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TRICKS OF THE SALE

Though Real Estate agents are still in “sales”, the age of slick hair and slick shoe sales is over. And this is for the good. The cause has several factors, but amount of knowledge the client has (thank you internet!), and past abuse from past predatory salespeople are the leading causes.

So, how do you become one that sells without being “selly”? Though most of the “tricks” in sales still work, it is not really about the sale. Don’t sell them, help them. You should be a facilitator and coach.

Your clients already want to sell and buy a home. And, when someone feels “sold to” they can resent you. Instead, keep the clients focused, show options, and help them with there goals.

What I see in the field and talking to top agents is that they are typically good listeners to the parts that matter on helping them find a home. They also know the questions to ask to help find the right fit for them.

Realtors that create value are the ones used and referred. Be the “go to” person for not just real estate, but anything home related. This is a part of being a trusted advisor. To do this properly, go in with each client with their goals and direction in mind, not yours. It may be difficult to turn off sometimes, and doesn’t mean don’t give your opinion, but people will since if you are guiding them to your goals, and not theirs.

Now, don’t confuse personal interactions with stopping to build your database. There is a very important place for door knocking, calling expired and FSBOs, etc. And those should have a script.

John Tyler

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CREEPY CRAWLY

► partner spotlight
By Jacob Cabezudo

P E S T C O N T R O L

“Agents! We want to bring value to your team of trusted providers. You have my word that we will treat your clients like family. We go above and beyond your regular pest control company. The majority of us are family and have a direct interest in the values of the company.” – Holly Parker, co-owner of Creepy Crawly Pest Control.

Looking for a go-to pest control company with an expert staff, flawless service, and your clients’ best interests at hand? Creepy Crawly Pest Control is a family-owned business that has been chasing away pesky bugs in East Valley homes for over 30 years. Led by Holly Parker and her mother, Dawn Ross, Creepy Crawly Pest Control lets it be known that top



The Parker, Ross and Hizme Family

producers can rest assured that their clients will be pest-free as long as they’re on the job.

Since the business started in the 1980s, Holly has always been around the pest control industry. She fondly remembers her dad bringing home bugs to show her or riding along with her dad on the job. Two years ago, after spending some time in the debt management industry, Holly returned to her roots to rebrand and jumpstart the family business again.

Today, Creepy Crawly Pest Control has six expert field technicians with a highly skilled

and responsive office staff. They are one of less than 300 companies nationwide that is GreenPro certified, meeting the standard for integrated pest management. It is also a QualityPro accredited company. QualityPro is an initiative by the National Pest Management Association to encourage professionalism and recognize excellence in the industry.

Creepy Crawly’s three specialties are scorpion control, scorpion inspections, and termite treatments. With scorpion control, experts know the best time to fight them off is at night when they’re most active. When it



Eric Hizme, Holly Parker, Shawn Chase, Tim Parker and Tony Zapatka



Holly Parker

Looking for a go-to pest control company with an expert staff, flawless service, and your clients’ best interests at hand? Creepy Crawly Pest Control is a family-owned business that has been chasing away pesky bugs in East Valley homes for over 30 years.

comes to inspections, it’s all about letting customers know exactly what they need, whether it’s home sealing or monthly maintenance. All termite jobs are not created equal. Creepy Crawly uses only top of the line products that will knock out the problem and keep it gone for 7-10 years. They also offer a completely green termite treatment option.

Customer satisfaction is paramount for Creepy Crawly Pest Control. “We play a big part in helping our customers feel comfortable in their own home,” Holly explains. “We had a customer that kept finding scorpions inside after paying another company to seal her home. We came out and corrected the job, and I checked in with her monthly for about six months. She was so happy to be scorpion-free and that made it all worth it.”

Running the business with her mom has put Holly and Dawn into a rare category as a 100 percent female-owned business, and they take great pride in it. That, along with being family-owned, allows Holly, Dawn, and the entire Creepy Crawly Pest Control team to go above and beyond for agents and clients.

Holly’s biggest achievement is the growth of the highly skilled team at Creepy Crawly. “We have a super awesome team of the best technicians in the Valley,” she said. “They are a big part of where we are today and the growth that we are continuing to have.” The team is perhaps the biggest passion Holly has in her business, but another focus she has is the education aspect of her work.

“I like to teach real estate agents about scorpions and why it’s a good idea to order a scorpion inspection for your client. I’m also on a mission to help educate the industry on proper termite control. Cheaper is not better, and a quality termiticide is super important.”

Holly has also founded CCPC Scorpion Sting Project, a 501(c)(3) that helps families who are victims of a scorpion sting. Creepy Crawly Pest Control also donates to D.A.R.E. and the Wounded Warrior Project.

Outside the business, Holly loves to go camping with her husband of eight years and their two kids. Even if it’s just to unwind for a few days, a nice camping trip goes a long way.

In the next five years, Holly envisions her company growing to where she can take those mini-vacations more often. But no matter how big the business grows, Creepy Crawly Pest Control can always fall back on its family pedigree, expertise, and ability to educate agents and customers. If you want to learn more about Creepy Crawly Pest Control, visit creepycrawlypestcontrol.com!

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THE SYNERGY TEAM

JASSON DELLACROCE & RYAN DOWELL

These guys are FUN!

What a refreshing and uncommon thing to see such a successful partnership in real estate. Jasson Dellacrocce and Ryan Dowell, co-founders of Synergy Team AZ, have a chemistry unmatched by any other team in the East Valley.

Growing up in Arizona, Ryan learned how to stand out at an early age. When he was in 6th grade, he played on a club basketball team. He was good, but didn't get a lot of playing time. To motivate him, his dad told him he had to stand out and play the game different from anyone else. From there, he earned more playing time by adapting and focusing on being unique, and that mindset has carried over into his real estate business.

Jasson grew up in an extremely small town in Alaska named Elfin Cove. The population was 40. There were no schools, no cars, no grocery stores, and no roads. They lived off the land, growing their own food. Jasson loves the humble beginning he had and ties it to his ability to communicate well with people.

Ryan and Jasson met while in the fitness industry working at Life Time Fitness. Jasson still holds the record

for the most memberships sold in any given month at an existing club. He attributes that success to his mentor at Life Time, Shane Flemming, the VP of Sales for the company. Shane told him to use his uncanny skill set of connecting. Rather than simply selling someone a membership, he would connect with them and find out what was important to them. Entering the real estate industry, Jasson used that advice and skill to build his business.

Meanwhile, Ryan flipped houses for three years before going into the industry full-time. As a result, he took that specialization and applied it to Synergy when he and Jasson partnered up.

Now, six years in, the Synergy Team has a vision of connecting and helping the community through real estate. Ryan enjoys utilizing Airbnb and helping clients understand the value of the long-term investment strategy. He helps his clients see how short term Airbnb renters will often take better care of a home, than long-term renters would.

The Synergy office is something to behold. They have a design center for the community and clients to visit. Imagine you're a home buyer and need help with the vision of what the house can become with a couple finishing touches. Synergy has it. Or maybe you're the investor that wants to set it and forget it, having these two professionals lay out the process and plan for remodeling to flip, or hold and rent. Synergy has a turn-key process along with the certified vendors to handle the fix and flip or buy and hold.

Synergy is constantly looking to improve yet stay grounded in their vision as a team. Jasson and Ryan enjoy mentoring and pouring into the next generation of agents they bring onto their team. For agents trying to make it big in the industry, Ryan suggests doing open houses four months in a row, focusing on making contacts and gaining experience. Along the same lines, Jasson says to connect with clients before sharing too much information. ...

“Success to Jasson and Ryan is doing your very best, living to your full potential, and being happy while doing what you love. Ryan describes his business partner as someone who is as relentless as a sledgehammer, never giving up on anything he sets his mind to. Jasson is just as impressed with his partner's heart. Ryan is someone who would give the shirt off his back to someone in need.”

featured team ◀◀

By Greg Gale and Jacob Cabezudo

...

Until you connect and understand their dominant buying motives, you haven't earned the right.

Their five-year vision is to have a finely tuned, well-structured team while still working in the trenches. Jasson and Ryan will still be doing deals and helping people in order to stay in tune with the market and game of real estate. Perhaps in the future, Synergy will have their hand in land development.

While they have an outstanding business and big plans for the future, it's not all work for these guys. Jasson's getting married in March 2020, and Ryan has been ordained to officiate it. In his free time, Jasson loves to travel, play sand volleyball and hang out with his daughter who graduated from Berkley and is getting into law. Ryan is into golf and traveling. The next place he wants to visit is Spain.

Success to Jasson and Ryan is doing your very best, living to your full potential, and being happy while doing what you love. Ryan describes his business partner as someone who is as relentless as a sledgehammer, never giving up on anything he sets his mind to. Jasson is just as impressed with his partner's heart. Ryan is someone who would give the shirt off his back to someone in need.

With their top producing team, they have utilized their skills in creating a network, standing out from the crowd, and having the most helpful tools for their clients. That, along with passion to enrich the next generation of agents in the valley has made Jasson Dellacroce and Ryan Dowell the perfect examples of the role that topmost producers are playing in their industry.

Jasson Dellacroce and his lovely fiancé Kristy Lynn.



Ryan Dowell with his wife Lindsay and only child Miles.

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► coaching corner

By **Jenni Vega** with data received from
lending partner, **Cardinal Financial**

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With mortgage rates still trending low, we're seeing a huge uptick in refinancing applications—almost 2.5 times more than this same time last year, according to Mortgage Bankers Association. If you bought your home within the last two years and have been considering refinancing, now is a great time and here's why:

- Home loan interest rates are still at their lowest point since 2016.
- Buyers who took on a mortgage over the last year and a half are more likely to have a higher interest rate as 30-year, fixed-rate mortgages offered through 2018 were around 4.54%, according to Freddie Mac.
- Black Knight estimates that roughly 10 million borrowers could save at least 0.75 percentage points by refinancing

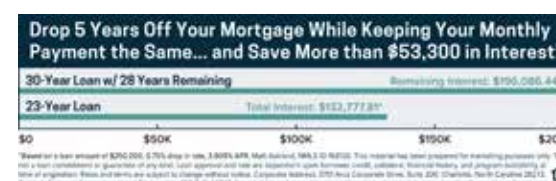
SHORTER LOAN TERM

If your current interest rate is around 4.5% or higher, there is a strong possibility that refinancing could help you lower your monthly expenses and shave five years off of your current loan term and keep your monthly payment the same. (See graphic below. Savings based on a \$250,000 loan amount.) For those considering refinance as an option, be sure to speak with your mortgage adviser about loan-origination fees as those fees could potentially outweigh the savings.

CASH-OUT REFINANCE

Have you been dreaming of a new kitchen or adding square footage to your home, but worried that a new cash-out mortgage payment will kill your monthly budget? With today's rates, not only can you borrow for less, but your new payment is likely to be less than your existing one simply because of the lower interest rate.

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HEATHER WERNER

►► real story
By Jacob Cabezudo



At Heather's daughter Micayla's graduation from ASU in Dec. 2017. Chris, Heather, Micayla, and Rick.

Work-life balance is always a key focus in the life of a REALTOR®. For a long time, Heather Werner, designated broker at Ravenswood Realty, had all her energy put into the successful brokerage she had built, the clients and agents she helped, and her loved ones. But Heather realized she hadn't put any time into herself, and how she felt physically and emotionally reflected it. For the past year, she has had enough, and now, through sheer determination, Heather is continuing to vastly improve her health and self-esteem, while maintaining her career and providing for her family.

Heather taught elementary and middle school for a decade before moving to Arizona from California 15 years ago. In order to continue her teaching career, she would have to go back to school because her credentials didn't transfer over state lines. "My husband suggested I try something different," she recalled. "He suggested real estate. I didn't think much of it at the time, but I thought it might be a job with more flexibility. I didn't want to put our kids in daycare. So, I really needed something different."

For her first five years in the industry, she had a great experience working at Keller Williams. When the market shifted, Heather opened her own

brokerage, Ravenswood Realty. With her husband being a licensed REALTOR® as well, they started the brokerage to help their family when times were tough economically. Ravenswood Realty celebrated its 10th anniversary in September this year.

"I am still a competing broker. I'm out there working with buyers and sellers, and we have a property management division as well. In the real estate world, we stay busy. We work a lot of hours, and I slowly felt like my personal life was just really out of balance ... I just kept putting myself last. I found myself not having enough balance and feeling like I was not enough."

...

...

Heather admits she has never been a petite person. She wears size 12 women's shoes and can palm a basketball, but she came to a point in her career where she knew she could be much healthier. She had given her business, her clients, family, and others all her time until she had none left to take care of herself.

It was last summer when Heather took the first step to health. She attended a Brian Buffini course with other top-producers, seeking to get back to basics in her business. At a point in his course, Buffini explained the "Five Wheels of Successful Goalsetting": Spiritual, Family, Financial, Career, and Personal.

"He really challenged us to take a deeper look at where we were," Heather said of her experience. For the 'personal' wheel, Heather's focus was her physical and emotional health. "He asks you which category you are in. 'Are you in *survival* mode? Are you *stable*? Are you *successful*? Or are you in a *significant* state to where you are able to impact other people?"

"So, as I looked at the spiritual, family, business, financial and personal wheels, I had to be honest with myself. I could see that I was stable or successful in four of the categories. But, when it came to my personal, I didn't even know if I was surviving."

In previous attempts to lose weight, Heather had tried it all—from Jenny Craig to Weight Watchers and everything in-between. Realizing there is no magic pill or perfect formula, Heather started working with a nutritionist on August 24th, 2018.

"That was my 'Day One' of the rest of my life." Taking it day by day, Heather pursued a weight and lifestyle to where she could feel good about herself once again. She took up a diet, prescribed by her newfound nutritionist, that eliminated inflammatory foods and drinks. She only drinks water (lots of water!) or green tea. The diet also allows her to eat an unlimited amount of green vegetables and a variety of other healthy options including lean meats. Often, Heather eats a salad, sautés or bakes vegetables, or makes a veggie om-



Heather with her sisters, Andrea Gillispie and Wendy Graves, and Mom Linda Beal.

elet (no cheese) for her meals. She avoids dairy, corn products, sugar and white potatoes along with other inflammatory foods.

At first, she had a number on the scale that she was aspiring towards, but Heather's mindset shifted as she gained confidence and improved her personal life. "It was a good goal, but the number is not the important thing anymore. It's not about the number. It's how you feel and what's going on inside." With many of her family members battling autoimmune diseases, dementia, and even having a family and personal history of cancer, Heather now pays even more attention to what she consumes.

To this day, Heather can't say enough about how much better she feels. She started her journey morbidly obese, fearing future disease, and feeling down about herself. Every day, she improves. She's fighting disease instead of fearing it. She has a lot more energy. And most of all, Heather feels better about herself and has found her balance, all because of her dedication to her family and the future.

"When you've made up your mind that you're ready, and you are determined to do it, you'll understand that it's not so much about today. It's about your future. So, you stick with it."

“To this day, Heather can't say enough about how much better she feels. She started her journey morbidly obese, fearing future disease, and feeling down about herself. Every day, she improves. She's fighting disease instead of fearing it. She has a lot more energy. And most of all, Heather feels better about herself and has found her balance, all because of her dedication to her family and the future.”

...



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“ When you’ve made up your mind that you’re ready, and you are determined to do it, you’ll understand that it’s not so much about today. It’s about your future. So, you stick with it. ”

Heather at the beach.

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MATT CHICK

on the rise <<



Photo Credit: Margareth Jaeger



Brittney and Matt



Matt, Brittney, Braden, Maddox and Braylin winning family game day.

By Sarah Wind

From poverty to car sales to real estate, Matt Chick is a leader on the rise. He built a championship team, leading though example by transitioning his skills of leadership from the car game to the real estate world. In the span of less than two years Matt has crushed it by completing 62 transactions with over \$14.9 million in sales. In 2018 he was awarded the President's Circle and also the Leaps and Bounds award within his brokerage of Revelation Real Estate. And to top it off he is leading a team of 19 agents for the first time this year.

...

••• As iron sharpens iron, personal experiences shape each of our futures and paves the way for our personal legacy, in that Matt's motivation is to grow those around him and provide for his family. "I want my family to never understand what it's like to live in poverty. I grew up in a home where we sometimes had no power, hot water, or even food. We would have to boil water on the stove in order to take a hot bath. There were days when I would come home, and my parents would tell me to go to a friend's house for dinner because we didn't have any food. My greatest achievement has been changing my family's history and giving my children options for their futures.

"When I was an adolescent, I was just doing life the wrong way; making bad choices and looking for the quickest way to make a buck. As an adult, I focused on helping people and began generating more revenue than I thought I ever would."

Before he launched his career as an agent, Matt built a top-performing team in the auto industry which propelled him into the responsibility of general manager overseeing four dealerships.

"When my third child was about to be born, I was working from 8:00 am to 8:00 pm, 9:00 pm, or 10:00 pm six days a week. Even though I thrived in that environment closing deals and working with a team of high-energy salespeople, I knew I needed to honor my wife and family, so I changed my career. I had invested in real estate ever since I was 22 years old, so it was my natural next step.

Obviously, selling cars is a lot different than selling houses, but my sales skills transferred over nicely. I'm no longer closing my clients on buying the house or selling the house, but I don't have to show them 15 or 20 houses before they decide to buy. I'm also able to use my skill set in negotiating with other agents, and it's so powerful. I've been training in sales for seven or eight years, and I still train to this day. From 8:30 am to 9:00 am I lead an optional group role-play time in our office. I highly recommend people show up for it because we are professional salespeople and we need to practice.

Something that gets me jazzed is pouring into other people. There are 19 agents on the team that my partner and I lead, and it is my goal to turn them into \$100,000-a-year agents. If I can help them learn skills sets and get them to where they want to be in order to change their family's

I love the fact that my income is directly related to other people on my team because that means I have to pour into other people as much as I possibly can in order to get them to perform to the best of their ability. And if they perform, then my life is blessed.

lives, that's pretty amazing. I love the fact that my income is directly related to other people on my team because that means I have to pour into other people as much as I possibly can in order to get them to perform to the best of their ability. And if they perform, then my life is blessed.

I get to show everybody my numbers and say, 'Listen, if I can do it, you can do it. I'm not the smartest man in the world. I barely graduated from high school. You can go do this if you just put your mind to it and take enough action.' So that's probably the most rewarding part of what I do. I'd like for our team to close \$30 million in sales this year and for 60% of my team to get awards for production next year during Revelation's award ceremony. My personal goal is to close 60 units this year. Down the road, maybe in year four or so, I'd love to close 100 units a year in personal production."

Even though Matt's past has demonstrated his innate ability to create something amazing out of nothing, he admits there is a higher power over his life. "The best advice I ever received came from my pastor, who said, 'Put God before everything and know that He has it figured out.' If we are true believers then we will say, 'God's got this,' and truly mean it. I think we put so much pressure on ourselves to perform, but the truth is we don't have to worry about it all."

"Whatever my purpose in life is, I want to make sure I fulfill that for Him." Matt Chick is on his way to fulfilling not only his purpose on the planet as a provider for his family, but also influencing his team's destinies as well.



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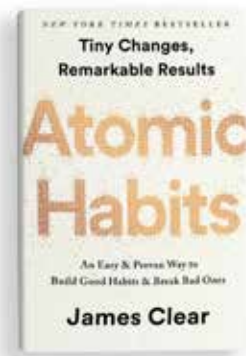
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Atomic Habits

BY JAMES CLEAR



book review 
By **Chris Reece**



GUILTY CONFESSION: My wife bought this book, she's an interior designer and found out about it on a podcast. As many impulsive people do, she hopped on Amazon purchased the book and low and behold it was at our house in a day or so. Being the book snob of our family I'm typically ordering the books these days. When the package came I opened it and thought to myself, I didn't order this and oh great, another book about habits, ugh... My man-pride swelled for a moment. I have read at least 5 books in the past 3 years on the "habit" subject. Most of them start off very good, but very quickly begin to bore the reader with statistics and scientific studies, it's like they think I am going to fact check them or something!

I was smack dab in the middle of another book I planned to complete for this month's review, and simply didn't want to read another book about habits, but my wife wears the yoga pants so remembering my place I dove right into James Clear's *Atomic Habits*!

James launches the book with a personal story about a tragic event that happened in high school and how it led him to his writing career. To my disbelief there wasn't one stat or quote from a scientist in the introduction. Chapter one dissects the title *Atomic Habits* with a true story about Great Britain's Olympic cyclist team

and how they were terrible for decades, then had a coach break down every single item that goes into Olympic Cycling and attempt to improve each part by 1%. In other words make very small simplistic improvements to the fundamentals of cycling. Sure enough over time they became some of the best cyclists in the world.

The rest of this book is truly incredible. Clear spends the remainder of the book breaking down how The Habit Loop works. 1- Cue, 2- Craving, 3- Reward, 4- Response. There is a chapter on each cue with personal and practical application on how to improve with each section.

Some of my favorite quotes:

“It is so easy to overestimate the importance of one defining moment and under estimate the value of making small improvements on a daily basis. Too often, we convince ourselves that massive success requires massive action. Whether it is losing weight, building a business, writing a book, winning a championship, or achieving any other goal, we put pressure on ourselves to make some earth-shattering improvement that everyone will talk about.

...Habits are the compound interest of self-improvement. The same way that money multiplies through compound interest, the effects of your habits multiply as you repeat them.”

Clear quotes Voltaire, “The best is the enemy of the good.” I refer to this as the difference between being in motion and taking action. The two ideas sound similar, but they’re not the same. When you’re in motion, you’re planning and strategizing and learning. Those are all good things, but they don’t produce a result.

Action, on the other hand is the type of behavior that will deliver an outcome. If I outline twenty ideas for articles I want to write, that's motion. If I actually sit down and write an article, that's action. If I search for a better diet plan and read a few books on the topic, that's motion. If I actually eat a healthy meal, that's action...

...Motion makes you feel like you're getting things done. When preparation becomes a form of procrastination, you need to change something. You don't want to merely be planning. You want to be practicing.

If you want to master a habit, the key is to start with repetition, not perfection. You don't need to map out every feature of a new habit. You just need to practice it... you just need to get your reps in."

James Clear did an amazing job giving me hope on forming new habits. After each chapter I found myself tweaking very small practices, leaving my phone downstairs each night to avoid email & social media first thing in the morning. Clearing my desk as I am leaving so it is a workable space when I come back to it. In other words, I am learning to action improving myself one little bit at a time. The possibilities are endless with this book I hope you enjoy it as I did.

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What are your 3 favorite East Valley restaurants?



TARA JONES, HOMESMART
Sushi Creek, Queen Creek - I have been going there for over 10 years. Food is always good, reasonably priced. GREAT happy hour. My weekly go-to place.

San Tan Cafe, Queen Creek - Most amazing breakfast place. Also have weekly fish fry's and dinners. Great food all the time.

Lola's Empanadas, San Tan Valley - Empanadas with all sorts of fillings like spinach, ricotta, or green chili chicken. Usually about 10 or more to choose from. Great drinks (margaritas are delicious) and hot plates like plantains. Dessert empanadas are to die for.



CHRISTOPHER HOLTON, KELLER WILLIAMS REALTY
If you are a Ramen fan, then Clevor Koi in Downtown Gilbert is your spot.

Second would be the Gordon Biersh Brewery Restaurant in San Tan mall. Pretty much everything on the menu is good, but I recommend the Cajun pasta or the Marzen burger paired with the Maren beer.

Third is OHSO Downtown Gilbert. No reservations is the only bad thing I can say about this place. Try the chicken and waffles!



JENNIE HALLOCK, REALTY ONE GROUP
The Halal Guys, they have such amazing food and it's a super simple menu! Gyro platters that are authentic, not mass-produced!

Pete's Fish & Chips in Mesa, it's such a comfort food place and always good!

Baci's Italian Bistro in Queen Creek. This is the best Italian food and it is the only place I'm willing to try new foods at because I know it will be good!



REBECCA BENNETT, SHADOW HAWK REALTY
The Uprooted Kitchen - Yummy vegan and vegetarian dishes.

Caldwell County BBQ - Delish BBQ.

The Hidden House - Great spot for happy hour!



MARILEE ROBERGE, WESTUSA REALTY
Rigatoni's in Tempe. Family-owned, fantastic price point, best house salad and dressing!

Rosa's Mexican Food in Mesa. Best salsa and best non-chain Mexican food.

Best BBQ is Little Miss BBQ by the airport. Family-owned, best brisket, and jalapeño cheese grits—amazing BBQ sauces.



RICHARD BAIRD, REVELATION REAL ESTATE
OHHSO - Good beers, friendly staff, relaxed atmosphere and good food. Pretty much my local watering hole and close to my house.

Caldwell Country BBQ - This is a new spot for me but when I want BBQ in the EV this is where I go. EL General Paton is my sandwich of choice, stacked high with pulled pork and sausage. I get the mac n cheese and slaw. Fatty brisket is some of the best I have ever had!

Rino D's Pizza & Wings- This is our favorite pizza place, but they only have one little table so plan on picking up or having it delivered. I love getting the Rino D Special and I add garlic, bacon and jalapenos.



AMANDA CINQ-MARS, TAYLOR STREET REALTY SERVICES
Barrio Queen - Downtown Gilbert. Their elote is THE BOMB and service is always fantastic even during busy hours.

Caldwell County BBQ - Hidden GEM in Gilbert. Backyard style home-cooked food. The best brisket I've ever had in my life. They have home-made BBQ sauces that are to die for.

Las Palmas Cantina - Chandler's little secret spot! This place has really good Mexican food and the best made drinks hands down in Chandler.



DARLIN GUTTERIDGE, RE/MAX RENAISSANCE REALTY
San Tan Brewing in downtown Chandler - I love the food and the vibe of downtown Chandler area. It's a great place to take visitors since they can walk around and explore other places after dinner. They have such a good variety of choices.

Baci Italian Bistro - I just discovered this place in Queen Creek. It was a recommendation from a friend. It's a hidden gem - the food was outstanding!

There are so many other great places to choose from, it just depends what you're in the mood for.



DAVE ROSENFELD, REMAX ALLIANCE GROUP
The Coffee Shop at Agritopia for breakfast and coffee meetings. Farm to table and locally owned.

Poke Hale at Gilbert and Germann is a favorite lunch hangout. Again, fresh ingredients, locally owned and wonderful people. 30-minute vacation to Hawaii!

Postino in the Heritage District of Gilbert is one of my favorite dinner places. Fresh, locally sourced, GREAT wine selection, staff is amazing, music is fantastic.



CHRISSY EDWARDS, EXP REALTY
In no particular order ... Espos Mexican Food, Poke Hale and Osaka.



DAWN ENGRAM, KEYS TO YOUR DREAMS REALTY
Zinc Bistro (French Bistro in Scottsdale) - The food is delicious! Everything I've ordered from there was nothing short of amazing. I suggest reserving a table out on their garden patio, the ambiance is perfect for a romantic dinner.

House of Tricks (American in Tempe) - The menu is somewhat limited, but for a good reason—they have perfected everything on the menu. Drinks are amazing and service is great. They have an outdoor bar and on a chilly night a table outside by the fireplace is perfect.

Mastro's City Hall (steak and seafood in Scottsdale) - A must, if you have never dined here. In my opinion it is one of Scottsdale's best and most popular restaurants. The food is consistently great, the atmosphere can get loud and busy and can be very crowded, but worth going. Drinks are great. Some nights they have live music which is always nice.

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▶▶ **pamela's monthly update**

By Pam Frestedt CEO of SEVRAR

FALL SEASON

Brings Immense Prosperity to SEVRAR

The fall season is upon us. Throughout the Valley, residents are saying farewell to 100 degree temperatures and welcoming a more cooling season. At SEVRAR, we are proud to be embracing membership engagement opportunities, enhancing our professional development curriculum and benefit providers, and embarking on a new journey through our merging efforts with the West Maricopa Association of REALTORS® (WeMAR).

their favorite Arizona sports teams such as the Arizona Cardinals, Arizona Diamondbacks, Arizona Rattlers, Phoenix Suns, Phoenix Mercury, and the Arizona State Sun Devils. We also provide our members with the additional benefits of discounted tickets to attend the Crayola Experience in Chandler and discounted movie tickets to any Harkins Theatre. Our members also can take advantage of receiving a discount off any of their rentals at the Avion Center.

In August, our RAPAC Committee hosted its inaugural Le Cirque Magnifique event—a gala that centered on providing support to the protection of our real estate industry. More than 80 attendees came together to enjoy a festive evening that focused on circus-style entertainment such as palm readers, magicians, and decadent food. The event also provided a live and silent auction, where SEVRAR members had the opportunity to bid on a multitude of items. I am happy to report that the event was able to garner more than \$23,000 in support of RAPAC. Special thanks go out to all those who attended the event, and our astounding RAPAC Committee members. Their commitment to the prosperity and protection of our industry is truly marvelous. It is astonishing to see our volunteers take such pride and passion toward ensuring a better tomorrow for Arizona REALTORS®.

Currently, SEVRAR is gearing up for its annual General Membership Meeting. The meeting allows us to take a deep dive into what SEVRAR can provide for our members. The General Membership Meeting will also double as a chance for SEVRAR to show appreciation to all of our 2019 volunteers. It is essential for us as an association to show gratitude toward these fantastic individuals because each of them has played a vital role in bettering SEVRAR as a whole.

Lastly, I am happy to report that the merging process between SEVRAR and WeMAR has been a rewarding experience. Staff members from both associations have been hard at work, creating a partnership among one another so they can learn and grow as one. There is immense synergy between both associations. It is wonderful to see such talented individuals coming together as one to maintain our core mission: Provide services that lead to member prosperity.

Our Membership Department is continuing their work toward fostering additional affinity providers so our members can reap the benefits of being a SEVRAR member. Our members now have the chance to purchase discounted tickets to root for

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

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OCTOBER

calendar details

GRI: Effective Strategies

Event Date: October 4
Event Time: 9:00 am - 4:00 pm
Event Description: General Education 6.00 Credits
Instructor: David Compton
Location: SEVRAR

Transaction Desk®

Event Date: October 4
Event Time: 1:00 pm - 3:00 pm
Event Description: Non-Accredited
Instructor: Tiffany Jones
Location: SEVRAR

Seniors Real Estate Specialist

Event Date: October 7
Event Time: 9:00 am - 4:00 pm
Event Description: Multiple Categories 12.00 Credits
Instructor: Laura Kovacs
Location: SEVRAR

New Member Orientation

Event Date: October 9
Event Time: 2:00 pm - 3:30 pm
Event Description: Non-Accredited
Instructor: Martha Fuller
Location: SEVRAR

GRI: Risk Management

Event Date: October 10
Event Time: 9:00 am - 5:00 pm
Event Description: Accredited 14.00 Credits
Instructor: David Compton
Location: SEVRAR

Listing Consultation

Event Date: October 10
Event Time: 9:00 am - 11:00 am
Event Description: Non-Accredited
Instructor: Mark Poisson
Location: SEVRAR

Com Economic Dev. Summit

Event Date: October 10
Event Time: 10:00 am - 12:00 pm
Event Description: Self-Improvement
Instructor: Panel
Location: SEVRAR

Affiliate Certification

Event Date: October 11
Event Time: 8:00 am - 8:50 am
Event Description: Non-Accredited
Location: SEVRAR

Transaction Desk®

Event Date: October 14
Event Time: 9:00 am - 11:00 am
Event Description: Non-Accredited
Instructor: Tiffany Jones
Location: SEVRAR

HomeSmart Class

Event Date: October 15
Event Time: 11:00 am - 2:00 pm
Event Description: Accredited
3.00 Credits
Location: SEVRAR

Agent Guide to Septic

Event Date: October 16
Event Time: 9:00 am - 12:00 pm
Event Description: Contract Law
3.00 Credits
Instructor: Doug Adcox
Location: SEVRAR

Agency Law & Ethics

Event Date: October 16
Event Time: 1:00 pm - 4:00 pm
Event Description: Agency Law
3.00 Credits
Instructor: Marlene Olsen
Location: SEVRAR

Career Canines FH & ADA

Event Date: October 23
Event Time: 9:00 am - 12:00 pm
Event Description: Fair Housing
3.00 Credits
Instructor: Marlene Olsen
Location: SEVRAR

Disclosure Issues

Event Date: October 23
Event Time: 1:00 pm - 4:00 pm
Event Description: Disclosure
3.00 Credits
Instructor: Patrick MacQueen
Location: SEVRAR

Selling a Home

Event Date: October 24
Event Time: 9:00 am - 11:00 am
Event Description: Non-Accredited
Instructor: Mark Poisson
Location: SEVRAR

CIPS Designation Courses 2 of 5

Event Date: October 28
Event Time: 9:00 am - 5:00 pm
Event Description: Non-Accredited
Instructor: Mark Kitabayashi
Location: SEVRAR

Fair Housing 202

Event Date: October 30
Event Time: 9:00 am - 12:00 pm
Event Description: Fair Housing
3.00 Credits
Instructor: Brian White
Location: SEVRAR

HOAs and All That Jazz

Event Date: October 30
Event Time: 1:00 pm - 4:00 pm
Event Description: Real Estate Legal Issues
3.00 Credits
Instructor: Ben Gottlieb
Location: SEVRAR

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REALTOR OCTOBER

SUNDAY	MONDAY	TUESDAY
30	31	01
06	07 Seniors Real Estate Specialist 9:00 am - 4:00 pm	08
13	14 Transaction Desk® 9:00 am - 11:00 am	15 HomeSmart Class 11:00 am - 2:00 pm
20	21	22
27	28 CIPS Designation Courses 2 of 5 9:00 am - 5:00 pm	29

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
02	03	04 GRI: Effective Strategies 9:00 am–4:00 pm Transaction Desk® 1:00 pm - 3:00 pm	05
09 New Member Orientation 2:00 pm - 3:30 pm	10 GRI: Risk Management 9:00 am - 5:00 pm Listing Consultation 9:00 am - 11:00 am Com Economic Dev. Summit 10:00 am - 12:00 pm	11 Affiliate Certification 8:00 am - 8:50 am	12
16 Agent Guide to Septic 9:00 am - 12:00 pm Agency Law & Ethics 1:00 pm - 4:00 pm	17	18	19
23 Career Canines FH & ADA 9:00 am - 12:00 pm Disclosure Issues 1:00 pm - 4:00 pm	24 Selling a Home 9:00 am - 11:00 am	25	26
30 Fair Housing 202 9:00 am - 12:00 pm HOAs and All That Jazz 1:00 pm - 4:00 pm	31	01	02

TOP 200 STANDINGS

Teams and Individuals Closing Dates From January 1–August 31, 2019

#	First Name	Last Name	Office Name	Total Unit Sales	Total Volume Sales
				01/01/2019 - 08/31/2019	01/01/2019 - 08/31/2019
1	Derek	Dickson	Offerpad	877.5	\$221,141,998
2	Carol A.	Royse	Keller Williams Realty East Valley	204.5	\$69,664,978
3	Patrick	Mcclain	Homesmart	228	\$51,832,899
4	Rick	Metcalfe	Canam Realty Group	183	\$50,444,632
5	Brian	Cunningham	List 3k, LLC	117	\$44,592,684
6	Catherine	Renshaw	Lennar Sales Corp	99.5	\$39,306,444
7	Kenny	Klaus	Keller Williams Integrity First	144.5	\$38,732,385
8	Karl	Tunberg	Midland Real Estate Alliance	57	\$31,034,268
9	Donna	Mortensen	Redefy	79	\$30,657,650
10	Shanna	Day	Keller Williams Realty East Valley	57	\$30,594,654
11	Mindy	Jones Nevarez	Keller Williams Integrity First	27	\$29,737,736
12	Spencer	Lindahl	Main Street Renewal, LLC	113	\$26,039,694
13	Mary Jo	Santistevan	Berkshire Hathaway Homeservices Arizona Properties	62	\$25,745,150
14	Renee'	Merritt	Russ Lyon Sotheby's International Realty	25	\$23,450,888
15	Rebecca	Rains	Berkshire Hathaway Homeservices Arizona Properties	69	\$23,299,879
16	Kristine	Smith	Kb Home Sales	83	\$22,915,657
17	Shannon	Gillette	Launch Real Estate	48	\$22,083,269
18	Jason	Crittenden	Realty One Group	61	\$22,032,350
19	Randy	Courtney	Weichert, Realtors - Courtney Valleywide	57.5	\$21,329,851
20	Benjamin	Arredondo	My Home Group Real Estate	66	\$20,414,320
21	Zachary	Cates	Revelation Real Estate	40	\$20,391,900
22	Justin	Cook	RE/MAX Solutions	53	\$19,995,718
23	Rachael	Richards	Rachael Richards Realty	59.5	\$19,916,975
24	Annette	Holmes	Rachael Richards Realty	52	\$19,437,815
25	Darwin	Wall	Realty One Group	30.5	\$18,956,950
26	Lacey	Lehman	Realty One Group	63.5	\$18,913,051
27	Van D.	Welborn	Redfin Corporation	32	\$18,452,800
28	Tyler	Blair	My Home Group Real Estate	65	\$18,073,900
29	Rebekah	Liperote	Redfin Corporation	50.5	\$17,535,400
30	Shawn	Camacho	United Brokers Group	60.5	\$17,499,300
31	Gus	Palmisano	Keller Williams Integrity First	39.5	\$17,458,300
32	David	Arustamian	Russ Lyon Sotheby's International Realty	38.5	\$17,404,298
33	Becky	Kolb	Keller Williams Integrity First	46.5	\$17,124,800
34	Robin	Rotella	Keller Williams Integrity First	56.5	\$16,582,500

#	First Name	Last Name	Office Name	Total Unit Sales	Total Volume Sales
				01/01/2019 - 08/31/2019	01/01/2019 - 08/31/2019
35	Bonny L.	Holland	Keller Williams Realty Sonoran Living	21.5	\$16,515,175
36	Bill	Olmstead	Keller Williams Realty East Valley	45.5	\$16,488,650
37	Bob & Sandy	Thompson	Revelation Real Estate	51	\$16,402,000
38	Russell	Mills	Gentry Real Estate	48	\$16,383,695
39	Angela	Larson	Keller Williams Realty Phoenix	63	\$16,304,655
40	Jonas	Funston	Venture Rei, LLC	44	\$16,033,095
41	Damian	Godoy	Argo Real Estate Professionals	62	\$15,920,150
42	Terry	Young	Revelation Real Estate	41.5	\$15,657,680
43	Shivani	Dallas	Keller Williams Integrity First	43.5	\$15,089,362
44	Rebecca	Dorn	Redefy	41	\$14,808,925
45	Scott	Cook	RE/MAX Solutions	41.5	\$14,722,012
46	Henry	Wang	Revelation Real Estate	39	\$14,619,350
47	Katie	Shook	Redfin Corporation	44.5	\$14,588,250
48	Gina	Mcmullen	Redfin Corporation	40.5	\$14,468,200
49	Bob	Lisk	Network Realty	22	\$14,434,237
50	Mike	Mendoza	Keller Williams Realty Sonoran Living	32	\$14,408,212

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TOP 200 STANDINGS

Teams and Individuals Closing Dates From January 1–August 31, 2019

#	First Name	Last Name	Office Name	Total Unit Sales 01/01/2019 - 08/31/2019	Total Volume Sales 01/01/2019 - 08/31/2019
51	Kelly	Jensen	Kj Elite Realty	46	\$14,303,170
52	Shawn	Rogers	West Usa Realty	50	\$14,209,940
53	Scott	Dempsey	Redfin Corporation	34.5	\$14,174,900
54	Dean	Thornton	Redfin Corporation	42	\$14,047,849
55	Kraig	Klaus	Keller Williams Integrity First	45.5	\$14,026,225
56	Kelly	Khalil	Redfin Corporation	36	\$13,916,790
57	Geoffrey	Adams	Realty One Group	49	\$13,730,346
58	Janine	Igliane	Keller Williams Realty East Valley	36.5	\$13,691,175
59	Stacia	Ehlen	RE/MAX Alliance Group	31	\$13,679,599
60	Heather	Mahmood-Corley	Redfin Corporation	34	\$13,672,572
61	Michael	Kent	RE/MAX Fine Properties	51	\$13,524,950
62	Kelly	Money	Redfin Corporation	39	\$13,404,604
63	Alan	Kittelman	Realty Executives	67	\$13,338,900
64	Michael	Cunningham	West Usa Realty	33	\$13,200,597
65	Heather	Openshaw	Keller Williams Integrity First	37	\$13,181,034
66	Timothy J	Cusick	Homelife Professionals	34.5	\$13,180,258
67	Brett	Tanner	Keller Williams Realty Phoenix	51	\$12,829,550
68	Kirk	Erickson	Schreiner Realty	34	\$12,821,250
69	James	Sanson	Keller Williams Realty Phoenix	55	\$12,810,425
70	Jennifer	Felker	Infinity & Associates Real Estate	25	\$12,739,500
71	Amy N	Nelson	Keller Williams Realty East Valley	39.5	\$12,654,887
72	Kelly	Pedraza	West Usa Realty	4	\$12,599,000
73	Kimberly	Healy-Franzetti	West Usa Realty	19	\$12,582,057
74	Charlotte	Young	Revelation Real Estate	32	\$12,497,080
75	Jason	Laflesch	Results Realty	28	\$12,449,900
76	Kathy	Camamo	Amazing AZ Homes	42	\$12,442,156
77	William	Nager	Stunning Homes Realty	38.5	\$12,391,305
78	Jason	Zhang	Gold Trust Realty	28.5	\$12,388,000
79	Ben	Leeson	Arizona Experience Realty, LLC	31.5	\$12,288,736
80	James	Watson	Keller Williams Realty Sonoran Living	36	\$12,120,189
81	Denver	Lane	Balboa Realty, LLC	32.5	\$11,945,422
82	Mike	Santistevan	Berkshire Hathaway Homeservices Arizona Properties	29.5	\$11,893,109
83	Brock	O'Neal	West Usa Realty	32	\$11,880,900
84	John	Karadsheh	Kor Properties	22	\$11,866,072

#	First Name	Last Name	Office Name	Total Unit Sales 01/01/2019 - 08/31/2019	Total Volume Sales 01/01/2019 - 08/31/2019
85	Bryce	Henderson	Four Peaks Brokerage Company	37	\$11,863,965
86	Jody	Poling	Hyres International, LLC	18	\$11,768,692
87	Lorraine	Ryall	Kor Properties	23	\$11,540,800
88	Mark	Captain	Keller Williams Legacy One	33.5	\$11,340,675
89	Tara	Hayden	Redfin Corporation	30	\$11,339,775
90	Heather	Taylor	Prosmart Realty	22.5	\$11,328,100
91	Roger	Marble	Marble Real Estate	31	\$11,257,247
92	Cindy	Flowers	Keller Williams Integrity First	40.5	\$11,130,450
93	Michael	D'Elena	North & Co	27.5	\$11,097,824
94	Michaelann	Haffner	Michaelann Homes	30	\$11,053,800
95	Paul	Whittle	American Allstar Realty	39	\$11,040,588
96	Trevor	Bradley	Stunning Homes Realty	33	\$10,994,718
97	Eleazar	Medrano	Homesmart	36	\$10,868,585
98	Curtis	Johnson	Exp Realty	33.5	\$10,788,215
99	Douglas	Hopkins	Realty Executives	34	\$10,768,049
100	Jody	Sayler	Just Selling Az	36	\$10,673,450

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Teams and Individuals Closing Dates From January 1–August 31, 2019

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Teams and Individuals Closing Dates From January 1–August 31, 2019

#	First Name	Last Name	Office Name	Total Unit Sales	Total Volume Sales
				01/01/2019 - 08/31/2019	01/01/2019 - 08/31/2019
185	Robert	Reece	United Brokers Group	25.5	\$8,043,811
186	Darlin	Gutteridge	RE/MAX Renaissance Realty	23	\$8,034,690
187	William	May	Breinholt May Realty & Investments	16	\$8,030,300
188	Brian	Flatley li	Keller Williams Realty Sonoran Living	25	\$7,984,300
189	John	Evenson	Revelation Real Estate	29	\$7,966,000
190	Beverly	Berrett	Berkshire Hathaway Homeservices Arizona Properties	19.5	\$7,950,858
191	Diane	Olson	Glass House International	27.5	\$7,890,270
192	Kandi	Andresen	Rachael Richards Realty	24	\$7,889,200
193	Rory	Bullington	Revelation Real Estate	21	\$7,887,410
194	Michael	Hernandez	Revelation Real Estate	27.5	\$7,865,990
195	Daniel	Callahan	RE/MAX Classic	34.5	\$7,807,725
196	Robert	Petersen	Petersen Realty	35.5	\$7,790,300
197	Christine	Holwell	Revelation Real Estate	24	\$7,764,300
198	Stephanie	Sandoval	Homesmart Lifestyles	24.5	\$7,745,868
199	Chun	Crouse	RE/MAX Renaissance Realty	23	\$7,744,000
200	Benjamin	Graham	Revelation Real Estate	24	\$7,725,100

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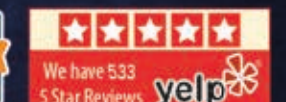
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