

EAST VALLEY

REAL PRODUCERS.®

CONNECTING. ELEVATING. INSPIRING.

FEATURED AGENT

**SHAMILE
HIRSH**

Photo Credit **Patrick McKinley**

SPONSOR SPOTLIGHT

Premier Title Agency

REAL STORY

Kris Cartwright

ON THE RISE

Christopher Rees

AUGUST 2020

WE ARE THE REALTOR ROOFERS!

• Tile • Shingle • Foam • Roof Certifications



"AZ Roofing is a great company to work with, always on time & great prices on roofing replacement or repairs, I highly recommend them to anyone needing roof repairs."

-JEFF B.
Google Review



"Experience You Can Trust"

REQUEST A FREE ESTIMATE TODAY

Call **602-283-3383**
or visit: www.azroofingworks.com



FOLLOW US ON



Your new home starts here.



NMLS #212062, AZ # LO-0911709
LSM NMLS #4474, LSM AZ #0908384

- ✓ Personal
- ✓ Local
- ✓ Fast Closing

Know another lender that can say all that?

I've been a neighbor and experienced lender for over 20 years. When you choose LendSmart, you're supporting local businesses that close most loans in 24 days*. I personally manage every transaction, without the use of LOAs or out-of-state operational centers.



Eric Kinneman

Branch Manager

Direct: 602-757-2171

Office: 480-477-8464

www.erickinnemanloans.com

10429 S. 51st St. Suite #255

Phoenix, AZ 85044



***Most loans close in 24 days. This is not a guarantee that every loan will close in less than 24 days. Every case is different, but we will do the best we can to meet this goal. ***

TABLE OF CONTENTS



10

Sponsor
Spotlight:
Premier
Title
Agency



14

Feature
Agent:
Shamile
Hirsh



20

Coaching
Corner



22

Real Story:
Kris
Cartwright



26

On the
Rise:
Christo-
pher Rees



30

Question
of the
Month



34

Book
Review



36

WeSERV
Monthly
Update



38

WeSERV:
President's
Perspect-
ive



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

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

MEET THE EAST VALLEY REAL PRODUCERS TEAM



Jenni Vega
Owner



Michele Jerrell
Operations Manager



Debby Erdmann
Editor



Sarah Wind
Writer



Dave Danielson
Writer



Joshua Lee Henry
Writer



Roger Nelson
Guest Writer



Dena Greenawalt
Guest Writer



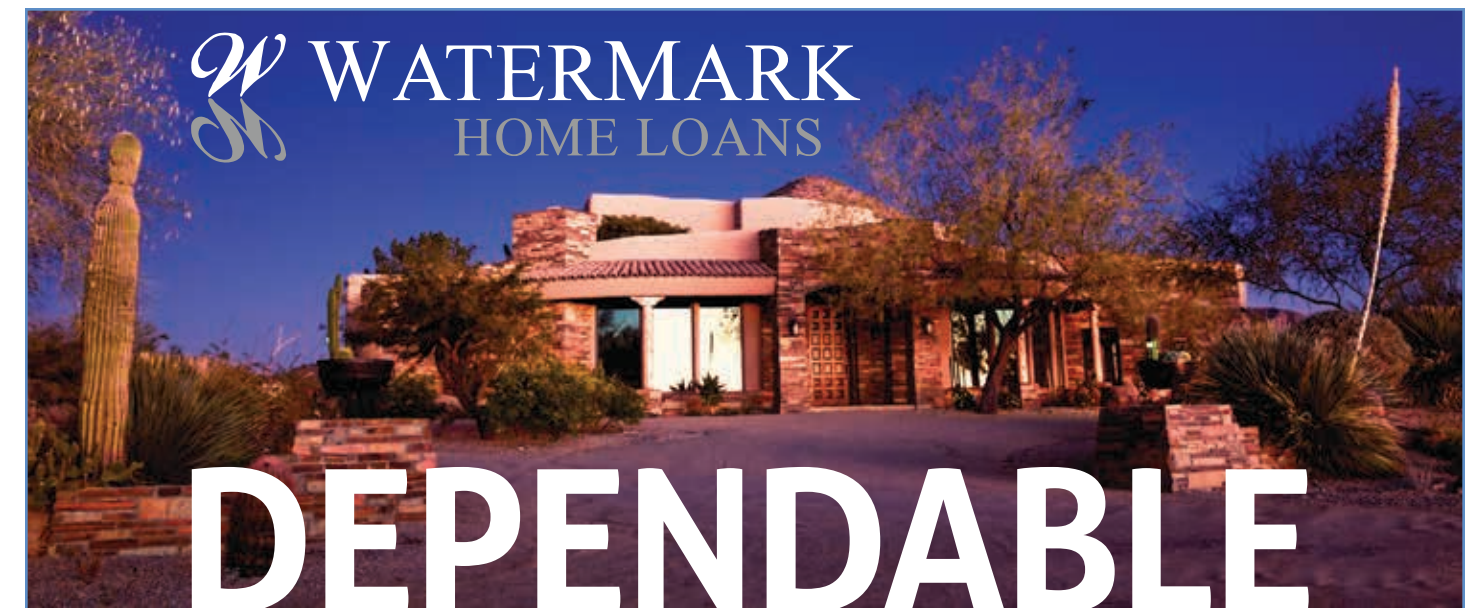
Chris Reece
Guest Writer



Devin Egbert
Photographer



Patrick McKinley
Photographer



NICK WATLAND

Mortgage Banker | NMLS# 325010

(602) 821-5214

nick.watland@watermarkhomeloans.com
www.watermarkhomeloans.com/nickwatland



“Nick has helped with purchasing new homes and refinancing. All have been great experiences and I will continue to use his services. He is very professional and reliable and looks out for your needs to find the best product or solution. Each transaction has gone through so smoothly and without delay. I can always depend on him.”

Cathy B. - Gilbert, AZ

EAST VALLEY
REAL PRODUCERS®
P R E S E N T S
Golden Nuggets



Shamile Hirsh

ProSmart Realty

Have you heard “Do what you love, and you’ll never work another day in your life”. Loving your job is a wonderful thing. Not only you are bringing home the bacon, but you also get the added

reward of feeling fulfilled, satisfied, accomplished, and the best part: you have given significance. My goal is to change someone’s world one day at the time. One of my goals in my time on this planet is to achieve unconditional love for all of humanity, and in everything I do I try to maintain this meditation. One of my favorite quotes is Gandhi’s “Be the change you wish to see in the world” and “The future belongs to those who believe in the beauty of their dreams” Eleanor Roosevelt. Keep dreaming, dream often and dream big.

Stay humble. I am a firm believer that success is temporary and is not the key to happiness. On the contrary, happiness is the key to success.

I have learned to appreciate every single individual that I have the opportunity to serve. The measure of a man’s greatness is not the number of servants he has, but the number of people he serves.

Your success is an opportunity that resets every morning; the choice is yours and the opportunity for you to create it.



Kris Cartwright

Kris Cartwright Real Estate

“You don’t inspire your teammates by showing them how amazing you are. You inspire them by showing them how amazing they are.”

–Robyn Benincasa, World Champion Adventure Racer

It brings me joy every day when I can celebrate other people and raise them up to be more successful. I believe that by helping others to be successful you become a success yourself.



Christopher Rees

DPR Realty

Friends are family that you get to choose. They are an extension of your family. With most of my immediate family being hours away, having friends that will open their door for you any hour of the day, makes them family. And just like my family, I wouldn’t be where I am today without my friends.

Marla Calley

Premier Title Agency

I believe that we are who we choose to be.

Nobody is going to come and save you. You’ve got to save yourself.

Nobody is going to give you anything. You’ve got to go out and fight for it.

Nobody knows what you truly want except you, and nobody will be as sorry as you if you don’t get it. So, don’t give up on your dreams, don’t make excuses and never give up. Only then you will be truly happy with you.



**GET YOUR BUYERS AND
YOUR BUSINESS MOVING
WITH CONQUEST**

**PARTNER WITH US TO GET YOUR BUYERS EXCLUSIVE RATES AS
LOW AS 2.5%**

With the economy re-opening and the American spirit high, there’s never been a better time for your buyers to purchase a home. Our new Conquest program gives your buyers access to historically low rates and closings in less than 2 weeks. Partner with us today.

READY TO GROW YOUR BUSINESS? LET US HELP!



Perla San Luis

(w) 206-240-8064

(c) 206-240-8064

perla@ipfundingadvisors.com

www.ipfundingadvisors.com

NMLS: 1068072



MORTGAGE BROKER BRANCH LICENSE - AZ, 0949982 & 1490664, IP ADVISORS, INC., CL-1490664, 1490664. THE PRINCIPAL AND INTEREST PAYMENT ON A \$330,000 30-YEAR FIXED-RATE LOAN AT 2.875% AND 90% LOAN-TO-VALUE (LTV) IS \$1,435.15. THE ANNUAL PERCENTAGE RATE (APR) IS 3.159% WITH ESTIMATED FINANCE CHARGES OF \$7,500. THE PRINCIPAL AND INTEREST PAYMENT DOES NOT INCLUDE TAXES AND HOME INSURANCE PREMIUMS, WHICH WILL RESULT IN A HIGHER ACTUAL MONTHLY PAYMENT. RATES CURRENT AS OF 05/29/2020. THE APR IS CALCULATED USING THE ACTUARIAL METHOD. SOME EXCLUSIONS MAY APPLY.



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

ADVERTISING

Elite Advertising Solutions
Michael Bryant
(602) 539-2450

AIR CONDITIONING

911 Air Repair
Ray Nieves
(480) 360-1234

BUILDER

Mattamy Homes
Katie Smith
(480) 302-6080 x101

BUSINESS INSIGHT
& ADVOCACY

Cromford Report
(480) 250-0587
www.cromfordreport.com

CLOSING GIFTS

Cutco
Zack Wolf
(480) 580-7200

CONSTRUCTION

Agape Construction
Scott Warga
(480) 599-2060

DIGITAL MARKETING

Kyle Allen / Real Estate
Best Buddy
Kyle Allen
1563 E Jade Place
Chandler, AZ 85286
(480) 338-7744
www.realestatebestbuddy.com

GLASS SERVICES

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

HEALTH INSURANCE

Insurance Experts Team
Karla Flores
(480) 650-0018
InsuranceExperts.team

HOME INSPECTION

AZ Choice Home Inspections
Chad Ellis
(480) 304-0114

Home Team
Inspection Service
Ron Riley
(480) 702-2900

Stratton Inspection

Services LLC
Paul Stratton
(480) 215-7264

HOME RENOVATION

Curbio
(978) 888-3958
Curbio.com

HOME WARRANTY

AHG Home Warranty
(602) 790-1602
AHGHomeWarranty.com

Choice Home Warranty
Sharp Chen
(949) 426-5450

First American
Home Warranty
Kathryn Lansden
(480) 338-1983

Old Republic
Home Protection
(925) 963-4726
www.orhp.com

INSURANCE

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

JUNK REMOVAL

American Junkers
John & Lindsay Morgan
(480) 528-4335

LAWYER

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

MORTGAGE

Camelback Mortgage
Bill Borkowski
(480) 240-7280

Cardinal Financial
Matt Askland
(480) 759-1500 x1001

Fairway
Jeff Quincey
(602) 743-0434

IP Advisors
Perla Sanluis
(800) 766-0975

LendSmart Mortgage
Eric Kinneman
(480) 477-8464

Nexa Mortgage
Laura Edgar
(480) 861-0072

Watermark Home Loans
Nick Watland
(602) 821-5214

MOVERS

Camelback Moving
Chad Olsen
(602) 564-6683

PEST CONTROL

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

PHOTOGRAPHY

Devin Nicole Photography
Devin Egbert
(480) 440-9997

PROPERTY MANAGEMENT

Mark Brower Properties
Mark Brower
(480) 336-2556

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

REAL ESTATE
PHOTOGRAPHY

Listing Ladder
Patrick McKinley
(480) 430-8353

ROOFING

5 Guys Construction
Jesse Stowell
(480) 892-5311

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

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

State 48 Roofing
Jason Payne
(602) 527-8502

TITLE & ESCROW JOINT
VENTURE PARTNER

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

TITLE AGENCY

Landmark Title
Kristi Smith
(480) 695-1585

Premier Title Agency
Marla Calley
(602) 491-9606

10 Locations
Throughout the Valley

Title Alliance of Arizona
2919 S. Ellsworth Rd. #131
Mesa, AZ 85212
2500 S. Power Rd, Suite 121
Mesa, AZ 85209

Title Alliance Elite Agency
505 E. Plaza Circle Dr. Suite C
Litchfield Park, AZ 85340
1845 S. Dobson Rd, Suite 104
Mesa, AZ 85202

Title Alliance Professionals
10320 W McDowell Rd.
Bldg. B, Suite B2006
Avondale, AZ 85392
15003 W. Bell Road Suite 125
Surprise, AZ 85374

Title Alliance of Phoenix
4858 East Baseine Rd., Suite 104
Mesa, AZ 85206

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

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

Title Alliance of the Valley
4222 East Thomas Rd. Suite 390
Phoenix, AZ 85018

Jim Campbell
Chief Executive Officer

Lindsay Smith
Chief Strategy Officer

Brad Straub
Regional Operations Manager

Deposit Earnest Funds **On-The-Go**

Mobile Deposits **Now Available** at
all Title Alliance Affiliations.

Contact your local Title Alliance
office to learn more

TITLE ALLIANCE
Building Businesses. Growing Profits.
An RSIOP Company

Leaders in Title and
Escrow Joint Ventures
Since 1983

Title Alliance Corporate Office
4222 East Thomas Rd, Suite 390, Phoenix, AZ 85018
titlealliance.com | 267.280.3213 | ryan@titlealliance.com

PREMIER TITLE AGENCY

Innovation and Commitment



► sponsor spotlight

By Dave Danielson

Each day, we set out to serve our clients in new ways as we continually grow and enhance the service we provide.

It means a lot when you partner with others who share this same approach.

That's where Premier Title Agency comes in.

If you already work with them, you know that Jerry Calley created Premier Title Agency with the support of his wife Marla and a heartfelt spirit of innovation and commitment to support the journey you and your clients make to the closing table.

The Leading Edge

Through the last few years, PTA has grown with a strong focus on teamwork and being on the leading edge.

"With Jerry and Tanner Herrick we have seven offices statewide, and we have our own title de-

partment, as well as our own commercial department and design team."

Today, Premier Title Agency has more than 80 employees. But for all the growth, individual attention and personal service remain the focus.

"When we started Premier Title Agency, we did so by partnering with Motherlode Holding Company, based in California. It was founded by Leo French in 1973. They take a very non-corporate approach, with the message, 'We're here to support you so you can do your job supporting your clients,'" Marla says. "We love that approach and the support of Motherlode Holding Company. We appreciate being a local organization where we make all of our own decisions to better serve our market."

That level of support helps everyone, including the members of the Premier Title Agency team.

"Premier Title Agency has been fortunate that many of the top escrow officers in the area want to join Jerry," Marla says. "We're proud to have the relationship with Motherlode Holding Company and the fact that their way of business has really set the example we carry and lets all of our escrow officers really expand and grow because they know they have that support behind them. This company really stands behind its people. And that allows our escrow officers to focus on being there for clients. It's a great feeling to know that we exhaust every avenue to meet client needs."

Partnership and Possibilities

Partnership is at the heart of the satisfaction Marla and Jerry feel for the work they and their team do.

"My job is to help our real estate agent partners with their marketing, visuals and social media



Marla Calley

We have a fantastic team and they know they can always be themselves and have a voice.



to take care of your employees and let them do their jobs. I think that's one of the things that made us feel so at home with Motherlode Holding Company. They don't have an agenda, other than to support you."

She sees the way that approach lifts up the entire team.

"When you have an environment like that, I think that's when your true passion shows, and your gifts really shine through," Marla emphasizes. "That's what I like about what we have at the Premier Title Agency. With our environment, we have a fantastic team and they know they can always be themselves and have a voice."

There's more to come.

"We want to continue growing and serving our partners and clients in the area," she says. "Along the way, we aren't rigid in the way we do things. We believe in change and growth."

That's an example of the spirit of innovation and commitment that is making a difference every day.

For more information about Premier Title Agency:
www.PTANow.com
Phone: 602-531-2434
Email: Mcalley@PTANow.com

**2065 South Cooper Rd.
Suite 1
Chandler, AZ 85286**

placements in the East Valley," she says. "We throw client appreciation parties, and we love to do house-warming parties—working with REALTORS® to create these events that usually result in new business. It's very rewarding to work behind the scenes to help other people."

Highlights at Home

Away from work, Jerry and Marla cherish time spent with their family. They have five sons and seven grandchildren.

In their free time, they have a passion for golf and are members of Arizona Country Club.

Giving back to the community is also a central part of who Jerry and Marla are. They focus a lot of their efforts supporting local drug abuse organizations.

Marla also has done a lot of volunteer work with Falling Leaf, an abuse program for women and children. Plus, she is an active member of the Women's Council of REALTORS® and enjoys chairing charity golf tournaments.


Change and Growth

As Marla reflects on where the Premier Title Agency is at today, she thinks about the foundation she had growing up with her father.

"My dad was a small business owner in Wyoming," Marla recalls. "His main advice has always been



Quality Property Management



TRUST | PROTECTION | PEACE OF MIND

MARK BROWER
PROPERTIES

480-336-2556

www.markrent.com

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




LET'S KEEP THE SURPRISES IN THE CLASSROOM.
BUGS DON'T GO BACK TO SCHOOL, SO BE SURE YOUR YARD IS SPRAYED REGULARLY!

\$50 OFF
Termite Treatment
Expires: August 31st 2020



480-969-2926
Creepy Crawly Pest Control Inc.
7650 S MCCLINTOCK DR #103-410 | TEMPE, AZ 85284
CREEPYCRAWLYPESTCONTROL.COM | FACEBOOK @CCPESTCONTROL | EST. 1981 | LIC 5281

YOUR HEADSHOT SAYS A LOT ABOUT YOU.
What does yours say?



**CONFIDENT
PROFESSIONAL
FRIENDLY
COURAGEOUS
INNOVATIVE**

*Devin Nicole
Photography*

CALL OR EMAIL TODAY AND SCHEDULE YOUR SESSION!
(480) 440-9997 ♥ DEVINNICOLEPHOTOGRAPHY@GMAIL.COM
f @DEVINNICOLEPHOTOGRAPHY

 **AGAPE
CONSTRUCTION**

INTERIOR RENOVATION | KITCHEN & BATH
CABINETS | DESIGN




Call us via (480) 599-2060
www.azagape.com
GoFor Services DBA | Agape Construction
AZ ROC #325591



Scott Warga,
Qualifying Party

PROTECT YOUR INVESTMENT
We give you the tools you need to make a well-informed decision.



RESIDENTIAL INSPECTIONS STARTING AT \$325

MAKE AN APPOINTMENT ONLINE
Mention this ad for \$40 off your home inspection.

 **ARIZONA'S CHOICE**
HOME INSPECTIONS, LLC

CHAD@AZCHOICEINSPECTIONS.COM
480-304-0114
azchoiceinspections.com

 **OLD REPUBLIC HOME PROTECTION**

Rekey service is included in our Standard Plan for home buyers!



Your clients can feel secure knowing only they have keys to their new home.

Call us today to learn more.



Yvette Myer
Senior Account Executive
800.282.7131 Ext. 1246
Cell: 480.244.8485
YvetteM@orhp.com
my.orhp.com/yvettemyer



Tara Carter
Senior Account Executive
800.282.7131 Ext. 1243
Cell: 480.707.7779
TaraC@orhp.com
my.orhp.com/taracarter

People Helping People

Limitations and restrictions apply. See current plan for complete coverage details. This is a paid advertisement.

WE HAVE THE MOST COMPETITIVE RATES IN THE MORTGAGE INDUSTRY!



Laura Lowe Edgar
Senior Loan Officer
NMLS #1079559 | Company NMLS #1660690
AZMB #0944059

Call me to find out how I can save your clients money, qualify for a higher purchase price, and even get closing costs covered so you don't have to get seller concessions!

NEXA Mortgage

480.861.0072

2450 S Gilbert Rd #210
Chandler, AZ 85286
EdgarTeam@nexamortgage.com

#BROKERSAREBETTER

Shamile HIRSH

LIFE-CHANGING SPIRIT

▶▶ featured agent
By Dave Danielson



Photo Credit Patrick McKinley



Photo Credit Patrick McKinley

“Be the change you wish
to see in the world.”
- GANDHI

It's not difficult to see the darkness around us. Take the nighttime sky, for example. As day melts away, there is nothing but an endless, black void for a time. But if you keep looking...if you have faith...you see stars...the first points of light that break through the darkness and illuminate the world.

Our daily lives can be the same. It's not difficult to find cold, negative forces if you look for them. At the same time, there are points of light that shine through the darkness and they take the form of people like Shamile

Hirsh, who adds genuine light with her true, life-changing spirit.

Beyond the Surface of Success

Today, Shamile is an iconic industry leader. On the surface, you see her lofty achievements, designations and honors, including over \$1.5 billion in global sales volume.

But look closer and see the true story of a real person who has faced both happiness and adversity and chose a positive path for herself and those around her.

“Many times, we see successful people, and we assume that they are blessed, or they got lucky,” Shamile says. “But the reality is that, like everyone else, they failed, they endured disappointments, they got judged, and they faced a life-changing crisis. The only difference in those people is that they took that moment of crisis and decided to build opportunity.”

Life's Crossroads

As a little girl growing up in Mexico, life for Shamile was happy. She was blessed with strong, positive role models with her parents, including her father, who is a retired CPA, and her mother, now a retired doctor of education.

Coming of age, things suddenly changed when she faced the darkness firsthand. She endured many challenges in life and moved to America when she was 19. In the process, she and her young children faced the uncertainties of poverty.

“Being a Latina, a single mom at a young age and uneducated at that time made it hard to survive and excel in a competitive world as a minority. I went through many struggles and suffered great poverty and cases where I had to rely on food stamps to feed my kids,” Shamile recalls. “My older children still remember the days we slept in one mattress and had ‘popcorn parties’ for breakfast, as I didn’t have enough money to buy milk.”



Rising Above

While the effects of what she faced naturally could have maintained a strong, negative hold on Shamile, her spirit was much stronger.

“Regardless of any of these challenges, the most important part is about embracing, recovering, learning, and building resilience through these wonderful life opportunities. The bigger the challenge, the bigger the opportunity to grow,” Shamile emphasizes. “Strength and growth come from consistency and effort, and, most of all, challenging ourselves that, no matter the struggle, the only thing that matters is our attitude.”

Shamile pushed forward, boosted her education, and worked as a clinical psychologist with diverse populations, dealing with sex offenders and the mentally ill. In college, she had gained on-air experience in Spanish radio. As time passed, she did voiceover work for national brands like Toyota and

Maybelline and even hosted a nighttime Telemundo show as what she describes as, “a Hispanic Dr. Ruth.”

Taking a New Path

Her career in psychology led to work with the Arizona Court System, where she became a Superior Court special commissioner.

“In 2009, I was looking to do a different type of therapy, but it wasn’t paying as well. My parents were investing and said, ‘Why don’t you get into real estate?’ I looked at them like, ‘You aren’t talking to me, right? You want me to be a salesperson?’ My father said, ‘I don’t want you to be a salesperson. I just want you to learn to invest and to help others. You will do great,’” Shamile remembers. “Growing up, I was exposed to my parents investing experiences in different regions. I learned at an early age that regardless of your background, diversifying in investing was the way to build wealth. So I took a leap of faith, got my license, and it went from there.”

Fast forward to today, Shamile has built a remarkable career, including work in several key areas.

She works as a REALTOR® with tremendous knowledge and experience in financial analysis and commercial business.

She also serves the court system and is assigned to family cases. As she says, “I come in as special commissioner in cases where there is no jurisdiction. The court system is my primary client, and I get involved with the assessment of property, wills, estates, trusts and more.”

Plus, Shamile also consults with a full range of investors, including individuals, industrial investors, and projects to better the community, including a local crisis center, methadone clinic, substance abuse center, and a family education clinic for foster care and adoption.

••• In the process, she has been named among Who is Who in Luxury Real Estate Top 100, she received the NAHREP Greater Phoenix Top 50 Agent Award (2018-2019) where she earned first place, and she has earned the NAHREP Top 250 Agent Award, where she placed number 31 nationally. Shamile also earned REALTOR® of the Year Award honors for 2019 from *Real Producers*.

Life's Priorities

For all of the accolades, Shamile says, "I came from humble beginnings, and humility is important. I am a firm believer that success is temporary and is not the key to happiness. On the contrary, happiness is the key to success."

The heart of Shamile's happiness is her family. As she says, "My children are my pride and joy. They are my biggest accomplishments in life. They keep me focused to succeed."

Her children include her 24-year-old daughter, Vanessa, who is a nurse; her 20-year-old son, Alex, who earned Valedictorian honors in his class, and her 7-year-old son, Liam, who Shamile calls "the light to our life."

In her free time, Shamile has a heart for prayer and being involved in her church. She also likes taking part in coaching sessions and serving as an accountability partner. She also enjoys listening to podcasts, especially those from Tony Robbins. Workouts with her daughter are fulfilling, as well. Plus, she enjoys pastimes like journaling, writing, and international travel, having visited 29 countries.

In addition, Shamile has been involved with a wide range of local organizations, including the Adopt a Cop program, MADD, AZ Housing Coalition, Home Town Hero Project, the Hope Fund (including a great area of need at Phoenix Children's Hospital) and City Serve, including supporting United Food Bank and St. Mary's Food Bank.

Sharing Her Light

As she reflects on her career and considers the promise of tomorrow, Shamile continues to help others build through her genuine sense of care.

"I want to make an impact on people's lives and to create inspiration and awareness and create inten-



tion. If you can be someone who can inspire others to live intentionally, that's powerful in their lives. Because if you wake up with the intention to do something, you are already 25 percent of the way to having a task done," Shamile emphasizes. "If I can be the inspiration to ignite that intention to live or redirect their lives in a certain way, then I feel like I've done my job."

As she thinks about others, Shamile encourages them to "dream often and dream big," and to "believe in yourself."

As she says with a smile, "I want to be remembered by the way I gave people some tools to find within their life the answers for a forgotten past, a productive present, and a promising future."

Truly, Shamile Hirsh is making a difference in the world...with her life-changing spirit.



mattamyHOMES

A Home Ready When They Are

We know that timing is everything. That's why we have communities across the Phoenix Valley with new homes at various stages of construction, allowing your clients to buy their perfect new home today, that'll be ready for move-in when they are. Whether that's today, tomorrow or a few months down the road, we have homes that will be ready on their time.

Take a virtual tour of our models at any of our Mattamy Homes communities across the East Valley and beyond

Avondale Roosevelt Park

401 N. 109th Drive,
Avondale, AZ 85323
From the mid \$200s

Buckeye Brookside At Arroyo Seco

3020 N. 198th Lane,
Buckeye, AZ 85396
From the upper \$200s

Solano At Sienna Hills

2248 N. 212th Lane,
Buckeye, AZ 85396
From the mid \$200s

Chandler Lofts at Haven

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

Retreats at Haven

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

Goodyear Crestwood At Canyon Trails

832 S. 172nd Avenue,
Goodyear, AZ 85338
From the mid \$200s

Reflection Bay Final Opportunities

18213 W. Hope Drive,
Goodyear, AZ 85338
From the mid \$300s

Azure Canyon Coming Soon

Interest List Forming
Goodyear, AZ

Mesa Tavera Vista Final Opportunities

2735 S. Terrell,
Mesa, AZ 85212
From the low \$300s

Tavera Park Final Opportunities

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

Phoenix Vista Diamante At Camelback Ranch

5672 N. 109th Avenue,
Phoenix, AZ 85037
From the upper \$200s

Queen Creek Malone Estates Coming Soon

Interest List Forming
Queen Creek, AZ

For more information, or to schedule your private or virtual appointment, contact our New Home Specialist at 602-638-3481

mattamyHOMES

mattamyhomes.com/phoenix



SPECIALIZE OR DIE:

HOW TO BECOME A CATEGORY OF ONE

LEBRON JAMES COULD HAVE PLAYED IN THE NFL. IN FACT, “KING JAMES” ACTUALLY PLAYED ON THE GRIDIRON IN ADDITION TO THE BASKETBALL COURT THROUGHOUT HIGH SCHOOL.

James played wide receiver as an underclassman at St. Vincent-St. Mary’s. He was named first-team all-state as a sophomore. And as a junior, he helped lead the Fighting Irish to the state semifinals.

A wrist injury from a basketball game kept him from playing football his senior year. But that didn’t stop several Division I programs from recruiting him. Including Notre Dame.

That’s why many coaches and players have suggested that James could have made it in pro football. But would he have become the same superstar on the football field as he is on the court?

For a sports fan, it’s a fun hypothetical to entertain. But instead, LeBron James focused 100% of his time and energy on basketball. As a result, he’s gone on to become one of the best players of all time.

While I’m no ESPN analyst, I think James’ current basketball stardom is a result of his decision to specialize.

THE KEY TO BEING KNOWN

Specialization is a principle often touted in professional services. Yet few people actually put its power into practice.

Many iconic companies are successful because they specialize.

Just think. Louis Vuitton and Gucci specialize in luxury fashion and exclusivity. Same with Mercedes Benz and BMW.

- Starbucks specializes in burnt, high-priced coffee.
- Apple specializes in beautiful, user-friendly technology.
- And McDonald’s specializes in *systems* that produce consistent, unhealthy fast food.

There are a ton of motorcycle manufacturers, but *only one* Harley-Davidson.

BE IN THE BUSINESS OF YOU

As you saw with LeBron James, the same principle applies to personal brands. For instance:

- Rachel Ray became popular for her quick and easy of 30-minute meals.
- Dave Ramsey is known for teaching people how to get out of debt.
- And Dr. Ben Carson is the world’s most famous brain surgeon.

Some personal brands have become total empires. So much so that all I need

to do is say their name, and you will immediately associate all kinds of feelings with them: Oprah, Trump, Cher.

OWN YOUR CATEGORY

Sure, you can try to “be all things to all people” like Wal-Mart or Amazon. But when you specialize, the benefits to your business outweigh being a generalist:

- You set the agenda.
- You get more referrals.
- Clients follow your terms.
- You become known easier.
- You don’t have to negotiate your commissions.

SPECIALIZING IMPROVES YOUR MARKETING

A friend and former client of mine was the head of marketing for LeBron James’ talent agency.

He has taken the power of specializing and applied it to social media. And he’s used Facebook and Instagram to grow massive followings for his business.

Over the last 10 years, he’s used his specialty in social media to raise over \$25 million in venture capital. And he has built and sold five major companies. Including the sale of one company to AOL and another one to Yahoo!

When you specialize in a particular skill or service for a group of people, you become an expert.

Marketing for your business becomes easier because your message is more focused.

Specializing means you are 100% clear about who you help and what kind of problems you solve for them.

This kind of recognition becomes priceless. You become seen as an authority, even a celebrity to your market.

CONSEQUENCES OF NOT SPECIALIZING

Of course, when you don’t specialize all the opposite things happen. Consumers tend to view your service as a commodity. It becomes harder for past and current clients to refer new business to you.

And home sellers want to “price shop” – always trying to get you to lower your commission.

That’s why you need to stand out amongst the sea of real estate agents. You can do this by specializing in a particular type of home you sell. Or a type of clientele you serve.

HOW TO FIND YOUR SPECIALTY

Perhaps you can specialize in a certain geographic area of town. Or maybe you cater to a particular subculture.

Maybe you have an interest in helping people going through a divorce. Or you could own the niche for a group of professionals who are relocating.

Do you speak a second language? If so, can you specialize in it?

Did you have a former career in a different industry? Maybe you were an engineer, accountant, or schoolteacher. How can you apply this experience to your real estate practice?

Get creative. Think about your passions, experiences, and skillset.

Here are some other questions to help you find a specialty:

- Is your potential target market big enough to allow you to reach your income goals?
- Do you like working with this type of problem or people group?
- Is there someone who already owns this niche?
- If so, what can you do better or differently?
- Where can you answer an unmet need?

Ask yourself...

“HOW CAN YOU LEVERAGE YOUR BACKGROUND TO SERVE A SPECIFIC TYPE OF PEOPLE OR ANSWER A SPECIFIC TYPE OF PROBLEM?”

In the Advanced Home Marketing Institute®, we help agents distinguish themselves. We teach them how to answer:

- Why a prospect should choose you over all other options, including FSBO.
- How to leverage your specialty to win more new listings and referrals.
- How to brand and position yourself so your fees aren’t an issue.

When you specialize in your real estate practice, business will get easier. You’ll own the category you choose.

You’ll be “top of mind” for your market. And as a result, enjoy more word of mouth. Best of all, you’ll always be paid what you’re worth.

If you haven’t made the decision to specialize in your real estate practice yet, I encourage you to do so now.

If you take the time to answer the questions in this article, you’ll be well on your way to dominating your niche.

CARDINAL
FINANCIAL SERVICES | LIMITED REPRESENTATION

Think Positive!

Today's world is filled with Negativity and struggles.

When Negativity is voiced out loud the magnitude and probability of that Negativity coming true is applied by a factor of 40. Let's do our small part in keeping optimistic, staying positive in tough times and come together. Wishing you a safe and healthy second half to 2020!

If you hadn't heard... Rates are at a Record Low AGAIN. If your Rate starts with a 4 or higher, it's worth a 5-10 Min Consultation w/ me.

STEVE GLOVER
Mortgage Adviser
NMLS ID: 209781
Work: (602) 469-13234
steve.glover@cardinalfinancial.com
myarizonaloan.com
3125 S. Price Rd., Chandler, AZ 85248

This is not a loan commitment or guarantee of any kind. Loan approval and rate is dependent upon borrower credit, collateral, financial history, and program availability at time of origination. Rates and terms are subject to change without notice. Consumer Address: 3125 S. Price Rd., Chandler, AZ 85248. Equal Housing Lender. NMLS ID: 209781. www.mortgageadviser.com. All Mortgage Services provided by Cardinal Financial Services, a subsidiary of Cardinal Financial Services, LLC. All Mortgage Services provided by Cardinal Financial Services, LLC are provided under the California Financing Law, License No. 800498. George Brinkman Mortgage Licensure #19020, Utah Residential Mortgage Licensure #19003, Kansas Licensed Mortgage Company #MC20207, Licensed by the Missouri Department of Bank and Consumer Finance, NY Mortgage Broker License #19847, WA Mortgage Broker License #19847, Licensed by the N.J. Banking Department and Insurance #197065, Licensed Mortgage Broker #197065, Department of Financial Services #197065, Rhode Island Licensed Lender #20120644, and is also approved to lend in AL, AK, AR, CO, CT, DE, DC, FL, HI, IL, IN, IA, KY, LA, ME, MD, MA, MI, MN, MO, MT, NE, NH, NJ, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WY, WI, WY. Additional licensing information can be found at: https://cardinalfinancial.com/financing.

KRIS CARTWRIGHT



Photo Credit
Devin Nicole Photography



Photo Credit
Devin Nicole Photography

Devin Nicole
Photography

SHOOTING, SHARING, AND SHOWCASING GREAT MOMENTS

Kris Cartwright has many talents, not the least of which is shooting sports action photography. Her photography talent, generosity, and creativity have contributed to her booming real estate business, and are proof that real estate agents can and should use their personal skills in conjunction with their business marketing tactics to think outside the box. Here is her story.

"I grew up in North Dakota and met my husband after college in West Texas. He was from Arizona. Work kept us moving around for a few years until we decided we wanted to move back to Arizona to start our family. We settled in Tempe and raised our three children there. I sold pharmaceuticals for 15 years until the travel became too demanding. I had always dreamed of selling real estate, so we made a family decision that selling real estate would give me more flexibility. In 1997, I was lucky enough to get my real estate license."

"In 1999, my husband bought me my first digital camera. My kids were really involved in sports, so I started going to different games and learning to take action shots. I wanted to experiment with lighting by shooting high school football games at night under stadium lights because my daughter was going to be playing soccer at the same school. My kids were slightly embarrassed that I was doing this, so I would go to the opposing team's side and shoot from there. I took a lot of action shots and some of them turned out really good. I would print out the good pictures and try to find the parents to give them the prints. One day my husband said, 'This is crazy, Kris. You're spending a fortune on printing out all these pictures!' That's when I came up with the idea of posting the photos on a website. First I had a Mac account and then switched to SmugMug."

"Over the last 20 years, I've been going to high school sporting events, taking pictures, and posting them online. I never stopped after my kids graduated from high school. After the game, I post the pictures and send the link out on Facebook so that

...

“I’ve watched so many kids grow up and I’ve truly enjoyed giving back to the community in this way and being part of these kids’ lives.”




...

the kids and their parents and grandparents can download the pictures for free. The families are extremely grateful. I’ve watched so many kids grow up and I’ve truly enjoyed giving back to the community in this way and being part of these kids’ lives.”

How does this relate to Kris’ real estate business? “My sports photography is a big part of my marketing. We have a neighborhood newspaper in South Tempe called the Wrangler News. For the last 18 years, I’ve been putting ads in the paper about every other week. I’ll use a sports photo with a catchy phrase to advertise my real estate services. For example, once I used a photo of three girls colliding during a soccer game and I said, ‘Feeling crowded? Need more space? Call Kris Cartwright for your real estate needs.’ Another time I used a picture of some wrestlers and said, ‘Wrestling with the idea of moving? Give me a call.’”

“It’s a way for me to get these kids in the paper and also promote me as a REALTOR®. A lot of people know who I am in the area just because they look to see what kids I feature in the ads. The community seems to really enjoy the pictures. The kids on the football team will say to me, ‘Hey, Mrs. Cartwright, you can use me in your ad!’ It’s really fun. Many of the kids have come back and bought houses through me and their parents have also bought and sold houses through me.”

The next time you’re brainstorming about ways to expand your real estate business, think about what skills and hobbies you already enjoy and do well and how you could possibly use them to bless the community and grow your business at the same time.



Your Local Resource

Kathryn Lansden
480.338.1983
klansden@firstam.com

"I'm your home warranty expert, so you don't have to be!"



So Thankful for You!
You do so much for your clients now and all through the year and I truly appreciate the hard work you do so gracefully.
Let me help make your job easier—we'll get through this together.

firstamrealestate.com
Phone Orders:
800.444.9030



First American Home Warranty™



NEED HEALTH INSURANCE?

Karla Flores can help!



InsuranceExperts Team
kflores@ihcsb.com.
Call today 480-650-0018
Individual, Families, Small Groups




DIGITAL

ADVERTISING FOR
REAL ESTATE
PROFESSIONALS



REAL ESTATE BEST BUDDY

480-338-7744

Erik Nilson Photography

@eriknilsonphotography • enilson85@gmail.com

CHRISTOPHER REES

on the rise ◀◀
By Sarah Wind



Photo Credit Patrick McKinley



Photo Credit Patrick McKinley

From biofuel manager to real estate agent, Christopher Rees has been tearing it up ever since he became licensed in 2016. Here is his story.

“I was born and raised in Phoenix and moved to the East Valley in my early teenage years. My dad started a business turning cooking oil into biodiesel, and it became the largest producer of biofuel in Arizona. I was the general operations manager, and to relieve stress when I got home, I would look at homes on Zillow on my iPad. My wife and I weren’t interested in buying a different home; looking was simply like therapy to me.”

“One day my wife was sitting next to me on the couch and she said, ‘You are not happy. You haven’t been happy for a while. Why don’t you quit your job?’ I said, ‘Who is going to hire me for the same salary when I don’t even have a college degree?’ She looked at the iPad I was holding and said, ‘Why don’t you become a REALTOR®?’”

“The next day I put in my two weeks’ notice and I started real estate school on October 5, 2015. My wife picked up a second nursing job and did everything she could to support my transition. She was a major reason why I moved into the real estate

“
When
everybody’s
happy in a
transaction,
to me, that is
success.”

”

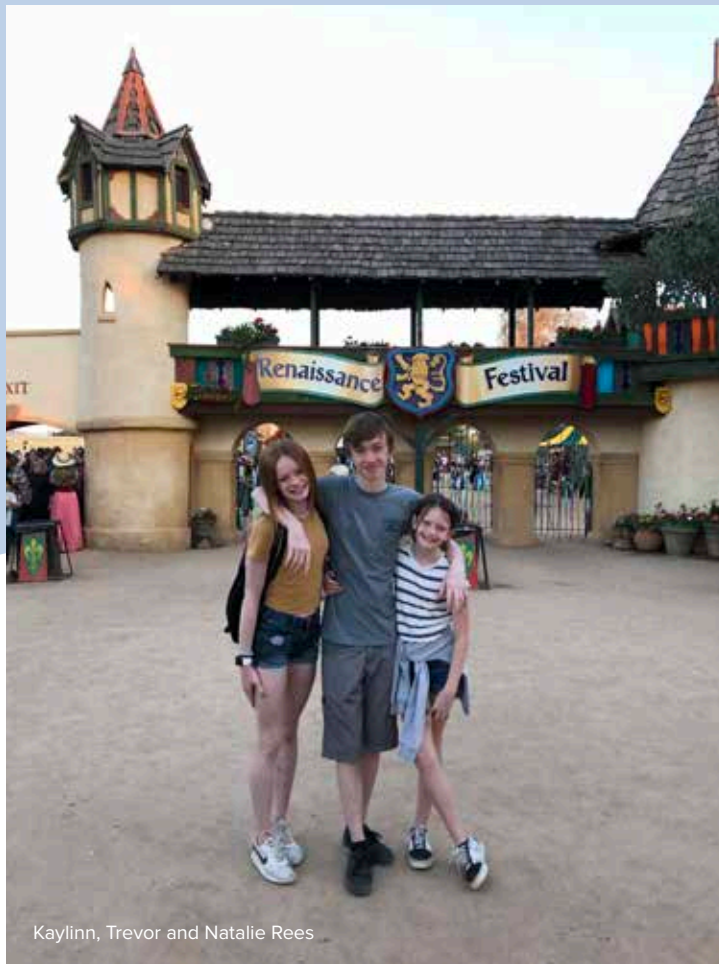
industry. From that point forward I haven’t looked back. I’ve loved every minute of it, and I couldn’t see myself doing anything else.”

Beyond having a supportive spouse, there have been others who have supported Christopher’s journey of growth as a person and REALTOR®. “As far as pursuing personal growth, Gary Vaynerchuk (or Gary Vee) is a motivational speaker that I listen to. He teaches a lot of principles that I appreciate and the way he speaks is very ear-catching.”

“I am also coached through my office. I recently lost a great mentor in Tiffany Jones, who switched offices. Now I have Paul Newcom, and



Kara and Craig Nielson, Christopher and Bonnie Rees



Kaylinn, Trevor and Natalie Rees

••• we are like two peas in a pod. I wouldn't be where I am at today in the real estate world without my big work sister Marisa Arthur. She's referred me to so many books and podcasts as well as coached me. She treats me like I'm one of her own."

A story that stands out to him from all his real estate transactions involved his seller's choice in who to accept an offer from. "My client was selling his home and we got multiple offers on the first day. One of the offers had a letter with it. The woman was a grandmother raising her grandchildren by herself because their mother wasn't able to. She was getting a VA loan, which wasn't the most favorable, and had lost out on five other homes. The agent said that if she didn't get this home, she was going to sign a new lease to stay in her rental because the home buying process had been so stressful. Even though we had multiple offers that were higher dollar amounts than hers, my client accepted her offer because he wanted to sell the house to her. That was one of my favorite moments in real estate."

Christopher and his wife Bonnie love spending time supporting their three kids in their activities. "My oldest son is 16 and he plays competitive hockey. I'm actually the head coach of his team, so hockey

practices and games are a big part of our lives. My 14-year-old daughter is a competitive dancer, so we spend a lot of time at dance competitions on the weekends. My 9-year-old daughter is taking guitar lessons and I decided to pick up the guitar so I can play with her, too. The only thing I haven't picked up is my daughter's dance skills. Mine are pretty awful."

When we asked Christopher what his number one key for success is in real estate he said, "Don't be a salesperson. You shouldn't be selling people's houses with your commission in mind. You should be introducing them to houses and they should be telling you which ones they want. It's my job to guide my clients through the process and protect them from buying a lemon house, but not to sell them a house they may not want."

When we asked Christopher what his definition of success is in life and in real estate, he said, "When everybody's happy in a transaction, to me, that is success. If one side is happy and the other side is not, that wasn't a successful transaction. Success in life is being happy with what you're doing. You can have all the money in the world and still be unhappy. To me, that is not being successful. You don't have to be rich to be successful."

Stay **Classy.** Stay **Sharp.**
Stay **Top of Mind.**



CUTCO
CLOSING GIFTS



Zack Wolf • 480-580-7200 • cutcoclosinggifts.com

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

1st Glass
Window Cleaners, LLC

Residential · Commercial
Window & Sun Screen Cleaning

JUSTIN KNAPP
Owner/Operator

1stglasswindowcleaners@gmail.com @1stGlassWindowCleaners

Cromford®

THE
CROMFORD
REPORT



**DAILY REAL ESTATE
MARKET INSIGHT**

Tracking The Residential
Resale Market

Market Statistics
Index Report
Resale Listings
Rankings
News
and more!

cromfordreport.com

If you could own a second home anywhere, where would it be and why?



TIM EHLEN
RE/MAX ALLIANCE GROUP
Somewhere in Hawaii or Coronado Island, CA. Love the beaches in these areas.



KOURTNEY NESS
EXP REALTY
The beach! Probably Mission Beach or Oceanside, Huntington.



CHRISTINE ANTHONY
KELLER WILLIAMS ARIZONA REALTY
Newfound Lake or Lake Winnepesaukee in NH because I grew up going there every summer.



HOLLY SADLON
RUSS LYON SOTHEBY'S INTERNATIONAL REALTY
Laguna Beach, California so I could summer there and spend time with my California friends.



JILL CESKY
PLATINUM LIVING REALTY
A motor home so I am not stuck in one place!



MARY MARKOU
KELLER WILLIAMS INTEGRITY FIRST REALTY
My place is Niagara-on-the-Lake Ontario, Canada. We have a home there. And we also do some rental to people we know or referred.



BRENT HEIDEN
IANNELLI & ASSOCIATES REAL ESTATE
We would love to own a second home on Maui due to the great climate, natural beauty, tranquil beaches and variety of activities available on the island.



KELLY OXFORD
CONWAY REAL ESTATE
Portland, Oregon, to be close to my daughter and to have a summer getaway home.



CINDI DEWINE
RUSS LYON SOTHEBY'S INTERNATIONAL REALTY
I would have a second home on the water in San Diego. Not too far and just relaxing.



GEORGE AKERS
REAL LIVING SJ FOWLER REAL ESTATE
The island of Eleuthera in the Bahamas because it is the most beautiful island I've ever seen with incredible beaches.



WHEN YOU SEE THIS, CALL US.

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

844-944-2629
www.curbio.com



(480) 892-5311 | fiveguysroofing.com

PROFESSIONAL EVALUATIONS SERVICE & REPAIR

- 24-Hour Turnaround on Reports & Proposals
- Straightforward Pricing Guide
- Instant Quotes from BINSRs & Home Inspection Reports
- Flexible Payment Options (Escrow/Financing)
- 17-Point Inspection with Live Video Explanation

EXPECT MORE.

Avoid the heat

AND KEEP YOUR COOL BY
TRUSTING **PREMIER TITLE AGENCY.**



MARLA CALLEY

CLIENT SERVICES REPRESENTATIVE

602.531.2434 480.935.5539

mcalley@PTAnow.com // www.PTAnow.com

PTA
PREMIER TITLE AGENCY

What can we do for you?

ASSET PROTECTION
BUSINESS LAW
ESTATE PLANNING
PROBATE
REAL ESTATE LAW
BANKRUPTCY
LITIGATION
LANDLORD TENANT LAW
Also Now Available
ONLINE TRUST PLATFORM
ONLINE LLC PLATFORM



Joseph G. Urzua, Esq.
Prosperity Attorney



Mark A. Winsor, Esq.
Prosperity Attorney



Matthew K. Palfreyman, Esq.
Prosperity Attorney



WINSOR LAW GROUP
The Prosperity Law Firm

480-505-7044 - info@winsorlaw.com - winsorlaw.com



**TCT Property Management
Services, LLC**

TCT is a full service property management company with a team that is big enough to handle all your commercial and residential needs, but small enough to deliver personal service.

Contact us today

480-632-4222

info@tctproperties.com



1000 N. Power Rd. Suite 100
Mesa, AZ 85205
P: 480-632-4222
info@tctproperties.com

realproducersmag.com

STRATTON
INSPECTION SERVICES LLC



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

480-215-7264

STRATTONINSPECTIONS@GMAIL.COM

WWW.STRATTONINSPECTIONS.COM

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

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



**Your business
depends on it.**

Creating marketing heroes like you since 1999.

602.291.1440

3507 N Central Ave #401 | Phoenix

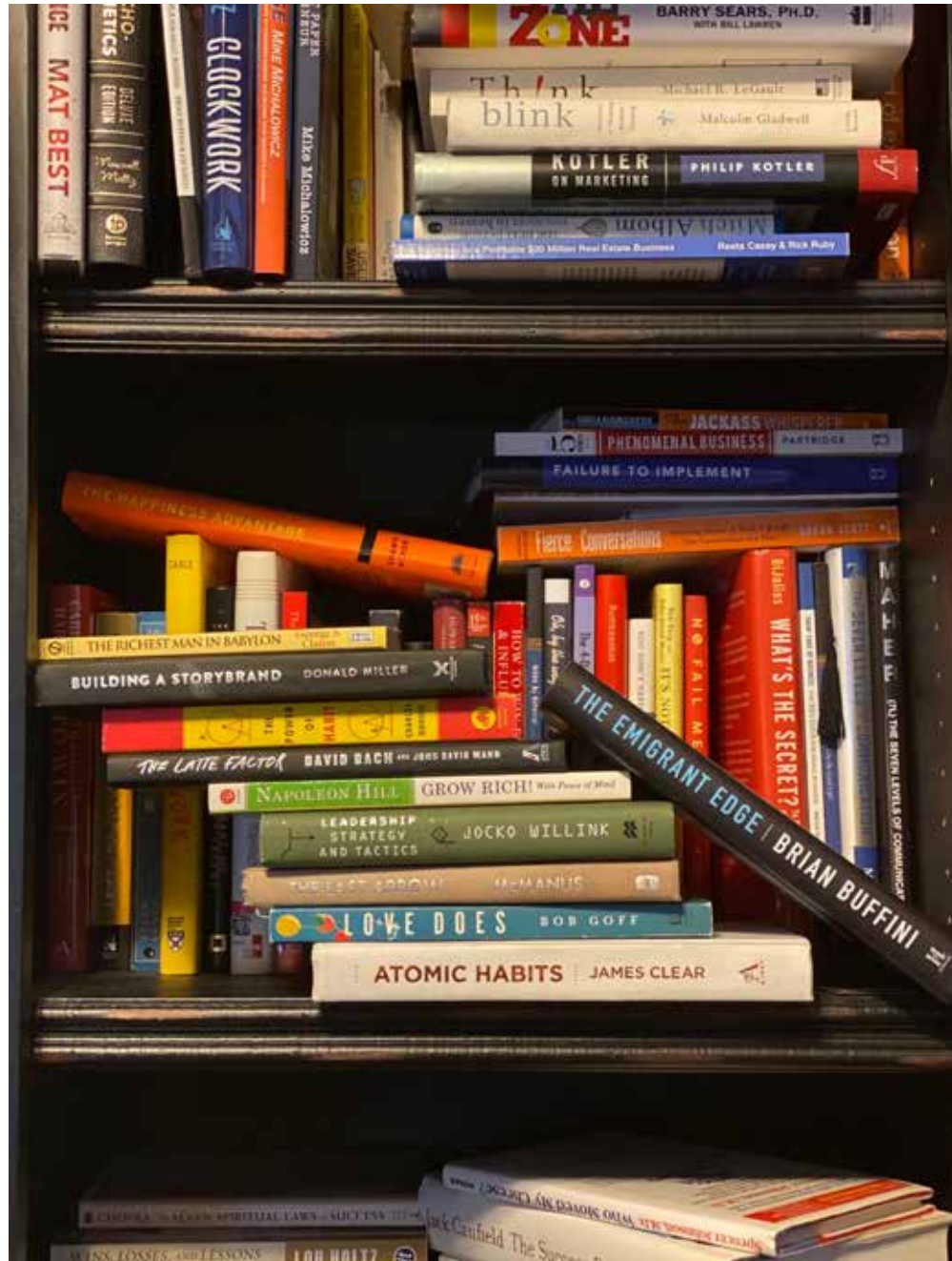
VIDEOGRAPHY | WEB DEVELOPMENT
GRAPHIC ARTS | DIGITAL SIGNAGE | BRANDING

East Valley Real Producers • 33



Okay, I have to admit it. I have not purchased many books this year.

I started going through my favorite books of the past few years: *Love Does* by Bob Goff, *Atomic Habits* by James Clear, *The Last Arrow* by Erwin McManus, *The Greatest Salesman in the World* by Og Mandino, *Building a Storybrand* by Donald Miller, *Emigrant Edge* by Brian Buffini and a few others. As I re-read a chapter here and a chapter there, the world's current events became mentally manageable. Rereading pages I had already gone through was like going back to a school you used to go to visit teachers you loved from years past. I came across some practices, systems and habits that I



have implemented very well in my life as well as become reminded of items I am still putting off! There have seemed to be more proud moments

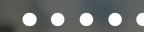
of “Wow, I am doing that and didn’t even know I was” than the “Oh I need to work on that.”

I realized I still had the same goals and dreams I did at the start of the year. What was going on in the world didn't change that. It simply meant THE

If you're struggling with restlessness, frustration or being easily distracted, I encourage you to go back to the books that inspired you last month or last year. Revisit what moved you then and I bet you'll find it still moves you now and right now is when we need you to be moved

the most. The world needs focus, organized and motivated people right now more than ever. Nobody knows the long term effects this year's events will have on the future. But many people have lived a lot of hardship and shared their lives through writing about it. I am going to continue to pour over their words and ideas. The world needs me to be mentally sharp right now. It needs you to be as well. Who moved you with their words, go re-read them again. It's okay to call an audible and make a change. Look where you've come to help you get where you're going. I believe the pages we have read in the past have clues written on them that could unlock our future.

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



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

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

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

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

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





» weserv monthly update

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

WeSERV:

A TRIP DOWN MEMORY LANE

Last year, The West and SouthEast REALTORS® of the Valley (WeSERV) became the fifth largest REALTOR® Association in the country. It was a monumental accomplishment for all parties involved. However, how did our surrounding Association chapters get to this point in history? Well, our Association historians did some research and found an incredible timeline that highlights key points in our history. This astounding trip through nostalgia was both rewarding and intriguing because it gave our leadership a profound appreciation for the men and women before us, who laid the foundation of our REALTOR® Association and of organized real estate in Arizona.

The 1940s

May 9, 1946: Board of Directors charts the Mesa Real Estate Board.

November 12, 1946: Board of Directors charts the Cochise County Real Estate Board.

January 29, 1947: Board of Directors charts the Glendale Board of REALTORS®.

The 1950s

May 9, 1952: Board of Directors approves a name change from Cochise County Real Estate Board to Cochise County Board of REALTORS®.

May 9, 1952: Board of Directors approves a change in the jurisdiction for the Cochise County Board of REALTORS®.

May 9, 1952: Board of Directors charts the Tempe Real Estate Board.

November 13, 1956: Board of Directors approves a change in the jurisdiction for the Glendale Board of REALTORS®.

May 28, 1957: Board of Directors approves the dissolution of the Tempe Real Estate Board, and the members join the Mesa Real Estate Board.

November 5, 1957: Board of Directors approves a change in the jurisdiction for the Glendale Board of REALTORS®.

November 5, 1957: The Board of Directors approves a change in the jurisdiction for the Mesa Real Estate Board.

February 4, 1958: Board of Directors approves a name change from Mesa Real Estate Board to Mesa-Chandler-Tempe Real Estate Board.

The 1960s

February 1, 1966: Board of Directors approves a name change from Mesa-Chandler-Tempe Real Estate Board to Mesa-Chandler-Tempe Board of REALTORS®.

January 28, 1969: Board of Directors approves a change in the jurisdiction for the Glendale Board of REALTORS®.

May 13, 1969: Board of Directors approves a change in the jurisdiction for the Mesa-Chandler Tempe Board of REALTORS®.

The 1970s

November 16, 1971: Board of Directors approves a name change from Glendale Board of REALTORS® to Glendale-West Maricopa Board of REALTORS®.

November 13, 1973: Board of Directors approves a change in the jurisdiction for the Cochise County Board of REALTORS®.

May 3, 1976: Board of Directors charts the Casa Grande Board of REALTORS®.

November 17, 1979: Board of Directors approves a change in the jurisdiction for the Cochise County Board of REALTORS®.

The 1980s

April 28, 1980: Board of Directors approves a name change from Cochise County Board of REALTORS® to Cochise Board of REALTORS®.

February 2, 1981: Board of Directors approves a change in the jurisdiction for the Mesa-Chandler-Tempe Board of REALTORS®.

February 5, 1982: Board of Directors approves a change in the jurisdiction for the Glendale-West Maricopa Board of REALTORS®.

February 5, 1982: Board of Directors charts the Sun City Area Board of REALTORS®.

April 22, 1990: Board of Directors approves a change in the jurisdiction for the Mesa-Chandler-Tempe Board of REALTORS®.

The 1990s

November 12, 1990: Board of Directors approves a name change from Cochise Board of REALTORS® to Sierra Vista Area Association of REALTORS®.

November 11, 1991: Board of Directors approves a name change from Sun City Area Board of REALTORS® to Sun Cities Area Board of REALTORS®.

June 20, 1995: Board of directors approves a name change Mesa-Chandler-Tempe Board of REALTORS® to Southeast Valley Regional Association of REALTORS®.

The 2000s

2000/2001: Board of Directors approves a name change from Sun Cities Area Board of REALTORS® to Lake Pleasant Regional Board of REALTORS®.

2005: Board of Directors approves a name change from Casa Grande Board of REALTORS® to the Western Pinal Association of REALTORS®.

2006: Board of Directors approves a merger between the Glendale-West Maricopa Board of REALTORS® and the Lake Pleasant Regional Board of REALTORS® to form the West Maricopa County Regional Association of REALTORS®.

2000s: Board of Directors approves a name change from Sierra Vista Association of REALTORS® to the Southern Arizona Association of REALTORS®.

December 1, 2018: Board of Directors approves a merger between the Western Pinal Association of REALTORS® and the West Maricopa County Regional Association of REALTORS®.

October 29, 2019: Board of Directors approves a merger between the Southeast Valley Regional Association of REALTORS® and the West Maricopa County Regional Association of REALTORS® to form the West and Southeast REALTORS® of the Valley.

June 3, 2020: Board of Directors approves a merger between the Southeast Arizona Association of REALTORS® and the West and Southeast REALTORS® of the Valley.

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

Jeff Quincey
NMLS# 183810
Scottsdale, AZ

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

FAIRWAY
INDEPENDENT MORTGAGE CORPORATION

WeSERV: PRESIDENT'S PERSPECTIVE



By **Dena Greenawalt** – 2020 WeSERV President

We are now halfway through the year as our newly merged association – WeSERV. It has been a busy six months, and we have had some great successes despite a lot of it being done in the middle of a pandemic. The purpose of this column is to make sure our members know what's happening at the Association, what benefits are available to them that they may not know about, and how they can get involved if they want to do so.

Did you know that the Association has partnered with various businesses to provide you with discounted services/products? These include everything from Health and Wellness to Software to Gift Baskets for clients. We are also working with Verizon. We offer free Online CE Classes through the Dodd School of Real Estate as well as discounts through other online options. Log in and check out all the discounts available to you.

We are working on rescheduling a few speakers for our Speaker Series designed to help you grow your business. Stay tuned for email announcements of upcoming events.

Giving back to our communities is one of our core values. We are always looking for volunteers to be involved with various projects – so watch your email for opportunities. We recently did a blood drive where we ran a brokerage contest with the prize of selecting a First Responder group to award. Gilbert Police Department and MCSO K-9 Unit each

received lunch on behalf of the Gilbert Office of Realty One Group (Shane Dodd – Broker) and Coldwell Banker – West Valley (Amanda Thomason).

We also raised \$15,000 in partnership with the Arizona Food Bank Network which serves communities all over the state of Arizona. Thus it covers all of our areas of service.

We are working hard to create new opportunities to get involved with the association to learn and grow your business, and we advocate for our industry. This includes interviewing local candidates running for office. We endorse those who are REALTOR®, private property rights-, and real estate industry-friendly. We know you work hard for your clients and we want to provide you with as many tools as possible.


We are here to serve you, provide resources, and assist you any way we can. Do not hesitate to reach out to staff, the Board of Directors, or me. I would be delighted to talk with you about any concerns or requests you might like to discuss.

Lastly, visit our website WeSERV.REALTOR or our Facebook page for announcements. Watch for weekly emails containing a list of classes, events and what is happening at the Association. I hope you'll join me at the next **“Donuts with Dena”** held monthly.

Dena Greenawalt – 2020 WeSERV President.



Don't let a breakdown cause a slow-down.
From your flatscreen TV to water heater and more, just a few dollars a month can help keep your home running and avoid a big out-of-pocket expense.



Contact me to learn more.
Nikki Schaal LUTCF
2509 S. Power Rd., Ste. 106
Mesa
(480) 279-1874
NikkiSchaal.com

FARM BUREAU FINANCIAL SERVICES
It's your future. Let's protect it.®

For specific details on this coverage talk to your Farm Bureau agent. Farm Bureau Property & Casualty Insurance Company* and Western Agricultural Insurance Company*/West Des Moines, IA. *Company providers of Farm Bureau Financial Services. FC160 (3-20)

FREE ESTIMATES! VALLEY WIDE!



SPEND MORE TIME MAKING THE SALE
\$25 Off Any Pickup
Must mention this ad

AMERICAN JUNKERS
480.528.4335

DEMOLITION CLEAN UP | REMODEL CLEAN UP
PROPERTY CLEAN UP | GARBAGE CLEAN OUT
ESTATE JUNK OUT | YARD DEBRIS | APPLIANCES
HOME/ OFFICE FURNITURE REMOVAL

A Leader in Service Response Time



A HomeServe® Company

(480) 649-8199
AHGHomeWarranty.com




Home Warranties You Can Trust, Service You Can Rely On!
Josh Guzowski | 602-790-1602 | josh.guzowski@homeserveusa.com

TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1-June 30, 2020

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|----|-----------------------|---------------------------|---|---|
| 1 | Rebecca Hidalgo Rains | Berkshire Hathaway | 41,220,337 | 105 |
| 2 | Kenny Klaus | Keller Williams | 37,857,460 | 116 |
| 3 | Beth M Rider | Keller Williams | 37,149,100 | 104 |
| 4 | Mindy Jones Nevarez | Keller Williams | 28,399,682 | 73 |
| 5 | Mary Jo Santistevan | Berkshire Hathaway | 27,501,015 | 68 |
| 6 | Carol A. Royse | Keller Williams | 26,573,121 | 68 |
| 7 | Rick Metcalfe | Canam Realty Group | 26,068,365 | 93 |
| 8 | Denver Lane | Balboa Realty | 25,284,656 | 69 |
| 9 | Shanna Day | Keller Williams | 23,938,890 | 33 |
| 10 | Jody Saylor | Just Selling AZ | 22,220,200 | 53 |
| 11 | Heather Openshaw | Keller Williams | 22,000,600 | 57 |
| 12 | Janine M. Igliane | Keller Williams | 21,033,791 | 52 |
| 13 | Shannon Gillette | Launch Real Estate | 20,747,707 | 35 |
| 14 | Brian J Cunningham | List 3 K | 19,329,094 | 48 |
| 15 | Charlotte Young | Revelation Real Estate | 18,987,800 | 49 |
| 16 | Frank Gerola | Venture REI | 18,836,600 | 41 |
| 17 | Joanne Hall | Lennar Sales | 17,690,220 | 51 |
| 18 | Jason Mitchell | Jason Mitchell Group | 17,523,230 | 52 |
| 19 | Robin R. Rotella | Keller Williams | 16,790,299 | 43 |
| 20 | Rachael L Richards | Rachael Richards Realty | 16,514,705 | 41 |
| 21 | Ben Leeson | Arizona Experience Realty | 16,372,473 | 37 |
| 22 | Randy Courtney | Weichert Realtors | 15,692,600 | 33 |
| 23 | Lacey Lehman | Realty One Group | 14,839,465 | 49 |
| 24 | Damian Godoy | Argo Real Estate | 14,640,499 | 41 |
| 25 | Bob & Sandy Thompson | West USA Realty | 14,200,000 | 39 |
| 26 | Eric Brossart | Keller Williams | 13,748,700 | 30 |
| 27 | Shawn Camacho | United Brokers Group | 13,389,748 | 33 |
| 28 | David Arustamian | Russ Lyon | 13,067,300 | 25 |
| 29 | Daryl R Snow | Realty One Group | 12,609,799 | 34 |
| 30 | Michaelann Haffner | Michaelann Homes | 12,560,400 | 35 |
| 31 | Douglas Hopkins | Realty Executives | 12,542,110 | 39 |
| 32 | Jason Crittenden | Realty One Group | 12,516,936 | 36 |
| 33 | Blake Clark | Homesmart Lifestyles | 12,385,400 | 35 |
| 34 | Kathy Camamo | Amazing AZ Homes | 12,229,084 | 35 |

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|----|------------------|------------------------|---|---|
| 35 | Cathy Carter | RE/MAX | 11,838,420 | 18 |
| 36 | Amy Laidlaw | Realty Executives | 11,791,970 | 30 |
| 37 | Jennifer Wehner | eXp Realty | 11,712,900 | 31 |
| 38 | Shawn Rogers | West USA | 11,707,300 | 30 |
| 39 | Bruno Arapovic | Home Smart | 11,523,000 | 45 |
| 40 | David Morgan | Home Smart | 11,434,999 | 43 |
| 41 | Darwin Wall | Realty One Group | 11,325,300 | 21 |
| 42 | Johnny Nicholson | Redfin | 11,170,770 | 30 |
| 43 | Lauren Rosin | West USA | 11,085,935 | 31 |
| 44 | Rodney Wood | Realty One Group | 11,083,500 | 31 |
| 45 | Rob Hale | Elite Realty | 11,010,300 | 39 |
| 46 | Henry Wang | Revelation Real Estate | 10,697,895 | 27 |
| 47 | Justin Cook | RE/MAX | 10,664,595 | 29 |
| 48 | Grady A Rohn | Keller Williams | 10,518,390 | 23 |
| 49 | Diane Bearse | The Bearse Team | 10,348,500 | 22 |
| 50 | Kelly Khalil | Redfin | 10,318,970 | 30 |

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

TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1-June 30, 2020

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|----|-----------------------|--------------------------------|---|---|
| 51 | Kyle J. N. Bates | My Home Group | 10,169,201 | 34 |
| 52 | Carey Kolb | Keller Williams | 10,162,200 | 27 |
| 53 | Mike Schude | Keller Williams | 10,148,788 | 30 |
| 54 | Steve Hueter | eXp Realty | 10,116,724 | 26 |
| 55 | Renee Merritt | Keller Williams Arizona Realty | 10,081,029 | 18 |
| 56 | Carole Hewitt | Homie | 10,009,800 | 25 |
| 57 | Gina McMullen | Redfin | 10,008,540 | 30 |
| 58 | Cynthia Ann Dewine | Russ Lyon | 9,975,216 | 21 |
| 59 | Timothy J Cusick | Homelife | 9,945,539 | 21 |
| 60 | W. Russell Shaw | Realty One Group | 9,883,900 | 33 |
| 61 | Benjamin Arredondo | My Home Group | 9,828,900 | 29 |
| 62 | Alisha B Anderson | West USA | 9,772,100 | 26 |
| 63 | LaLena Christopherson | West USA | 9,745,000 | 13 |
| 64 | Jason Vaught | Realty Executives | 9,737,300 | 28 |
| 65 | Richard Johnson | RE/MAX | 9,703,700 | 24 |
| 66 | Dean Thornton | Redfin | 9,670,450 | 25 |
| 67 | Bonny L. Holland | Keller Williams | 9,548,645 | 15 |
| 68 | Jody Poling | DPR Realty | 9,476,800 | 13 |
| 69 | Phillip Shaver | Go Sold Realty | 9,332,500 | 29 |
| 70 | Lorraine Ryall | KOR Properties | 9,051,000 | 18 |
| 71 | Brett Tanner | Home Selling Team | 9,049,100 | 30 |
| 72 | Jared A English | Congress Realty | 9,032,350 | 22 |
| 73 | Heather Rodriguez | Coldwell Banker | 9,030,150 | 18 |
| 74 | James Bill Watson | Keller Williams | 8,992,500 | 18 |
| 75 | Karl Tunberg | Midland Real Estate Alliance | 8,934,200 | 19 |
| 76 | Shivani A Dallas | Keller Williams | 8,801,250 | 24 |
| 77 | Tina M. Sloat | Tina Marie Realty | 8,799,700 | 26 |
| 78 | Jason L Penrose | Remax | 8,792,500 | 26 |
| 79 | Gus Palmisano | Keller Williams | 8,784,925 | 25 |
| 80 | Ivy Coppo | Blandford Homes | 8,777,106 | 11 |
| 81 | Nicholas R Kibby | Keller Williams | 8,621,500 | 21 |
| 82 | Jonas Funston | Venture REI | 8,585,600 | 22 |
| 83 | Julia Spector-Gessner | Revelation Real Estate | 8,553,070 | 20 |
| 84 | Scott Morgan | Heritage Real Estate | 8,529,222 | 21 |

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|-----|--------------------|--------------------------|---|---|
| 85 | Beverly Berrett | Berkshire Hathaway | 8,500,000 | 20 |
| 86 | Tyler Blair | My Home Group | 8,440,299 | 31 |
| 87 | Jera M Banks | HomeSmart | 8,386,300 | 21 |
| 88 | Stephanie Sandoval | HomeSmart | 8,359,995 | 22 |
| 89 | Russell Mills | Gentry Real Estate | 8,260,440 | 24 |
| 90 | Lauren Sato | Revelation Real Estate | 8,249,400 | 23 |
| 91 | Michael J. D'Elena | Revelation Real Estate | 8,201,900 | 25 |
| 92 | Robyn Brown | Argo Real Estate | 8,201,700 | 18 |
| 93 | Peter Kamboukos | eXp Realty | 8,199,500 | 27 |
| 94 | Matthew G Murray | Revelation Real Estate | 8,184,090 | 22 |
| 95 | Jennifer Felker | RE/MAX | 8,164,990 | 14 |
| 96 | Gordon Hageman | My Home Group | 8,118,510 | 20 |
| 97 | Thomas Popa | Thomas Popa & Associates | 8,000,000 | 13 |
| 98 | Mark Captain | Keller Williams | 7,892,249 | 25 |
| 99 | Tiffany Mickolio | My Home Group | 7,888,844 | 24 |
| 100 | Rebekah Liperote | Redfin | 7,886,500 | 22 |

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

DID YOU KNOW?

An AC unit should have preventative maintenance performed **every year**.
Get homes sold faster by getting systems repaired **before** the inspection.

MAINTENANCE • REPAIR • INSTALLATION

IN-HOME ESTIMATES FOR ALL SYSTEM REPLACEMENTS



911-ac.com • 480.360.1234

WE OFFER DISCOUNTS FOR MILITARY,
FIRST RESPONDERS AND TEACHERS.

0% Financing For All New Systems!



TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1-June 30, 2020

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|-----|----------------------|------------------------|---|---|
| 101 | Tara Hayden | Redfin | 7,759,900 | 18 |
| 102 | Bill Olmstead | Keller Williams | 7,713,700 | 20 |
| 103 | Kirk Erickson | Schreiner Realty | 7,698,090 | 20 |
| 104 | Ben Swanson | RE/MAX | 7,690,860 | 26 |
| 105 | Andrew Cooper | Gentry Real Estate | 7,645,000 | 19 |
| 106 | Erika Uram | Keller Williams | 7,568,506 | 18 |
| 107 | Sixto Aspeitia | Realty One Group | 7,560,500 | 25 |
| 108 | Andrew Watts | Coldwell Banker | 7,556,040 | 15 |
| 109 | Thomas M Speaks | Revelation Real Estate | 7,512,290 | 18 |
| 110 | Jamie K Bowcut | Hague Partners | 7,332,400 | 23 |
| 111 | Vincent Fumusa | HomeSmart | 7,329,025 | 18 |
| 112 | Rachel Krill | Revelation Real Estate | 7,318,054 | 16 |
| 113 | Alan Aho | Call Realty | 7,282,400 | 27 |
| 114 | Scott R Dempsey | Redfin | 7,217,520 | 19 |
| 115 | Thomas A Mastromatto | Mountain Lake Realty | 7,179,650 | 35 |
| 116 | Becky Kolb | Keller Williams | 7,140,100 | 16 |
| 117 | Jaime R Robinson | DPR Realty | 7,126,250 | 21 |
| 118 | Cheryl Kypreos | HomeSmart | 7,097,500 | 29 |

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|-----|----------------------|--------------------------------|---|---|
| 119 | Benjamin Graham | Revelation Real Estate | 7,006,862 | 16 |
| 120 | Mo Yaw | Realty Executives | 6,974,774 | 17 |
| 121 | Carol Gruber | Revelation Real Estate | 6,872,800 | 23 |
| 122 | William G Barker | Farmsworth Realty & Management | 6,848,700 | 22 |
| 123 | Cara Wright | Revelation Real Estate | 6,826,000 | 10 |
| 124 | Becky Engstrom | Coldwell Banker | 6,809,177 | 15 |
| 125 | James A Carlisto | Hague Partners | 6,763,400 | 19 |
| 126 | Marci Burgoyne | Crown Key Real Estate | 6,741,400 | 18 |
| 127 | Adam B Coe | West USA | 6,723,690 | 16 |
| 128 | John Gluch | Platinum Living Realty | 6,691,248 | 19 |
| 129 | Elizabeth A Stern | Spring Realty | 6,684,000 | 20 |
| 130 | Randy Duncan | Realty Executives | 6,672,800 | 19 |
| 131 | Karen C. Jordan | Thomas Popa & Associates | 6,667,000 | 10 |
| 132 | Michael Kent | RE/MAX | 6,595,000 | 24 |
| 133 | Pamm Seago-Peterlin | Century 21 | 6,587,500 | 15 |
| 134 | Jerry Thomas Beavers | Realty One Group | 6,567,399 | 18 |
| 135 | DeAndre K. Harvey | Tru Realty | 6,539,852 | 18 |
| 136 | Cindy Flowers | Keller Williams | 6,531,400 | 22 |
| 137 | Katrina L McCarthy | Realty One Group | 6,512,168 | 14 |
| 138 | Becky Bell | Keller Williams | 6,478,981 | 17 |
| 139 | Maureen Waters | RE/MAX | 6,462,306 | 14 |
| 140 | Angela Tauscher | West USA | 6,447,100 | 19 |
| 141 | Rachele M. Oram | HomeSmart | 6,435,800 | 12 |
| 142 | William Ryan | William Ryan Homes | 6,407,110 | 15 |
| 143 | Jason Dawson | Realty Executives | 6,399,000 | 14 |
| 144 | Jill Vicchy Heimpel | RE/MAX | 6,362,000 | 21 |
| 145 | Leila A. Woodard | Vision Realty Pros LLC | 6,353,700 | 19 |
| 146 | Mike Mendoza | Keller Williams | 6,350,500 | 13 |
| 147 | Stephanie Cook | Haven Realty | 6,317,900 | 11 |
| 148 | Jason LaFlesch | Results Realty | 6,313,950 | 16 |
| 149 | Curtis Johnson | Curtis Johnson Team | 6,285,900 | 22 |
| 150 | Lori Blank | Lori Blank & Associates | 6,236,000 | 16 |

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



Today's world is filled with Negativity and struggles.

When Negativity is voiced out loud the magnitude and probability of that Negativity coming true is applied by a factor of 40. Let's do our small part in keeping optimistic, staying positive in tough times and come together. Wishing you a safe and healthy second half to 2020!

If you hadn't heard... Rates are at a Record Low AGAIN. If your Rate starts with a 4 or higher, it's worth a 5-10 Min Consultation w/ me.



MATT ASKLAND
Retail Producing Branch Manager

NMLS ID: 168130
Work: (480) 759-1500
matt.askland@cardinalfinancial.com
myarizonaloan.com
3125 S. Price Rd., Chandler, AZ 85248



CARDINAL
FINANCIAL COMPANY | LIMITED PARTNERSHIP
MAA 10 10007

This is not a loan commitment or guarantee of any kind. Loan approval and rate is dependent upon borrower credit, collateral, financial history and program availability at time of origination. Rates and terms are subject to change without notice. Corporate Address: 3700 Alcoa Corporate Drive, Suite 200, Charlotte, North Carolina 28270. Cardinal Financial Company Limited Partnership (NMLS ID #96247) www.cardinalfinancial.com has the following licenses: AZ Mortgage Broker License #2020000000, Licensed by the California Department of Business Oversight under the California Financing Law License No. 6029490, Georgia Residential Mortgage License #RE220, New York Residential Mortgage License #ML6700000, Kansas Licensed Mortgage Company #MC 0005207, Licensed by the Mississippi Department of Banking and Consumer Finance, NV Mortgage Broker License #20007, NV Mortgage Broker License #20008, Licensed by the N.J. Banking Department and Insurance #2000663, Licensed Mortgage Broker, NYS Department of Financial Services #2000055, @bskaskland, Licensed Lender #201920000, and is also approved to lend in AL, AK, AR, CO, CT, DE, DC, FL, HI, IL, IN, IA, KY, LA, ME, MD, MA, MI, MN, MO, MT, NE, NH, NM, NC, ND, OH, OK, OR, PA, SC, SD, TN, TX, UT, VT, WA, WY, WVC 90, WY. Additional licensing information can be found at: https://cardinalfinancial.com/branching.

TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1-June 30, 2020

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|-----|-----------------------|---------------------------------|---|---|
| 151 | Barbara Schultz | Coldwell Banker | 6,145,700 | 18 |
| 152 | Elizabeth Amb | Paramount Properties of Arizona | 6,136,527 | 21 |
| 153 | Katie S Zaharis | Hub Realty | 6,128,700 | 6 |
| 154 | Danielle Bronson | Redfin | 6,118,080 | 18 |
| 155 | David Courtright | Coldwell Banker | 6,111,600 | 16 |
| 156 | Hilary C Sutter | My Home Group | 6,086,900 | 16 |
| 157 | Jason Zhang | Gold Trust Realty | 6,078,500 | 13 |
| 158 | Arthur Welch | Superstars Realty | 6,061,600 | 22 |
| 159 | Rebecca Elwood | Coldwell Banker | 6,048,490 | 16 |
| 160 | Trevor Bradley | Stunning Homes Realty | 6,039,340 | 19 |
| 161 | Jill McFadden | Gold Canyon Homes and Land | 6,024,550 | 12 |
| 162 | Jon Sherwood | West USA | 6,013,100 | 19 |
| 163 | Stacia Ehlen | RE/MAX | 6,005,700 | 15 |
| 164 | Kristie Falb | HomeSmart | 5,987,200 | 17 |
| 165 | Elizabeth Rolfe | HomeSmart | 5,987,100 | 15 |
| 166 | Daniel Callahan | RE/MAX | 5,955,935 | 21 |
| 167 | Marie Nowicki | RE/MAX | 5,909,000 | 16 |
| 168 | Elmon Krupnik | Stunning Homes Realty | 5,904,950 | 18 |
| 169 | Andrew R Bloom | Keller Williams | 5,901,400 | 9 |
| 170 | Amy N Nelson | Keller Williams | 5,841,800 | 19 |
| 171 | Jesse Martinez | Rachael Richards Realty | 5,805,732 | 16 |
| 172 | Nick Bastian | Realty Executives | 5,803,000 | 17 |
| 173 | Mark Newman | Newman Realty | 5,792,400 | 14 |
| 174 | Bret Johnson | Realty Executives | 5,784,075 | 17 |
| 175 | Steven Bernasconi | Keller Williams | 5,773,700 | 16 |
| 176 | David Hans Kupfer | Keller Williams | 5,767,900 | 13 |
| 177 | Heather Werner | Ravenswood Realty | 5,763,371 | 17 |
| 178 | John A Sposato | Home Group | 5,724,900 | 13 |
| 179 | Frederick P Weaver IV | eXp Realty | 5,719,511 | 17 |
| 180 | Brian Kingdeski | Gentry Real Estate | 5,703,200 | 20 |
| 181 | Beth Butner | Berkshire Hathaway | 5,700,402 | 11 |
| 182 | Andrea Deely | Redfin | 5,698,950 | 15 |
| 183 | Alondra Churcher | Conway Real Estate | 5,678,716 | 16 |
| 184 | Lisa Miguel | West USA | 5,652,015 | 12 |

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|-----|---------------------------------|----------------------------|---|---|
| 185 | David Larsen | West USA | 5,633,890 | 18 |
| 186 | Daniel J. Porter | RE/MAX | 5,632,890 | 12 |
| 187 | Jeremy A Wilson | Century 21 | 5,602,090 | 11 |
| 188 | Gina Donnelly | Donnelly Group Real Estate | 5,600,000 | 14 |
| 189 | Danny Perkinson | Perkinson Properties | 5,599,370 | 17 |
| 190 | Bryce A. Henderson | Four Peaks | 5,583,900 | 16 |
| 191 | Kimberly Sue Bloomquist-Ehlbeck | Keller Williams | 5,574,000 | 11 |
| 192 | Chris Lundberg | Redeemed Real Estate | 5,566,300 | 17 |
| 193 | Steve Helmstadter | Helmstad Realty | 5,560,950 | 14 |
| 194 | Paul Aslaber | Keller Williams | 5,559,900 | 14 |
| 195 | Amber Perks | Berkshire Hathaway | 5,559,649 | 13 |
| 196 | Christopher S. Tiller | Russ Lyon | 5,533,930 | 13 |
| 197 | Joshua Asanovich | Keller Williams | 5,505,000 | 16 |
| 198 | William Carter | Keller Williams | 5,504,500 | 15 |
| 199 | Kristy Martinez | Coldwell Banker | 5,485,400 | 16 |
| 200 | John A Hetherington | Just Selling AZ | 5,482,400 | 15 |

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

CHOICE



Home Warranty



SHARP CHEN
Senior Account Executive
Email: sharp@chwpro.com
Cell: (949) 426-5450
Realtor Portal: www.CHWPro.com
Real Estate Customer Service
(888) 275-2989

Re-Key
Multi-Year Discounts
Sellers Coverage



1 MONTH FREE*
PLUS \$100 OFF
all Multi-Year Plans!
*Available for a limited time.

#MAKETHESHARPCHOICE


TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1-June 30, 2020

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|-----|------------------------|--------------------------------------|---|---|
| 201 | Nate Hunsaker | West USA | 5,480,650 | 11 |
| 202 | Cynthia Worley | Stella Realty Group | 5,469,000 | 10 |
| 203 | Caryn L Kommers | Bold Realty | 5,451,300 | 17 |
| 204 | Katie Lambert | eXp Realty | 5,442,400 | 16 |
| 205 | Bob Turner | HomeSmart | 5,401,900 | 9 |
| 206 | Jeffrey M Sibbach | eXp Realty | 5,400,599 | 16 |
| 207 | Stephany J Bullington | Revelation Real Estate | 5,393,400 | 13 |
| 208 | Steven Coons | Spring Realty | 5,386,499 | 17 |
| 209 | Heintje Tjahja | HomeSmart | 5,354,000 | 17 |
| 210 | Sarah Gates | Keller Williams | 5,351,899 | 12 |
| 211 | Brook Wiggins | My Home Group | 5,334,000 | 11 |
| 212 | Beth S. March | Century 21 | 5,319,344 | 13 |
| 213 | Caleb Williams | My Home Group | 5,302,400 | 13 |
| 214 | George Socrates Trezos | The Maricopa Real Estate Company | 5,302,400 | 16 |
| 215 | Benjamin Eberhard | Revelation Real Estate | 5,271,500 | 14 |
| 216 | Michael Barron | Infinity & Associates RE | 5,260,500 | 12 |
| 217 | Mary Newton | Keller Williams | 5,257,550 | 22 |
| 218 | Angela Larson | Keller Williams | 5,242,500 | 25 |
| 219 | Michael W Cunningham | West USA | 5,232,486 | 10 |
| 220 | Kevin Wilson | Brewer & Statton Property Management | 5,227,000 | 19 |
| 221 | Janet Ann Kowalek | Realty Executives | 5,204,390 | 17 |
| 222 | Dean Selvey | RE/MAX | 5,149,174 | 17 |
| 223 | Hope A. Salas | Keller Williams | 5,115,900 | 14 |
| 224 | Mondai Adair | My Home Group | 5,115,400 | 15 |
| 225 | Tyler D Whitmore | O48 Realty | 5,109,555 | 14 |
| 226 | Ronald Bussing | Realty One Group | 5,067,600 | 15 |
| 227 | Brock O'Neal | West USA | 5,061,471 | 15 |
| 228 | Naveen Kalagara | Kirans & Associates Realty | 5,058,450 | 10 |
| 229 | April McNeil | United Brokers Group | 5,053,980 | 12 |
| 230 | Erika Lucas-Goff | Lucas Real Estate | 5,052,953 | 11 |
| 231 | Sharyn Younger | Copper Summit Real Estate | 5,029,000 | 9 |
| 232 | Leslie Turner | Sonoran Premier Properties | 4,998,900 | 15 |
| 233 | Tamera L Brethower | My Home Group | 4,976,500 | 14 |
| 234 | Kaushik Sirkar | The Sirkar Group | 4,974,700 | 13 |

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|-----|---------------------------|-------------------------|---|---|
| 235 | Aimee N. Lunt | RE/MAX | 4,970,000 | 10 |
| 236 | Katherine Menchaca | Conway Real Estate | 4,961,000 | 12 |
| 237 | Beth Rebenstorf | Realty One Group | 4,932,300 | 12 |
| 238 | Annmarie Johnson | Revelation Real Estate | 4,920,300 | 14 |
| 239 | Andrea Salgado | Keller Williams | 4,920,285 | 17 |
| 240 | Daniel Brown | My Home Group | 4,912,000 | 15 |
| 241 | Natascha Ovando-Karadsheh | KOR Properties | 4,908,000 | 9 |
| 242 | David Hoefer | Century 21 | 4,898,000 | 12 |
| 243 | Amanda Pinkerton | Realty One Group | 4,892,400 | 13 |
| 244 | Terra A. McCormick | Revelation Real Estate | 4,892,275 | 16 |
| 245 | Jasson Dellacroce | My Home Group | 4,886,000 | 17 |
| 246 | Carrie Faison | My Home Group | 4,876,300 | 13 |
| 247 | Michele Keith | HomeSmart | 4,853,185 | 10 |
| 248 | Richard Collins | Keller Williams | 4,852,263 | 14 |
| 249 | Kristi Jencks | BIG Helper Realty Group | 4,835,899 | 14 |
| 250 | Joseph J. Tropple | Realty One Group | 4,830,900 | 14 |

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




LANDMARK
TITLE ASSURANCE AGENCY

WHERE EXPRIENCE MATTERS


as-sure-ance
/ə ˈʃʊərəns/
noun

a positive declaration intended to give confidence; a promise.


Our promise to you is to use our experience to make yours exceptional.



KRISTI SMITH
Executive Vice-President
(480) 695-1585
Kristi.Smith@LTAZ.com



BETH CLAUSER
Business Development Manager
(480) 599-7820
Beth.Clauser@LTAZ.com



NIKKI LEONARD
Unit Manager/Escrow Officer
(480) 476-8165
F: (480) 682-3399
Nikki.Leonard@LTAZ.com

KIERLAND
7047 E Greenway Parkway
Suite 100
Scottsdale, AZ 85254
480-476-8200

RAINTREE
14500 N. Northsight Boulevard
Suite 208
Scottsdale, Arizona 85260
480-977-1300

SOUTHEAST VALLEY
3303 East Baseline Road
Bldg 5, Suite 111
Gilbert, Arizona 85234
480-476-8165

BILTMORE LAKES
2920 E. Camelback Road
Suite 130
Phoenix, Arizona 85016
602-775-5990

ESPLANADE
2555 E. Camelback Road
Suite 275
Phoenix, Arizona 85016
602-748-2800

ARROWHEAD
17505 N. 79th Avenue
Suite 105
Glendale, Arizona 85308
623-259-8300

TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1-June 30, 2020

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|-----|-------------------------|--------------------------|---|---|
| 251 | Kelly Saggione | Realty Executives | 4,829,600 | 12 |
| 252 | Gary R Smith | Keller Williams | 4,825,140 | 16 |
| 253 | Nancy Niblett | Revelation Real Estate | 4,817,300 | 9 |
| 254 | Frank Merlo | Berkshire Hathaway | 4,804,700 | 12 |
| 255 | Kelly R. Jensen | Elite Realty | 4,790,700 | 17 |
| 256 | Alexander M Prewitt | Hague Partners | 4,786,700 | 12 |
| 257 | Devin Guerrero | Realty One Group | 4,771,890 | 10 |
| 258 | Torie Ellens | My Home Group | 4,769,350 | 17 |
| 259 | Robert Reece | United Brokers Group | 4,766,500 | 15 |
| 260 | Ty Green | Coldwell Banker | 4,765,400 | 15 |
| 261 | Gina McKinley | RE/MAX | 4,757,500 | 14 |
| 262 | Stacie Neumann | Russ Lyon | 4,751,575 | 15 |
| 263 | Lindsay M Bingham | My Home Group | 4,751,276 | 12 |
| 264 | Mallory R. Dachenhausen | Elpis Real Estate | 4,738,500 | 8 |
| 265 | Kirk A DeSpain | Kirk DeSpain Real Estate | 4,734,200 | 12 |
| 266 | Heather M Corley | Redfin | 4,730,500 | 13 |
| 267 | Edward J. Surchik | Realty Executives | 4,722,500 | 15 |
| 268 | Meredith Lane | Launch Real Estate | 4,700,000 | 2 |

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



HOMETEAM INSPECTION SERVICE.
ACCURACY THAT TURNS
FIRST-TIME HOME BUYERS INTO
LIFELONG CLIENTS.

What if you looked at the home inspection phase as an opportunity rather than a hurdle? What if you had a team of expert inspectors who understood what's at stake? And what if the report they provided contained information that was not only accurate and thorough, but was written in a way that added value to your client relationship? This isn't a what-if scenario. It's simply a question of when you decide to make HomeTeam part of your team.

We're more than inspectors. We're relationship builders.

 **HomeTeam**
INSPECTION SERVICE

(480) 702-2900
hometeam.com/eastvalley

Each office is independently owned and operated. ©2020 The HomeTeam Inspection Service, Inc.

| # | Full Name | Office Name | Total Volume Sales 01/01/2020 - 06/30/2020 | Total Unit Sales 01/01/2020 - 06/30/2020 |
|-----|--------------------|-----------------------------------|---|---|
| 269 | Wade Frontiera | Wade Frontiera Realty | 4,667,500 | 16 |
| 270 | Stephanie Wyatt | Coldwell Banker | 4,665,900 | 10 |
| 271 | Shauna L Slevin | Stunning Homes Realty | 4,663,877 | 15 |
| 272 | Kevin Barry | Keller Williams | 4,659,000 | 16 |
| 273 | Jerry A Oliver | Altus Realty | 4,650,490 | 9 |
| 274 | Stacie C Whitfield | List Flat RE | 4,648,600 | 12 |
| 275 | Kurt G Sabel | Pivotal Real Estate Solutions | 4,647,522 | 12 |
| 276 | Jason G. Williams | HomeSmart | 4,639,700 | 13 |
| 277 | James G Townsend | Realty One Group | 4,631,999 | 15 |
| 278 | Debbie Brown | HomeSmart | 4,613,900 | 10 |
| 279 | Rita L. Stevenson | The Hogan Group | 4,604,000 | 4 |
| 280 | Evie Brown | Foothills Realty | 4,602,900 | 15 |
| 281 | Lisa Fonseca | Lori Blank & Associates | 4,591,500 | 13 |
| 282 | Kimberly Shallue | HomeSmart | 4,590,000 | 14 |
| 283 | Jean Grimes | Century 21 | 4,586,799 | 13 |
| 284 | Pam Olmstead | HomeSmart | 4,581,990 | 13 |
| 285 | Tom Daniel | Visionary Properties | 4,573,900 | 11 |
| 286 | Ashley McKee | Realty Executives | 4,557,300 | 14 |
| 287 | Donna Jeffries | HomeSmart | 4,553,900 | 11 |
| 288 | Kevin Weil | RE/MAX | 4,552,800 | 14 |
| 289 | Robin M. Drew | RE/MAX | 4,546,000 | 15 |
| 290 | Kristen Hekekia | Premier Real Estate Opportunities | 4,529,000 | 11 |
| 291 | Jenny Ekern | Realty One Group | 4,526,900 | 9 |
| 292 | Dawn Matesi | United Brokers Group | 4,518,500 | 11 |
| 293 | Jeff Myal | eXp Realty | 4,506,000 | 15 |
| 294 | Mark David Sloat | Realty One Group | 4,492,990 | 12 |
| 295 | Megan Haynes | Keller Williams | 4,483,000 | 10 |
| 296 | Mark W. Burright | Coldwell Banker | 4,480,423 | 11 |
| 297 | Kim Lewellen | Century 21 | 4,478,314 | 11 |
| 298 | Steven Halen | Homesmart Lifestyles | 4,472,890 | 11 |
| 299 | Michael Hargarten | Highgarden Real Estate | 4,467,474 | 13 |
| 300 | Matthew Kochis | Keller Williams | 4,459,400 | 12 |



VIP Realtor[®] Program

Become a VIP Realtor Member
and give your client's special savings
and some peace of mind. If a closing
is delayed, 3 days, 2 nights, storage is FREE.

That's one reason our motto is
"Preserving Sanity One Move at a Time."

(Membership is Free to Licensed Realtors[®])



CamelbackMoving.com
Enroll Online today or call
602-564-6683
US DOT #1635834



YOUR MARKETING BUNDLE INCLUDES:

- STUNNING WIDE ANGLE PHOTOGRAPHY: WE TELL THE STORY OF YOUR LISTING WITH PHOTOS!
- SIGN POST INSTALLATION NO RENEWAL FEES —EVER! • WE INVENTORY YOUR SIGNS & LOCKBOXES FOR YOUR NEXT LISTING! • WE HAVE SUPRA ACCESS— NO NEED TO MEET US AT THE PROPERTY. • MLS DATA ENTRY & PHOTOS UPLOADED TO MLS FOR YOU. • CRAIGSLIST AD • SINGLE PROPERTY WEBSITE (MULTIPLE LAYOUTS YOU CHOSE FROM) • PDF BROCHURES (MULTIPLE LAYOUTS YOU CHOSE FROM) • VIMEO SLIDESHOW VIDEO • VIRTUAL TOURS (BOTH A BRANDED VERSION WITH YOUR INFORMATION AND UNBRANDED FOR MLS COMPLIANCE)
- QR CODE GENERATION! • AERIAL PHOTOS & TWILIGHT SHOOTS AVAILABLE • SO MUCH MORE

HAVE QUESTIONS? GIVE US A CALL:
480.799.2424

www.ListingLadder.com | ListingLadder@gmail.com



ROOFSTAR ARIZONA, INC.



We help our Real Estate[®] Agents meet
deadlines and close sales! Quotes for home
sale transactions are our priority.

Whether you are in need of a roof inspection
for your buyer or a BINSR response for your
seller, we have you covered.

Call us today! (480) 426-1915

"We'll tell you the Truth about your Roof"

📞 480-426-1915 📍 928 E Javelina Ave Mesa, AZ 85204 🌐 www.roofstararizona.com





PROUDLY SERVING ARIZONA FOR OVER 10 YEARS



Sell homes *faster* with
#SEXYROOFSTATUS



- ✓ Maintenance
- ✓ Repairs
- ✓ Refelts
- ✓ Replacements
- ✓ Installs
- ✓ New Construction

Complimentary inspections & appointment scheduling | state48roofing.com

602-527-8502

@State48Roofing