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STEAMY CONCEPTS

partner spotlight

By Steve Rivera
Photography by Casey James



TREATING EVERY CUSTOMER LIKE FAMILY!

For years, Matt and Lori Horn spent their days and nights delivering newspapers to Tucson households seven days a week, trying to make a living for their family. But the newspaper delivery business was not good enough for what they wanted in life, so the carpet cleaning business came calling.

“I was very motivated to get into the carpet-cleaning,” Matt said, half-jokingly. He learned the trade, got good at it, then branched off.

He was prompted by “wanting to be his own boss,” and Steamy Concepts was born.

Yet, with no financial backing initially, he said they “had to start from the bottom with broke-down equipment.” Matt and Lori added elbow grease and mental wherewithal to make it all happen. And, boy, did they, going from a wife-and-husband team to a business that now has 70 employees and is in Tucson, Phoenix, with plans of perhaps expanding to the West Coast.

Twenty years later, Steamy Concepts is an award-winning company – voted best of **2016, 2017 and 2018** for carpet, tile and grout cleaning and

mold restoration by the *Arizona Daily Star* Reader’s Choice Awards, bringing excellent service to southern Arizona and beyond.

How did you get started in your industry/business?

I started cleaning floors when I was 17 years old and carpet by age 20. I was really good at it and had an eye for detail. I guess you could say that I knew exactly what the customers wanted, and I was able to deliver.

What makes you different from others in the same industry?

We’re always trying to achieve better results. When we clean carpet, it stays cleaner ... longer! Carpets dry faster and are soft and fluffy when dry ... not hard and crunchy.

Customer service and communication set us apart from most cleaning companies. We actually answer our phones!

We believe in long-term relationships and not just a quick buck one time. We place our upfront pricing for most of our services right on our website. A lot of other cleaners use bait-and-switch tactics to get in the door and then trap the consumer with



high-pressure sales and scare tactics to build the ticket ... all this while using inferior equipment and aggressive chemicals.

We’re not the cheapest cleaner around. But with carpet cleaning, you always get what you pay for. Cheap-cleaning companies equal cheap results. In fact, we are more expensive in many cases, but the results and long-term benefits are where the real value is.

What obstacles did you have to overcome to get where you are today?

Billing and collection of commercial accounts ... finances. We experienced a variety of issues. It might sound funny but we fired almost all our apartment

complexes and restaurant (clients). It just came to a point where I had to. I remember there was a Christmas in 1998 or 1999 when we were waiting for \$17,000. They said the check was in the mail, and I’d check and there would only be a \$30 check ... eventually, we got paid but paid too late. Light company, gas company can only wait so long. It was hard. By then, I had started water restoration, and that’s what saved me.

What makes you passionate about your industry?

We like to help people. I know it sounds cliché, but it feels good to see our customers happy. Imagine moving into a home just to find that the carpet was the previous occupant’s dog’s toilet. Not everyone

...

has the budget to replace a house full of carpet. That's where we step in. We have the cleaning expertise to eliminate those contaminants and make the carpet healthy and odor-free. Water, fire and mold damage restoration is a whole different animal. I have walked into homes that were literally destroyed by microbursts and wind-driven rain that ripped the entire roof off and rained in the home for hours ... and then I made the space livable again. Not everyone can say that.

What are a few things you wish REALTORS® knew about your industry?

First, we are local! Second, we use a "soap-free" carpet cleaner. Whenever possible, we clean with soap-free Procyon first! All of our cleaning products are green and environmentally friendly.

Tell us about your family

Lori and I grew up in Tucson. Our oldest son, Nicholas, is 23 and a graduate of the University of Arizona and is now a Tucson police officer. Nicholas played football for Empire High. Middle child (son) Cameron is 16 years old and plays varsity football at Cienega High. Our youngest is Aubrey, who is 11 and just started middle school in Vail. She is a cheerleader.

One of the reasons why we started this company was for our children to have a stable home – that was important. In fact, our family is our biggest accomplishment.

Tell us about what excites you right now in your business

Growth! We opened in the Phoenix market in March 2016, and we've been growing like crazy. We have always been lightyears ahead of most of the competition, not only with the quality of work but also with superior customer service, and we are very internet-user friendly, which really sets us apart!



We have also recently purchased the newest, most powerful cleaning and restoration equipment, delivering superior results over the competition.

What specific testimonials do you have from REALTORS® who use you, if any?

"I've been using Steamy Concepts for over five years, and my experiences with them have been nothing short of "Extraordinary." No matter the job, whether water damage, mold remediation, or a simple carpet cleaning, Steamy Concepts are prompt and do the job with precision. I recommend them to all my clients, family and friends. So, thank you Steamy Concepts, for getting the job done when it counted the most. I truly value both your services and professionalism."

Sincerely,

Dion Hawkins REALTOR® at Rincon Ventures Inc. Real Estate and Property Management

"As a REALTOR®, it's important to have preferred vendors you trust and are confident to refer to clients, friends and family. Steamy Concepts is one company we're happy to refer having done business with them for over 15 years. We have used every service Steamy Concepts provides, including carpet and tile cleaning, emergency water extraction, dry out from broken water lines, plumbing

backups, A/C condensate lines and leaking roofs. They are dependable, easy to work it and are always on top of the job. Satisfaction Guaranteed – Steamy Concepts stands by work."

Rebecca Schulte

*Schulte Real Estate Group
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Being a long-time and local business, how do you give back to the community, and what's important to you about the community?

We believe that youth sports are essential to molding today's youth. These activities keep our children in good physical shape while teaching them the value of teamwork, respect, and responsibility.

Steamy Concepts is a proud sponsor for:

The Vail Viking,
Cienega High School Bobcats and
Empire High School Ravens.

We also have a Christmas tradition every year where we collect and donate toys for Toys For Tots. We are a drop-off center, but mostly we set up around town a month before Christmas at a dozen different locations and have live radio remotes to draw in people to donate. Each year we collect enough toys to fill at least one cargo van.

THE JENSEN

REAL ESTATE FAMILY



Photo credit Margareth Jaeger

There are very few families in Arizona that can be successful in the real estate business over a long period of time, which is what the Jensen family strives to maintain on a daily basis. With an unprecedented number of family members working and striving in

the real estate industry, the Jensens have an incredible impact and reach in the Phoenix area. Together, this ever-growing family has many skills, successes and motivation which continues to grow their positive foothold in the real estate industry.



▶ featured team
By Jacob Cabezudo

Photo credit Margareth Jaeger



1982 Club - "The Family"

Beginning and leading this successful group is Kelly and Brenda Jensen. Kelly is the owner and broker of KJ Elite Realty in Gilbert and KBJ Investments. Kelly comes from a civil engineering background and retired from the City of Mesa in 2014. During that time, he acquired three decades of experience in engineering and construction and says that his most notable project that he oversaw was the Chicago Cubs Stadium in Mesa. Kelly also has over 15 years of full-time real estate experience in California, Idaho and Arizona. Consistently, Kelly has been a top performer. Over the past five years, he has averaged \$15 million in real estate sales and since starting his brokerage exceeded \$25 million in 2019. What has motivated him to be such a high achiever is a powerful quote: "You don't have to be great to start, but you have to start to be great." -Zig Ziglar. The other

quote that Kelly uses all the time is, "You have to constantly make a plan and work the plan if you want to achieve and see results."

Kelly's mindset and success have rubbed off on the rest of the family. Kelly's wife Brenda and their daughter, Brooke Bentley, both work at KJ Elite Realty. Brenda helps in the office and also manages an orthodontic office, and Brooke is a REALTOR® and assists as the transaction coordinator for the brokerage. Brooke's husband, Brett, is a loan originator at Waterstone Mortgage, and this is just the tip of the iceberg.

Kelly and Brenda's son, Blake, has ownership in three businesses that are important fixtures in the Phoenix Valley real estate industry. Blake co-owns Capital Investments, a company that specializes in fixing and flipping homes as well as building large custom homes. On average, Capital Investments is working on more than 20 properties at a time. Additionally, Blake is the owner of Perfection Granite Co., which installs granite, marble, and quartz countertops. Lastly, Blake is a major partner and ●●●

...

started America's Health Center, a company that provides space for health care organizations. Morgan Jensen, Kelly's daughter, along with Kali Mattson, Blake's girlfriend, works for America's Health Centers. Blake's girlfriend Kali is also a REALTOR® and has been very successful in real estate sales with HomeSmart Elite Group and currently has a \$3M listing on a new home that Blake is building in Gilbert.



"Working in the construction and remodeling areas has really helped with my clients, friends, and colleagues," says Kelly. "Many people that know what I do call me for advice, referrals and assistance in their design and construction projects. Because we are so involved in remodeling homes, we tend to have good resources for materials, labor and contractors." Kelly is also licensed as a civil engineer in several states and performs some consulting services for clients.

But perhaps the most significant trait they have is their love for working together. "Spending time with family as we work together on real estate transactions is really awesome," Kelly described. "This provides a way to keep in touch with everyone as we all work in the businesses. It's nice to be able to share clients' needs as we help achieve homeownership for so many people ... all of this makes the relationships stronger between us. It's not easy because every deal or situation requires a solution that is not always favorable to each of us, but we always strive to make the best decision for everyone."

Working with family starts with setting up a good foundation and establishing roles for everyone involved. "Treat it as a business and establish guidelines for how you will work together because everyone needs a basic job description (whether written or not) so expectations can be managed," Kelly explains.

"I enjoy working with family because of the constant strength and support we get from each other," Brett Bentley emphasized. "Being a real estate family has turned a profession into a passion. The unity is strong in the Jensen family and I attribute real estate as a big influence in bringing the family closer together. My father-in-law, Kelly, has made a huge impact in my life, as our family has reaped



the rewards of his hard work and training. We are all grateful for being a real estate family as it has greatly enriched our lives."

It goes without saying that this is one of the truest real estate families one can find. With ownership of multiple businesses in commercial and residential real estate, they have a magnificent range of skills and specialties. Kelly's experience in civil engineering, as well as the family's emphasis on fixing up homes, has given them diverse skills and the ability to give their clients help with their many needs. The thing about each of the members of this uniquely incredible family is that they all have a desire for success all while working seamlessly together. When it comes to the Jensen real estate family, the whole is greater than the sum of its parts.

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By Jen Felker, REALTOR®
with Infinity & Associates

TAX TIPS

I've been in the business since 2005 and have witnessed the market at both its high and low points. Starting out my career as a stockbroker made me realize early on that saving for the future, staying on top of current market trends and being as knowledgeable as possible on new tax laws/policies are all crucial for success.

I have a PLLC and a Certified Personal Accountant (CPA) that prepares my taxes. My CPA is well-versed with real estate agents and has prepared a spreadsheet that guides me when I prepare for tax season.

As April 15 approaches, my first call is to my CPA. I established a relationship with Seth Fink (Phocus Companies) in 2005 and created a PLLC. Seth created a spreadsheet for me, labeling all the possible expense and profit categories pertinent to my job—marketing, mileage/car expenses, office supplies, subscriptions, etc.

I meet with my CPA throughout the year to get updates or adjust my forecasted outcome at the end of the year. I also want to stay informed on tax law updates or changes that may affect me.

I meet with him in June each year to make sure I'm on track for the remainder of the year, listen to what new tax laws have come into play that would affect me, and make adjustments to my monthly tax payments as needed.

The biggest relief that hiring a CPA has added is paying my taxes monthly. At the end of each month, I type my commission checks into another platform that Seth created for me and I pay my federal and state taxes directly from my checking account. No need to panic in April! I also have money taken out of each check that funds my SEP-IRA account.

I pay my taxes monthly throughout the year to avoid any surprises and to avoid the crunch of having to pay a large sum of money to the IRS all at once. I also put away money monthly into a savings account for retirement. Then, at the end of the year, I disperse those funds into various retirement accounts and investments based on my income. Knowing the allowable limits for retirement is crucial to a great tax plan because there may be limitations for funding these accounts based on earnings.

At the end of the year, I gather the necessary documents needed to hand off to my CPA. I start by organizing my receipts to document expenses. There is a list of categories that include, but may not be limited to, marketing, advertising, office supplies, subscriptions/office dues (WeSERV, NAR, MLS, etc.), E&O insurance, transaction management, mileage and auto, and office supplies. There may be other documents to have such as 1099 and W2 forms or any other tax documents prudent to your situation. For example, office space rental or the purchase of a car or other big-ticket items pertaining to your job.

I feel it is also extremely important to have a business plan prepared so that I know what my goals are for the following year and so that I know what questions to ask. What programs or laws should I be aware of? I want to make sure that I get the appropriate guidance to achieve my goals and to protect myself.



NEW YEAR. NEW OPPORTUNITY.

The Federal Housing Finance Agency (FHFA) recently announced Fannie Mae and Freddie Mac conforming loan limits have been raised to \$510,400, which brings the FHA loan limit to \$331,760. This is great news for homebuyers!

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HOW TO FIND YOUR IDEAL CLIENT & CREATE AN ONLINE FOLLOWING WITHOUT SPENDING A BUNCH OF TIME

By Kyle Allen with Real Estate Best Buddy

If you are reading this magazine, it is because you are a leader, entrepreneur, and you want to make a bigger impact on the community. Your role as an entrepreneur is to understand the strategies in order to systematically grow your business.

I will be covering how you can leverage digital platforms and use the best strategies that some of the top marketers such as Dan Kenndy, Russell Brunson, Gary Vanderchuck and Ryan Deiss use within their own business.

How are we going to build a relationship with someone who doesn't know you yet to someone who is a raving fan of yours with using the internet?

This might be a difficult question for you to answer and if so you are in the right place because I am going to share with you how we do this with your clients.

The internet is a beautiful place and makes it possible for people like you and me to get into business quickly and be a success without all the barriers and expensive hurdles of traditional media like TV, radio, or mail.

Instead of TV, there is YouTube and Facebook. Instead of the radio, we now have podcasts. Instead of mail, we have instant messaging and text.

We still communicate the same way; technology is the only thing that has transformed and it's more powerful and cost-effective than ever! This means you have the advantage to arm your business with this strategy to create daily content online using videos.

It's incredibly powerful that we are able to use videos to attract the right people that will create a tribe of followers who love you and your company. I remember when I first went through this exercise that I am going to share with you and how stupid I thought it was until it unlocked a tremendous amount of power into my business.

Many of our clients would agree that it was awkward going through this process but they had a breakthrough after they finished the exercise. Let's jump into the strategy of finding your ideal client.

Who is your target Market?

We used to be able to only select demographics like women 30-50s in Chandler but we can get even deeper into their favorite movies, to groups they belong to, to the car they drive; it's crazy!

Really get inside of your customer's minds and think about their pains and passions.

Where is Your Target Market Online?

We are looking at real behaviors so think about them and where they spend their time online. What email newsletters might they subscribe to? What YouTube videos do they watch? What music do they like? What is their occupation? What are they searching for on Google?

These are just a few questions that you need to start asking yourself and find the answers to serve you and your customer, to the best of your ability.

How To Get Your Clients to Your Funnel.

Ask yourself, how can you grab their attention with a hook? What might pique their interest to get them to leave what they are doing and check your offer?

Now we have your ideal client give them a name. Naming them makes it more real and anytime you think about putting out a piece of marketing material you think about them and if they would enjoy your offer.

Next, start to use video content. Why video? We all hate getting on camera right? I hate to say it

but with the most amount of love I need to share this advice "love the way you look and sound... love yourself." Don't fear video. I even recommend creating one right after reading this.

One of the best ways to leverage your time: you should create a video and let a team distribute that content into different pieces of content like a podcast, a shorter video, posts, blogs, etc.

As you start putting out pieces of content that make your ideal client curious about who you are and what you have to offer, because you are making that content for them, they will start following you.

Your goal is to build a good relationship with your ideal client. As you build that relationship, you will start to interact with them. Based on this engagement, you can direct them to your website to look up the information you want them to see, such as a home value or listing price.

Your job as an entrepreneur is to sell the company, not the service. Most of you have leveraged this concept with growing an incredible team to help you with the service.

It's time to take action on creating this online following using social media.

The first step is to find your ideal client to go through the three steps above. After creating a series of videos that you will provide your audience. With the help of using paid advertisements to reach these ideal clients, you will get their attention shifted towards how you can help them with their purpose bring them into your sales funnel.

I hope that this article helped you get excited about online advertising and how it can help you increase your business. If you have any questions, please feel free to connect with me online and I'd be happy to share with you more on how to how to find your ideal client and create an online following without spending a lot of time or money.



» real story Ray Milliman

By Sarah Wind

Ray Milliman is a REALTOR® as well as a generous human being. Ray has a passion for people as well as personal growth. After attending all of Tony Robbins' programs he felt the desire to contribute and be part of Tony's crew, assisting with the events all around the world for over five years as a crew member. He has a fascinating life story, with many takeaways for us all to glean from.

"I'm from Buffalo, NY, and was raised by a single mom with two sisters. My mom is an amazing woman and the main reason for my sisters and my success. Mom started as a beautician, then opened her own business, then went back to college while operating her business and graduated earning an undergraduate degree the same year and month that I did. She went on to obtain her master's degree in special education and became a sought-after special education teacher.

Although we had a lot of love and joy in our family, our dad moved away and was never in our lives. We may have been financially poor early on, but we were and still are very wealthy in family and love. Growing up like we did gave me an internal drive to never live an impoverished lifestyle and give back whenever possible. It is very rewarding to help mentor young men, some of whom went down the wrong path. I can relate to that so well as I often witnessed that growing up, and I'm so grateful for making the decision to leave my "hood" and go away to school.

Ever since I can remember I was fascinated and very interested in aircraft. Aircraft is still my passion today. After earning an engineering degree, I worked for many of the major aerospace companies all over the U.S. along with Embraer in Brazil, designing military and commercial aircraft. I also had a strong interest in real estate since a young age and helped



around construction sites as a summer job. After seeing the profit potential and reading real estate books, I helped rehab homes, then started investing and flipping on my own which I still love to do today. Short-term vacation rental homes is another very lucrative segment of my business. Over 20 years ago real estate became my main focus, so I made the decision to leave aerospace and spend 100% of my time helping clients achieve their real estate goals. I'm extremely grateful for so many amazing clients that became great friends over the years which has allowed me to work mostly by referral.

About five and a half years ago I went to my first Tony Robbins event which was amazing and really blew me away. Tony is a genius with an incredible ability to help one to realize their potential toward having an outstanding life. We have witnessed Tony get to the crux of someone's issue or whatever is holding them back and turn people's lives around quickly. Watch 'I am not your Guru' on Netflix, which is the recording of Date with Destiny, Tony's premier event filmed in December 2014. As an attendee in that movie, you can see the skeptical look on my face in several scenes. I started asking the



crew members about their experiences and what it was like working at these events and learned that they are all volunteers paying their own way. The experience, community and love are way more than what any pay could ever provide. They say you are the average of the five people you hang around and I am so grateful to call these crew members my tribe. Most UPW's (Unleash the Power Within) have about 15,000 or so attendees and about 400 to 500 volunteer crew members who assist with the event. This is the event where all the attendees and crew walk on fire which I have done eight times. We have the ABSOLUTE best time ever!

After my second event, I continued on and finished what Tony calls 'Mastery University,' which is comprised of five different events: Unleash the Power Within, Date with Destiny, Life Mastery, Wealth Mastery, and Business Mastery. Then I started crewing and now crew all over the world. Tony owns Namale, the #1 resort in Fiji, and has many events there every year. Fiji was an amazing experience and the Fijians are extremely loving people, the way people should be. 'Bula' is a saying of welcome to someone. Bula, Bula, Bula,

...

means hello, welcome, we love you. That alone tells a lot about Fijians! With Tony’s events being all over the world, I have had an incredible experience serving at these events along with visiting Singapore, Fiji, and many other destinations where these events are held. 2020 will take me to England, Amsterdam, Australia and more with extended stays to tour the areas. This is by far the absolute best experience ever! Aside from the travel, the reason I crew is because the volunteers are amazing and it’s incredible to see people’s lives transformed time and time again, not to mention the incredible experiences and travel involved. It is my desire and goal to support Tony’s message at these incredibly uplifting special events. Seeing the participants grow and unleash their power is extremely rewarding. It has been said that people need three things ... growth, experiences and contribution. I have had a lot of the first two and crewing now fills the contribution need.

One of my fellow crew members has a goal to sponsor 22 veterans a year to attend Unleash the Power Within. It is extremely rewarding to contribute time and money to help our great veterans who allow Americans to have the life we have. You don’t know how good you have it until you travel the world, as we are very wealthy, relatively speaking. The reason he picked the number 22 is because an average of 22 veterans commit suicide every day in the United States. Most of the veterans he sponsors are thrilled to attend, but I vividly remember one woman who was not. This vet was not happy; experiencing distress and disturbing the people around her so much so, that I had to reseal her. Then the new section became disgruntled with her as well, so I went over to have a talk with them while she stepped away.

I told them that she was a veteran suffering from some issues who had just returned from serving abroad. The



attendees came together and said, ‘You know what? Let’s support this gal.’ They loved on her from that point on. I never thought she would make it past the first day because of her attitude, but on the fourth and final day, I saw she was upfront and beaming! That look on her face is the reason why I am a crew member. There was no mistaking that her life had turned around. We’ve stayed in touch for the past few years and I’m very happy to say she is doing well. Her story is just one transformation story of many.

I recently had the opportunity to buy tickets to Unleashing the Power Within for my daughter, Ann Marie, who is a special education teacher, and her husband, Eric, a marine biologist. They are both amazing people and such a gift to me and our whole family. You should have seen their faces light up while they were there! I upgraded their seats to a great area on the floor and the funny thing was that they were closer to Tony during this event than I have ever been the entire five-plus years I’ve been crewing!

Unleashing the Power Within is so aptly named, as that event has a way of unleashing the power we all have within ourselves. What happens is that most of us dwell on negative storylines, such as ‘I am not enough—not pretty enough, came from a bad upbringing, bad neighborhood or some other ‘poor me’ type mentality. One can dwell on the negative or they can believe that they can do anything they want with the latter being truer than anything. There’s only one thing that holds us back, isn’t there? It’s the stories that we tell ourselves in our head. I’m in my early 60s and it would be easy for me to believe I’m too old to do this or that. That is nowhere near where my head is at by any means! After all, 60 is the new 40.

Two other Tony Robbins events I highly recommend are Date with Destiny and Business Mastery. Date with Destiny helps you understand who you are as well as what drives you and those around you. So very helpful for any relationship, parenting, marriage, business, etc. You will learn a lot about yourself and others.



Business Mastery provides so many powerful tools that it has a full money-back guarantee that if you don’t believe you gained \$1 million in value from either additional revenue or savings, there is a no-questions-asked refund. One small takeaway for me which is applicable in any business is to add more value. Your business will become sought-after with raving fans if you have more value than the next guy. Another takeaway is to remind yourself not to do the \$15/hour tasks and spend more time on valuable ones. For many years I had an assistant who proved the above as it showed that I could be so much more productive if I was spending my time doing value-added and income-generating tasks instead of \$15/hour ones.”

As Tony Robbins says, “Leaders are readers,” and so we asked Ray to give us his top favorite books at the moment. They are *Three Feet from Gold* by Sharon L. Lechter and Dr. Greg Reid. *The Untethered Soul* by Michael A. Singer and anything from Tony Robbins: *Unlimited Power* or *Awaken the Giant Within* are two of many great books by Tony.

Whether you go to a Tony Robbins event, watch his videos, or read his books, you can be certain that you will walk away inspired to be a better version of yourself and be at the top of your game in your personal and business life!

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TIFFANY MICKOLIO

Photo credit Cyndi Hardy

► on the rise By Sarah Wind

Tiffany Mickolio's "can-do" attitude, as well as her sheer determination to succeed, makes her our Rising Star this month! Her motto is, "Don't say no and don't turn off." She meets face-to-face with potential clients in the field before they are even pre-qualified, and she lets other agents know she is happy to take their leads and help however she can.

Pittsburg, Pennsylvania, was where Tiffany grew up, and her career in real estate started in Virginia where she put herself through college by working at a title company and then for a lender. She worked her way up in lending to eventually becoming a loan officer and then moved into property development with a company that purchased 203C defunct co-ops from the government and turned them into houses for low-income families.

Along the way, she met her husband, Kam, who is a professional baseball player. When his baseball career took off in 2008, that took them to Florida, Arizona and Japan. They also had three children. While they were living in Japan, they started thinking ahead to plan for Kam's retirement from baseball and decided it would be a good time for Tiffany to start her real estate career.

Tiffany became licensed in October 2017 while still living in Florida. She went to a Tom Ferry course, took a chance and bought some Zillow leads, closing her first deal in November and then another one in December all the while living in Florida but selling in Arizona! In February 2018 she moved to Arizona and hit the ground running.

We asked Tiffany what has inspired her and helped her grow as an agent. "I have three coaches right now. I had paid for Tom Ferry coaching and I listen to the Tom Ferry podcast regularly. I like him the best. I love to read up-and-coming books and podcasts about the art of negotiating and different real estate strategies and skills.



I try to make sure I attend all the company meetings and trainings that are offered. I go to continuing education classes, whether I can get credit for them or not. If there's something in the class that I feel will be beneficial, I go. I always want to learn. I want to know more. I want to be the master of my market. I seek out the top agents in our company to learn what has made their business sustainable and successful year after year.

Joining the Laughton Team in My Home Group has been an incredible growth opportunity. George Laughton has taught me how to be the best agent I can be and utilize my database so that I was able to double my clients last year. I'm excited to keep growing my sphere and my referral business going forward.

When Tiffany isn't selling real estate, she cheers for her husband and three kids in their sports activities. "My seven-year-old son is in a myriad of sports. He plays baseball, soccer, and hockey. My daughters (ages four and five) are figure skaters. They compete and practice daily. So, ironically even though my husband is a professional baseball player, a lot of our time is spent at the ice rink. We also love to travel and visit our families in Pittsburgh and Montana."

All in all, Tiffany's hard work and commitment to her clients are paying off. She has a bright future ahead of her!

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▶▶ partner spotlight

AZ Roofing Works



By Ryan Engle

For seven years, AZ Roofing Works has built a core team that represents one mission: to help real estate agents and have fun doing it. To fill the void left by over-demanding companies in the industry, this family-like team has worked together developing long-lasting relationships with many agents all over the Valley.

Eugene Curtis, owner and licensed roofer for 47 years in Arizona, brings his knowledge and experiences along with the expertise of two others—Austin Gardner is the general manager, and Piper Lindenmuth is the office and accounting manager, allowing AZ Roofing Works to grow into a viable roofing source for real estate agents. Piper has over 30 years of marketing and accounting experience in construction. Austin has worked as an entrepreneurial general contractor for 21 years and focused on the roofing industry for the last 10. Together, they are the face of the company, allowing Eugene to work his magic behind the scenes.

Austin understands the hardest obstacle aside from capital was finding the right people to build this vision. Both in the office and for the teams on-site, they knew the best way to thrive as a com-

pany was finding the right people who could work well together. “It took some time, but our core team is awesome. They are the best team I have ever worked with.”

The core team he refers to is Piper and three other key members: Aaron Arnett is their quality control superintendent. Mallary Strickland is their production coordinator and multi-media marketing guru. And Jamie Thibodeau is their first point of contact, who Austin says has the “Best customer service skills on the planet.” Together with Eugene, the five team members have built AZ Roofing Works into a well-oiled machine.

One of the tools in Austin’s tool belt is the fact his wife is a real estate agent. “I have a unique perspective that allows me to fill the void others in the market cannot.” He speaks the language of real estate and has taught his crew as well, so agents do not have to learn to speak differently. It has brought them success because it helps in streamlining the process to meet the agent’s tight, demanding timelines.

While the office team speaks directly with real estate agents, they also talk to customers with grace and relatability. “We relate to our customers,” said Piper. “We know the pressure they are under, we are customers too. We do our best to put ourselves in their shoes.” It is a fun-loving environment, and everyone enjoys the family-like environment, so they present that to their agents and their customers. “No one takes anything personally, allowing smoother communication. The more relaxed we can be, hopefully, the more relaxed and confident we can make our customers feel.”

Moving forward, Austin has a great vision for the future of AZ Roofing Works. A majority of their work has been for the residential roofing market, but Austin has been pursuing a few larger commercial projects. The goal isn’t to grow the company for the sake of growth, rather to build up revenue and experience to better serve their agents and customers’ needs. Also, Austin and Piper are working on adding a construction services division to better serve the void they’ve been hoping to fill since the beginning. “It’s a unique add-on. It expands to more than roofing. It helps agents complete everything on the inspection report without needing multiple vendors, effectively making the agent’s job easier and smoother for their clients.”

AZ Roofing Works runs efficiently because of their honesty and great customer service. If a roof doesn’t need to be replaced, they don’t replace it. If a repair is recommended, they’ve inspected it thoroughly. “Our REALTORS® rely on us because we are here to look out for them and their clients.” Austin runs the company by the KISS theory: “Everyone knows the adage: Keep It Simple, Stupid. It is a method of clarity and simplicity. We appreciate that everyone does not speak the language of roofing or construction, so we assist and provide the best possible information in the simplest terms, so our customers do not ever feel they are getting the runaround.”



» book review
By Chris Reece

The Jackass Whisperer

BY SCOTT & ALISON STRATTEN



The Jackass Whisperer Authors, Scott and Alison Stratten

Not only do I love the title of this book, but the subtitle as well, “How to deal with the worst people at work, at home and online—even when the Jackass is you.” The Strattens have truly been some of my favorite authors in the past few years. They write honest accounts of what it is like selling, branding and marketing in this new world all of us live in. They are sarcastic and downright brutally honest in all of their books. Many of us 30- and 40-somethings have been sold and marketed to our whole lives: *For only three payments of \$99.99 you can have the business you’ve always dreamed of and if you buy now we will throw in a free tutorial of how to set your Myspace page up to get you even more leads!* gag. We’ve grown such a strong filter for this type of marketing that we don’t even hear messages like this anymore. But the unfortunate thing is we continue to do it ourselves. In this book and all of the Strattens’ books, are ways to help us break this terrible cycle. *The Jackass Whisperer* pokes fun at others and ourselves. They even include a checklist on the inside jacket so you can keep track of your own jackassery!

This book is a simple collection of stories—jackass examples in public, parenting, online and everything in-between. They are very quick paragraphs on what the offense was, then solutions or responses to the jackassery. Each story

has two reactions: a way to continue being a jackass (Jackass Reaction, JR) or a polite way to solve it and move on (Whisperer Reaction, WR). Here are a couple of my favorites:

50. The Jackass needs you to know they’re sweating. This Jackass is oversharing on social media about their workouts. If we hear one more story about their planking challenge, we’re gonna find a plank and make them walk off it.

Jackass Reaction: You make it your job to comment on every post about how much you hate their workout and the elliptical it rode in on. Or maybe you’ll be extra witty and, for every mile they run, share how many donuts you ate for breakfast.

Whisperer Reaction: You’re irritated, we get it. These active folks make us couch potatoes feel lazy and inadequate (someone pass the guacamole). Rather than hate on the fit, you go offline and get some exercise of your own. Or maybe you smile and remember that without active people who share workouts online, most of your beloved fail videos wouldn’t exist. You can’t delight at someone falling dramatically off a treadmill if there are no treadmill posts.

69. The Jackass is done with social media. Hear ye, hear ye! Linda is leaving Facebook and you all need to make arrangements accordingly!



It will be easy to do—she’s told you why she’s leaving in great detail and listed many ways for you to reach her going forward. She’s also replied to all the comments (a record number for her) with further details.

JR: You reply, “I thought you left a year ago,” and throw a “Goodbye, Linda” party on Facebook Live.

WR: You update Linda’s contact information and scroll on. Although you’re a bit surprised because she left your cocktail party early last week and didn’t say goodbye to anyone.

117. The Jackass loves a parenting debate.

Related to the know-it-all, this Jackass loves a good parenting debate. Their top two favorite topics are “stay at home versus work away from home” and “breastfeeding versus formula.” They just can’t get enough of the drama.

JR: You rage on, my parenting friend. You’ve done your research and are prepared with studies and data and personal anecdotes. Susan is never going to know what hit her!

WR: No mama drama for you. You simply respond with, “That’s an interesting point of view,” and go on being your awesome parenting self. You know the grass is always greener on the other side of the crib.

There are many other numbers I wanted to share that relate to our business. Take a break from the routine self-help books and check out *The Jackass Whisperer*. When you are done reading it don’t forget to tally up your score in the back to see what kind of Jackass you are. I’ll share my number if you share yours!

If this doesn’t seem like your jam, pick up any of the Strattens’ books, *UnMarketing*, *UnSelling* or *UnBranding*. None of them disappoint.

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Where do you see the market going in this next decade and in 2020?



GEORGE BLISS, BLISS REALTY & INVESTMENTS
We will see a continuation of the strong market we have seen recently. The combination of low interest rates, substantial in-migration to Arizona and limited property supply should keep values up in both the residential and commercial sectors. We look forward to continued success for our real estate industry!



JUAN GRIMALDO, KELLER WILLIAMS REALTY
With the inventory being so low for resale homes, the rental market being so tight and prices rising at a very rapid pace, I can say that the market for 2020 looks very good! Many millennial buyers are looking to purchase a home when they start looking for rentals. This, when they quickly realize that the prices are about the same to rent a home than it is to own it. With rates being so low, many times it is more affordable to purchase a home and start building equity instead of paying someone else's mortgage. We have a huge influx of people from all over the

country due to our low cost of living and job opportunities. I personally have several friends who own businesses in different industries, and they all complain about the same problem—shortage of labor. This is making Arizona very attractive for job seekers and those who are tired of paying a very high price in rent and sacrificing their lifestyle to have the choice to have their own home, parking space and backyard. A good example is California—they have a high population, limited opportunities and a very expensive cost of living. When it comes to lifestyle, Arizona offers so much for so little: food, gas, electricity and taxes are way lower than those in California. As simple as a commute to work, it is faster and cost-effective due to the gas prices and less traffic. I believe that 2020 will be another record year for Arizona's real estate market; we have all of the ingredients for growth and infrastructure to sustain the growth. Will it be as good as 2019? Maybe. What I do know is that rental prices will not decrease and if you are renting you will be paying more next year.



DENNIS ROSVALL, REMAX PRIME
In Arizona, I think it'll be about the same for the next year. Depending on the results of the next election, we may see a pause in the market until investors determine where best to put their money. If the economy stays strong, I think our real estate market will continue to make steady gains, especially in the commercial and apartment sectors, as companies continue to relocate to the state bringing a continued influx of people. We may even see increases if investors get bearish on the stock market and move their money to safer havens in real estate. Overall, I think we'll continue on a steady upward trend throughout the 2020s.



IAN CHAIT, EQUITY ARIZONA REAL ESTATE
Being that hedge funds are buying new construction 30-45 units at a time I don't see the market going anywhere but up! 300 people a day are still moving to Phoenix Metro. Also, people are realizing they save 25-32 grand a year in tuition for instate.



CHEY TOR, RE/MAX OMNI CONSULTANTS
The market will continue to be very strong the first half of the decade, at least here in Arizona. Our pace of growth is unprecedented and only matched by the DFW metropolitan area. My concern with our growth is the strain on current resource and infrastructure. We may be growing too big too fast. State transportation officials are working around the clock to address our growth with the recently completed Loop 202 extension, current Loop 101 expansion, soon-to-be-constructed State Route 30 and of course Interstate 11 which will connect Phoenix directly with Las Vegas. What would be cool is a high-speed railway connecting Phoenix to LA and Vegas ... aka the Southwest Express. That idea may come to fruition this next decade as there are already talks of a high-speed rail service between Phoenix and Tucson. Also, if the federal government decides to forgive people's student loans, and that can happen this next decade, that can really send the housing market into another boom as touched on by NAR's Lawrence Yun. Personally, I think that tool is best kept under wraps until we have a flood of inventory from the Baby Boomers which should start happening by the end of this next decade. As Baby Boomers pass, their houses will start coming on the market but we're still probably 10-20 years away from that. That's my crystal ball.



SHAMILE HIRSH, PROSMART REALTY
The market in AZ will continue to strengthen, despite recession predictions. Pricing on land in AZ continues to beat Southwestern regions which makes it one of the most desirable lands to develop. My economic forecast for investors is still in an election year as a rule of thumb. The inventory will still continue to increase starting in March with an uphill strength in April. The market in AZ will be unshakable for a while and not going anywhere. If one looks closely at the economy, the trade deals with China starting January 15 will create a ripple in growth for suburban areas which will not stop builders and we will continue to see even more new housing.

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

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MONTHLY UPDATE

Like many of you, I start my new year almost the way I started a new year of school—with a sense of optimism, excitement, and joy. What will this year bring? What will I be able to accomplish? I am optimistic about what I can and will accomplish in a given year. I feel that if I put my mind to it, the world is pretty much my playground. With a little perseverance, desire, and hard work, all things are possible.

This trait is one of the things I like most about REALTORS®. Most are optimistic, glass-half-full kind of people. By that nature, REALTORS® believe every day is going to be better than the last. This day is the day that the property no one else could sell will sell, or that I will show my buyer the perfect property, or this day is the day that the closing that has been so challenging will close. A person can hear it in a REALTOR'S® voice; today is going to be better than yesterday, and tomorrow is going to be better than today.

Now the tough part, how do we take that optimism and move it to action? In the *Harvard Business Review* article “Be an Optimist Without Being a Fool” by Heidi Grant states, “to be successful, you need to understand the vital difference between believing you will succeed, and believing you will succeed easily.”

A story in the article spoke of a group of dieters and how those dieters handle the temptation of donuts

in the conference room. Those who believe that dieting would be easy had a much more difficult time than those that believed dieting would be hard. The results were astounding. Those who believed it would be hard lost 24 more pounds than those who believed it would be easy.

How does this apply to the real estate industry? For the association, we must understand how difficult some of the initiatives that organized real estate is going to take on in the next couple of years with the belief that we are going to be able to make significant headway. Items the association is going to focus on, such as the ability to offering healthcare for our members, increasing the professionalism of the member, and making a true impact in the communities we serve. None of these programs will be easy, but all are very important and can make a significant impact in the future.

For the REALTOR® on the street, it is the understanding of what is needed to become a top producing agent. It is a realization that what is needed will take a tremendous amount of time, effort, energy, and sacrifice. If becoming a top producing agent is what you as a REALTOR® want, it is not only possible but likely, but it is going to take all the efforts discussed above.

One thing that the REALTOR® can be certain of, WeSERV will be there to help you every step of the way.

HOW CLEAR IS YOUR VISION?

FEBRUARY

WeSERVE February Class Calendar, Chandler Location

Toast Masters Club

Event Date: February 4

Event Time: 7:00am–8:00am

Event Description: Self-Improvement

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

rCRMS: Residential Resale

Event Date: February 4

Event Time: 9:00am–4:00pm

Event Description: Accredited 12.00 Credits

Instructor: Mary Coleman

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Transaction Desk®

Event Date: February 7

Event Time: 9:00am–11:00am

Event Description: Non-Accredited

Instructor: Keri Means

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

New Member Orientation

Event Date: February 7

Event Time: 3:00pm–4:30pm

Event Description: Non-Accredited

Instructor: Derek Anglin

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

The Code of Ethics

Event Date: February 10

Event Time: 1:00pm–4:00pm

Event Description: Commissioner's Standards

3.00 Credits

Instructor: Mark Winsor

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Tales from the Courtroom

Event Date: February 10

Event Time: 6:00pm–9:00pm

Event Description: Agency Law 3.00 Credits

Instructor: Patrick Ritchie

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Ethical Jeopardy

Event Date: February 11

Event Time: 1:00pm–4:00pm

Event Description: Commissioner's Standards

3.00 Credits

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Working with Foreign Clients

Event Date: February 12

Event Time: 9:00am–12:00pm

Event Description: Fair Housing 3.00 Credits

Instructor: Mark DeMichele

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Improving Your Memory Power

Event Date: February 12

Event Time: 9:00am–11:00am

Event Description: Self-Improvement

Instructor: Sean O'Neil

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Disclosure: Buyer Advisory

Event Date: February 12

Event Time: 1:00pm–4:00pm

Event Description: Disclosure 3.00 Credits

Instructor: Jim Zirbes

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Relational Selling

Event Date: February 13

Event Time: 9:00am–11:00am

Event Description: Non-Accredited

Instructor: Mark Poisson

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

New Member Orientation

Event Date: February 13

Event Time: 1:00pm–2:30pm

Event Description: Non-Accredited

Instructor: Torey Gannon

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Appraisal 101

Event Date: February 14

Event Time: 9:00am–12:00pm

Event Description: General Real Estate

3.00 Credits

Instructor: Ryan Halldorson

Location: 1733 E. Northrop Blvd.,

Chandler, AZ 85286

Legal Hotline Topics

Event Date: February 14

Event Time: 1:00pm–4:00pm

Event Description: Real Estate Legal

Issues 3.00 Credits

Instructor: Andy Israel

Location: 1733 E. Northrop Blvd.,

Chandler, AZ 85286

Toast Masters Club

Event Date: February 18

Event Time: 7:00am–8:00am

Event Description: Self-Improvement

Location: 1733 E. Northrop Blvd.,

Chandler, AZ 85286

Contract Writing Essentials

Event Date: February 18

Event Time: 9:00am–12:00pm

Event Description: Contract Law

3.00 Credits

Instructor: David Compton

Location: 1733 E. Northrop Blvd.,

Chandler, AZ 85286

HomeSmart Class

Event Date: February 18

Event Time: 11:00am–2:00pm

Event Description: Accredited 3.00

Credits

Location: 1733 E. Northrop Blvd.,

Chandler, AZ 85286

Listing & Advertising

Event Date: February 18

Event Time: 1:00pm–4:00pm

Event Description: Agency Law 3.00 Credits

Instructor: Paul Pastore

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Transaction Desk®

Event Date: February 19

Event Time: 9:00am–11:00am

Event Description: Non-Accredited

Instructor: Kelly Soriano

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

What, That Is a Violation?

Event Date: February 19

Event Time: 1:00pm–4:00pm

Event Description: Fair Housing 3.00 Credits

Instructor: Keri Means

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Leadership on a Sticky Note

Event Date: February 20

Event Time: 10:00am–10:50am

Event Description: Accredited

Instructor: Les Kodlick

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Protecting Your Brand

Event Date: February 20

Event Time: 11:00am - 11:50am

Event Description: Accredited

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Termites-The Uninvited Guest

Event Date: February 21

Event Time: 9:00am–12:00pm

Event Description: Disclosure 3.00 Credits

Instructor: David Bair

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Listing & Selling Homes

Event Date: February 21

Event Time: 1:00pm–4:00pm

Event Description: General Real Estate 3.00 Credits

Instructor: Brian White

Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Public Speaking 101

Event Date: February 24

Event Time: 12:00pm–1:00pm

Event Description: Self-Improvement

Instructor: Paul Pastore

Location: 1733 E. Northrop Blvd.,

Chandler, AZ 85286

New Member Orientation

Event Date: February 24

Event Time: 1:00pm–2:30pm

Event Description: Non-Accredited

Instructor: Christie Ellis

Location: 1733 E. Northrop Blvd.,

Chandler, AZ 85286

e-PRO

Event Date: February 25

Event Time: 9:00am–4:00pm

Event Description: Non-Accredited

Instructor: Jeff Raskin

Location: 1733 E. Northrop Blvd.,

Chandler, AZ 85286

Secrets of a Prof. Home Stager

Event Date: February 26

Event Time: 12:00pm–1:00pm

Event Description: Self-Improvement

Instructor: Kristine Porter

Location: 1733 E. Northrop Blvd.,

Chandler, AZ 85286

Contract to Close

Event Date: February 27

Event Time: 9:00am–11:00am

Event Description: Non-Accredited

Instructor: Mark Poisson

Location: 1733 E. Northrop Blvd.,

Chandler, AZ 85286

Career Canines FH & ADA

Event Date: February 29

Event Time: 9:00am–12:00pm

Event Description: Fair Housing

3.00 Credits

Instructor: Marlene Olsen

Location: 1733 E. Northrop Blvd.,

Chandler, AZ 85286

FEBRUARY

SUNDAY	MONDAY	TUESDAY
26	27	28
02	03	04 Toast Masters Club 7:00am–8:00am rCRMS: Residential Resale 9:00am–4:00pm
09	10 The Code of Ethics 1:00pm–4:00pm Tales from the Courtroom 6:00pm–9:00pm	11 Ethical Jeopardy 1:00pm–4:00pm
16	17	18 Toast Masters Club 7:00am–8:00am Contract Writing Essentials 9:00am–12:00pm HomeSmart Class 11:00am–2:00pm
23	24 Public Speaking 101 12:00pm–1:00pm New Member Orientation 1:00pm–2:30pm	25 e-PRO 9:00am–4:00pm

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	01
05	06	07 Transaction Desk® 9:00am–11:00am New Member Orientation 3:00pm - 4:30pm	08
12 Working with Foreign Clients 9:00am–12:00pm Improving Your Memory Power 9:00am–11:00am	13 Relational Selling 9:00am–11:00am New Member Orientation 1:00pm - 2:30pm	14 Appraisal 101 9:00am–12:00pm Legal Hotline Topics 1:00pm–4:00pm	15
19 Transaction Desk® 9:00am–11:00am What, That Is a Violation? 1:00pm–4:00pm	20 Leadership on a Sticky Note 10:00am–10:50am Protecting Your Brand 11:00am–11:50am	21 Termites-The Uninvited Guest 9:00am–12:00pm Listing & Selling Homes 1:00pm–4:00pm	22
26 Secrets of a Prof. Home Stager 12:00pm–1:00pm	27 Contract to Close 9:00am–11:00am	28	29 Career Canines FH & ADA 9:00am–12:00pm

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DON'T IGNORE YOUR ROOF!

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

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 12/31/2019	Total Unit Sales 01/01/2019 - 12/31/2019
35	Darwin Wall	Realty One Group	21,748,038	47
36	Benjamin Arredondo	My Home Group	21,225,299	68
37	Frank Gerola	Venture REI	21,221,450	61
38	Randy Courtney	Weichert Realtors	21,041,451	52
39	Shawn Camacho	United Brokers Group	20,971,390	67
40	Scott Cook	Remax	20,714,522	58
41	Russell Mills	Gentry RE	20,587,445	58
42	W. Russell Shaw	Realty One Group	20,448,799	72
43	Dean Thornton	Redfin	20,160,978	58
44	Diane Bearse	The Bearse Team	20,074,650	46
45	Bob & Sandy Thompson	Revelation Real Estate	19,971,500	64
46	Shivani A Dallas	Keller Williams	19,863,400	55
47	Dorrie J Sauerzopf	Fleming & Associates	19,569,598	55
48	Brett Tanner	Home Selling Team	19,444,539	71
49	Kirk Erickson	Schreiner Realty	19,247,400	53
50	Patrick McClain	Home Smart	19,168,799	81

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

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

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 12/31/2019	Total Unit Sales 01/01/2019 - 12/31/2019
85	Scott R Dempsey	Redfin	15,367,900	38
86	Jason L Penrose	Remax	15,360,400	46
87	James Bill Watson	Keller Williams	15,198,690	38
88	Rob Hale	Elite Realty	15,060,795	58
89	Sixto Aspeitia	Realty One Group	14,956,080	58
90	Cynthia Worley	Stella Realty Group	14,705,300	27
91	Stacia Ehlen	Remax	14,664,699	33
92	Rodney Wood	Realty One Group	14,644,360	41
93	Erik Geisler	Revelation Real Estate	14,518,400	34
94	Jody Poling	DPR Realty	14,506,692	22
95	Richard Johnson	Remax	14,459,500	38
96	Robyn Brown	Argo Real Estate	14,396,300	40
97	Roger Marble	Marble Real Estate	14,352,541	37
98	Michael J. D'Elena	Revelation Real Estate	14,344,550	44
99	James A Carlisto	Hague Partners	14,215,062	41
100	Carol Gruber	Revelation Real Estate	14,203,285	51

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TOP 300 STANDINGS

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

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 12/31/2019	Total Unit Sales 01/01/2019 - 12/31/2019
101	Douglas Hopkins	Realty Executives	14,041,300	42
102	Tara Hayden	Redfin	13,959,175	37
103	Phillip Shaver	Go Sold Realty	13,918,890	50
104	Beth S. March	C21	13,680,183	33
105	Gina Donnelly	Donnelly Group Real Estate	13,663,330	37
106	Blake Clark	Blake Clark Team	13,637,100	40
107	John A Sposato	Home Group	13,614,300	36
108	Jason W Witte	EXP Realty	13,564,800	38
109	Zachary Cates	Revelation Real Estate	13,551,495	27
110	Mark Newman	Newman Realty	13,522,265	39
111	Timothy J Cusick	Homelife	13,493,989	34
112	Michael W Cunningham	West USA	13,359,168	28
113	Kyle J. N. Bates	My Home Group	13,140,010	43
114	Randy Duncan	Realty Executives	13,070,000	41
115	Cynthia Ann Dewine	Russ Lyon	12,843,636	34
116	Debi Gottlieb	Key Results Realty	12,831,650	35
117	Jerry Thomas Beavers	Realty One Group	12,803,463	35
118	Kevin Weil	Remax	12,702,389	36

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 12/31/2019	Total Unit Sales 01/01/2019 - 12/31/2019
119	Angela Patten	Realty One Group	12,665,098	35
120	Mike Schude	Keller Williams	12,613,250	40
121	Amy Laidlaw	Realty Executives	12,611,230	45
122	Ben Swanson	Remax	12,598,500	55
123	Beth Rebenstorf	Realty One Group	12,529,060	32
124	Gregory Crespo	Jarvis Realty Inc	12,482,710	34
125	David Arustamian	Russ Lyon	12,448,098	29
126	Jennifer Felker	Remax	12,443,937	25
127	Alberto Garcia	Fulton Home Sales Corporation	12,419,020	26
128	Michele Keith	Home Smart	12,318,708	23
129	Cyndi Brand	DRH Properties	12,313,720	60
130	Tyler D Whitmore	O48 Realty	12,205,688	38
131	Mary O'Hara	Mary O'Hara Team	12,144,440	21
132	Stephanie Sandoval	Home Smart	12,140,385	35
133	Pam Eagan	Realty Executives	12,115,900	23
134	David Harvey	Hague Partners	12,096,300	27
135	Mondai Adair	My Home Group	12,061,288	30
136	Timothy Ehlen	Remax	12,024,574	32
137	Shawn Rogers	West USA	11,982,400	40
138	Stephen Helmstadter, Sr.	Helmstad Realty	11,965,835	26
139	Danny Perkinson	Perkinson Properties	11,899,928	33
140	Adam B Coe	West USA	11,873,900	36
141	Rachel Krill	Revelation Real Estate	11,747,980	37
142	Gregory Hagopian	Remax	11,626,450	32
143	Katherine E Walsh	The Walsh Team	11,608,855	37
144	Holly Ann Mettham-Mattouk	Keller Williams	11,588,000	15
145	Maureen Waters	Remax	11,525,938	31
146	Peter Kamboukos	EXP Realty	11,437,130	36
147	Jera M Banks	Home Smart	11,436,500	33
148	Kristi Jencks	BIG Helper Realty Group	11,430,699	40
149	Daniel Callahan	Remax	11,315,640	48
150	David Khalaj	Pro Sport Realty	11,277,000	9

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TOP 300 STANDINGS

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

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 12/31/2019	Total Unit Sales 01/01/2019 - 12/31/2019
151	Becky Engstrom	Coldwell Banker	11,171,417	26
152	Christine Holwell	Revelation Real Estate	11,158,900	35
153	Layne Peterson	Presidential Realty LLC	11,069,600	34
154	Lauren Rosin	West USA	11,054,500	35
155	Rebekah Liperote	Redfin	10,935,500	31
156	William G Barker	Farnsworth Realty & Management	10,920,700	38
157	Jill K Dames	Realty One Group	10,903,400	31
158	David Courtright	Coldwell Banker	10,854,675	30
159	Katrina L McCarthy	Realty One Group	10,838,589	26
160	Jaime L Blikre	My Home Group	10,794,275	37
161	Trevor Bradley	Stunning Homes Realty	10,757,617	40
162	Angela Tauscher	West USA	10,707,893	34
163	James Patrick Sanson	Keller Williams	10,692,350	43
164	Marci Burgoyne	Crown Key Real Estate	10,666,242	28
165	Rebecca Kallhoff	Remax	10,566,700	37
166	Julie A. Gallego	Redfin	10,546,143	30
167	Mark Carvalho	Carvalho Real Estate	10,545,760	30
168	Darlin L Gutteridge	Remax	10,515,090	31
169	David C Zajdzinski	EXP Realty	10,477,760	30
170	Becky Blair	Keller Williams	10,476,176	33
171	Lori Blank	Lori Blank & Associates	10,454,450	26
172	Kristina L. Sabo	United Brokers Group	10,454,198	29
173	Michael Barron	Infinity & Associates RE	10,398,610	28
174	Christopher Neil Dudley	The Daniel Montez Real Estate Group	10,313,050	30
175	Kirk A DeSpain	Kirk DeSpain Real Estate	10,298,669	34
176	Wade Kempton	Cresleigh Homes Arizona	10,296,924	28
177	Kandi Andresen	Rachael Richards Realty	10,281,000	30
178	Barbara Schultz	Coldwell Banker	10,257,350	33
179	Gary R Smith	Keller Williams	10,240,451	31
180	Christopher S. Tiller	Russ Lyon	10,171,745	21
181	Shawntel L Breakiron	Redfin	10,030,690	29
182	Danielle M. Nichols	Maricopa Real Estate	9,994,694	40
183	April McNeil	United Brokers Group	9,975,926	34
184	Chris Guerrero	Realty One Group	9,935,475	26

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 12/31/2019	Total Unit Sales 01/01/2019 - 12/31/2019
185	Kim Williamson	Revelation Real Estate	9,902,100	23
186	Bryan James Gremillion	Better Choice Homes	9,860,400	30
187	Stacie Neumann	Russ Lyon	9,859,016	25
188	Jennifer Wehner	EXP Realty	9,847,630	26
189	David Larsen	West USA	9,766,400	31
190	Alondra Churcher	Conway Real Estate	9,718,695	34
191	Nick Bastian	Realty Executives	9,646,250	30
192	Jesse Martinez	Rachael Richards Realty	9,644,780	38
193	Brooke Bogart	Keller Williams	9,634,600	29
194	Jeremy A Wilson	Century 21	9,559,200	26
195	Andrew Cooper	Gentry Real Estate Group	9,532,770	29
196	Carin S Nguyen	Keller Williams	9,527,799	27
197	Tiffany Griffin	My Home Group	9,506,439	36
198	Julia Spector-Gessner	Revelation Real Estate	9,489,126	29
199	Heather Taylor	Pro Smart Realty	9,466,107	18
200	Thomas Popa	Thomas Popa & Associates	9,453,500	11

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



NEW YEAR. NEW OPPORTUNITY.

The Federal Housing Finance Agency (FHFA) recently announced Fannie Mae and Freddie Mac conforming loan limits have been raised to \$510,400, which brings the FHA loan limit to \$331,760. This is great news for homebuyers!

Let's work together to make the dream of homeownership a reality for your clients. Give me a call today to learn more.



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TOP 300 STANDINGS

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

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 12/31/2019	Total Unit Sales 01/01/2019 - 12/31/2019
201	Shar Rundio	EXP Realty	9,445,056	32
202	Naveen Kalagara	Kirans & Associates Realty	9,443,686	18
203	Gilbert Moreno	Home Smart	9,419,800	37
204	Dawn Carroll	Lori Blank & Associates	9,409,250	24
205	Brook Miller	RE/MAX Solutions	9,383,539	24
206	Thomas A Mastromatto	Mountain Lake Realty	9,365,499	36
207	Heather Werner	Ravenswood Realty	9,270,611	27
208	Eric Scott Holland	The New Home Company	9,270,034	9
209	Jeffrey M Sibbach	EXP Realty	9,218,800	25
210	Barbara A Shadoan	Remax	9,213,100	38
211	Lisa Fonseca	Lori Blank & Associates	9,190,700	26
212	Cara Wright	Revelation Real Estate	9,186,500	10
213	Steven Coons	Springs Realty	9,184,490	30
214	Gigi Roberts-Roach	Coldwell Banker	9,181,900	23
215	Kaushik Sirkar	The Sirkar Group	9,180,375	23
216	Brock O'Neal	West USA	9,179,400	26
217	Thoman L Wiederstein	Redfin	9,174,890	26
218	Matthew S. Potter	Stunning Homes Realty	9,163,800	30
219	Peg E Bauer	Cactus Mountain Properties	9,149,500	34
220	Paul Whittle	American Allstar Realty	9,144,350	33
221	Laura Higginbotham	AZ Real Estate Options	9,120,750	15
222	Max Dewitt	Realty One Group	9,097,000	30
223	Robert Reece	United Brokers Group	9,096,811	27
224	Adam Prather	Remax	9,087,330	27
225	Pieter K. Dijkstra	Keller Williams	9,044,600	29
226	Geoffrey Mackenzie	The Daniel Montez Real Estate Group	9,003,600	29
227	Marc Slavin	Realty One Group	8,953,800	25
228	Stephany J Bullington	Revelation Real Estate	8,951,100	21
229	Gina McKinley	Remax	8,949,200	28
230	Leila A. Woodard	Vision Realty Pros LLC	8,948,967	29
231	Patrick J Smith	Next Home Alliance	8,931,389	27
232	Jon Sherwood	West USA	8,907,900	33
233	Daniel Moon	United Brokers Group	8,902,750	25
234	Steve Hueter	EXP Realty	8,893,795	23

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 12/31/2019	Total Unit Sales 01/01/2019 - 12/31/2019
235	Jean Grimes	Century 21	8,886,890	25
236	Jessica Santa Cruz	Realty One Group	8,860,117	25
237	Jill McFadden	Gold Canyon Homes and Land	8,838,000	20
238	Emily Duarte	Keller Williams	8,829,400	18
239	Francine Nolan	Cactus Mountain Properties	8,826,900	27
240	Maggie Diamond	Penfield Properties	8,814,860	21
241	Eleazar Medrano	Home Smart	8,812,285	29
242	Harlan A Stork	Realty Executives	8,779,189	20
243	Kimberly Shallue	Revelation Real Estate	8,770,250	33
244	Julie Thompson	West USA	8,767,800	30
245	Kiran Vedantam	Kirans & Associates Realty	8,764,900	23
246	Jason Dawson	Realty Executives	8,714,350	24
247	Ryon P Genet	On Q Property Management	8,713,350	31
248	Rebecca Kadlec	Homesmart	8,706,690	26
249	Brian AJ Flatley II	Keller Williams	8,705,400	27
250	Gary Colin	Keller Williams	8,690,400	22

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

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CHOICE
Home Warranty

TOP 300 STANDINGS

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

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 12/31/2019	Total Unit Sales 01/01/2019 - 12/31/2019
251	Charlotte Young	Revelation Real Estate	8,665,000	22
252	Kamberly Stoltz	DPR Realty	8,663,250	18
253	Elizabeth Amb	Paramount Properties of Arizona	8,661,300	32
254	Danielle Bronson	Redfin	8,659,552	26
255	Cristen Corupe	Keller Williams	8,659,500	27
256	Cheryl Lindblom	Keller Williams	8,653,500	23
257	Debra Allen	Berkshire Hathaway	8,644,690	23
258	Deanna Calkins	Revelation Real Estate	8,633,150	19
259	Denise Hanna	Gehan Homes	8,625,790	22
260	Chun Crouse	Remax	8,619,134	25
261	William Carter	Keller Williams	8,607,650	29
262	Nicole Drew	Keller Williams	8,592,750	26
263	Jared A English	Congress Realty	8,584,050	27
264	Michael F. Olberding	Berkshire Hathaway	8,566,497	25
265	Andrew Watts	Coldwell Banker	8,543,924	24
266	Bret Johnson	Realty Executives	8,525,000	26
267	Stephanie Cook	Haven Realty	8,519,990	14
268	Daniel T Birk	Realty Executives	8,505,150	19

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 12/31/2019	Total Unit Sales 01/01/2019 - 12/31/2019
269	William R Nager	Stunning Homes Realty	8,500,850	26
270	John L. Hrimnak	Realty One Group	8,492,350	26
271	Daniel Brown	My Home Group	8,480,100	24
272	Paul B Fictum	CPA Advantage Realty	8,463,490	12
273	Matthew G Murray	Revelation Real Estate	8,440,542	30
274	Scott Simas	EXP Realty	8,399,200	21
275	Michael Hargarten	Highgarden Real Estate	8,379,700	25
276	Joshua Hill	The Hill Group	8,353,800	22
277	Adrianne L Lynch	Conway Real Estate	8,341,299	24
278	Manon Piccoli	West USA	8,334,543	28
279	Karen C. Jordan	Thomas Popa & Associates	8,334,000	9
280	Steven Bernasconi	Keller Williams	8,318,400	26
281	Jason Rosenberg	Home Smart	8,295,564	25
282	Randall Roach	Arizona Online Realty	8,291,350	24
283	Kris Cartwright	United Brokers Group	8,285,239	22
284	Jill L. Rother	Keller Williams	8,271,150	21
285	Kristie Falb	Home Smart	8,235,500	37
286	Annmarie Johnson	Revelation Real Estate	8,233,890	22
287	Casey J. Jann	My Home Group	8,223,700	27
288	David Rod	Keller Williams	8,211,567	31
289	Heidi S. Spielman	Home Smart	8,210,900	44
290	Bryan C. Adams	The Maricopa Real Estate Co	8,210,684	33
291	Michelle Mazzola	Berkshire Hathaway	8,209,900	21
292	Roger Johnson	Russ Lyon Sotheby's International Realty	8,204,935	22
293	Christopher M Cline	Realty One Group	8,201,390	25
294	Benjamin Graham	Revelation Real Estate	8,195,100	25
295	Ron Hollingsworth	Revelation Real Estate	8,190,923	35
296	Mary Almaguer	Apache Gold Real Estate	8,183,300	41
297	Leslie K. Stark	Realty One Group	8,182,500	10
298	Joanne Hall	Lennar Sales	8,181,940	27
299	Ty Green	Coldwell Banker	8,158,690	27
300	Geno Ross	West USA	8,148,400	14

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



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