Margareth Jaeger

FEATURED AGENT

**MARK
TOON**

PARTNER SPOTLIGHT
ListerAssister

ON THE RISE
Debra Lopez

REAL STORY
Terry Anderson & Lori Zurcher

AUGUST 2019

WV simple mortgage
TRUSTED ADVISOR

All packed & ready for school.
WHAT ABOUT YOUR DREAM HOME?



Contact Your **WV** Trusted Advisor

(480) 783 8844

wvmb**mesa**.com

Wallick & Volk

Mortgage lending since 1932



CORP NMLS 2973 | BK 0018295
This is not a commitment to lend or extend credit.

**NEVER LOSE A SALE DUE TO ROOF
OR EXTERIOR DAMAGE**

...with the XCEL ROOFING EXCLUSIVE REALTOR PROGRAM.



Help Expedite the Home sale,
Reduce home owner anxiety,
and Protect your listing if
it has Exterior Damage.

"Xcel roofing has come through
for me and my clients on more than
one occasion. They have saved both
buyers and sellers, not to mention
myself, from future issues and
headaches by taking of things in a
timely manner and even waiting
until closing to get paid. You can
count on them to do what they say
they are going to do!"

Sherri Hinkel RN, GRI, CRS, SRES
Real Estate Consultant Keller
Williams Realty



- Locally owned since 1992
- Platinum Partner Owens Corning,
- Preferred Partner Pella Window, Davinci Roofscapes and Mastic Siding



Xclusive
REALTOR PROGRAM

LoveOurRoof.com
(480) 909-7484
2550 W. Union Hills Drive Suite 350
Phoenix, AZ 85027

TABLE OF CONTENTS



05

Meet The
East Valley
Real
Producers
Team



08

Preferred
Partners



10

Sponsor
Spotlight:
Lister
Assister



14

Featured
Agent:
Mark Toon



18

Coaching
Corner



20

Real Story:
Terry
Anderson
& Lori
Zurcher



26

On the
Rise:
Debra
Lopez



30

Question of
the Month



32

Book
Review:
Chris
Reece



35

Pamela's
Monthly
Update



36

Calendar
of Events



42

Top 200
East Valley

MEET THE EAST VALLEY REAL PRODUCERS TEAM



Jenni Vega
Publisher



Debby Erdmann
Editor



Michele Jerrell
Publisher Assistant



Jacob Cabezudo
Writer



Sarah Wind
Writer



Chris Reece
Guest Writer



Pam Frestedt
Guest Writer



Margareth Jaeger
Photographer



Cyndi Hardy
Photographer



**WHEN YOU
SEE THIS,
CALL US.**

We renovate homes
before you list them,
and sellers don't pay
until closing.

844-944-2629
www.curbio.com

curbio®
Renovate Now, Pay When You Sell



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

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of N2 Publishing but remain solely those of the author(s). The paid advertisements contained within the East Valley Real Producers magazine are not endorsed or recommended by N2 Publishing or the publisher. Therefore, neither N2 Publishing nor the publisher may be held liable or responsible for business practices of these companies.



Laura Edgar
 Senior Loan Officer
M: 480-861-0072
 NMLS # 1079559
 AZ Lic. # 0941101
 Company NMLS # 3274
 Equal Housing Lender



Melissa Monjaraz
 Senior Loan Officer
O: 602.799.9570
 NMLS # 1014648
 AZ Lic. # 0941100
 Company NMLS # 3274
 Equal Housing Lender

Let us help you!

We'll help you build your business plan and work as your accountability partner.
We don't just want leads, we want partners we can grow with.

- 30 Years Combined Mortgage Experience
- Free One-on-One Business Plan Coaching
- Available 7 Days a Week
- Down Payment Assistance, Conventional, FHA, VA, USDA and Jumbo
- Hablamos español!



2151 E Broadway Rd. Suite 111 | Tempe, AZ 85282 | AZ BK# 0018883




Millennials don't buy homes like their parents. Are you marketing your listings like it's 1999?

We specialize in speedy sales and challenging properties with a longer listing history.
Top Modern Home Staging and Professional Photography. For your success.

Visit www.jaegerstaging.com Call us today 602 883 5291 for a free consultation via Phone or Face Time

ROOFSTAR ARIZONA, INC.

A ROOF INSPECTION YOU CAN BE CONFIDENT IN

THE PACKAGE

- Detailed analysis of our findings, recommendations, and life expectancy of the roof, down to the minute details.
- Aerial image of the roof highlighting any problematic areas with detailed annotations.
- Photos of any areas that are of concern.

WHY US

We help our Real Estate Agents meet deadlines and close sales! Quotes for home sale transactions are our priority. Whether you're looking to get the roof thoroughly inspected for a buyer, or in need of a BINSR response for your seller, we have you covered!

CONTACT US!

Call us for a sample of our Roof Inspection Package!
(480) 426 1915 · RoofstarArizona.com



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

BUILDER

Mattamy Homes
Katie Smith
(480) 302-6080 x101

CARPET CLEANING & EMERGENCY RESTORATION

Steamy Concepts LLC
(520) 903-1200
SteamyConcepts.com

GARAGE STORAGE

Tahoe Designs
Jack Doherty
(866) 387-1888

GLASS SERVICES

1st Glass Window Cleaners
Justin Knapp
(480) 440-2193

HEALTH INSURANCE

Insurance Experts Team
Karla Flores
(480) 650-0018

HOME INSPECTION

ACSI
Scott Warga
(480) 636-7400

Checklist Inspections
John Tyler
(480) 361-8120

Stratton Inspection Services LLC
Paul Stratton
(480) 215-7264

HOME RENOVATION

Curbio
(844) 944-2629
curbio.com

HOME WARRANTY

AHG Home Warranty
(866) 710-3700
AHGHomeWarranty.com

Choice Home Warranty
Sharp Chen
(949) 426-5450

Super
(202) 750-1618
HelloSuper.com

INSURANCE

Farm Bureau Financial Services
Nikki Schaal LUTCF, Agent
(480) 279-1874
NikkiSchaal.com

LANDSCAPING

IDT Landscaping
Stephanie Towler
(480) 829-8530

LAWYER

Winsor Law Group, PLC
Mark Winsor
(480) 505-7044

MARKETING

Lister Assister
Chad O'Donnell
(602) 492-5006

MORTGAGE

Allied First Bank
Ken Starks
(714) 328-4475

Camelback Mortgage
Bill Borkowski
(480) 240-7280

Cardinal Financial
Matt Askland
(480) 759-1500 x1001

Fairway Mortgage
Jeff Quincey
(602) 743-0434

Guild Mortgage
Laura Edgar
(480) 861-0072
Melissa Monjaraz
(602) 799-9570

Nova Home Loans
Greg Gale
(480) 626-2282

Prime Lending
Liz Robinson
(602) 570-3098

Wallick & Volk
Stacy Neal
(602) 451-2473

MOVERS

Camelback Moving
Chad Olsen
(602) 564-6683

Gilbert Moving and Storage
(480) 825-8648
GilbertMovingandStorage.com

PEST CONTROL

Creepy Crawly Pest Control Inc
Holly Parker
(602) 614-2415

PHOTOGRAPHY

Cyndi Hardy Photography
Cyndi Hardy
(858) 598-4404

PROPERTY MANAGEMENT

TCT Property Management Services
Jennice Doty
(480) 632-4222

ROOFING

AZ Roofing Works
Austin Gardener and Piper Lindenmuth
(602) 283-3383

RoofStar Arizona Inc
(480) 426-1915
www.RoofstarArizona.com

ROOFING & EXTERIORS

Xcel Roofing
(402) 345-9235
loveourroof.com

STAGING

Jaeger Staging
Margareth Jaeger
(602) 883-5291

TITLE & ESCROW JOINT VENTURE PARTNER


Title Alliance
Lindsay Smith / Jim Campbell
(610) 637-6874

TITLE AGENCY

American Title
Laurie Marlowe
(480) 290-0948

VIDEO SERVICES

Permanent Estate
Jason Crittenden
(480) 999-9880



10 Locations Throughout The Valley!

Title Alliance of Arizona
2500 S. Power Rd, Suite 121
Mesa, AZ 85209

Title Alliance Of Arizona
2919 South Ellsworth Road #131
Mesa, AZ 85212

Title Alliance Professionals
15003 W. Bell Road, Suite 125
Surprise, AZ 85374

Title Alliance Professionals
10320 W McDowell Rd. Bldg. B
Suite B2006
Avondale, AZ 85392

Title Alliance Infinity Agency
2450 South Arizona Avenue, Suite 5
Chandler, AZ 85286


Title Alliance Platinum Agency
18291 N. Pima Road, Suite A-115
Scottsdale, AZ 85255

Title Alliance Of Phoenix
4858 East Baseline Rd, Suite 104
Mesa, AZ 85206

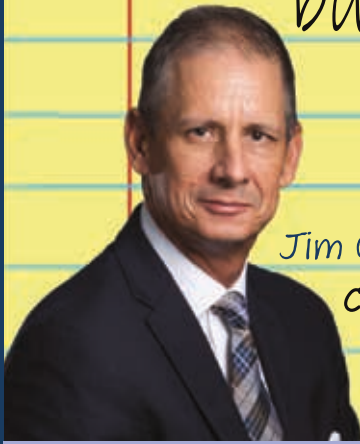
Title Alliance Elite Agency
1845 S. Dobson Rd, Suite 104
Mesa, AZ 85202

Title Alliance Elite Agency
505 E. Plaza Circle Dr. Suite C
Litchfield Park, AZ 85340


Title Alliance Of The Valley
4858 East Baseline Rd, Suite 104
Mesa, AZ 85206




Let's get to the point,
When it comes to
Title and Escrow we keep
business sharp!



Jim Campbell
CEO



Lindsay Smith
Chief Strategy Officer



TITLE ALLIANCE
LTD
Building Businesses. Growing Profits.
An ESOP Company

Leaders In Title & Escrow Joint Ventures Since 1983
610.637.6974 lsmith@titlealliance.com
www.titlealliance.com

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.

partner spotlight

By Sarah Wind



Chad and Kaylee

It was precisely because of the time-sensitive nature of real estate that Chad decided to build his own business in 2008 to help busy agents save time and meet their clients' needs. Instead of agents needing to hire different people to do various tasks to get their listings ready for the market, Chad created a company to do all of the legwork in order to free up agents' time and mental energy.

ListerAssister is a one-stop shop for agents to have their signposts installed, property photos taken (including aerial photos, Matterport 3D, and videos along with virtual staging options), lockboxes put on (and taken off), and MLS descriptions and photos uploaded. Incredibly, they are able to have photos taken as soon as the day after the order is placed and then uploaded to the MLS the day after the photo shoot along with a description, so your listing will be prepped to go live on the MLS within 48 hours!

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.

They've honed their business to a science, making the process seamless for you. You'll be assigned one

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.

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.

If you want to learn more about the spectacular services from ListerAssister, check out their website: www.ListerAssister.com.

SUMMER IS HERE!



RELAX... and let TCT take care of your rental property!

TCT Property Management Services, LLC

Call today
480-632-4222

Contact us today for more information about our referrals!
480.632.4222 / info@tctproperties.com
www.tctproperties.com

OVERHEAD GARAGE STORAGE RACKS
ORGANIZE YOUR GARAGE!

Simply No More
15
Since 2002



TAHOE GARAGE DESIGNS
Overhead Storage Solutions For Your Garage
TWO - 4X8 UNITS INSTALLED
\$500
MSRP \$795
LIFETIME WARRANTY

480.704.8777
www.TahoeGarageStorage.com

Don't let your clients lose their cool.



Did you know your clients could be covered if their A/C or furnace breaks down? No sweat! Residential Equipment Breakdown Coverage can be added to a homeowners policy and could cover their refrigerator, water heater and more.

 Schedule a SuperCheck® today to learn more about this affordable coverage!


Nikki Schaal, LUTCF
2509 S Power Rd
Ste #106
Mesa
(480) 279-1874
www.NikkiSchaal.com

FARM BUREAU FINANCIAL SERVICES

Auto | Home | Life | Annuities | Business | Farm & Ranch

Farm Bureau Property & Casualty Insurance Company*, Western Agricultural Insurance Company*, Farm Bureau Life Insurance Company*/West Des Moines, IA. *Company providers of Farm Bureau Financial Services PC133 (2-18)

Back to School, Make Sure Your Family is Covered!



Finding the Right Health Insurance for You

Karla Flores can help!
InsuranceExperts.team
Karla@InsuranceExperts.team
Call Today 480-650-0018
Individuals, Families, Small Groups

You're a part of their big decisions. Let us be a part of yours.



 **Jeff Quincey**
NMLS# 183810
Scottsdale, AZ

602.743.0434
www.jeffquincey.com
jeff.quincey@fairwaymc.com

FAIRWAY
INDEPENDENT MORTGAGE CORPORATION

So many real estate market variables,
one clear home warranty choice.

Arizona's leader in service response time

 **AHG HOME WARRANTY**

(480) 649-8199 | AHGHomeWarranty.com



MARK TOON

Mark and Andrea Toon



Mark, "We love the outdoors!"

Business 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

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.



“ 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.

...

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.

HELPING YOUR CLIENTS BUILD THEIR WEALTH

If you've seen one home valuation tool, you've seen them all, right? At least that's what I thought until I recently came across a new asset management tool that not only provides home valuations, but also provides detailed wealth management tips and statistics that my clients have found invaluable. Moreover, this tool has helped to build and strengthen my database by keeping my clients engaged and better informed.

Introducing Homebot

Homebot is a true home valuation and wealth management game changer. With this unique automated tool, you can build lasting relationships with your clients as their go-to expert, maximize your new purchase clients, and drive repeat and referral business.

How does Homebot work and how is it different?

Homebot is a free revolutionary home valuation tool that delivers a monthly digest to your clients that contains their personal financial data, as well as provides actionable home wealth information. From personalized calculations to help your clients save money and pay off their loan earlier—to customized refinancing scenarios and real-time sav-

ings—to advanced market rental data and monthly cash flow calculations for potential vacation home rentals. The options are endless and the feedback we've received from our clients currently using Homebot has been tremendous.

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

How much does Homebot cost?

It's actually quite reasonable, especially if you partner with your preferred lender. If you're an agent and don't have a preferred lender that offers Homebot, give me a call and we'll be happy to assist. If you're a lender, we highly recommend taking advantage of this incredible tool. To learn more about Homebot, feel free to visit their website at <https://homebot.ai/>.



IT'S TIME TO GET OFF THE FENCE.

Know anyone who is still painfully paying rent? If so, 2019 is their year to buy. Products like Fannie Mae Home Ready and Freddie Mac Home Possible offer more options than ever to help low to moderate income buyers achieve home ownership. Contact me today to learn more.

MATT ASKLAND
Retail Producing Branch Manager
NMLS ID: 168130
Work: (480) 759-1500
matt.askland@cardinalfinancial.com
myarizona1loan.com
3125 S. Price Rd., Chandler, AZ 85248

This is not a loan commitment or guarantee of any kind. Loan approval and rate is dependent upon borrower credit, collateral, financial history, and program availability at time of origination. Rates and terms are subject to change without notice. Corporate Address: 3125 S. Price Rd., Suite 200, Chandler, AZ 85248. Cardinal Financial Company, Limited Partnership (NMLS ID #60247, www.nmlsconsumeraccess.org) has the following licenses: AZ Mortgage Banker License #0925883, Licensed by Department of Business Oversight under the California Financing Law, License No. 603K456, Georgia Residential Mortgage License #168020, Illinois Residential Mortgage License #08-030960, Kansas Licensed Mortgage Company #MAC-0025207, Licensed by the Mississippi Department of Banking and Consumer Finance, NV Mortgage Banker License #3507, NV Mortgage Broker License #1958, License by the N.J. Banking Department and Insurance #B701063, Licensed Mortgage Banker, NYS Department of Financial Services #0000561, Rhode Island Licensed Lender #001330441 and is also approved to lend in AL, AK, AR, CO, CT, DE, DC, IL, IN, MD, MI, MN, MO, MT, NE, NH, NM, NC, ND, OH, OK, OR, PA, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY. Additional licensing information can be found at: <https://cardinalfinancial.com/licensing/>.

► 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 turn-around. 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 Business-woman 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.



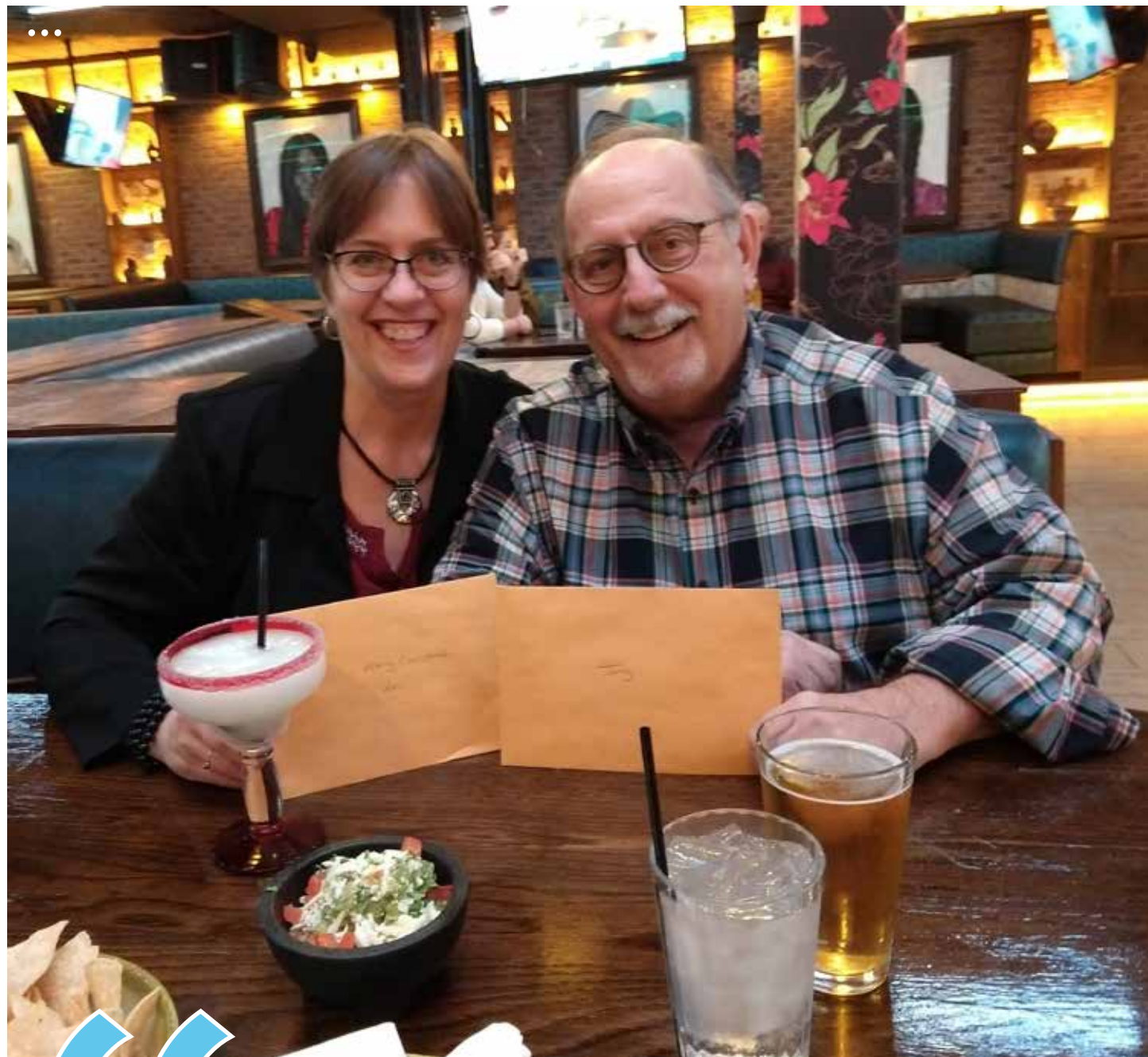
Lori with daughter, Sara Hashemi

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.”

”

WAYS A COMPANY CAN SPEND \$3 MILLION:

Buy a private jet

Upgrade the office with fancy furniture and gadgets

Give the C-Suite a nice raise

N2 Publishing – the company behind every Real Producers magazine – believes in a future where everyone is free. This year, we donated 2% of our revenue, or \$3 million, to support nonprofits that rescue and rehabilitate victims of sex slavery and forced labor. And it was only possible because of the support of our industry partners and engaged readers. **Because of you.**

Enable the rescue of thousands of human trafficking victims worldwide

N2  GIVES

TO LEARN MORE, VISIT N2GIVES.COM



LANDSCAPE MAINTENANCE
LANDSCAPE INSTALLATION
IRRIGATION INSTALLATION & REPAIR

TREE TRIMMING & REMOVAL/WEED CONTROL
PALM TREE TRIMMING
TURF MANAGEMENT

IDT Landscaping

1876 E. 3rd St. Tempe, AZ 85281

480.829.8530

www.idtlandscaping.com

info@idtlandscaping.com

License # ROC 172822 | Licensed, Bonded & Insured

Residential · Commercial
Window & Sun Screen Cleaning

Call or text us for a quote!
(480) 440-2193



JUSTIN KNAPP
Owner/Operator

1stglasswindowcleaners@gmail.com

1st Glass
Window Cleaners, LLC



[@1stGlassWindowCleaners](https://www.facebook.com/1stGlassWindowCleaners)



Let Stratton Inspection Services make sure your buying, selling, or warranty inspection is done thoroughly and accurately from top to bottom.

480-215-7264

STRATTONINSPECTIONS@GMAIL.COM

WWW.STRATTONINSPECTIONS.COM

1757 E Baseline Rd. Bldg 2, Suite 107 | Gilbert, AZ 85233

Licensed & Insured | Supra Key (Lockbox) Access
Professional, Dependable, and Reliable | Highly Recommended

DEBRA LOPEZ

on the rise 
By Jacob Cabezudo



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."

...

Photo Credit Cyndi Hardy



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!



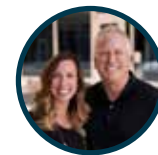
CATHY ABRAMSON, VISIONARY PROPERTIES REALTY

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

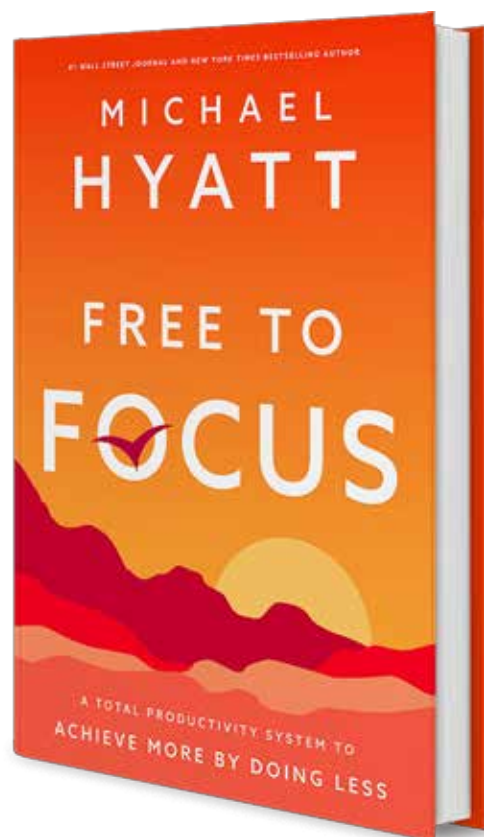
1. Eliminate
2. Automate
3. Delegate

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!



Make the WRITE choice.
Place your Trust in American Title.

 **AMERICAN TITLE**
SERVICE AGENCY

LAURIE MARLOWE
ACCOUNT MANAGER
480.290.0948
lmarlowe@atsaaz.com

RANDI MARTINSON
MARKETING COORDINATOR
602.909.0276
rmartinson@atsaaz.com

Closing the American Dream.



When it comes to home warranties,
you do have a **CHOICE**.

Make the **SHARP** Choice!

A home warranty helps offsets unexpected costs for repair or replacement of crucial components and systems inside your home due to failures of normal wear and tear. All systems and appliances must be in proper working order prior to coverage and have been properly maintained.

Sign up today and save
Ask me about our current promotion!

- 24/7 Customer Service
- Online Realtor Portal
- Free Seller's Coverage
- Multi-Year Policies
- Military and Vet. Discounts
- Re-Key Service
- Discounted Multi-Year Policies (2, 3, or 5 year plans)
- Proprietary Claims Dispatch Technology & Authorizations Process



SHARP CHEN | Senior Account Executive
sharp@chwpro.com | www.chwpro.com
Cell: (949) 426-5450
Real Estate Customer Service: (888) 275-2980

CHOICE
Home Warranty

Movers who go Above and Beyond!



Gilbert
Moving & Storage

"These guys were the best. They were personable, friendly and very careful with my belongings. I was charged by the hour and they acted like they had to pay the bill. They worked as fast as possible while still paying attention to safety and they hung around and made sure everything was where I wanted it placed.
I would recommend them to anyone." -Francesca D.

Local • Long-Distance • Climate Controlled Storage • Full Packing Services
Licensed • Insured

To get a quote visit our website:
GilbertMovingandStorage.com
or call 480-825-8648



CAPTURE THE MOMENT SHE SAID

Yes!

WEDDINGS | PORTRAITS | COMMERCIAL | FINE ART
PHOENIX, SAN DIEGO + DESTINATIONS WORLDWIDE



Cyndi Hardy
photography

CYNDI HARDY • 858-598-4404
CYNDIHARDY.COM • CYNDI@CYNDIHARDY.COM



Home Warranty. Reinvented.

Silicon Valley Style

hellosuper.com/realestate
844-55-SUPER

STEAMY CONCEPTS

Arizona Daily Star
READERS' CHOICE
2017
WINNERS & FAVORITES

GOT MOLD?
FREE WATER AND MOLD DAMAGE VISUAL INSPECTION!



[480] 535-1093
FREE VISUAL INSPECTION!
www.SteamyConcepts.com

ROC # 291200 & 291201



►► 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

AUGUST

SUNDAY	MONDAY	TUESDAY
28	29	30
04	05 Selling Mfg. and Mobile Homes 9:00 am–12:00 pm	06 Are You Being Fair? 1:00 pm–4:00 pm
11	12	13
18	19 TPT for Property Managers 9:00 am–12:00 pm	20 Agency Law from Gen Z to G1 9:00 am–12:00 pm Agent Guide to Septic 1:00 pm–4:00 pm
25	26 Disclosure & Due Diligence 9:00 am–4:00 pm HOAs and All That Jazz 9:00 am–12:00 pm House to Home Horrors 1:00 pm–4:00 pm	27

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01	02	03
07 A Team Contract Writing 9:00 am–12:00 pm To Disclose or Not to Disclose 1:00 pm–4:00 pm	08 New Member Orientation 10:30 am–12:00 pm August 8 1:00 pm–4:00 pm The Code of Ethics	09 Affiliate Certification 8:00 am–9:00 am	10
14 Avoiding Fair Housing Roadkill 9:00 am–12:00 pm The Yelp Effect 1:00 pm–4:00 pm	15 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	16 New Member Orientation 10:00 am–11:30 am	17
21 The Code of Ethics 9:00 am–12:00 pm	22 Relational Selling 9:00 am–11:00 am	23	24
28 Seller Representative Spec 9:00 am–4:00 pm	29 Seller Representative Spec 9:00 am–4:00 pm New Member Orientation 12:00 pm–1:30 pm	30	31

We've Got Your
Summer Closings Covered

mattamyHOMES



mattamyhomes.com/phoenix

Find quick
move-in homes
ready for your
summer clients at
Mattamy Homes
communities
across the
East Valley

mattamyHOMES

Avier East

2101 E. Wisteria Drive,
Chandler, AZ 85286
From the mid \$300s

Avier West

1934 E. Wisteria Drive,
Chandler, AZ 85286
From the upper \$200s

Tavera Vista

2735 S. Terrell,
Mesa, AZ 85212
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
Hamilton Ranch**

3210 S. Arizona Place,
Chandler, AZ 85286
From the low \$400s

For more information contact our New Home Specialist at 602-638-3481



All illustrations are artist's concept. All dimensions are approximate. Prices, specifications, terms and conditions subject to change without notice.
E.&O.E. Builder ROC #249191B. ©2019 Mattamy Homes All rights reserved. MATPHX053

24 HOUR EMERGENCY PEST CONTROL
NO CONTRACTS • FREE ESTIMATES
RESIDENTIAL • COMMERCIAL • INDUSTRIAL • TERMITE

LET'S KEEP THE SURPRISES
IN THE CLASSROOM.

BUGS DON'T GO BACK TO SCHOOL, SO BE SURE
YOUR YARD IS SPRAYED REGULARLY!

\$50 OFF
Termite Treatment

Expires: August 31st 2019



480-969-2926

Creepy Crawly Pest Control Inc.

7650 S MCCLINTOCK DR #103-410 | TEMPE, AZ 85284

CREEPCRAWLYPESTCONTROL.COM | FACEBOOK @ CCPESTCONTROL | EST. 1981 | LIC 5281

WE OFFER

200%
Satisfaction
Guaranteed

RecallChek

90 DAY
WARRANTY

FULL
CONCERGE
SERVICE

H.R.
HOMEOWNERS
RESOURCE

PLATINUM
ROOF PROTECTION PLAN

SEWER GARD

ACSI

American Construction Specialists & Investigations LLC

AZ, ROC 216772

HOME INSPECTIONS

**OUR INSPECTIONS RISE
ABOVE THE REST**

With over 10 years in business,
ACSI Home Inspections is pleased
to offer our "newest" line of
products and services. These
services offer more protection for
buyers than any other inspection
company in Arizona. Why use
anyone else? Visit our website or
call to schedule today!

480-636-7400

www.acsillc.com

**WHAT WE CAN
DO FOR YOU**

- Trusts & Estates
- Asset Protection
- Business Law & Succession Planning
- Real Estate Law



WINSOR LAW GROUP
The Prosperity Law Firm

SERVING ARIZONA'S INDIVIDUALS,
FAMILIES, & BUSINESSES



MARK A. WINSOR, ESQ.

PROSPERITY ATTORNEY



MATTHEW K. PALFREYMAN, ESQ.

PROSPERITY ATTORNEY



BRITTANY REED, ESQ.

PROSPERITY ATTORNEY

Winsor Law Group
Prosperity Law

480-505-7044
WinsorLaw.com



PERMANENT ESTATE
MEDIA & MARKETING



SPECIALIZING IN CINEMATIC ULTRA-HD VIDEO
FOR LISTINGS, BIOPICS, & TESTIMONIALS

P: (602) 999-9880
W: VIMEO.COM/PERMANENTESTATE

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
35	Bonny L.	Holland	Keller Williams Realty Sonoran Living	16	\$13,218,425
36	Tyler	Blair	My Home Group Real Estate	47.5	\$13,197,300
37	Angela	Larson	Keller Williams Realty Phoenix	49	\$13,017,100
38	Brock	O'Neal	West Usa Realty	36	\$12,673,741
39	Kelly	Pedraza	West Usa Realty	4	\$12,599,000
40	Bill	Olmstead	Keller Williams Realty East Valley	34.5	\$12,191,700
41	Donna	Mortensen	Redefy	35.5	\$12,138,575
42	Scott	Dempsey	Redfin Corporation	28.5	\$12,027,100
43	Kimberly	Healy-Franzetti	West Usa Realty	18	\$12,003,057
44	Kathy	Camamo	Amazing AZ Homes	37	\$11,757,956
45	Jonas	Funston	Venture Rei, LLC	31.5	\$11,410,420
46	Damian	Godoy	Argo Real Estate Professionals	43	\$11,395,050
47	Henry	Wang	Revelation Real Estate	30.5	\$11,355,050
48	Kelly	Jensen	Kj Elite Realty	36.5	\$11,347,150
49	Katie	Shook	Redfin Corporation	33.5	\$11,266,450
50	Shanna	Day	Keller Williams Realty East Valley	19.5	\$10,996,603

**WE ARE THE
REALTOR ROOFERS!**

ROOF REPAIR AND REPLACEMENT
• TILE • SHINGLE • FOAM • ROOF CERTIFICATIONS

 **ACCREDITED
BUSINESS**


602-283-3383

Licensed Bonded
& Insured
ROC#304825

**SERVING THE GREATER
PHOENIX ARIZONA AREA**

**REQUEST A FREE
ROOFING ESTIMATE
TODAY!**

Call **602-283-3383**
www.azroofingworks.com

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
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

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.



ListerAssister

Giving Time Back to Busy Agents Since 2008

Save Time & Sell More with

*The Original & Premier
Listing Services Provider*

SERVICES OFFERED

- Wide Angle Photography
- Next Day Availability
- Sign & Post Service
- MLS Data Entry
- Virtual Staging
- 3D Matterport with Doll House Floorplan
- Aerial/Drone Photography & Video
- And More!

\$25 Off All Zillow 3D Orders placed in August
(Coupon Code: RPSW0819) Cannot be combined with any other discount.

Call 602-492-5006 | Info@ListerAssister.com | ListerAssister.com



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
101	Dawn	Carroll	Lori Blank & Associates, LLC	22.5	\$8,353,750
102	Mike	Santistevan	Berkshire Hathaway Homeservices Arizona Properties	21	\$8,341,597
103	Lori	Blank	Lori Blank & Associates, LLC	20	\$8,340,450
104	Lorraine	Ryall	Kor Properties	16	\$8,326,800
105	Jason	Zhang	Gold Trust Realty	18	\$8,303,000
106	Deborah	Sapp	Berkshire Hathaway Homeservices Arizona Properties	18	\$8,261,550
107	Michaelann	Haffner	RE/MAX Infinity	22	\$8,227,900
108	Allen	Willis	Ensign Properties Corp	33	\$8,212,150
109	Bryce	Henderson	Four Peaks Brokerage Company	25	\$8,201,565
110	Don	Juvan	Gentry Real Estate	39	\$8,159,701
111	Jason	Laflesch	Results Realty	17.5	\$8,150,750
112	Bob	Lisk	Network Realty	12	\$8,141,481
113	Deanna	Calkins	Revelation Real Estate	18	\$8,138,150
114	Carol	Gruber	Revelation Real Estate	32	\$8,061,385
115	William	May	Breinholt May Realty & Investments	16	\$8,030,300
116	Michael	Barron	RE/MAX Infinity	23.5	\$8,017,360
117	Marc	Slavin	Realty One Group	20.5	\$7,916,850
118	Max	Dewitt	Realty One Group	28	\$7,915,995

#	First Name	Last Name	Office Name	Total Unit Sales 01/01/2019 - 06/30/2019	Total Volume Sales 01/01/2019 - 06/30/2019
119	Jill	Mcfadden	Delex Realty	18	\$7,908,000
120	Tiffany	Carlson-Richison	Realty One Group	19.5	\$7,846,012
121	David	Larsen	West Usa Realty	21	\$7,776,745
122	Christa	Cooper	CC Real Estate Company	14	\$7,745,500
123	Carlie	Goulet	Keller Williams Realty Phoenix	20	\$7,642,120
124	Steve	Helmstadter	Helmstad Realty	16	\$7,631,650
125	Christy	Rios	Keller Williams Integrity First	19	\$7,605,890
126	Scott	Morgan	Revelation Real Estate	25.5	\$7,593,013
127	Cindy	Flowers	Keller Williams Integrity First	28	\$7,574,800
128	Rachel	Krill	Revelation Real Estate	28	\$7,543,690
129	Richard	Johnson	Coldwell Banker Residential Brokerage	18	\$7,508,500
130	Diane	Bearse	Realty Executives	16.5	\$7,491,197
131	Blake	Clark	Homesmart Lifestyles	23	\$7,403,900
132	Jody	Poling	Hyres International, LLC	10	\$7,395,500
133	Stephany	Bullington	Revelation Real Estate	20	\$7,309,300
134	Jill	Dames	Realty One Group	21	\$7,279,900
135	Debi	Gotlieb	Key Results Realty LLC	20	\$7,277,400
136	Templeton	Walker	Stunning Homes Realty	24	\$7,227,174
137	Mark	Captain	Keller Williams Legacy One	24.5	\$7,193,225
138	Rob	Hale	Elite Results Realty	28.5	\$7,189,380
139	Hani	Aldulaimi	Keller Williams Realty East Valley	12	\$7,181,000
140	Gordon	Hageman	My Home Group Real Estate	20	\$7,155,670
141	Steven	Bernasconi	Keller Williams Integrity First	24	\$7,148,205
142	Danny	Perkinson	Perkinson Properties LLC	19.5	\$7,137,360
143	Adam	Coe	Revelation Real Estate	24	\$7,134,300
144	Eleazar	Medrano	Homesmart	23.5	\$7,123,100
145	Marci	Burgoyne	Crown Key Real Estate	22	\$7,120,567
146	Kyle	Bates	My Home Group Real Estate	24.5	\$7,069,410
147	Nick	Bastian	Realty Executives	22	\$7,012,000
148	Ron	Hollingsworth	Revelation Real Estate	37.5	\$6,999,286
149	Chun	Crouse	RE/MAX Renaissance Realty	21	\$6,981,000
150	Timothy	Ehlen	RE/MAX Solutions	21	\$6,943,074



TURN HOPE INTO A HOME.

Are you looking for loan options with flexible credit guidelines? Our Home Possible™ program from Freddie Mac offers maximum financing and flexibility with as little as 3% down. Contact one of our trusted loan advisers today to learn more.



STEVE GLOVER
Mortgage Adviser

NMLS ID: 209781
Work: (602) 469-3234
steve.glover@cardinalfinancial.com
myarizonaloan.com
3125 S. Price Rd., Chandler, AZ 85248



CARDINAL
FINANCIAL COMPANY | LIMITED PARTNERSHIP

This is not a loan commitment or guarantee of any kind. Loan approval and rate is dependent upon borrower credit, collateral, financial history, and program availability at time of origination. Rates and terms are subject to change without notice. Corporate Address: 3701 Arco Corporate Drive, Suite 300, Charlotte, North Carolina 28278. Cardinal Financial Company, Limited Partnership (NMLS ID #662467, www.cardinalfinancial.com) has the following licenses: AZ Mortgage Broker License #0078460; Licensed by Department of Business Oversight under the California Financing Law, License No. 8036856; Georgia Residential Mortgage License #162276; Illinois Residential Mortgage License #161610640; Kansas License # Mortgage Company #1602750707; Licensed by the Mississippi Department of Banking and Consumer Finance, NY Mortgage Broker License #00017; NY Mortgage Broker License #00017; Banking Department and Insurance #0731663; Licensed Mortgage Broker NY Department of Financial Services #030091; Rhode Island License #00139344; and is also approved to lend in: AL, AK, AR, CO, CT, DE, DC, FL, HI, IL, IN, IA, KY, LA, MI, MO, MA, ME, MN, MD, MT, NE, NH, NM, NC, ND, OH, OK, OR, PA, SC, SD, TN, TX, UT, VT, WA, WI, WV, WY. Additional licensing information can be found at: https://cardinalfinancial.com/licensing/.

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

48 • August 2019

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.

www.realproducersmag.com • 49

Inspector's CORNER

PHOTOS CAN HELP MAKE THE SALE



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 were 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 back ground, that is okay.

Rooms being to 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 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 a blurry, either don't use them or go back. This one says a lot about the agent more than the home.

John Tyler
General Manager - Checklist Inspections
480.361.8120



**Building Relationships
One Inspection
at a Time!**

**GIVE US 5% OF YOUR
CONFIDENCE & WE
WILL EARN THE OTHER 95%
(480) 361-8120
office@checklistaz.com**



Turn Any Property Into A Sold Property

**Give your clients more options with
PrimeLending**

As your local renovation loan resource, you can feel confident I'll hustle just as hard as you do for your clients while finding the perfect solution for their situation. Let me help turn your house hunters into homeowners and your showings into sales!

You Sell, We Close

Call Today **602-570-3098**

Liz Robinson

Loan Originator | NMLS: 228371

www.LizRobinson.com

Not intended for consumer distribution. All loans subject to credit approval. Rates and fees subject to change. ©2018 PrimeLending, a PlainsCapital Company. (NMLS: 13649) Equal Housing Lender. PrimeLending, a PlainsCapital Company (NMLS: 13649) AZ Lic. no. 0907334, v120717



Preserving Sanity One Move at a Time

**VIP REALTOR
PROGRAM**

*(Lower rates and short-term
storage solutions not available
to the general public)*



CAMELBACKMOVING.COM • 602-564-6683 • US DOT #1635834

Your clients should get the mortgage rate they deserve.



Ken Starks
Mortgage Department Team Manager
NMLS #175595
Allied First Bank, sb
NMLS 203463 | Cert. # 55130
480-400-LOAN (5626)



kstarks@alliedfirst.com • TheStarksTeam.com/ev

For real estate professionals only and not a commitment to lend.



**Call Ken today to
make sure your clients get
the mortgage they deserve.**



PRSRT STD
US POSTAGE PAID
WILMINGTON, NC
PERMIT NO. 40

AZ_Southeast Valley Phoenix Realtor

\$108,000

How much is your lender relationship worth?

The traditional loan officer takes leads and buys your business by paying for advertising while being completely passive.



If you want more from your lender relationship consider a BUSINESS PARTNER that actively

- Brings Contract Ready Buyers To Your Doorstep Through My Consumer REALTOR® Matching Program
- Builds Your Database With You
- Maximizes Every Clients Lifetime Value
- Takes Pride In Giving Your Clients That WOW Experience They Deserve Not Just Closing On Time
- A Business Partner That Works With You In Developing Your Business Not Just Closing Loans

\$108,000 = 12 \$300,000 transactions with a 3% commission each.
Yes we do FHA, VA, DPA, Commercial, USDA, Jumbo, and Fresh Start.

If you want a relationship with your lender worth over \$100,000 call me at 480-204-2675.

Bill Borkowski, Mortgage Advisor | NMLS - 1638303
AZ Mortgage Brokers License # 0943323
Mobile: 480-204-2675 | Pre-qualification Line: 480-788-4240
Email: BillB@CamelbackMortgage.com



*Camelback Mortgage 7600 N 16th St. Suite 218, Phoenix, AZ 85020. (NMLS # 145368) 1-877-276-1974. Copyright 2015. All Rights Reserved. This is not an offer to enter into an agreement. Not all customers will qualify. Information, rates, and programs are subject to change without prior notice. All products are subject to credit and property approval. Not all products are available in all states or for all loan amounts. Other restrictions and limitations apply.

