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P R E S E N T S

# Golden Nuggets



**Cindi DeWine**  
Russ Lyon Sotheby's  
International Realty

A quote that I love...  
“It’s the one thing you can control. You are responsible for how people remember you—or don’t. So don’t take it lightly.” KOBE BRYANT



**Amber Pennell**  
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Find your why and build your life around it. This career is demanding, and we care for clients in a very big way, with very big needs. The goal is to find a way to structure your purpose around meeting these needs without sacrificing you “why”. In the end, if the main reasons we set out to do this career successfully are tossed to the side, then our lives will not be sustainable therefore there are less families we can help. Structure your life to see the bigger picture. For me, it’s my children and husband. And in every decision I make in my business I try not to forget they are why I am here.



**Scott Warga**  
ACSI Home Inspections

From Andy Andrews: “The buck stops here. I accept responsibility for my past. I am responsible for my success. I am where I am today—mentally, physically, spiritually, emotionally, and financially—because of decisions I have made. My decisions have always been governed by my thinking. Therefore, I am where I am today—mentally, physically, spiritually, emotionally, and financially—because of how I think. Today I will begin the process of changing where I am—mentally, physically, spiritually, emotionally, and financially—by changing the way I think.”



**Justin Knapp**  
1st Glass Window Cleaners

Quotes told to me by my mentors over the years

1. Ready, fire! aim (take action right away and adjust later).
2. Yard by yard is hard, inch by inch is a cinch (don’t overthink, just do the little things each day that will get you to your larger goals down the line.
3. The harder you work, the luckier you will get. (people that put in the most time start to shine.)
4. If you’re not consistent, your nonexistent.
5. Don’t succumb to analysis paralysis, overthinking never got bills paid.
6. Sometimes a window cleaning offers more clarity than a self-help book.



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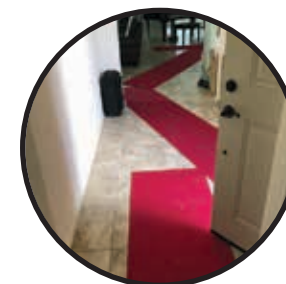
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# 1st Glass Window Cleaners **JUSTIN KNAPP** Making a Clear Difference

Each day the work you do with your clients is about so much more than the home you sell them. There's the relationship you build with them, and the sense of trust they have in you.

The same holds true for Justin Knapp, owner of 1st Glass Window Cleaners in Phoenix. The work he does, the relationships he builds, and the feeling he delivers makes a clear difference each and every day.

## A Journey of Discovery

Today, Justin enjoys a growing business and the knowledge that he's made a positive impact on the lives of people throughout the area. In fact, he has served more than 2,000 customers. But the story of his success in Phoenix was actually started in the picturesque surroundings of his hometown — Menomonee Falls, Wisconsin.

It was during a fateful trip to visit his cousin and uncle, iconic Phoenix businessman and Ace Asphalt founder, John Drexler. During that visit, he embarked on the journey that he still enjoys so much today.

"My cousin, Brian, and I wanted to be business owners, but we never really knew what we wanted to do. I remember the exact day John gave us the idea ... it was December 2, 2004, at 12:32 p.m. " Justin recollects like it was yesterday.

"We were having lunch, and John said, 'Hey, I would like to talk to both of you right now about something.'



Photo Credit  
Lauren Gettman

He sat us down and said, 'What's in demand here in Arizona is landscaping, painting and window cleaning.'"

Justin and his cousin took in the information and considered the advice.

"Brian and I looked at each other... we didn't like being out in the hot weather, so landscaping was out of the question. And I could barely draw stick figures, so going into people's homes and learning the finesse of that skill seemed out of reach," Justin

remembers. "But with window cleaning ... the light went on ... it required low overhead, it didn't cost a lot of money to start up, and my cousin and I thought we could teach ourselves how to clean windows."

## A New Window Opens

They started their business together. After a time, Justin returned home to Wisconsin, and his cousin pursued another professional path. In 2012, Justin and his wife, Deana, returned to Phoenix, and he restarted the window cleaning business.

It's clear to see the passion Justin has for his work.

"My uncle used to say that you can have 100 people that are in the same industry who are competing, but it always comes down to the small details," he says. "And I believe window cleaning fits into that category. It's the little things in life that bring us the most joy."

...



Justin’s clients agree wholeheartedly.

“One of the things that’s the most rewarding is stepping into different people’s lives who have different backgrounds, different demographics, and it means a lot to me to talk with them and hear all the experiences my clients have had,” Justin says. “I’ve always felt that one of the most rewarding things in life is to share different experiences with people, and I get to do that with them. I love hearing everyone’s story, and I think everyone has an interesting story to tell.”

Justin knows his work fulfills a very practical purpose for people, too.

“With a lot of my clients, it’s too risky for them to climb up on a ladder. I like taking that risk out of their lives, and honestly, I’m sure they’d rather be either on the golf course or spending time with their grandchildren,” Justin emphasizes. “There have been many times where I’m cleaning windows, and my clients have a family get-together going on. That’s a sign that time is the one commodity that none of us can get back. The problem my window cleaning company solves is that everyone likes clean views, but you know, no one likes cleaning windows. If I can help people get time back, improve their environments, or enjoy their family time, that means a lot to me.”

**Success in Sight**

As Justin says, “In today’s society, a lot of people measure success by material things, but I think a big measure for me is, are you still smiling at the end of the day? Some of the most successful people I know don’t have a lot of money, but they have the wealth of their family.”

Justin is definitely smiling.

“Just like everyone, I have days that aren’t always the best, but I always have a good attitude. If you do what you love, you don’t have to work a day in your life.”

In his free time, Justin’s world revolves around his time with his wife, Deana, and their two children; their 4-year-old son, Axel, and their 2-year-old daughter, Elsie. Plus, the young couple is expecting their third child this spring.

Justin and his family enjoy time together, enjoying the sites and experiences of Arizona. He also enjoys target-shooting at the gun range, playing cards and watching a good movie.

Justin credits his parents for their hard-working examples of commitment.

“I’ve had a great foundation from day one with my parents. My dad was a tool-and-dye maker for 45 years, and my mom was



a nurse for over 30 years,” Justin says. “I’ve never wanted to be stuck behind a desk. There’s nothing wrong with that, but I like to be hands-on, and I’ve gravitated toward things where you start with something dirty and then make it clean. You get that instant gratification.”

**Shining Future**

The gift of clean windows has lasting value.

“What’s nice about the window cleaning I do is I like to establish a relationship with REALTORS® and their clients. I’m in their homes maybe every quarter, at least once a year, and they always remember who introduced them to my services,” he explains. “It’s a win-win. When a REALTOR® buys their client a window cleaning, I show up on time, and I do a good job. In the end, the client feels like a million dollars. And my REALTOR® partner looks like a million dollars.”

People like to do business with people they know, like and trust. That’s why it’s no surprise that Justin’s business thrives.

“I really take pride in my work, since I’m the owner-operator. I’m always looking for ways to improve, because I’m not perfect. But as long as you’re striving toward perfection, you know you can reach excellence.”

In the process, with each window he cleans and each person he meets, Justin Knapp makes a clear impression.

**For more information about 1st Glass Window Cleaners:**  
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# Cindi DeWine

**C**indi DeWine has a remarkable life story as well as an incredible track record for being a top producing agent and serving her clients well. She exhibits kindness and professionalism, and goes above and beyond what is expected to provide top-notch service. Her life circumstances, such as almost losing her leg and surviving widowhood, have given her empathy for others. Cindi is a tenacious go-getter and an all-around amazing person!

Cindi has been in real estate for 18 years and sold over \$220 million in property. Two awards she received that she is most proud of are the Centurion award and being part of the Lion's Elite. Cindi does not have a team, and although she has an inside sales staff that takes care of paperwork, from a customer standpoint she is the only person they work with from beginning to end. She handles every single contract as well as communicates with lenders and title. She says, "Aren't we all ringmasters overseeing all three circus acts at the same time?"

Before becoming a REALTOR® Cindi was a manufacturer's rep. She flew every week, 104 times a year up and back

between Arizona and Las Vegas. Then 9/11 happened and she did not have the capacity to continue doing the same job because of the sheer amount of hours it took her to travel because of extra security measures. "I had family in real estate and I just said, 'You know what? I love architecture and I love homes.' Truly it was because of 9/11 that I got my license."

Raising the bar amongst real estate professionals is something Cindi tries to do day in and day out. A big way she does that is through intentional and thorough communication. "Be proactive instead of reactive. I try to be proactive in my communication not only with my clients, but also with lenders, title and escrow officers, and other agents. For example, when I open up escrow and I know a buyer or seller won't be present for the signing, I say, 'By the way, this is going to be an out of state signing.'"

Juggling and problem solving with others is what Cindi does best. Her tagline is "Your REALTOR® on call." Here is one

...





example of an unforeseen stressful circumstance. “I had a closing scheduled for Friday and as I did the final walk-through at 4:00pm on Thursday, I turned on the gas stove and it blew up! Thank goodness my hand didn’t get burned. The seller was on the east coast and the buyers had household goods being delivered on Saturday. I found a company to give us a quote that evening and the sellers prepaid for the new stove to be delivered later. Escrow closed.”

“I am committed to my clients and to the other agent I am in the cross sale with. That means that if it takes working beyond the traditional office hours, I do. Remember, the contract counts the days in the calendar days and the day ends at 11:59 p.m.”

When we asked Cindi what the most rewarding part of her business is, she answered with the gratitude of her clients. “Whether it is a first-time homebuyer or a seasoned homeowner, it’s wonderful when they look you in the eye or they give you a big hug and say, ‘I am so glad we chose to work with you.’”

The best advice Cindi ever received is: “Be kind and MOPFI: Make Other People Feel Important. Being good to people for no reason makes my day. I may have a very stressful situation, like a phone call that came in, and if I’m kind to somebody at my next stop, even if I’m just running in to grab some water at the Circle K or something, it lowers the stress that’s in me. Kindness is extending yourself in a way that uplifts another human being. That is so key in real estate because we deal with highly emotional people.”

“I saw a lady talking on social media about how she was sitting in Panera Bread after losing a child. She was having a salad by herself thinking about how she was going to work her way through her devastating loss. I could be at the very next table having a salad, too. We do not know what’s going on with people around us. But showing a tiny bit of kindness by offering a smile or holding a door or saying, ‘Have a great day!’ can make a difference in someone else’s life.”

When Cindi was almost 30 years old a drunk driver killed her husband, and she instantly became a single mom.



Cindi with her grandkids, Scarlett and Teagan

the ability to increase her income and make up for her late husband’s. And so, she put one step in front of the other, saw her goals, and made them happen.

“The beauty of being in sales is that you can earn an uncapped income. Both of my children graduated from college, and nobody has college debt. Both of my children were very good students. They have both found their path of success. To have overcome something in my life that I never anticipated happening is by far my greatest achievement.”

When we asked Cindi who inspires her, she said, “People that have to live with difficulties or disabilities that they can’t control always inspire me. In 2007, and we all know where the market was at that time, I was injured in a trampoline incident. I said, ‘Watch what mom can do!’ and to this day it has affected my life. I had complications from surgery on my knee, to the point where my leg was going to be amputated. I found a doctor online who did end up saving my leg, but it took about nine months from the time I injured myself until it was healed. It taught me so much about people that literally can’t get things fixed in their bodies. I have a number of clients who have disabilities, and they inspire me. I have learned from them about putting in elevators and chair lifts in homes and how they modify cars to drive. They truly are ones to learn from.”

Cindi’s favorite book is called The Go-Giver by Bob Burg and John David Mann. “It’s a great book no matter what your business is. It’s a quick read that talks about giving as a human being with thought, attention, care, focus, time, and energy. A lot of people think giving means to give to charities and to those in financial need. That is one facet,

but from a businessperson’s standpoint, and I think it’s huge in real estate, to be the giver of all of these other qualities has tremendous value to the general public. If you read this book and put it into practice, it will pay you back tenfold.”

Cindi has two daughters and a phenomenal son-in-law, Eric. “Morgan is 32. She is a dental hygienist and they have two children: Scarlet (age 3) and Teagan (age 1). Madison is 24 and she teaches junior high English. I am engaged and my fiancé is the rock of my life. He supports me in my career and makes the sacrifices that occur with being a successful REALTOR®. I also have a golden lab whose name is Amber. She’s the most perfect dog in the whole world. I’m grateful for the family I received her from when she was three.”

When we asked Cindi what her hobbies are, she said, “Well, everybody would probably tell you my hobby and my interest is real estate. But believe it or not, while we do have horses and I am not a horse rider, I can keep them alive and I can drive a truck and pull a trailer. I am a big supporter of my family when they go to horse functions. I sit there and I clap and tell them, ‘Good job!’”

“If I can smell dirt and pine trees or if I can smell the ocean, I can refill my tank. It does not take a lot for me to refill my tank, but my little escapes are getting over to California, getting up north, and just being able to go outside of the metropolitan area and let nature be around me.”

In regards to what an up and coming top producer should be aware of, Cindi advises, “Be very open-minded as to who you hang your license with. Interview multiple brokers to see what they’re going to offer to you and what they are about. If you’re going to be a career REALTOR®, you should find out what their philosophy is, what their goals are, and how they want to treat the public.”

“Surround yourself with other people that have been in the industry. Why recreate the wheel? Listen to how they did it. Systems may change and technology may change, but if you listen very carefully, every successful person will admit their failures. And they will say, ‘I wish I had not done this. I wish I had done this.’ Listen to that advice and take it.”

What Cindi desires to be remembered for has to do with perseverance and resilience. “I want my children to remember that although things weren’t always easy, I never gave up. We pushed through all of the hard times, and we never ever lost focus on success in our lives. I want my clients to remember that with any obstacles that got in the way of their goal, we were able to step over them, kick them out of the way, and resolve them, so that in the end they could be happy and make good memories in their next home or chapter in their lives.”



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gest Pinterest dreams. As you can imagine, flipped properties are incredibly popular in the Valley, but while it seems like it would be a simple transaction just like every other, a REALTOR® needs to be sure to understand the intricacies of buying and selling “flipped” properties.

For the seller of a flipped property, Arizona requires performance to be completed by a licensed contractor whenever the work costs more than \$1,000.00 (for anything less, the “handyman exemption” may apply). See A.R.S. § 32-1121. For example, if a property needs new flooring which will cost \$1,500.00, a licensed flooring contractor must be used to complete the work. In addition to the licensed contractor requirement, the seller must include a list of “the licensed contractors’ names and license numbers . . . in all sales documents.” See A.R.S. § 32-1121. That means the list of contractors used must be included with the Real Estate Purchase Contract! The failure to use and list licensed contractors may cause the seller to be considered an “unlicensed contractor” and could also result in possible prosecution by the state for both YOU and YOUR CLIENT.

For buyers it is simple, if the seller’s agent fails to disclose the licensed contractors employed to renovate the flipped property, the buyer’s agent needs to ask for the disclosure. As you know from ethics courses, a REALTOR® has the fiduciary duty to act in the best interest of their client (remember C.A.R.L.O.A.D.?) and ensuring the seller complies is also the duty of the buyer’s agent. If the seller fails to produce a contractor list, a red flag should raise for the buyer that the proper work may not have been performed.

Both the buyer’s and seller’s agents have additional fiduciary duties to their clients when a flipped property is involved. Popularity in these homes are continuing to increase throughout the valley, therefore, it is important that REALTORS® understand how to properly represent a client involved with a flipped property.

\*The information provided in this article is of a general nature and reflects only the opinion of the author at the time it was drafted. It is not intended as definitive legal advice, does not create an attorney-client relationship, and you should not act upon it without seeking independent legal counsel.

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Tax season is here but there is still time to get a few more deductions in for 2019! There are several amazing, organizations in Arizona that qualify for the Charitable Organization Credit. Got questions? Give me a call today for a list of qualifying organizations.

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# coaching corner By Joseph G. Urtuzuastegui III WHAT A **REALTOR®** SHOULD KNOW WHEN REPRESENTING A “**FLIPPING**” CLIENT

If you’ve ever turned on HGTV you know the intense popularity of flipping homes, both by professionals and amateurs. The appeal is obvious. A seller stands to make a quick buck and a buyer can purchase a home worthy of their big-

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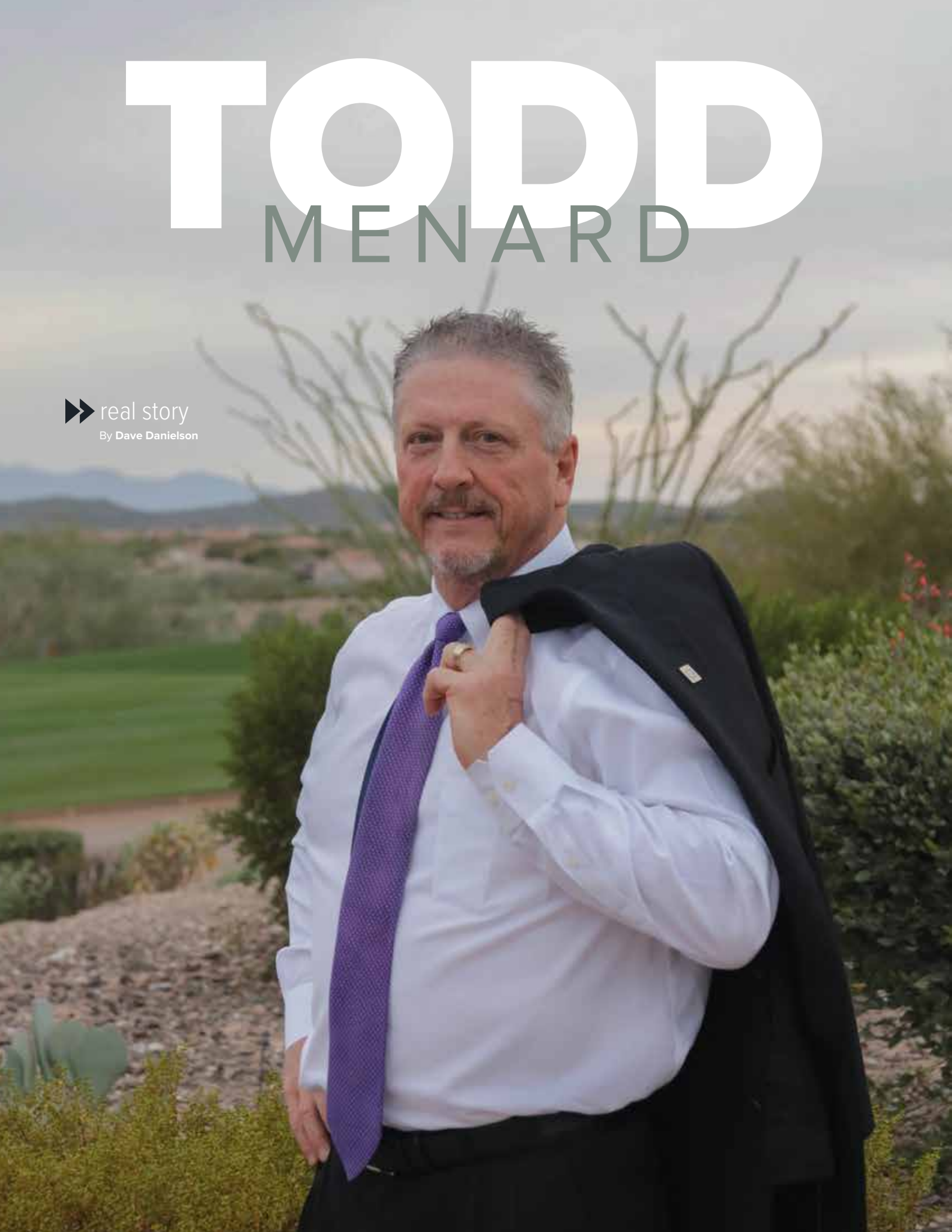
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# TODD MENARD

►► real story  
By Dave Danielson



## B R E A K E R D U N D G R O U N D



*There are those who create new paths where none have existed before. Their journeys form future maps. Their success leaves clues. They are the groundbreakers.*

A perfect example of this groundbreaking spirit is Todd C. Menard, Chief Operating Officer at West USA Realty.

You've probably seen his name, heard him speak, read one of the books he's authored, or benefitted from his contributions to numerous national, state, and local industry groups.

Through 28 years as a REALTOR®, Todd has built a career that continues to move forward at a pace that is, by any measure, iconic.

Yet, like the pioneers of old who set out to make their way across uncharted ground, Todd's many successful real estate journeys haven't been for himself. Instead, his efforts have really been meant to help others find their own way ahead.

When you talk with Todd, his genuine spirit of servant leadership is loud and clear.

"The amount of generosity and graciousness that I've received back from people who I've had a chance to train or coach has been something I never anticipated. It's been wonderful," Todd says. "Being a servant leader is very important to me. And one thing I've found is that the more you give, the more you receive. In fact, I think you get back multi-fold what you give. This industry has taken exceptionally good care of me."

### **Driving Forward**

Growing up in Massachusetts, Todd's father had his own automotive business. The experience taught him about building from the ground up.

"I started working there when I was 13, pulling weeds in the parking lot," he recalls. "Along the way, I worked in all aspects of the business. You learned how to do it all."

After a long time in the business, Todd decided to move to Phoenix in 1991, where family members lived.

...



During the transition, he found new opportunity.

“A dear friend asked me, ‘Why are you in the auto business. You have abilities that would be perfect for real estate,’” he remembers. “I looked at it, and I saw the opportunities. I thought it would be a good professional move, so I went to school, enjoyed that, and started my new career.”

Before long, as he started life as a REALTOR®, Todd dove in and started helping others, serving as a real estate teacher, and helping to guide agents who were taking their continuing education courses.

“I’ve always been someone who believes that the difference between salespeople is what is between their ears ... their knowledge, experience, and their ability to convey that,” Todd explains. “I also needed to be at the top of my game in the business, so I would know the rules, be prepared for different situations, and to be able to control the transaction the best I could.”

It worked. He gained traction, and his career took off.

**Positive Impact**

Along the way, Todd has helped many people, including his clients and the agents who have worked with him on the teams he’s helped to build.

Years ago, at the height of his career with Keller Williams, Todd’s team produced over \$70 million annually, earning the organization’s coveted Platinum Award.

Today, Todd serves as COO at West USA Realty, where he enjoys the relationship he has with West USA Realty CEO Clint Fouts and his fellow leadership team.

“Clint and I like to challenge each other. We both like to read. So we push each other to keep learning and sharing with each other and our team,” he says.

When Todd was asked to join the organization in 2013, the brokerage recorded annual totals of \$1.3 billion in volume from about 12,000 transactions with 1,065 agents. Today, seven years later, the mammoth results stand at \$4.1 billion in 2019 volume, representing 26,000 transactions with over 2,700 agents.

**Selfless Success**

For all of the numbers, Todd’s true definition of success comes back to leadership.

“We are very agent-centric. We know that none of us would have a job if it wasn’t for the REALTORS® in our organization. The most important thing and measure of success is if our agents’ needs are met. If they are, then the company will be successful,” Todd says. “It’s not about the position/job they’re in today, it’s about preparing them to achieve their dreams and visions and how we help them achieve that.”

Each day, Todd stays focused on the potential that lies ahead.

“The competition I think about is the person I look at in the mirror,” he points out. “We all have strengths and weaknesses. I focus on my strengths and look at how I can continuously improve myself, allowing me to better take advantage of the opportunities that are put in front of us.”

**Focus and Purpose**

At home, Todd feels blessed with the gifts of a loving family, including his wife, Lynne, their five children collectively, and seven grandchildren. He maintains a focus in five primary areas of life, including spiritual, health, love (family/friends), business and finance.

In his free time, Todd leads an active life, cooking healthy, playing pickleball, hiking, golfing, fishing, off-roading, and continues to give back to a variety of community and industry causes and efforts.

Success leaves clues of what can be achieved. Yet Todd is quick to point out that there isn’t one path to follow. Each person has their own potential to reach ... and their own paths and ways to get there.

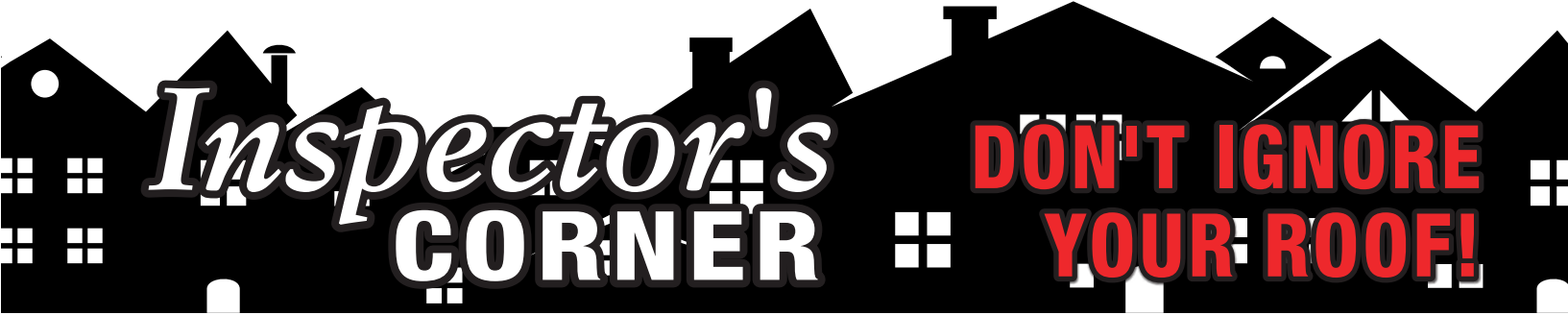
“We all have our own definition of success. My hope is that other people will be inspired to identify their own personal path, remain learning-based and get involved in giving back, whether it’s supporting a community service or dedicating their time to industry service.”

For his part, as Todd plans a future without the word “retirement,” he feels a deep sense of energy and focused purpose.

“My mission is to help the people the Lord puts in front of me. It’s not about me, it’s about helping others become who and what they want to become through friendship, education and accountability.”

That’s the mark of a servant leader ... and a real groundbreaker.

*We all have strengths and weaknesses. I focus on my strengths and look at how I can continuously improve myself, allowing me to better take advantage of the opportunities that are put in front of us.*



Most of us do not think about our roof until they leak. But like your car and HVAC system, it will last longer with a little maintenance. With our recent rains, many people are having leaks that could have been prevented with a little maintenance on the roof.

Some items one can do themselves depending on the roof type, other parts should be hired out. But you should have a roofer walk and examine the roof at least every other year. Maintained roofs last much longer, and postponing a \$5,000 or more roof replacement job several years can really save you money. Keep vegetation like tree branches away from and not touching your roof. This can cause mechanical damage and increase debris build up.

Clean off debris from your roof, even pitched roofs can lode up with debris. This prevents water from properly shedding off the roof, and can back up into valleys and flashings. And if you have gutters, clean them out yearly. Most roofs in our area are tile, and they can crack and break. There are several causes such as thermal expansion, micro cracks in the concrete that fatigue, etc.

These should be replaced. Also they can slip out of position (this is mainly seen while on the roof looking down on the tiles) and a roofer can adjust them and secure them as needed.

It is important that the underlayment is examined when cracked tiles and slipped tiles are noted. This underlayment is our water proofing layer and the sun can damage it. Slipped and cracked tiles are a large cause of our roofing issues in the Phoenix area.

Flat roofs of all types should be examined as well. Look around drains and scuppers, damage from birds, etc. A small patch on the roof can prevent a leak and be cheaper to do now than drywall work inside later!

Many weak areas and leaks start at the eaves before working there way up into the home, so walking around the house looking up under the eaves for water stains can tell you where you need to have the roof repaired. Also catching this early saves money if you prevent the leak from rotting the wood.

Bottom line, a little time and money on routine maintenance will save money in the long run. And most importantly headaches!

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## ► on the rise By Sarah Wind



Photo credit Lauren Gettman

**AMBER PENNELL** started selling real estate in August 2018. In her first year, she sold 28 houses and also rented out multiple properties for investors. Amber is not only excelling in her real estate business, she's also active as an Air Force reservist and mom to three girls ages 19, 8, and 6. Here is her story.

**Q: What did you do before you became a REALTOR®?**

**A:** Before I became a REALTOR® I was a dental hygienist and prior to that I was active duty in the Marine Corps as a field wireman.

**Q: What are you most passionate about in your business?**

**A:** I have my office in my home and something I've done to make more of a human connection with my clients is invite them and their whole family over to my home for meetings. I tell them to bring their kids and not to worry about them being loud. I don't think families should need to get babysitters in order to discuss buying a house. I feel like having the whole family in my house makes the process so much more personal and it becomes easier to build relationships that will last after escrow has closed.

**Q: What has been your greatest achievement?**

**A:** I measure success a bit differently than most people. I don't measure it by titles or money in the bank.

This last year I made it to every parent-teacher conference, class party, and field trip for my daughters, which was a first. The gift of freedom to be present at school events has been my biggest achievement since becoming a REALTOR®.

**Q: What experiences did you have in your childhood and formative years that shaped who you are today?**

**A:** Life wasn't particularly easy growing up. My parents got divorced when I was young. My mom struggled with drug addiction and that impacted our family. In my elementary and junior high school days we never lived in the same house for more than a year. There were times that the rent wasn't paid at the height of my mom's struggles and as a result we were evicted. The stress of needing to hurry up and move made me want to create a more stable home life for my family. I really value owning my own home and helping others do the same.

**Q: Who is the most inspirational person you know?**

**A:** That is my dad. He's never the loudest person in the room, but he is the hardest- working and the most caring. Growing up we didn't have a lot, but my dad did everything he could to make sure we had what we needed. He is a calming force and always has a shoulder you can lean on. His unconditional love helped shape who I am, and I've tried to incorporate things I've learned from him in my business.

...





Photo credit  
Lauren  
Gettman

Amber with  
her daughters  
Kinzee, Pyper  
and Londyn.

...

**Q: What common phrase describes you?**

**A:** People sometimes say, “You’re so lucky.” Luck doesn’t exist on its own. I think hard work puts you in a place where good luck can find you.

**Q: Tell us about your family.**

**A:** I definitely hit the jackpot. My husband Justin owns a painting company and is the best dad. He still finds time to take care of the kids when I am doing my military activities related to being an Air Force reservist, so we don’t have to find someone else to do that.

My oldest, Kinzee, is 19. She is fearless and funny and has become more than my bonus daughter. We are pretty close, and I truly consider her a daughter and a friend. Pyper is 8. She’s creative and a natural-born leader. I know she will do huge things in her life. Londyn is 6 and is the creative soul and family comedian. She’s still in the phase where she loves to cuddle with me, which is the best. I feel like these kids are all the things I wish I was. They are my “why” that I have built my life around.

**Q: What is your biggest challenge?**

**A:** My biggest challenge is controlling my schedule. I’m trying to get better about not taking calls after dinner and not walking out of movies just to return a call. It’s a delicate balance between being totally available for my clients and totally available for my family without dropping the ball on either side. I don’t always get it right, but I try.

**Q: What are your favorite books?**

**A:** Being in the military, I value the lessons of fellow service members and leaders, so my two favorite books are *Can’t Hurt Me* by David Goggins and *Call Sign Chaos* by Jim Mattis. These books are about leadership by followership, which is applicable no matter what you do for work.

**Q: What non-profit organizations do you support?**

**A:** I am passionate about supporting Veterans For Child Rescue. They fight against child sex trafficking, which is an alarming issue, especially in Arizona. My goal is to give 10% of my commission to this organization in 2020.

**Q: What advice would you give new REALTORS®?**

**A:** Take advice from anyone you can. No matter whether you’ve been in the business for twenty years or one year, we all have advice we can pass forward.



Family Vacation to Knott's Berry Farm

Find a way to make your business unique to you without reinventing the entire wheel. There are processes that have been in place for a long time because they work. Put the old wheel on a new car, but don’t reinvent the wheel.

Remember we’re in the business of people and not houses or money. If you approach clients with a pure heart to help and you want to contribute to their lives, success will come.

**Q: Define success.**

**A:** To me, success is waking up every morning and being excited about where I’m headed, whether I’m going to the title company, an open house, or lunch with a client. Also, knowing that my family’s basic needs are met is huge. I’d like to put my family in a position where we can recklessly give.

**Q: How do you want to be remembered?**

**A:** I don’t want to be remembered for my sales volume, the car I drove, or the brand of clothes I wore. I want to be remembered for how I made people feel. And I want the stories that people remember about me to be worth telling.



► sponsor  
spotlight  
By Sarah Wind



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Lauren Gettman

# ACSI HOME INSPECTIONS SCOTT WARGA

Scott Warga has been in the home inspection business for over 20 years and the general manager of ACSI Inspection Services for the last 14 years. Prior to this, he had a varied career history. He was a chef at several different restaurants and hotels, he was in the construction business, and he supervised the construction of 27 convenience stores in the Phoenix area. He also

recently started a construction and home remodeling business, Agape Construction, which is taking off. The inspection and construction businesses are two separate entities and do not overlap. State laws prevent home inspectors from being paid to fix homes they inspect for a period of two years after the home inspection has been completed. Therefore, Scott refers ACSI's inspection clients to other contractors for remodeling or repairs.

We sat down to chat with Scott about his businesses and life in general. Scott is a deep well of both personal and professional wisdom. He's always seeking to be the best that he can be, so as to serve his clients well. He has found that a great way to build any business is by serving others. Scott has been helping others be even more successful in their businesses for years.

A topic that Scott is passionate about and that he loves discussing is success. "Success means something different to everyone. Mother Theresa was no doubt a success. She did not have a lot of money or possessions, but she knew what her goal was, and she was successful doing it. I think the biggest problem we have in society today is that people don't have a clear vision or goal. They have not really defined what success looks like to them. If you don't define it, how will you know when you have achieved it?"

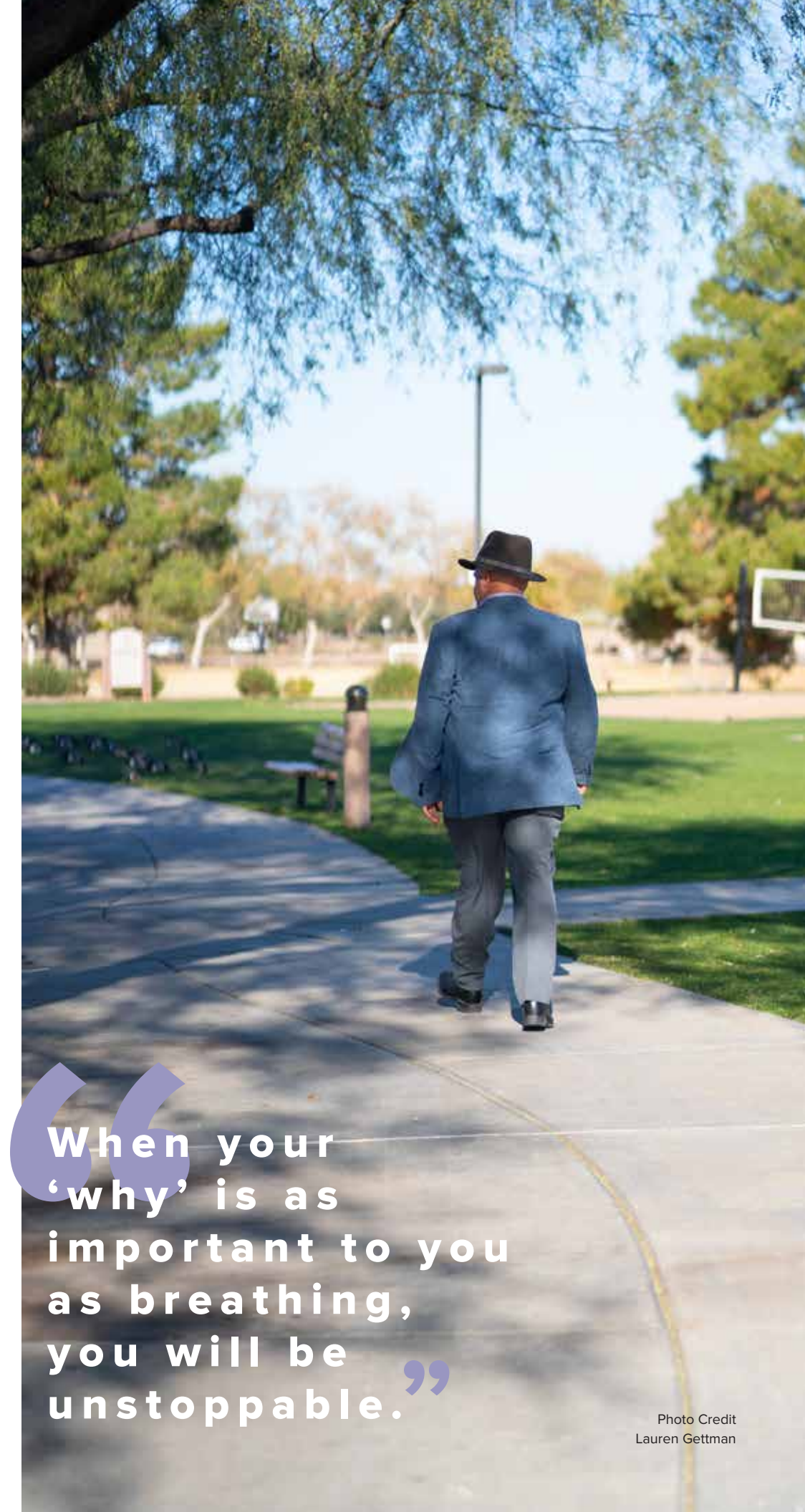
"If you ask people what their 'why' is, most people would respond by saying their spouse or their children. As someone who has several grown children, been divorced a couple of times and widowed once, I can tell you that your family is not a solid answer. What happens if they grow up or disappear? My wife was 39 when she had a stroke and died. Your 'why' must be something bigger than your family, something bigger than you, that will take planning, work and faith to see it through."

"It should be something you really want to do, but others don't think is attainable. As long as you are moving in that direction, you will not have a limited mindset. You will have a mindset that says, 'I need to do whatever, whenever, and however I can, to make this happen.' Then you will achieve your own version of success. When your 'why' is as important to you as breathing, you will be unstoppable."

When we asked Scott who the most inspiration person he knows is, he didn't just give us one person's name. "If we are talking about the real estate industry, I love Steve Chader's willingness to help anybody, anytime of day. I love Heidi Zebro's way that she connects with people and helps connect them to each other. Andrew Bloom went from having nothing to being one of the top agents in not just the city or state, but in the country. He and Babs built a phenomenal team. Then there are people like Ty Lusk, always willing to do what it takes to help others and yet he still manages to balance life, work and friends. These are all people that are focused and live with a clear purpose. It's no surprise that their purpose includes helping others."

"These are just the people in the real estate industry. In the last two years I had the pleasure of working with, or speaking on stage with, great people outside of real estate like Sharon Lechter, Bill Walsh, Brian

...



“When your  
‘why’ is as  
important to you  
as breathing,  
you will be  
unstoppable.”

Photo Credit  
Lauren Gettman



...

Forte, John Assaraf and many more that have all inspired me in different ways.”

“If you want my answer for the most inspirational person of all time, my answer is simple. Jesus Christ.”

When we asked Scott what his biggest challenge is, he said, “My biggest challenge is staying focused. I suffer from, I’m sorry, what was the question?”

Outside of his business, Scott has varied interests. “I enjoy spending time with my family and alone with God, camping up in the mountains or at our cabin. My wife and I also enjoy going to Renaissance festivals and trying new things.”

“I’ve always been hyper-observant, which is a necessary quality in a good home inspector. Lately I’ve been studying how to interpret body language by reading several books that different law enforcement agencies use, and then observing people. It’s fascinating. I read a lot both for business and because I enjoy it.”

One thing that sets apart Scott’s inspection business is how they try to educate the clients. “Because of our years of experience, we can frequently say whether something is or is not a major concern in our opinion, and what the source of the problem is.”

In Scott’s construction business, they tailor the home renovations based on the client’s tastes, how they use the home, and their budget. “People ask me, ‘What’s the best way to do this?’ In both businesses, it’s all about the client’s needs and solving problems. If you want to be successful in any business, focus on helping others solve their problems.”

“One of my mentors, Michael Maher, says, ‘Give massive value first.’ I couldn’t agree more. Oh, Michael is another person I ad-

mire. I am truly blessed to have had so many wonderful people cross my path and I am looking forward to seeing where my path will lead from here.”

The next time you need to schedule a home inspection or refer a home remodeling company to fix your client’s home, call Scott Warga.



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» book review

# THE LAST ARROW

by Erwin McManus

  
By **Chris Reece**

I didn't plan to read this book again since I had read it a couple years ago. But one day after Christmas, I saw it on the shelf and grabbed it, looking for a quote the author had made about the future. As I flipped through the pages, I began to read the parts I'd underlined, and that was all it took. It was time to read this again.

*The Last Arrow, Save Nothing for the Next Life* is a powerful book that will bring you to some very difficult personal questions within the first few pages. In the preface, McManus lets us know that as he was finishing the book, he was diagnosed with very serious cancer. "I made a decision that while cancer may define how I die, it would not define how I live. Life is a series of challenges, adventures, and yes, even battles. There will always be giants to subdue and dragons to slay. I have already decided to die with a sword in my hand. There is more courage in us than danger ahead of us. You are strong enough for the battles ahead. My intention for this book is that you would never surrender, that you would never settle, that you would save nothing for the next life. May you die with your quivers empty. May you die with your hearts full."

How could that not rev you up? McManus has always been a powerful and bold writer. He moves right into the first chapter, titled, "Point of No Return" where he speaks on the downside of living an average life. He discusses how nobody was born average, instead we choose an average life. Choosing an easy path, or in his words that path of least resistance. McManus challenges us that to defy the odds is a choice. He is of the belief that all people were born for a purpose and are meaningful.



McManus shares story after story about how it is possible to step into the person you were meant to become if you are intentional about it. That means taking action! In a section called "The Power of Now" he talks about having a sense of urgency that can be fueled by many things: passion, conviction, even compassion. But often I find that urgency, in its rawest form, is fueled by desperation. The shift that happens when you refuse to remain or be defined by the average comes when you cross a line that others would consider madness. While everyone around you says it can wait, you know it can't. I find that we are often more comfortable speaking about passion than about urgency, but it is urgency that gives our passions deadlines. Passion is about what fuels us; urgency is about how much it matters right now. The most important things in life require that you bring your own urgency. Leadership is about bringing urgency to the things that matter most.

Over and over McManus reminds us not to wait until you get a bad diagnosis, or until you get the job, or the girl/guy. Go live the life you were intended to. Take life and act on it!

Plugging through the book I came across more highlights, more notes I made in the book a few years ago. I made new notes and found new inspiration. Then I found the quote I'd picked up the book for in the first place:

"The future reveals itself only when it becomes the present. This is why it's so important to act as if your life depends on it. Your actions have momentum. Every action has a reaction: every choice ushers in a future. If you just sit there, if you just stand around and hope that the world will get better, if you settle for what is because what you long for demands too much of you, then this thing called life will always seem elusive to you. Existence is a slow death; mediocrity is like quicksand that slowly consumes you and sucks the life out of you. What will it take to create in you a sense of urgency? What conditions or circumstances will be necessary for you to finally refuse to surrender to death and make the hard choice to live? Most of us know it's spiritual to pray, but somehow miss the fact that it is just as spiritual to act."

Yes! Act. Now. Oh, I needed to hear that. I had to reread this a number of times. Every time I did, it brought me back to my choice to become a real estate agent. I was tired after almost 20 years in the service industry. A friend mentioned that I would make a great REALTOR®. My heart knew it was true and I signed up for real estate school almost immediately. I was in my early thirties and deep down I knew I had to act. I had the same instructor for almost every class. He made it a point to say, "You know 85% of you won't make it through your first year in real estate!" Not once in my heart did I think he was talking to me. Now, seven years into my real estate career I look back on that action I took. How easy it would have been to not act. Would I still be in the restaurant business?

What is life calling me to act on now? I don't want to wait for the bad diagnosis. I want to get to work on the life I am meant to live. Don't you? Erwin McManus powerfully ends the book as forcefully as he starts it. "Go and use every arrow in your quiver and save nothing for the next life."



# WHAT'S YOUR SECRET FOR SUCCESS IN THE SPRING BUYING AND SELLING SEASON?



**JENNIFER SCHUMACHER,**  
*RUSS LYON SOTHEBY'S INTERNATIONAL REALTY*  
My secret regardless of the season is staying consistent and being diligent. I am “in the business” daily and working out daily so I can keep my mind and body on point for any derailment that will happen. It’s Real Estate, welcome to constant ebb and flow. Make a plan and stick to it whether you have 25 houses in escrow or zero. Do the work daily and everything will come back to you. #justdoit



**PAUL PASTORE, RE/MAX**  
There are no secrets for success in the spring, summer, winter, or fall! Imitate the farmer. He sows his seeds in the spring. He harvests in the summer and fall. In the winter he is a snowbird in AZ. Be like the farmer.



**REBECCA HIDALGO RAINS,**  
*BERKSHIRE HATHAWAY*  
Regardless of market or time of year, my secret for success truly is doing unto others as you’d have them do to you! ESPECIALLY important in the spring buying and selling season with our shortage of inventory! I’ve been so blessed to have been selling real estate full time now going on 27 years and I learned a long time ago, THIS IS A SMALL INDUSTRY peeps! It really is. When you do right by someone, it can come back to you many years later!

A decade ago, for example, I did a deal with Brian Bair (Now Offer Pad, then Liberty) and helped him get one of my short sale listings under contract for a family member of his where he was competing against SEVERAL offers. Do you think that relationship has paid off over the years?

This is a relationship business, from the very first phone call to see if there are already offers on the table—you got to be NICE to the person on the other side of the phone. I had one this past Friday who sent in an offer on one of my listings. Before we even entered into contract, he was rude to my staff on the phone prior to his offer expiring. I had another one last week turn into a “bully” after the home didn’t appraise and she was advocating for her client to get a price reduction. At least she was smart enough in that bidding war to be nice up front—but I will certainly remember the name and if there is a next time our paths cross- I will definitely remember the experience I just had with her.

I feel like some agents make this so much harder than it needs to be! I, on the flip side, showed a home the other day that had been on the market only hours; my client loved it and wanted to make an offer so I had called and found out an above-list, cash, close-in-15 day, post-possession offer was already sent in. We couldn’t compete with that, so I congratulated the agent, wished her luck and asked her to let me know if something fell through. She called me “gracious” and commented on how refreshing that was. Let’s all be gracious to each other, people, as it goes so much further in this competitive environment we are in.

Now let the games begin ... :)



**BECKY KOLB,**  
*KELLER WILLIAMS INTEGRITY FIRST REALTY*  
Spring is one of our best times to sell homes with all of the winter visitors enjoying spring training and all of the activities we have to offer. That’s the time to be at the top of your game. First, answer your phone or return a voice mail call promptly since so many agents do not. Second, be a resource of information. We specialize in retirement communities and so we make a practice to know what is going on so that we shine as the “expert.” When we can answer questions about the market, the trends in the communities, the activities, floor plans, etc., they see us as the expert. Third, follow up until they tell you to stop. The average agent quits if someone doesn’t respond to them after one or two attempts. Keep going. Most every other agent has given up. Last, be profession—show up on time, have a professional voice mail. If you say you are going to do something, do it. Happy Selling.



**NATE KNIGHT, PROSMART REALTY**  
The spring buying and selling season can be CRAZY! Staying organized, focused and motivated are key. Although the days may be long, I’ve learned it is very important to still make time to do the important things such as checking in with clients, social media posts and staying in front of your spheres of influence. It’s a culmination of these things that make this crazy time a success. Oh, and ...caffeine!



**JANETTE SHIVKA, WEICHERT REALTORS**  
*COURTNEY VALLEYWIDE*  
If you are an agent just waking up from a winter hibernation you will have to play catchup in order to play in today’s Real Estate market.

There are a couple things you could do in order to Spring into action.

First, the weather is perfect for open houses. People are looking for homes, you need to get in front of as many buyers as possible to fill your buyer funnel.

Also, market those open houses to the surrounding neighbors, they may also want to sell.

If you have a house under contract, get that information out there! Call, knock, email, shout from the top of the roof tops that you sold a house in their area! Many sellers are on the fence just waiting for the right time. You want to be there when they figure that it is the right time.

Spend your time wisely. Stop procrastinating and do these money-making activities. I wish you much success.



**MARY WOLF,**  
*RUSS LYON SOTHEBY'S INTERNATIONAL REALTY*  
The secret to my success in the spring is directly correlated with my fall and winter marketing and prospecting strategy. Here are my top 3 tips that may help you propel your spring time success.

1. Generate leads through events from September to January.
2. Hold a monthly client social and networking event.
3. Write thank you notes and send holiday cards in December.

Believe in yourself, define what success looks like to you and through positive affirmations you too can have a successful spring!





By **Roger Nelson**,  
CEO of the West and SouthEast  
REALTORS® of the Valley Inc.

# WeSERV's

## CEO UPDATE

Spring is in the air. Throughout the Metro-Phoenix area, residents are enjoying warmer temperatures and beautiful weather. Here at the West and SouthEast REALTORS® of the Valley (WeSERV), our outstanding group of staff and volunteer members are gearing up for member engagement opportunities that deem to enhance member prosperity.

WeSERV is preparing for our first Leadership Graduation Ceremony in April since the merging of both the West Maricopa Association of REALTORS® (WeMAR) and the SouthEast Valley Regional Association of REALTORS® (SEVRAR). We are proud to announce that we had 27 outstanding real estate professionals who completed our Leadership Program this year. These incredible individuals have made it a point to further their ability to become better leaders in their profession, community, and REALTOR® Association. Their dedication and drive to professional development move WeSERV in a positive direction. Throughout the program, the graduates participated in a variety of professional development sessions that centered on leadership training, brand protection, spokesperson development, and more. Also, our recent graduates took tours of the ARMLS facility to meet with CEO Matt Consalvo and attended an Arizona REALTORS® Board of Directors meeting.

Professional Development is always a key focus for us at WeSERV, and we are happy to announce that Terry Watson will once again headline our second Speaker Series in April. Terry Watson will host two-course sessions. The first session will center the importance of data security, which will enhance our members' understanding of recognizing the signs of a data breach, knowing the importance of document destruction, and more. The second session will focus on the extremely detailed and honest explanations of what to expect during real estate transactions.

Lastly, our incredible staff and volunteers are hard at work on providing events that not only focus on community involvement but appreciation for all of our WeSERV members. Both of our Southeast and West Valley Chapters will be hosting their annual Membership Appreciation Picnic in April. The picnics provide us an opportunity to take a second and give back to our members and their families. Also, our Southeast, Pinal, and West Chapters are gearing up to host their upcoming Shred-A-Thons and Blood Drives. The Shred-A-Thon helps our members get rid of all their unwanted personal/professional documents. Our Member Engagement Committee teamed up with Vitalant to garner blood donation for the Phoenix-Metro Area. The Blood Drive poses as a friendly competition between our brokers. The brokerage with the most contributions wins the Life-savers plaque and bragging rights for the year.



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Haven**  
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# BATTLING BURNOUT

## Why the Doctors are 100% Wrong

It's common to feel tired from time to time, but when it gets worse, and you don't feel like there's a light at the end of the tunnel, that's when you know you're headed for burnout.

Burnout usually takes place on the inside before it shows up on the outside. Usually, it's like a house fire – silently raging a destructive path on the inside that others can't see from the outside until it's too late.

If you feel like you're burned out, it's probably not for the reason you think. And here is where doctors are getting it wrong because it's NOT just because you work too much.

### Battling Burnout

Some of the hallmark symptoms of burnout are emotional exhaustion, physical exhaustion, loss of joy, losing hope in the future, you're having more bad days than good days, beginning to see only the downside to events that are happening around you.

And burnout can look and feel different for every person. Maybe your eating habits change. You begin to sleep more or to start to sleep less. You find yourself getting more judgmental towards others. Marked changes are the clearest signs there is an issue that needs to be addressed.

### You Need More Than A Break

Most people think that what they need is more rest. You tell yourself, "I just need a break," right? What ends up happening, especially with entrepreneurs, is they take their foot off the gas pedal of lead generation in hopes that if they just take a break, they'll be able to refresh and get back up.

What ends up happening is you take a break, then you look up a couple of weeks later, realize now you don't have anything in the pipeline, and you're going to still be burned out and now broke as well.

What I've realized is most of what we've been taught about burnout is wrong and doesn't actually work. Doctors will tell you to take a break, take a rest, just sleep off a little bit. That's not what you need. Where you need is to identify the actual cause and what you need to do differently.

### Investigate Before You Medicate

Here's what I'm going to challenge you to do when you have a frustration: do an **investigation** before you take **medication**.

If you have frustration... *I'm feeling really burned out and feeling overwhelmed. I'm feeling frustrated...* or whatever it is, I want you to investigate that. Get to the root cause instead of just taking a bunch of medication hoping that will make it better.

Burnout doesn't come from working too much or working too hard. There are lots of people that work late nights and long days and don't get burned out. Burnout comes from doing the wrong things. If we don't take care of the root cause, you will continue to have burnout month after month, year after year. So, when you're feeling burned out, investigate the cause.

Here's what I'm going to ask you to do. When you feel yourself beginning to burn out, when you have frustrations, I want you to do dig in and figure out which one of these six things could be causing your burnout, and then let's figure out what to do about it.

...



Six Things That Could Be The Root Of Burnout

1. The lack of control.

When you don't feel like you have control, or you consistently feel like things are happening without your input, that can lead to a feeling of frustration and burnout.

If you continually do your part and your efforts don't affect the outcome, like what you do doesn't make an impact on what's actually happening, whether it's good or bad, that can lead to burnout. When you consistently do things over and over and over, or feel like you are not in control and can't change the future hopelessness can seep in.

There's a quote from Tony Robbins that says, "People aren't lazy. They just don't have a positive future." They can't see a positive future, so where is the drive to do the things that need to be done supposed to come from?

Here's the solution: Sit down and recognize what you control and what you don't control.

The reality is most of life is out of our control. When you're driving down the road and a hundred cars are around you, even though you are in control of maybe your car, you can't do anything about them. One of the most powerful things you can do in your life is become acutely aware of what you control and what you don't control and then choose to focus on what you can control and make the decision to let go of the rest.

Sadly, when all you do is focus on what you can't control, you're actually giving your power away to others.

2. Your values are out of alignment.

Having personal values that are in conflict can cause burnout. I always think about this as one of the reasons people don't hit their goals - they have goals that are going in opposite directions.

Let's say they have a goal to work more hours, but then they also have a goal to be at home - these goals, which are based on your values, are in conflict. Your drivers are going in different directions. That causes a lot of tension in your world and having values that are inconsistent with each other, pulling in different directions can cause you to feel incredibly burned out.

Probably a better example would be having a passion for taking care of people, but you also value your time. You can begin to feel like you're in somewhat of a tractor pull if you don't figure out where your boundaries are and how to take care of people without sacrificing valuable time.

You have two options: Get more effective and efficient in what you do or cut out things that are good, but aren't great.

One of the things you can do around this is sit down and articulate what your values are. Are there any values that maybe feel like they're going in opposite directions, and you may need to do some realignment?

3. Insufficient reward.

This is a big one. We've all heard that you usually get more bees with honey than with vinegar, right? I don't know if correct or why you want to attract bees, but I do know that rewards work.

We as humans love to be rewarded. We don't all necessarily love the same rewards, but we all love being rewarded. One of the things that can cause us to work long hours and put in an astounding amount of time working our heart out and feel great about it is if there's an amazing reward at the end.

When there's not sufficient reward, we don't feel seen. Working towards, expecting, or experiencing

the disappointment of no reward can lead to burnout.

Have you considered how you want to be rewarded? Have you set up different levels of rewards? Have you found small rewards, medium rewards, and large rewards that you can give yourself or rewards you would like to receive from others when you met goals?

One area high achievers can struggle is at celebrating milestones. They continue to go, go, go. As soon as they get one thing done, they've jumped to the next thing. Sit down and write out what you're your milestones are and when you hit those milestones, you're going to reward yourself.

4. Too much on your plate.

Achievers come to me weekly and say, "I have too much on my plate. I just don't know what to do." So, I tell them to take something off of their plate. What's amazing is how much they resist that. They start to freak out. They don't want to acknowledge they will need to make some tough decisions and they can't just work more hours.

At some point, there are no more hours to work, and the challenge is your plate is only so big. One of the things I see so many people resist is the willingness to get savage with what they can do and what they can't do.

So many live in a continual state of frustration because they're trying to get 90 hours of work done within the 45 or 50 hours they have to work with. The natural destination is frustration and overwhelm, which feels a whole lot like burnout.

Here's the solution: You've got to sit down figure out what are the most important things are - a MUST DO list. Not to be confused with the 50+ items on your to-do list.

What are the most important things you must do around your business? What activities must get done for your family, for your health, for spiritual life, for your well-being, for your finances? What's required to reach your goals in each one of those categories?

When you know these things, you can figure out how much time is required to complete your must-do's. Schedule that time on your calendar, and when you realize how much time you're actually dealing with, you can and will get savage about the things that don't fit in.

You have two options: Get more effective and efficient in what you do or cut out things that are good, but aren't great.

5. Being treated unfairly.

There's a lot of research on the science of being treated fair. We've found that the brain craves fairness almost as much as it does food and shelter. Being treated unfairly causes our brain to go into a state of frustration, panic, and overwhelm.

You see it happen all the time. Someone takes your parking spot. You hold up your end of the deal, but the other person drops the ball. You were nice, and it bit you in the behind. When we feel like we're being treated unfairly, it causes a lot of emotional pain.

What helps is realizing you're being triggered. What's really bothering you right now is not that you have to park five spaces further, but that you don't feel like you're being treated fair. When you recognize that, you're empowered to do something about it. This circles back to figuring out your frustration so you can figure out what to do about it.

6. Lack of self-care.

This has become somewhat of a buzz word, and everybody talks about self-

care, and it's positive effects on mental wellbeing. In this case, you can believe the hype. What I have discovered about most people I work with a lack of a self-care plan. Just like your car needs a maintenance plan, so do you.

The reality is each person needs a different prescription or maintenance plan. Some people need to spend more time with healthy people. They need to spend more time with friends. They need to spend more time with family and laughing, enjoying by taking your life. Other people need to spend more time in isolation. They need to have some downtime, some quiet time, some time where they can sit, relax and reflect.

You've got to figure out what you need. Do you need time alone? Do you need time to journal? Do you need time to go for a walk? Are you eating the best fuel for your mind and body? Are you sleeping enough to refresh? You must take care of the vehicle that you're using to get through this journey.

Avoiding Burnout

Here are a couple of the most impactful things you can do to avoid burnout. Make sure you have these powerful tools in your toolbox.

1. Have a schedule that actually works, a schedule that has margin, a schedule that matches your goals, and is actually doable. Not a schedule that is so tight and hardcore that it would take a team of scientists to be able to actually deliver on it.

2. Continue to develop great relationships and create time in your schedule to spend time with those people.

3. Reward yourself. Have a way of rewarding yourself, whether it's a small reward, a medium reward, or big reward. Predetermine some rewards you're going to give yourself when you hit milestones in your work and your life.

4. Sit down and evaluate what your values are. Is there anything in your life that's in conflict? What needs to happen for you to get back into alignment?

5. Reframe your experiences. With limited information other than how circumstances and other's actions affect us, we can rage on and on about how something is ruining our day, our plan, our life. That's our frame of reference, but when you reframe your experiences things like that man who

sped past you on the road goes from "probably a self-absorbed punk texting and driving" to "maybe they're speeding to the hospital because one of their kids is in the ER" and how can you let that frame of mind ruin your anything?

When you learn and practice reframing your experiences, that sense of overwhelm that comes with a flat tire in the rain on the way to a meeting can become a sense of gratitude. Reframing this experience becomes, "Yes this sucks - BAD. But you know what? I've got a flat tire because I'm blessed with a car. And when I get this fixed, I get to get out of this rain cause I'm not homeless. And they'll understand why I'm not at this meeting because I do good work and they trust I'd be there if I could. Let's get this done and move on."

The best way I know to avoid burn out is to consistently practice passion, peace, and purpose and know why you're doing what you're doing.

Most of burnout happens due to our perception of not having enough control. Our perception of not being enough, not having enough rewards, of everything being against us magnify our inner turmoil. This is where you need to continually reframe your experience. Recognize the power you do have and stay focused on the things you can control. You didn't come this far just to come this far.

WAYNE SALMANS is an author, speaker and business coach. In the past decade he has coached and trained over 6,000 entrepreneurs, awarded 30 under 30 by Realtor Magazine, and ranked one of the top coaches in the world. His passion is to help real estate business owners build, grow and scale their business, faster and with less bruises.



# TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - February 29, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
1	Beth M Rider	Keller Williams	10,969,300	32
2	Kenny Klaus	Keller Williams	10,910,813	34
3	Rebecca Hidalgo Rains	Berkshire Hathaway	10,816,116	25
4	Denver Lane	Balboa Realty	10,603,438	30
5	Shannon Gillette	Launch Real Estate	9,780,900	7
6	Carol A. Royse	Keller Williams	8,923,196	23
7	Frank Gerola	Venture REI	8,482,000	14
8	Shanna Day	Keller Williams	7,701,490	6
9	Bruno Arapovic	Home Smart	7,663,000	31
10	Heather Openshaw	Keller Williams	7,570,900	20
11	Rick Metcalfe	Canam Realty Group	7,458,500	28
12	Bob & Sandy Thompson	Revelation Real Estate	7,105,700	20
13	Janine M. Igliane	Keller Williams	6,300,516	15
14	Brian J Cunningham	List 3 K	5,760,000	13
15	Michaelann Haffner	Michaelann Homes	5,697,000	16
16	Cathy Carter	RE/MAX	5,528,000	7
17	Jody Sayler	Just Selling AZ	5,451,400	15
18	Robin R. Rotella	Keller Williams	5,337,200	15
19	Mindy Jones Nevarez	Keller Williams	5,282,513	15
20	Jera M Banks	Home Smart	5,234,500	12
21	Lacey Washburn	Realty One Group	5,006,000	15
22	LaLena Christopherson	West USA	4,996,000	4
23	Meredith Lane	Launch Real Estate	4,700,000	2
24	Thomas Popa	Thomas Popa & Associates	4,640,000	9
25	Cynthia Ann Dewine	Russ Lyon	4,511,034	10
26	Randy Courtney	Weichert Realtors	4,427,900	8
27	Kathy Camamo	Amazing AZ Homes	4,413,950	10
28	Jody Poling	DPR Realty	4,410,900	6
29	Becky Engstrom	Coldwell Banker	4,401,000	7
30	Cheryl Kypreos	Home Smart	4,366,500	18
31	Kelly Khalil	Redfin	4,360,480	13
32	Tara Hayden	Redfin	4,355,500	9
33	Rachel Krill	Revelation Real Estate	4,310,800	8
34	Mark Captain	Keller Williams	4,231,400	11

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
35	Charlotte Young	Revelation Real Estate	4,136,200	12
36	Ben Leeson	Arizona Experience Realty	4,035,014	9
37	Russell Mills	Gentry RE	4,023,450	11
38	Jason Mitchell	Jason Mitchell Group	3,925,900	12
39	Justin Cook	RE/MAX	3,922,486	11
40	Alan Aho	Call Realty	3,844,500	15
41	Tina M. Sloat	Tina Marie Realty	3,830,500	11
42	Damian Godoy	Argo Real Estate	3,749,250	11
43	Michael W Cunningham	West USA	3,732,666	7
44	Mary Jo Santistevan	Berkshire Hathaway	3,695,750	9
45	Daryl R Snow	Realty One Group	3,677,500	11
46	Jason Crittenden	Realty One Group	3,633,900	10
47	Timothy J Cusick	Homelife	3,626,895	7
48	Elizabeth A Stern	Spring Realty	3,603,900	10
49	David Arustamian	Russ Lyon	3,540,900	9
50	Tiffany Haynes	RE/MAX	3,511,000	8

**Disclaimer:** Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.



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- Pat & Shirley DaLessio, Realty Executives*

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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - February 29, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
51	Renee Merritt	Russ Lyon Sotheby's International Realty	3,478,029	6
52	Stephanie Cook	Haven Realty	3,470,000	6
53	Douglas Hopkins	Realty Executives	3,440,910	10
54	Carole Hewitt	Homie	3,426,400	9
55	Tom Daniel	Visionary Properties	3,387,000	7
56	Wade Frontiera	Wade Frontiera Realty	3,376,500	12
57	Gus Palmisano	Keller Williams	3,339,925	9
58	Sixto Aspeitia	Realty One Group	3,336,000	12
59	Jill Vicchy Heimpel	RE/MAX	3,313,300	11
60	Jesse Martinez	Rachael Richards Realty	3,224,832	9
61	Lauren Rosin	West USA	3,220,300	9
62	Caleb Williams	My Home Group	3,199,400	8
63	Andrea Salgado	Keller Williams	3,194,295	11
64	Shea M Hillenbrand	Venture REI	3,179,000	5
65	Thomas M Speaks	Revelation Real Estate	3,178,890	7
66	Cindy Flowers	Keller Williams	3,162,400	11
67	Ivy Coppo	Blandford Homes	3,159,714	4
68	Vincent Fumusa	Home Smart	3,128,000	8
69	Becky Kolb	Keller Williams	3,126,000	7
70	Blake Clark	Blake Clark Team	3,125,000	9
71	Rodney Wood	Realty One Group	3,115,900	10
72	Gordon Hageman	My Home Group	3,115,000	7
73	DeAndre K. Harvey	Tru Realty	3,105,690	8
74	Phillip Shaver	Go Sold Realty	3,096,800	9
75	Cara Wright	Revelation Real Estate	3,082,000	4
76	Henry Wang	Revelation Real Estate	3,080,000	8
77	Tanya Hoffman	Russ Lyon	3,075,000	3
78	Jill McFadden	Gold Canyon Homes and Land	3,037,200	7
79	Beth Butner	Berkshire Hathaway	3,029,602	5
80	Bob Turner	Home Smart	3,025,900	3
81	Richard Johnson	Coldwell Banker	2,993,000	7
82	Eric Brossart	Keller Williams	2,960,000	7
83	Stephanie Sandoval	Home Smart	2,930,400	8
84	Beth S. March	Century 21	2,912,758	7

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
85	Rebekah Liperote	Redfin	2,901,500	8
86	Johnny Nicholson	Redfin	2,896,000	7
87	Danny Perkinson	Perkinson Properties	2,870,990	7
88	Tamera L Brethower	My Home Group	2,864,500	9
89	Shawn Camacho	United Brokers Group	2,853,000	7
90	Grady A Rohn	Keller Williams	2,843,000	6
91	Karl Tunberg	Midland Real Estate Alliance	2,830,000	5
92	Bryant William Alass	Stunning Homes Realty	2,821,500	1
93	Chris W Kirkpatrick	Realty Executives	2,821,500	1
94	Marci Burgoyne	Crown Key Real Estate	2,820,100	8
95	Scott Morgan	Heritage Real Estate	2,795,777	6
96	Denise A. Millard	Thomas Popa & Associates	2,792,000	3
97	Jennifer Beutler	Keller Williams	2,787,500	2
98	Caryn L Kommers	Bold Realty	2,767,000	7
99	Elizabeth Amb	Paramount Properies of Arizona	2,747,295	9
100	Joanne Hall	Lennar Sales	2,745,430	8

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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - February 29, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
101	Amber Perks	Berkshire Hathaway	2,735,000	5
102	Lynnanne M Phillips	Keller Williams	2,714,000	3
103	Amy Laidlaw	Realty Executives	2,705,670	11
104	Jason Dawson	Realty Executives	2,694,000	6
105	Mark David Sloat	Realty One Group	2,679,990	7
106	Charlene Malaska	Realty Executives	2,663,890	3
107	Rob Hale	Elite Realty	2,661,800	10
108	Tina Garcia	EXP Realty	2,646,000	5
109	Wendy J Macica	Revelation Real Estate	2,619,000	9
110	Gina McKinley	Remax	2,616,500	8
111	Mark Stanley	Revelation Real Estate	2,560,900	6
112	Jason Zhang	Gold Trust Realty	2,556,500	5
113	David Morgan	Home Smart	2,555,800	9
114	Daniel Callahan	Remax	2,548,035	9
115	Naveen Kalagara	Kirans & Associates Realty	2,542,300	5
116	Shawneil Lange	Keller Williams	2,517,900	6
117	Dean Thornton	Redfin	2,512,400	6
118	Jason Vaught	Realty Executives	2,505,500	7

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
119	William Ryan	William Ryan Homes	2,504,000	4
120	Tyler Blair	My Home Group	2,500,200	9
121	Randy Duncan	Realty Executives	2,493,100	8
122	Rebecca Elwood	Coldwell Banker	2,477,490	7
123	Mari M. Stoffer	Central Arizona Real Estate Specialists	2,450,000	2
124	Beth A. Heitkamp-Madson	Keller Williams	2,438,400	11
125	Carrie Faison	My Home Group	2,429,000	6
126	Scott R Dempsey	Redfin	2,427,420	7
127	Justyna Korczynski	The New Home Company	2,405,288	2
128	Robyn Brown	Argo Real Estate	2,397,500	5
129	Kiran Vedantam	Kirans & Associates Realty	2,381,000	3
130	Ying Lin	The Housing Professionals	2,363,500	7
131	Karen C. Jordan	Thomas Popa & Associates	2,360,000	4
132	Duke Padilla	West USA	2,347,000	7
133	Peter Kamboukos	EXP Realty	2,344,000	8
134	Rachael L Richards	Rachael Richards Realty	2,338,900	7
135	Benjamin Arredondo	My Home Group	2,330,000	7
136	Lisa M. Blanzzy	Blanzzy Realty	2,319,000	5
137	Michael Kent	Remax	2,313,600	8
138	Geoffrey Adams	Realty One Group	2,301,500	8
139	Jessica M McCarty	DPR Realty	2,300,000	3
140	Braden Johnson	Respect Realty	2,293,000	6
141	Michelle Arzac	Keller Williams	2,292,400	5
142	Alisha B Anderson	West USA	2,284,800	6
143	Ty Green	Coldwell Banker	2,284,400	6
144	David Courtright	Coldwell Banker	2,278,500	6
145	Joel Scheller	Home Smart	2,276,400	4
146	Skyler Keyser	Keller Williams	2,274,000	6
147	Mike Mendoza	Keller Williams	2,272,500	6
148	Mark W. Burrigh	Coldwell Banker	2,270,000	5
149	Zachary A Markee	Balboa Realty	2,268,469	5
150	Erica Markham	DenMar Realty	2,225,000	3

**Disclaimer:** Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.



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Teams and Individuals Closing Dates From January 1 - February 29, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
151	Chris Lundberg	Redeemed Real Estate	2,223,800	7
152	Steven Halen	Home Smart	2,222,000	3
153	Shelley Mazzaferro	Realty One Group	2,219,900	4
154	Daniel T Birk	Realty Executives	2,191,000	5
155	Joan Austin-Mauldin	Hague Partners	2,164,865	8
156	Ben Swanson	Remax	2,157,960	8
157	Nicholas R Kibby	Keller Williams	2,145,000	6
158	Stacia Ehlen	Remax	2,132,000	4
159	Kyle J. N. Bates	My Home Group	2,130,301	6
160	Tannis L McBean	Home Smart	2,130,000	3
161	Brock O'Neal	West USA	2,127,471	6
162	David Hoefer	Century 21	2,115,000	4
163	Robin M. Drew	RE/MAX	2,113,000	6
164	Debra Allen	Berkshire Hathaway	2,107,000	6
165	Catherine Darby	Keller Williams	2,106,900	5
166	Mark G. Wyant	Keller Williams	2,104,550	6
167	Michelle Shelton	Life Real Estate	2,103,000	4
168	Allison Wood	True North Real Estate	2,099,900	4
169	Brian Kingdeski	Gentry RE	2,092,900	8
170	Kaushik Sirkar	Call Realty	2,084,200	6
171	Mo Yaw	Realty Executives	2,067,500	5
172	Brittany M Meyer	DPR Realty	2,065,300	7
173	Julie Sims	Coldwell Banker	2,057,500	8
174	Steven Bernasconi	Keller Williams	2,055,400	6
175	Jaime R Robinson	DRH Properties	2,055,040	6
176	Beverly Berrett	Berkshire Hathaway	2,050,324	4
177	Gina Donnelly	Donnelly Group Real Estate	2,039,000	6
178	Jeffrey M Sibbach	EXP Realty	2,036,500	6
179	Lauren Sato	Revelation Real Estate	2,034,500	5
180	Lindsay A Mozena	Realty One Group	2,033,000	3
181	Marty F Logan	Venture REI	2,032,000	4
182	Michael J. D'Elena	Revelation Real Estate	2,025,000	8
183	Christine M Anthony	Russ Lyon	2,021,000	3
184	Heather Rodriguez	Coldwell Banker	2,020,500	5

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
185	Rebekkah Kahrs	West USA	2,020,000	2
186	Steven Coons	Spring Realty	2,019,000	6
187	Beth Jo Zeitzer	ROI Properties	1,995,000	2
188	Carol Gruber	Revelation Real Estate	1,992,800	7
189	Therese A King	Home Smart	1,963,400	6
190	Thomas A Mastromatto	Mountain Lake Realty	1,957,000	9
191	James A Carlisto	Hague Partners	1,954,000	5
192	John A Sposato	Home Group	1,954,000	4
193	Ari McCormick	Russ Lyon	1,944,900	5
194	Lorraine A. Moller	Keller Williams	1,944,500	4
195	Lisa Wunder	RE/MAX	1,918,900	6
196	Leslie Turner	Sonoran Premier Properties	1,910,500	6
197	Joanne Brown	Berkshire Hathaway	1,903,840	5
198	Maureen Waters	Remax	1,893,000	4
199	William G Barker	Farnsworth Realty & Management Company	1,888,000	6
200	Myranda C North Molina	Home Smart	1,886,000	2

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## 2019 ARIZONA TAX CREDITS AT-A-GLANCE

Tax season is here but there is still time to get a few more deductions in for 2019! There are several amazing, non-profit organizations in Arizona that qualify for the Charitable Organization Credit. Got questions? Call me today for a list of qualifying organizations!



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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - February 29, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
201	Brett Tanner	Home Selling Team	1,877,500	8
202	Jerry Raviol	West USA	1,871,999	5
203	Adriel Roman	My Home Group	1,870,000	6
204	Jay Culton	Home Smart	1,868,200	6
205	Heather M Corley	Redfin	1,860,000	5
206	Tricia Bonlender	Revelation Real Estate	1,860,000	5
207	Preston J Mann	LRA Real Estate Group	1,858,500	6
208	Elizabeth Rolfe	Home Smart	1,857,000	5
209	Nancy Niblett	Revelation Real Estate	1,856,500	3
210	Erik J. McCormick	Realty Executives	1,850,000	2
211	Christy Rios	Keller Williams	1,849,000	5
212	Thomas J. LaMendola	Halstead Property	1,846,890	5
213	Marc Slavin	Realty One Group	1,835,400	6
214	Cristen Corupe	Keller Williams	1,834,500	5
215	Andrew Cooper	Gentry RE	1,826,500	4
216	Tiffany Mickolio	My Home Group	1,826,000	5
217	Gregory Hauger	Keller Williams	1,824,100	6
218	Kristie Falb	Home Smart	1,820,800	6
219	Rebecca Kadlec	Home Smart	1,815,800	4
220	Lisa Fonseca	Lori Blank & Associates	1,802,000	5
221	Michael J Innes	Home Smart	1,801,400	5
222	Andrew J. Mehlman	Launch Real Estate	1,800,000	1
223	Christy Liem	Acacia Properties	1,800,000	1
224	Kelly R. Jensen	Elite Realty	1,791,300	6
225	Dorrie J Sauerzopf	Fleming & Associates	1,791,000	4
226	Steven Endres	Red Valley Realty	1,790,900	4
227	Mary Ellen Millard	West USA	1,787,000	4
228	Lori J Peterson	American Realty Brokers	1,785,250	4
229	Shawntel L Breakiron	Redfin	1,785,000	2
230	Heintje Tjahja	Home Smart	1,781,000	5
231	Angelica Bermudez	Realty Executives	1,777,500	4
232	Julia Spector-Gessner	Revelation Real Estate	1,774,900	4
233	Mike Schude	Keller Williams	1,768,888	5
234	Richard F. Sokolowski, Jr.	Apache Gold Realty	1,768,000	9

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
235	Brian Gubernick	Keller Williams	1,767,575	6
236	Nick Bastian	Realty Executives	1,765,000	4
237	Arthur Welch	Superstars Realty	1,764,000	7
238	Benjamin Eberhard	Revelation Real Estate	1,761,500	4
239	Kevin Weil	Remax	1,757,900	5
240	Lorraine Ryall	KOR Properties	1,751,000	4
241	Daniel DiGangi	EXP Realty	1,750,000	1
242	Mary Spitzer	My Home Group	1,746,000	4
243	Frank Merlo	Berkshire Hathaway	1,743,250	4
244	Jon Littlefield	West USA	1,738,999	5
245	Kimberly Sanders	Revelation Real Estate	1,737,250	5
246	Eric S Crane	DPR Realty	1,733,000	4
247	Lori Blank	Lori Blank & Associates	1,733,000	5
248	W. Russell Shaw	Realty One Group	1,731,400	6
249	David Rich	Housso Realty	1,720,600	2
250	Roxanne Taylor	West USA	1,710,000	2

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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - February 29, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
251	Denise Ovalle	Buyer One	1,695,000	5
252	Gina McMullen	Redfin	1,692,000	4
253	Carol L Owens	DRH Properties	1,691,060	6
254	Diane Bearse	The Bearse Team	1,687,000	3
255	Zachary Jensen	Lori Blank & Associates	1,686,900	4
256	Krysten Jones	Homie	1,678,450	5
257	Gary Chen	Arizona United Realty	1,675,000	2
258	Ryan Loeding	Keller Williams	1,665,000	4
259	James Bill Watson	Keller Williams	1,662,400	3
260	Barbara Schultz	Coldwell Banker	1,661,900	6
261	Pamm Seago-Peterlin	Century 21	1,661,500	4
262	Dennis R Kolasa	Revelation Real Estate	1,655,000	4
263	Timothy Unroe	My Home Group	1,648,900	4
264	Robert Lazor	ProSmart Realty	1,643,516	3
265	Jessica Santa Cruz	Realty One Group	1,640,900	6
266	Pieter K. Dijkstra	Keller Williams	1,631,999	5
267	Robin Stone	Bliss Realty & Investments	1,626,200	5
268	Pamela Watson-Brown	Arizona Elite Properties	1,626,000	6

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#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 02/29/2020	Total Unit Sales 01/01/2020 - 02/29/2020
269	Sherry Butler	San Tan Valley Real Estate	1,618,500	4
270	Timothy J. Flaherty	Mesa Verde Real Estate	1,617,261	4
271	Darlin L Gutteridge	Remax	1,610,000	4
272	Jessica Pile	Coldwell Banker	1,610,000	1
273	Trevor Bradley	Stunning Homes Realty	1,609,990	5
274	Steve Helmstad	Helmstad Realty	1,608,950	4
275	Jesse Arellano	Home Smart	1,600,000	1
276	Simon David Thomas	Infinity Associates Real Estate	1,595,000	3
277	Michael J Ellis	Revinre	1,594,000	5
278	Ryan K Tollstrup	Petersen Realty	1,593,800	8
279	Leslie K. Stark	Realty One Group	1,585,000	3
280	Michael Smith	Realty One Group	1,584,000	4
281	Jeffrey Eldridge	Revelation Real Estate	1,582,000	3
282	Sarah Gates	Keller Williams	1,577,999	3
283	Jasson Dellacroce	My Home Group	1,577,000	6
284	Patrishia A Leybovich	EXP Realty	1,575,900	4
285	India Ryer	Coldwell Banker	1,574,000	4
286	Lori L Lane	Lane Realty Works	1,570,000	5
287	Patricia Gaye Lewis	Manara Properties	1,561,800	4
288	David Tussing	Home Smart	1,561,000	3
289	Darwin Wall	Realty One Group	1,560,000	5
290	Matthew G Murray	Revelation Real Estate	1,558,500	5
291	Jon Sherwood	West USA	1,553,400	5
292	Frederick P Weaver IV	EXP Realty	1,552,928	5
293	Jarl R Kubat	West USA	1,552,400	7
294	Donna LeGate	Russ Lyon	1,550,000	1
295	Tricia Costa	West USA	1,548,790	5
296	Michele M Edison	United Brokers Group	1,545,000	3
297	Christine Holwell	Revelation Real Estate	1,540,000	3
298	Jeremy Poehls	EXP Realty	1,540,000	2
299	Tarra Christensen	Remax	1,539,900	3
300	Rebecca Swan	EXP Realty	1,536,000	2



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