

EAST VALLEY

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.



FEATURED TEAM:

THE JENSEN REAL ESTATE FAMILY

PARTNER SPOTLIGHT

**STEAMY CONCEPTS &
AZ ROOFING WORKS**

REAL STORY

RAY MILLIMAN

ON THE RISE

TIFFANY MICKOLIO

Photo Credit

Margareth Jaeger

FEBRUARY 2020

WE *love* WHAT WE
DO BECAUSE OF
CUSTOMERS LIKE YOU



Happy Valentine's Day!



MARLA CALLEY

CLIENT SERVICES REPRESENTATIVE

602.531.2434 • 480.935.5539

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

PTA
PREMIER TITLE AGENCY

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

LEND SMART
MORTGAGE

***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

Partner
Spotlight:
Steamy
Concepts



14

Featured
Team:
The Jensen
Real Estate
Family



19

Coaching
Corner:
Tax Tips



20

How to
Find Your
Ideal
Client &
Create an
Online
Following



22

Real
Story: Ray
Milliman



28

On the
Rise:
Tiffany
Mickolio



32

Partner
Spotlight:
AZ Roofing
Works



34

Book
Review:
Chris
Reese



36

Question
of the
Month



39

WeSERV
Monthly
Update



42

Calendar
of Events



46

Top 300
East Valley

MEET THE EAST VALLEY REAL PRODUCERS TEAM



Jenni Vega
Publisher



Debby Erdmann
Editor



Michele Jerrell
Publisher's Assistant



Jacob Cabezudo
Writer



Sarah Wind
Writer



Chris Reece
Guest Writer



Roger Nelson
Guest Writer



Jen Felker
Guest Writer



Margareth Jaeger
Photographer



Cyndi Hardy
Photographer

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.



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

We'd *love*
to take care
of your pest
problem for you!
Just ask!

24 HOUR EMERGENCY PEST CONTROL
NO CONTRACTS • FREE ESTIMATES

RESIDENTIAL - COMMERCIAL - INDUSTRIAL - TERMITE

WE CAN HELP KEEP YOUR HOME
FREE OF PESTS THE REST OF THE YEAR.

\$50 OFF
Termite Treatment
Expires: 2/29/20



480-969-2926

Creepy Crawly Pest Control Inc.

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

CREEPYCRAWLYPESTCONTROL.COM | FACEBOOK @CPESTCONTROL | EST. 1981 | LIC 5281



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.



Cromford®

THE
CROMFORD
REPORT

DAILY REAL ESTATE MARKET INSIGHT

Tracking The Residential Resale Market

Long Term Price History
Market Projections
Rental Statistics

Written Commentary
Rankings
and More!

cromfordreport.com

ROOFSTAR ARIZONA, INC.

A ROOF INSPECTION YOU CAN BE CONFIDENT IN

THE PACKAGE

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

WHY US

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

CONTACT US!

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



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

ADVERTISING

Elite Advertising Solutions
Michael Bryant
(602) 539-2450

GARAGE STORAGE

Tahoe Designs
Jack Doherty
(866) 387-1888

Old Republic Home Protection

(925) 963-4726
www.orhp.com

LendSmart Mortgage

Eric Kinneman
(480) 477-8464

ROOFING

5 Guys Construction
Jesse Stowell
(480) 892-5311

ROOFING & EXTERIORS

Xcel Roofing
(402) 345-9235
loveourroof.com

TITLE AGENCY

American Title
Laurie Marlowe
(480) 290-0948

AIR CONDITIONING

911 Air Repair
Ray Nieves
(480) 360-1234

GLASS SERVICES

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

Super

Dilyana Lupanova
(202) 750-1618
HelloSuper.com

Nova Home Loans

Greg Gale
(480) 626-2282

AZ Roofing Works

Austin Gardener and Piper
Lindenmuth
(602) 283-3383

STAGING

Jaeger Staging
Margareth Jaeger
(602) 883-5291

Landmark Title

Kristi Smith
(480) 695-1585

BUILDER

Mattamy Homes
Katie Smith
(480) 302-6080 x101

HEALTH INSURANCE

Insurance Experts Team
Karla Flores
(480) 650-0018

INSURANCE

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

MOVERS

Camelback Moving
Chad Olsen
(602) 564-6683

RoofStar Arizona Inc

(480) 426-1915
RoofstarArizona.com

TITLE & ESCROW JOINT

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

Premier Title Agency

Marla Calley
(602) 491-9606

BUSINESS INSIGHT & ADVOCACY

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

HOME INSPECTION

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

LAWYER

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

PEST CONTROL

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

CARPET CLEANING & EMERGENCY RESTORATION

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

CHECKLIST INSPECTIONS

Checklist Inspections
John Tyler
(480) 361-8120

MARKETING

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

PHOTOGRAPHY

Cyndi Hardy Photography
Cyndi Hardy
(858) 598-4404

CLOSING GIFTS

Cutco
Zack Wolf
(480) 580-7200

HOME RENOVATION

Curbio
(978) 888-3958
Curbio.com

MORTGAGE

Camelback Mortgage
Bill Borkowski
(480) 240-7280

PROPERTY MANAGEMENT

Mark Brower Properties
Mark Brower
(480) 336-2556

DIGITAL MARKETING

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

HOME WARRANTY

ACSI
Scott Warga
(480) 636-7400

Fairway
Jeff Quincey
(602) 743-0434

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

Choice Home Warranty
Sharp Chen
(949) 426-5450

HOME WARRANTY

Cardinal Financial
Matt Askland
(480) 759-1500 x1001

TCT PROPERTY

Management Services
Jennice Doty
(480) 632-4222

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

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
Keller Williams Southern Arizona*

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.

STEAMY CONCEPTS

GOT MOLD?
FREE WATER AND MOLD DAMAGE VISUAL INSPECTION!

2017
READERS' CHOICE
WINNERS & FAVORITES

(480) 535-1093
FREE VISUAL INSPECTION!
www.SteamyConcepts.com

ROC # 291200 & 291201

Don't let their roof be the deal-breaker.

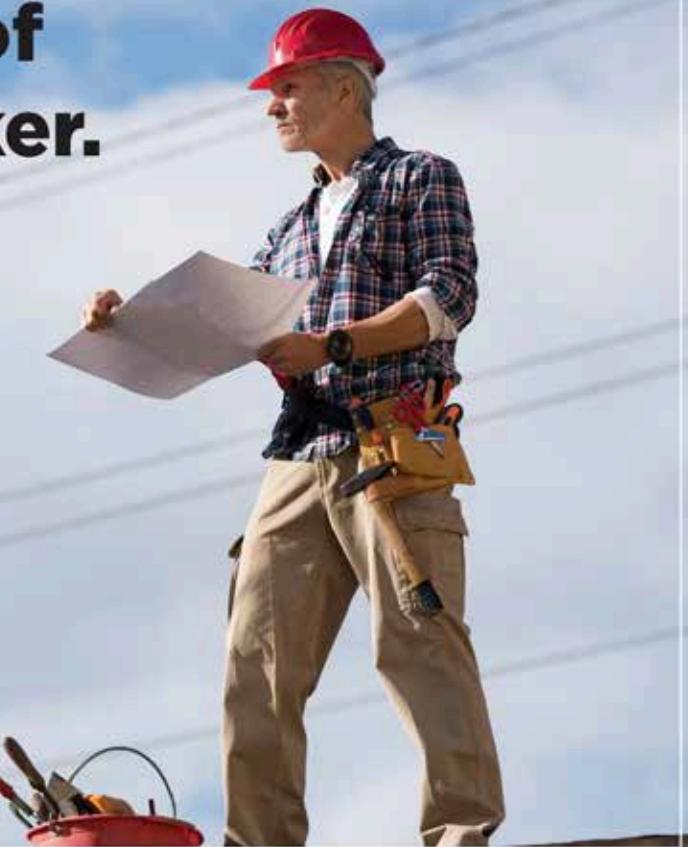
- 24-hour response time on inspections
- 24-hour turnaround time on proposals
- Completed inspections before your closing date
- Detailed certificate from a licensed roofing contractor



480.892.5311

fiveguysconstruction.com

RESIDENTIAL | COMMERCIAL | SERVING TEMPE, PEORIA, SCOTTSDALE AND GILBERT



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.



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.

A Leader in Service Response Time



(480) 649-8199
AHGHomeWarranty.com

Home Warranties You Can Trust, Service You Can Rely On!



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

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

844-944-2629
www.curbio.com

curbio®
Renovate Now, Pay When You Sell

We offer INDIVIDUAL and TEAM business **COACHING.**

Text **"REAL"** to
(602) 892-4270
for a **FREE** REALTOR®
Business Coaching session.



**TRUST.
PROTECTION.
PEACE OF MIND.
THAT'S OUR PROMISE.**



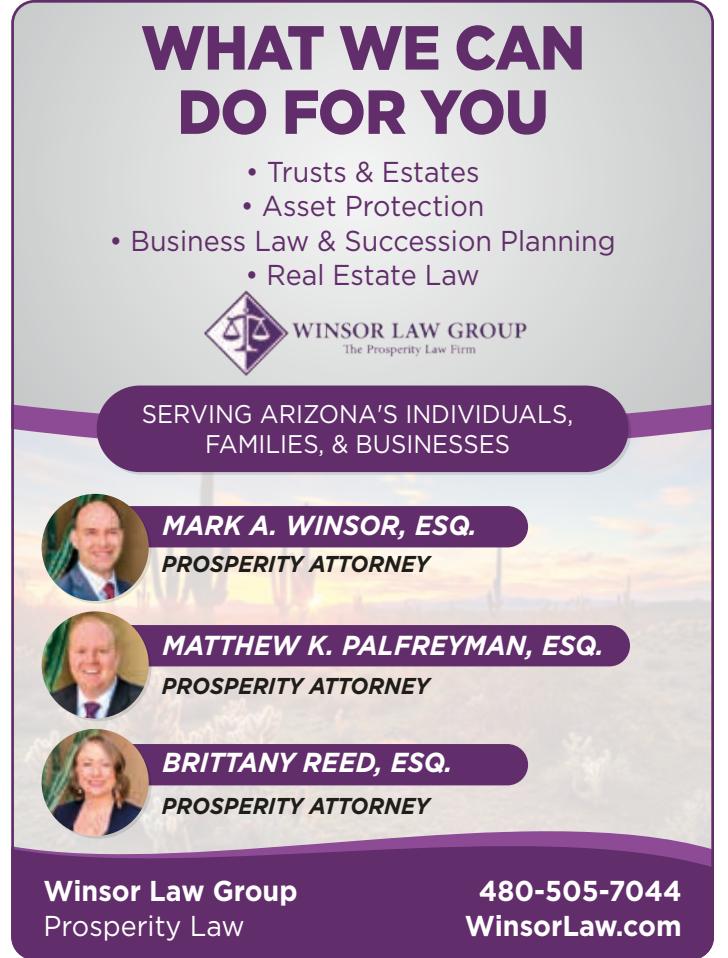
Starting at
\$99 per month



MARK BROWER
PROPERTIES

480-336-2556

Schedule a **FREE** consultation! www.markrent.com



coaching corner

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.



This is not a formal commitment or guarantee of any kind. Loan approval and date is dependent upon borrower's credit, collateral, financial history, and program availability at the time of application. Rates and terms are subject to change without notice. Corporate Address: 2701 Arco Corporate Drive, Suite 200, Chatsworth, CA 91311. California License #00010200. NMLS #10200. California Branch Office: 10000 Wilshire Blvd., Suite 1000, Los Angeles, CA 90020. Arizona Mortgage License #092-248380. Florida Mortgage License #MB-106000. Kansas Interest Mortgage Company License #000-00000. Georgia Residential Mortgage License #MB-10200. Illinois Residential Mortgage License #MB-10000. Indiana Mortgage Company License #MB-10000. Iowa Residential Mortgage License #MB-10000. Michigan Residential Mortgage License #MB-10000. Minnesota Residential Mortgage License #MB-10000. Missouri Residential Mortgage License #MB-10000. Nevada Residential Mortgage License #MB-10000. Rhode Island Licensed Dealer #203-025383 and is also authorized to lend in: AL, AR, AZ, CO, CT, DE, FL, GA, IL, IN, KS, KY, LA, ME, MD, MA, MI, MN, MT, NC, ND, NE, NH, NJ, OH, OK, PA, SC, SD, TN, TX, UT, VT, WA, WI, WY, WV, HI. Additional licensing information can be found at www.homedepot.com.



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.



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.

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

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!

OLD REPUBLIC HOME PROTECTION

Your clients deserve the best home warranty coverage!

Visit ORHP.com or contact us to learn more

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

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

People Helping People

This is a paid advertisement.

CAPTURE THE MOMENT SHE SAID

Yes!

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

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

f **@** **p** **t** **in**

EAS
Elite Advertising Solutions

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

Residential · Commercial
Window & Sun Screen Cleaning

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

JUSTIN KNAPP
Owner/Operator

1stglasswindowcleaners@gmail.com **f** @1stGlassWindowCleaners

1st Glass
Window Cleaners, LLC

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

WE OFFER

- 200% SATISFACTION GUARANTEED
- RecallChek
- 90 DAY WARRANTY
- FULL CONCIERGE SERVICE
- HOMEOWNERS RESOURCE
- PLATINUM BOND INSPECTION PLAN
- SEWERGARD

ACSI
American Construction Specialists & Investigations LLC
AZ. ROC 216772

HOME INSPECTIONS

OUR INSPECTIONS RISE ABOVE THE REST

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

480-636-7400
www.acsillc.com




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

1001 S. Power Rd. Suite 100
Mesa, AZ 85204
P: 480-632-4222
F: 480-632-4200
www.tctproperties.com

Save Time & Sell More with



The Original & Premier Listing Services Provider

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

**\$25 Off
All Prime Package Orders
Placed in February**

(Coupon Code: RPSW0220) Cannot be combined with any other discount.

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



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.

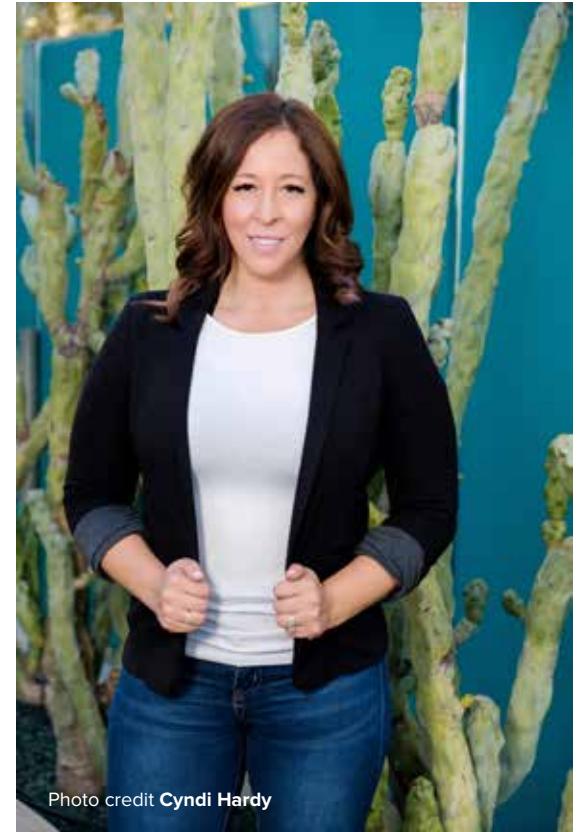


Photo credit Cyndi Hardy

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!

NEVER LOSE A SALE TO ROOF
OR EXTERIOR DAMAGE AGAIN

...with XCEL ROOFING XCLUSIVE REALTOR
PROGRAM DESIGNED JUST FOR YOU!

Help Expedite the Home sale,
Reduce home owner anxiety
and Protect your listing

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

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



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

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



Xclusive
REALTOR PROGRAM

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

DIGITAL

ADVERTISING FOR
REAL ESTATE
PROFESSIONALS

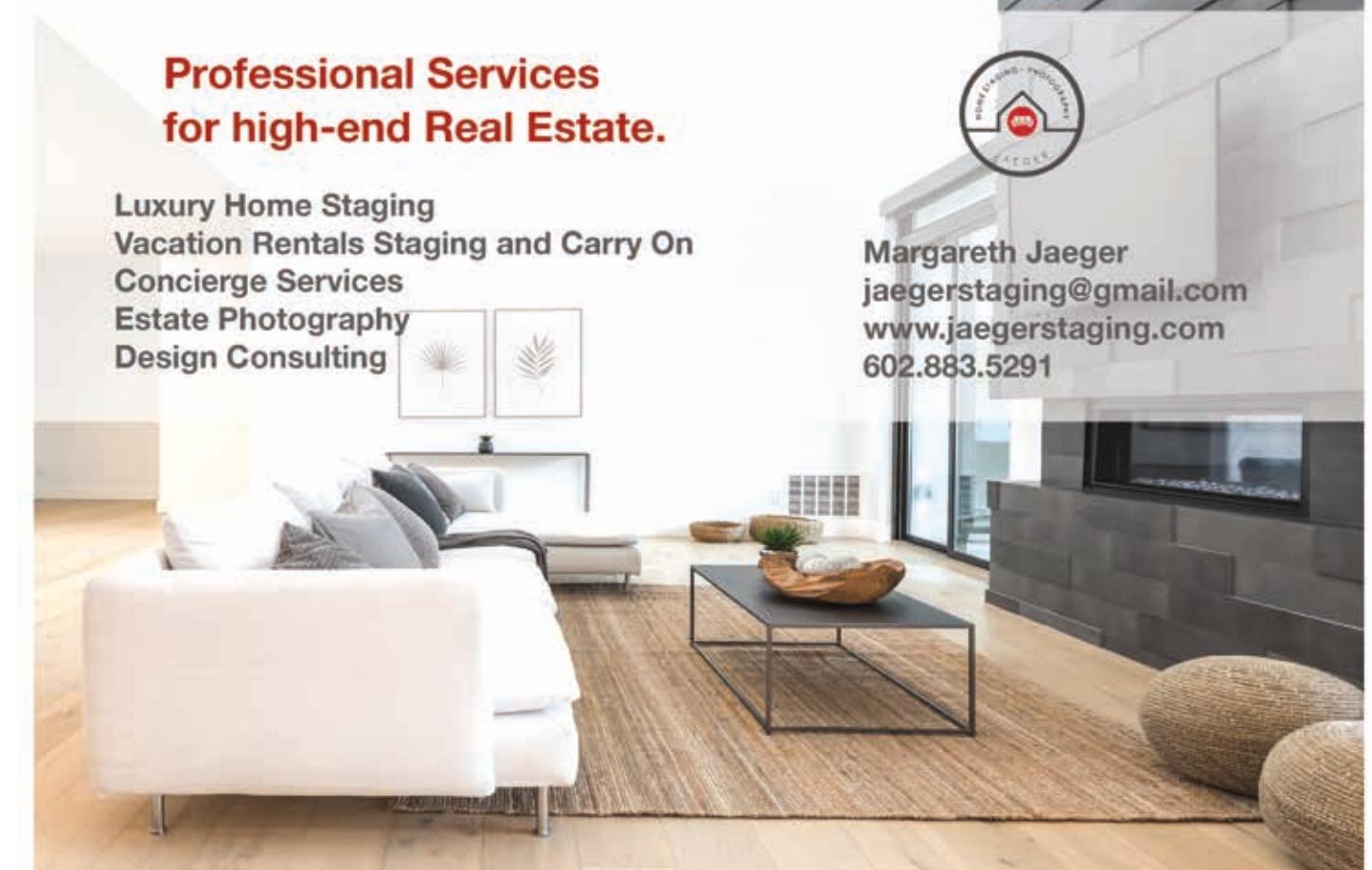


480-338-7744

REAL ESTATE BEST BUDDY

Professional Services
for high-end Real Estate.

Luxury Home Staging
Vacation Rentals Staging and Carry On
Concierge Services
Estate Photography
Design Consulting



SUPER



Home Warranty. Reinvented.
Silicon Valley Style

hellosuper.com/realestate
844-55-SUPER



Margareth Jaeger
jaegerstaging@gmail.com
www.jaegerstaging.com
602.883.5291

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.”

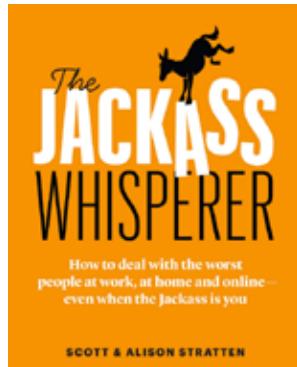
AZ Roofing Works runs efficiently because of their honesty and great customer service. If a roof doesn’t need to be replaced, they don’t replace it. If a repair is recommended, they’ve inspected it thoroughly. “Our REALTORS® rely on us because we are here to look out for them and their clients.” Austin 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

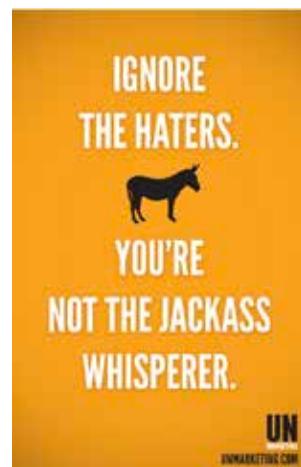
has two reactions: a way to continue being a jackass (Jackass Reaction, JR) or a polite way to solve it and move on (Whisperer Reaction, WR). Here are a couple of my favorites:

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 they 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.

 **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

You can't predict
your future.

But we can help
you protect it.

I can help safeguard your family's future with life insurance and prepare you for a retirement that's financially secure.



Contact me today.
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.™

Farm Bureau Life Insurance Company* / West Des Moines, IA. *Company provider of Farm Bureau Financial Services M140 (12-18)

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.

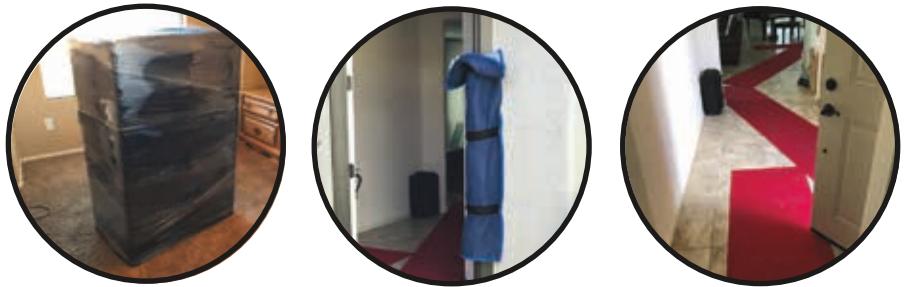


SHAMILE HIRSH, PROSMART REALTY

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.

Movers who go ABOVE and BEYOND!

Check out reviews when choosing a reputable moving company!



Check us out:



Meet with us to put together a
customized & comprehensive
business plan!



HOW CLEAR IS YOUR VISION?



Laurie Marlowe
ACCOUNT MANAGER
480.290.0948
lmarlowe@atsaaz.com

Randi Martinson

MARKETING COORDINATOR



THE AL TEAM AMERICAN TITLE — SERVICE AGENCY —



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

WeSERV

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, We-SERV will be there to help you every step of the way.

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
Instructor: Kristine Porter
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 WEDNESDAY THURSDAY FRIDAY SATURDAY

26	27	28				
02	03	04	Toast Masters Club 7:00am–8:00am rCRMS: Residential Resale 9:00am–4:00pm			
09	10	11	The Code of Ethics 1:00pm–4:00pm Tales from the Courtroom 6:00pm–9:00pm	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	25	Public Speaking 101 12:00pm–1:00pm New Member Orientation 1:00pm–2:30pm	e-PRO 9:00am–4:00pm		

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

Love what health insurance can offer *You*



Karla Flores can help!

InsuranceUncorked.com
kflores@ihcsb.com

Call Today 480-650-0018
Individuals, Families, Small Groups

Stay Classy. Stay Sharp.
Stay Top of Mind.



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

OVERHEAD GARAGE STORAGE RACKS
ORGANIZE YOUR GARAGE!

15 Years
Since 2002

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

480.704.8777
www.TahoeGarageStorage.com



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!

John Tyler
General Manager
Checklist Inspections
480.361.8120



PERMANENT ESTATE
MEDIA & MARKETING



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

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

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

**GIVE US 5% OF YOUR CONFIDENCE
& WE WILL EARN THE OTHER 95%**

(480) 361-8120
office@checklistaz.com

✓ Checklist Inspections
480-361-8120

200% GUARANTEE

WE ASSIST CONCIERGE SERVICE

FREE INFRARED

MOLD TESTING

Buyer's Protection Guarantees

101 Day Inspection 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	#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 12/31/2019	Total Unit Sales 01/01/2019 - 12/31/2019			
1	Kenny Klaus	Keller Williams	75,605,850	242	35	Darwin Wall	Realty One Group	21,748,038	47			
2	Beth M Rider	Keller Williams	74,221,805	221	36	Benjamin Arredondo	My Home Group	21,225,299	68			
3	Rebecca H. Rains	Berkshire Hathaway	65,130,077	186	37	Frank Gerola	Venture REI	21,221,450	61			
4	Mary Jo Santistevan	Berkshire Hathaway	64,264,623	165	38	Randy Courtney	Weichert Realtors	21,041,451	52			
5	Carol A. Royse	Keller Williams	56,886,177	161	39	Shawn Camacho	United Brokers Group	20,971,390	67			
6	Shanna Day	Keller Williams	43,200,770	89	40	Scott Cook	Remax	20,714,522	58			
7	Mindy Jones Nevarez	Keller Williams	42,505,796	115	41	Russell Mills	Gentry RE	20,587,445	58			
8	Rick Metcalfe	Canam Realty Group	38,476,598	143	42	W. Russell Shaw	Realty One Group	20,448,799	72			
9	Brian J Cunningham	List 3 K	37,719,089	99	43	Dean Thornton	Redfin	20,160,978	58			
10	Ben Leeson	Arizona Experience Realty	34,711,435	87	44	Diane Bearse	The Bearse Team	20,074,650	46			
11	Bruno Arapovic	Home Smart	32,280,402	133	45	Bob & Sandy Thompson	Revelation Real Estate	19,971,500	64			
12	Damian Godoy	Argo Real Estate	32,170,899	103	46	Shivani A Dallas	Keller Williams	19,863,400	55			
13	Rachael L Richards	Rachael Richards Realty	32,083,875	92	47	Dorrie J Sauerzopf	Fleming & Associates	19,569,598	55			
14	Janine M. Igliane	Keller Williams	31,892,597	82	48	Brett Tanner	Home Selling Team	19,444,539	71			
15	Terry Young	West USA	31,428,009	83	49	Kirk Erickson	Schreiner Realty	19,247,400	53			
16	Beverly Berrett	Berkshire Hathaway	30,909,319	78	50	Patrick McClain	Home Smart	19,168,799	81			
17	Becky Kolb	Keller Williams	30,763,650	83	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included.							
18	Jason Crittenden	Realty One Group	30,383,829	86								
19	Shannon Gillette	Launch Real Estate	30,003,969	68								
20	Renee' Merritt	Russ Lyon Sotheby's International Realty	29,056,288	32								
21	Denver Lane	Balboa Realty	28,342,914	81								
22	Lacey Washburn	Realty One Group	28,244,488	94								
23	Bonny L. Holland	Keller Williams	26,413,225	37								
24	Justin Cook	Remax	26,106,689	71								
25	Bob Lisk	Network Realty	26,006,371	38								
26	Jason Mitchell	Jason Mitchell Group	25,939,988	96								
27	Henry Wang	Revelation Real Estate	25,921,950	69								
28	Heather Openshaw	Keller Williams	25,323,134	72								
29	Alan Aho	Call Realty	24,582,550	97								
30	Robin R. Rotella	Keller Williams	23,731,550	74								
31	John & Natascha Karadsheh	KOR Properties	23,132,846	45								
32	Annette E. Holmes	Rachael Richards Realty	22,672,965	56								
33	Angela Larson	Keller Williams	22,007,455	86								
34	Kathy Camamo	Amazing AZ Homes	21,925,112	69								

WE ARE THE REALTOR ROOFERS!

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



REQUEST A FREE ROOFING ESTIMATE TODAY!
Call **602-283-3383**
www.azroofingworks.com

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
51	David Morgan	Home Smart	19,122,900	80
52	Gina McMullen	Redfin	18,866,900	54
53	Donna Cherie Mortensen	Redefy	18,859,625	51
54	Michaelann Haffner	Michaelann Homes	18,755,144	50
55	Ivy Coppo	Blandford Homes	18,648,019	20
56	Gordon Hageman	My Home Group	18,604,620	47
57	John Gluch	Platinum Living Realty	18,575,039	60
58	Karl Tunberg	Midland Real Estate Alliance	18,556,895	38
59	Jason LaFlesch	Results Realty	18,343,200	39
60	Heather M Corley	Redfin	18,326,572	48
61	Jonas Funston	Venture REI	18,306,670	50
62	Jason Zhang	Gold Trust Realty	18,210,400	42
63	Mark Captain	Keller Williams	18,105,575	53
64	Thomas M Speaks	Revelation Real Estate	17,891,273	51
65	Bill Olmstead	Keller Williams	17,805,800	50
66	Tina M. Sloat	Tina Marie Realty	17,805,250	54
67	Mike Mendoza	Keller Williams	17,736,491	40
68	Scott Morgan	Heritage Real Estate	17,511,827	59
69	Frank Merlo	Berkshire Hathaway	17,495,650	40
70	Jody Sayler	Just Selling AZ	17,131,550	54
71	Kelly R. Jensen	Elite Realty	17,111,420	51
72	Lorraine Ryall	KOR Properties	16,985,400	35
73	Cindy Flowers	Keller Williams	16,589,150	58
74	William Ryan	William Ryan Homes	16,569,550	34
75	LaLena Christopherson	West USA	16,550,088	19
76	Wade Frontiera	Homelight	16,549,500	65
77	Amy N Nelson	Keller Williams	16,443,678	51
78	Gus Palmisano	Keller Williams	16,436,100	46
79	Curtis Johnson	Curtis Johnson Team	16,371,830	51
80	Richard Alan Ashby	Ashby Realty Group	16,092,450	33
81	Tyler Blair	My Home Group	16,014,100	53
82	Kelly Khalil	Redfin	15,739,190	42
83	Bryce A. Henderson	Four Peaks	15,653,065	45
84	Michael Kent	Remax	15,595,549	53

#	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 Aspetia	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 Carlsto	Hague Partners	14,215,062	41
100	Carol Gruber	Revelation Real Estate	14,203,285	51

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

Save Time & Sell More with



ListerAssister
Giving Time Back to Busy Agents Since 2008

The Original & Premier Listing Services Provider

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

\$25 Off All Prime Package Orders Placed in February
(Coupon Code: RPSW0220) Cannot be combined with any other discount.

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

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	#	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	119	Angela Patten	Realty One Group	12,665,098	35
102	Tara Hayden	Redfin	13,959,175	37	120	Mike Schude	Keller Williams	12,613,250	40
103	Phillip Shaver	Go Sold Realty	13,918,890	50	121	Amy Laidlaw	Realty Executives	12,611,230	45
104	Beth S. March	C21	13,680,183	33	122	Ben Swanson	Remax	12,598,500	55
105	Gina Donnelly	Donnelly Group Real Estate	13,663,330	37	123	Beth Rebenstorf	Realty One Group	12,529,060	32
106	Blake Clark	Blake Clark Team	13,637,100	40	124	Gregory Crespo	Jarvis Realty Inc	12,482,710	34
107	John A Sposito	Home Group	13,614,300	36	125	David Arustamian	Russ Lyon	12,448,098	29
108	Jason W Witte	EXP Realty	13,564,800	38	126	Jennifer Felker	Remax	12,443,937	25
109	Zachary Cates	Revelation Real Estate	13,551,495	27	127	Alberto Garcia	Fulton Home Sales Corporation	12,419,020	26
110	Mark Newman	Newman Realty	13,522,265	39	128	Michele Keith	Home Smart	12,318,708	23
111	Timothy J Cusick	Homelife	13,493,989	34	129	Cyndi Brand	DRH Properties	12,313,720	60
112	Michael W Cunningham	West USA	13,359,168	28	130	Tyler D Whitmore	O48 Realty	12,205,688	38
113	Kyle J. N. Bates	My Home Group	13,140,010	43	131	Mary O'Hara	Mary O'Hara Team	12,144,440	21
114	Randy Duncan	Realty Executives	13,070,000	41	132	Stephanie Sandoval	Home Smart	12,140,385	35
115	Cynthia Ann Dewine	Russ Lyon	12,843,636	34	133	Pam Eagan	Realty Executives	12,115,900	23
116	Debi Gotlieb	Key Results Realty	12,831,650	35	134	David Harvey	Hague Partners	12,096,300	27
117	Jerry Thomas Beavers	Realty One Group	12,803,463	35	135	Mondai Adair	My Home Group	12,061,288	30
118	Kevin Weil	Remax	12,702,389	36	136	Timothy Ehlen	Remax	12,024,574	32
Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included.									
<h2>DID YOU KNOW?</h2> <p>An AC unit should have preventative maintenance performed every year. Get homes sold faster by getting systems repaired before the inspection.</p> <p>MAINTENANCE • REPAIR • INSTALLATION</p> <p>IN-HOME ESTIMATES FOR ALL SYSTEM REPLACEMENTS</p> <p>Air Conditioning & Heating 911 Air Repair Maintenance • Repair • Installation</p> <p>911-ac.com • 480.360.1234 WE OFFER DISCOUNTS FOR MILITARY, FIRST RESPONDERS AND TEACHERS. 0% Financing For All New Systems!</p>									

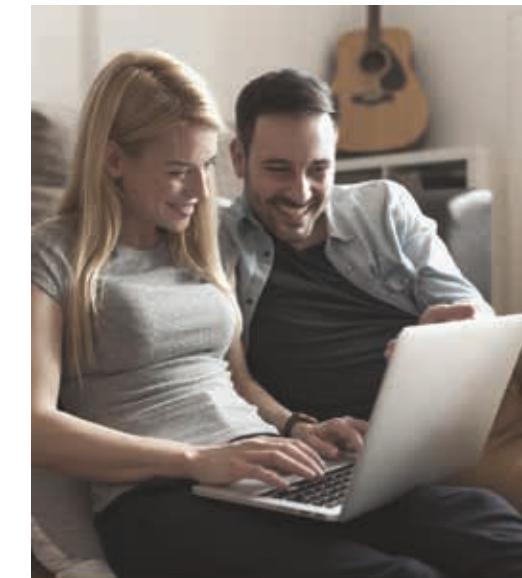
TOP 300 STANDINGS

 [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	Shawtel 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

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.



STEVE GLOVER
mortgage Adviser
NMLS ID: 209781
Work: (602) 469-3234
steve.glover@cardinalfinancial.com
myerizonloan.com
125 S. Price Rd., Chandler, AZ 85248



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.

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

Make the **SHARP** Choice!

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



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

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

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

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	#	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	269	William R Nager	Stunning Homes Realty	8,500,850	26
252	Kamberly Stoltz	DPR Realty	8,663,250	18	270	John L. Hrimnak	Realty One Group	8,492,350	26
253	Elizabeth Amb	Paramount Properties of Arizona	8,661,300	32	271	Daniel Brown	My Home Group	8,480,100	24
254	Danielle Bronson	Redfin	8,659,552	26	272	Paul B Fictum	CPA Advantage Realty	8,463,490	12
255	Cristen Corupe	Keller Williams	8,659,500	27	273	Matthew G Murray	Revelation Real Estate	8,440,542	30
256	Cheryl Lindblom	Keller Williams	8,653,500	23	274	Scott Simas	EXP Realty	8,399,200	21
257	Debra Allen	Berkshire Hathaway	8,644,690	23	275	Michael Hargarten	Highgarden Real Estate	8,379,700	25
258	Deanna Calkins	Revelation Real Estate	8,633,150	19	276	Joshua Hill	The Hill Group	8,353,800	22
259	Denise Hanna	Gehan Homes	8,625,790	22	277	Adrianne L Lynch	Conway Real Estate	8,341,299	24
260	Chun Crouse	Remax	8,619,134	25	278	Manon Piccoli	West USA	8,334,543	28
261	William Carter	Keller Williams	8,607,650	29	279	Karen C. Jordan	Thomas Popa & Associates	8,334,000	9
262	Nicole Drew	Keller Williams	8,592,750	26	280	Steven Bernasconi	Keller Williams	8,318,400	26
263	Jared A English	Congress Realty	8,584,050	27	281	Jason Rosenberg	Home Smart	8,295,564	25
264	Michael F. Olberding	Berkshire Hathaway	8,566,497	25	282	Randall Roach	Arizona Online Realty	8,291,350	24
265	Andrew Watts	Coldwell Banker	8,543,924	24	283	Kris Cartwright	United Brokers Group	8,285,239	22
266	Bret Johnson	Realty Executives	8,525,000	26	284	Jill L. Rother	Keller Williams	8,271,150	21
267	Stephanie Cook	Haven Realty	8,519,990	14	285	Kristie Falb	Home Smart	8,235,500	37
268	Daniel T Birk	Realty Executives	8,505,150	19	286	Annmarie Johnson	Revelation Real Estate	8,233,890	22
Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included.									
 <p>Wire fraud is on the rise. It's a huge issue in our industry. Landmark is on the forefront of protecting our clients information and money through the use of RealBloq.</p> <p>Here are all the ways we can serve you: Commercial ✓ Residential ✓ Property Research ✓ Builder & Developer Direct Services</p> <p>LANDMARK Title Assurance Agency</p> <p>Contact one of our seasoned professionals today! (480) 476-8165</p> <p>WHERE EXPERIENCE matters.</p> <p>Beth Clauer Business Development Mgr. 480.669.7620</p> <p>Kristi Smith Executive VP</p> <p>3303 E. Baseline Rd., Building 5, Suite 11, Gilbert, Arizona 85234</p>									



mattamyHOMES

A Home Ready When They Are

We know that timing is everything. That's why we have communities across the East 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.

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

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

Condos at Rhythm Final Opportunity
1250 N. Abbey Lane,
Chandler, AZ 85226
From the upper \$200s

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

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

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

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

mattamyHOMES

mattamyhomes.com/phoenix



Your clients will LOVE moving with us.
AS PART OF OUR
VIP REALTOR PROGRAM,
YOU CAN BE CONFIDENT THAT WE'LL
EARN YOUR CLIENT'S TRUST.

VIP REALTOR PROGRAM

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



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

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 The Valley
Title Alliance of Phoenix
4858 East Baseline 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

**CALL
US
TODAY!**



BRAD STRAUB
Regional Operations Manager

LINDSAY SMITH
Chief Strategy Officer

JIM CAMPBELL
Chief Executive Officer



Title Alliance Corporate Office- 4222 East Thomas Rd, Suite 390, Phoenix, AZ 85018
www.titlealliance.com **267.280.3213** **Ryan@titlealliance.com**



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

AZ_Southeast Valley Phoenix Realtor

\$108,000

How much is your lender relationship worth?

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



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

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



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

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

Bill Borkowski, Mortgage Advisor | NMLS - 1638303

AZ Mortgage Brokers License # 0943323

Mobile: 480-204-2675 | Pre-qualification Line: 480-788-4240

Email: BillB@CamelbackMortgage.com



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

