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Inspector's CORNER

**THE NEW YEAR IS HERE.
DO YOU HAVE A PLAN?**

Welcome to 2020! DO you want to do well this year? Better than last year? We all want a good, if not great 2020. So, do you have a plan? Do you know how you are going to achieve what you want, or even do you know what you want?

One of the biggest errors people make is they mistake wishes for goals. Just wanting to make more money this year is not a goal or plan. And you can not have a real plan with out a goal. Think of it this way, with out a destination while driving, where are you going? You could be driving in circles.

So, the first things in goal setting is have one that motivates you. **If the outcome is of little to no importance to you, then the chances of your putting in the work are next to none.** It could be more income, but more likely it is what you can or want to do with the money. Travel, new house or car, or retirement savings. Doesn't matter, but let that be a motivator. These can be this year type of wants, 5years out, even longer at this point.

Now you can break down what you need to do, and make a plan. So let's say it is a simple goal of having gross commission of 120,000 this year so you can afford a trip to Hawaii with you and your significant other. How many transactions do you then need? If your average sale is 320,000 then your average gross commission is 9,600. A little simple math means you need to sell 12 and half deals this year. That is only 1 a month. Now back that into how you market. Do you cold call, door knock, newsletter a neighborhood? Learn how many transactions that produces and increase accordingly. Then from there you can make a plan on what you need to do to obtain your goal.

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Photo credit Lauren Gettman

ROOFSTAR

Roofstar Arizona Inc. is there for all REALTORS®, owners, buyers or sellers. If you want to be told the truth about your roof, you know who to call.

Jeff Knudson, owner of Roofstar Arizona Inc., has been in the roofing business since 1975. After growing up in Northwest Kansas, he traveled around the country and worked as a roofer, foreman, and supervisor for multiple companies in the roofing industry. Having been in roofing so long, it's no secret how passionate Jeff is about his career. "It's something that I've always enjoyed," Jeff said. "I say God made somebody to do everything, and I'm fortunate to have a job that I enjoy."

Calling himself a roofing nerd, Jeff has built his knowledge, passion, and experience over the past 40-plus years in roofing by reading. He has read all the manuals, technical data, and chemical composition sheets he could get his hands on. He also has attained a wealth of experience with a wide variety of situations and projects throughout his career. When he worked in Houston, Texas, he helped rebuild the Astro Hall, a 24-acre, \$3.5 million job. Additionally, he has worked thousands of residential roofings in his time.

In 2005, Jeff wasn't with a company, so he continued to do small repairs under the radar. He knew there was still a need in the roofing industry because of how inspection services

had risen in the Phoenix area. So, he founded Roofstar that year with the vision of helping REALTORS® and families improve and repair their homes and properties.

"I don't know anybody who does it better than us," Jeff proclaims. "We understand the time process. We know that it needs to work out for everyone, and they need information quickly." "We'll tell you the truth about your roof" is the moniker that rings true when working with Roofstar. "In this business, like a lot of others — transmission, auto-mechanic, etc. — no one knows what you're doing. The basis for everything we do here is telling the truth." Jeff and his



Photo credit Lauren Gettman

trusted staff are bent on giving their customers the appropriate service for all specific roofing cases. Ninety percent of their business is word-of-mouth from satisfied customers.

The real estate industry is Roofstar's niche. It has been since the beginning nearly 15 years ago. Jeff and his associates take great pride in communicating with an agent or buyer by telling the truth while helping the agent keep a sale. "Everybody needs to win," he explained. "A roofing inspection can save REALTORS® and sellers thousands of dollars, and honesty and accurate information only help buyers make better-informed decisions."

"Anybody can be the best roofer in the world," Jeff stated. When he hires roofers, he believes in each of them and does an amazing job imprinting the pride he has for the craft and the skills needed to do the job right. For the first two weeks, a new roofer is taught the basics. Then, Jeff evaluates and makes the decision about whether they will do the right job for their customers. Jeff makes sure — down to the single employee — that Roofstar is putting its customers first.

Jeff has been married to his wife Lisa for 40 years, and they have four wonderful daughters. All the girls are college graduates and thriving. To celebrate their anniversary, Jeff and Lisa went on a two-week riverboat cruise around Europe. Going from Budapest to the Danube to Prague, Jeff said, "It was a magical time."



The Knudson family

The biggest focus for Jeff on the future of Roofstar is maintaining the culture while he delegates more of the business. Emphasizing training and safety for all their roofers and making sure the sales staff is highly skilled, communicative, and most importantly, honest, are huge aspects of the culture at Roofstar. If you want the truth about your roof, look no further than Roofstar Arizona Inc. ●●●



“A roofing inspection can save REALTORS® and sellers thousands of dollars, and honesty and accurate information only help buyers make better-informed decisions.”



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Happy New Year 2020!



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GINA

Donnelly

feature agent ◀◀
By Sarah Wind

Gina Donnelly of ProSmart Realty has been a REALTOR® for over 17 years. Her career volume is \$226,739,018. She is among the top 1% of agents in the Arizona Regional MLS and ProSmart REALTOR® of the year from 2013-2016, and she has won the SEVRAR bronze and silver awards and is soon to receive her gold award. They say that behind every great man is a great woman, but in Gina's case, there is a great man backing her up, which is her husband, Jim. He's been her biggest cheerleader and took care of their now-adult daughters while they were still at home, so she could build her business.

“Do what is right, not what is easy. Sometimes, doing what is right is difficult, but you won’t have any regrets at the end of the day.”



Gina and Jim



Zach, Kim, Jim, Gina, Kennedy, Katie and Jared

In the 1990s, Jim and Gina were living in New York City, where Jim was a firefighter. It was 1992 when they bought their first house, and Gina thought it would be so much fun to be a real estate agent. But when she found out that it was a commission-based job, that scared her, not to mention that her father had just paid her way through college. Fast forward to 1999, when Jim retired. “We wanted to get out of the cold weather, so we thought we’d give Arizona a shot. It was up and coming, and if we didn’t like it, we could always leave and go to Florida. Things grew so fast out here. There was no reason to ever leave. We just loved it instantly.”

Gina was a dental hygienist, and a couple of years after they moved to Arizona, Jim encouraged her to go ahead and get her real estate license. So, she did and started selling real



estate in the evenings while still working her day job. “I would be cleaning people’s teeth and I’d have a captive audience, telling them about just getting my real estate license, and many of my patients

decided to use me as their agent. I quickly realized that real estate is not something you can do on the side as a hobby; it is a full-time job. My business took off so much that I had to make a decision whether to continue working as a hygienist or not. With my husband’s support, I decided to take the plunge and go full-time into real estate.”

“One thing I do differently than other agents is I offer a short-term loan program to sellers with limited funds. If they qualify, they get the money to do some needed repairs or updates before the home goes on the market, and then we get reimbursed when it closes. Something as simple as new paint and carpet goes a long way and can allow the seller to net \$10k-\$20k more than they would have if they had not done those repairs or updates. Sellers are so appreciative when their home sells quickly and for more than they were ever expecting.”

“The most rewarding part of my business is the ‘thank you’ notes from clients and the referrals I receive from past clients and friends. I take that as the biggest compliment that I can ever receive in business. At this point in my career, I am just about 100% referral-based, so referrals from past clients and friends show that they trust me, know that I have worked hard for them and value me enough to pass my name along.”

When we asked Gina what she and her husband like to do for fun, she said, “Our favorite thing to do is spend time with our family. Aside from that, we really like to entertain, work on projects, go out to eat, and travel. We haven’t been doing a lot of traveling lately because my oldest daughter got married and we had a grandbaby this year, which has kept us very busy, but in February, we’re looking forward to taking a Caribbean cruise. We also have a condo on the beach in Mexico that we enjoy visiting with family and friends.”

“I really enjoy hiking and going to the gym. Arizona has endless hiking possibilities. This summer, I was fortunate enough to hike Havasupai, and it was one of the best experiences of my life from a mental and physical standpoint. I work out at a Cross-Fit-style gym five days a week and have recently started running.”

When we asked Gina what her words of wisdom are for other REALTORS®, she had a lot to share. Here are her top ten:

- Never take your partner for granted because it takes two to do so much in this life.
- Do what is right, not what is easy. Sometimes, doing what is right is difficult, but you won’t have any regrets at the end of the day.
- Real estate is not a part-time job. If you want to be successful, you need to work your business full-time.
- Make sure you take continuing education classes and get your designations. There is so much to learn in these classes that you don’t know and should learn.
- When starting out, spend the majority of your time setting up systems and building your business, taking little time off. Success will allow you the luxury of more freedom in your schedule in the future.
- Get out there and meet people in person. Social media is not how to meet people; it’s how to stay connected.
- Don’t spend your paychecks before the deal is closed.
- Invest a portion of each of your paychecks back into your business and be sure to save for income taxes and retirement.
- You are never too good to work for anyone. A \$100,000 buyer might have a \$1,000,000 referral for you.
- Don’t forget that fortune is in the follow-up.

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TOP REAL ESTATE Marketing TRENDS FOR 2020

coaching corner ◀◀
By Carole Gurule, Onyx Communications



In this ever-changing digital marketing landscape, marketing professionals recognize that online marketing will continue to be one of the most important channels for your overall marketing strategy moving into 2020.

With all of the advancements in video, live streaming, predictive analytics, artificial intelligence, messenger bots, etc., online marketing continues to be one of the most prominent tools when it comes to marketing your business.

As you may have heard, several things have changed in the past year. Social media algorithms continue to dominate the conversation, with users seeing a massive decline in overall engagement, reach and followers on their brand and business pages. Instagram rolled out beta testing on “hiding likes” in the U.S. – which means users who are part of the test will no longer see the total number of likes and views on photos and videos in the feed

and on profile pages. However, they will still be able to see how many likes their own posts received.

Facebook rolled out its “special ad category,” which requires all U.S.-based housing, employment, and credit advertisers to select the “special ad category” option in Ads Manager when creating ads. This feature now restricts several ad targeting options — removing the ability to target ads by age, gender, zip code, multicultural affinity or any detailed options describing or appearing to relate to protected characteristics — to prevent advertisers from running discriminatory ad campaigns.

In addition, we’ve seen a shift in consumer behavior. Over the last five to seven years, the average consumer needed 16 touchpoints before pulling the trigger and making a purchase. Today, it is estimated that the number of touchpoints for that same consumer has increased to 33.

So, with the constant changes, increased competition, and consumers needing ever-increasing points of contact before saying “yes,” it is more important than ever to remain ahead of the game in terms of your digital marketing strategy.

What does all of this mean for REALTORS®? We’ve put together a list of the top five real estate marketing trends we see as being key for real estate agents in 2020.

1) Streaming Video Ad Engagement

Video was a digital marketing must in 2019, and that trend will continue to increase in 2020. Marketers report that more than 74% of U.S. consumers 13 years of age and older watch streaming or online video weekly, with 41% watching daily. What’s even more staggering is that of that 74%, close to 80%, will watch online ads in exchange for free content. From listing videos to video testimonials and live streaming open houses via Facebook/Instagram stories and IGTV, video marketing is not going away and should remain at the top of your to-do list in 2020.

2) Chat Marketing: Messenger Bots

Chat Marketing is dramatically changing the way businesses acquire, retain, and service their customers. We saw massive growth in chat marketing in 2019, with real estate agents using messenger bots as one of their initial touchpoints to prospective clients, as well as immediate follow up to those searching for more information about a particular listing. With the rise in popularity of WhatsApp, Facebook Messenger, and Instagram’s direct message platform, we recommend real estate agents look for a CRM solution that can utilize, store, and segment various interactions through these messaging apps.

3) Social Media Stories Are Here to Stay

If you’re looking to increase brand awareness, drive traffic to your website or landing pages, reach new audiences or initiate higher engagement with your followers, then Facebook and Instagram stories are a must for your overall marketing strategy in 2020.

It is estimated that there are more than 300 million accounts using stories on a daily basis, so it’s important to develop a solid strategy that focuses on current, relevant content and immediate feedback from clients. Posting live during an open house or showing unique behind-the-scenes footage can encourage more people to attend. Use polls or the countdown feature to build anticipation for an upcoming listing or development project. When using stories to promote an open house or new listing,

we recommend you show your face so that audiences have the opportunity to get to know you.

Lastly, be sure to incorporate the location stickers and three relevant hashtags to help your content get discovered locally.

4) Your Email Marketing

With an increased focus on privacy, you may have noticed a significant decline in your campaign’s open and click-through rates this year. You are not alone. Despite these current stats, email is still an incredibly effective tool in real estate to remain top-of-mind among your clients, nurture prospective leads through the sales cycle, drive traffic to your website, and deliver timely, relevant market data or blog content.

Our recommendation for 2020 is to ensure your audience lists are up to date and that your campaigns are mobile-friendly. Also, make sure you are personalizing your email content based on data from website visits, click-through history, and email preferences. Finally, remember that the quality of your email marketing campaigns always trumps quantity. Do not spam your audience, as this is not an effective strategy to convert or maintain existing clients.

I hope you found this information helpful. By turning these trends into action, I am sure your real estate business with thrive in 2020. If you have further questions or need assistance with developing your marketing strategy, please email us at hello@onyx-communications.com. Good luck in the new year!

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real story ◀◀
By Sarah Wind



Photo credit Lauren Gettman

CINDY FLOWERS

Cindy Flowers is in her 42nd year selling real estate and she is going strong. As well as she has done in her real estate career, she is a living testimony of pushing through personal and business trials and overcoming them. Anyone who meets Cindy will see that she has a huge heart for children and exudes kindness and compassion. Here is Cindy's story in her own words.

"The way I ended up in real estate happened in a round-about way. I grew up in Golden, Colorado, mostly. My dad was a car dealer and was transferred a lot when I was young, and I went to ten different schools in ten years. I was always good in math and science, so I had decided I was going to go to school and become a doctor. I went to Kansas State University, studied pre-med, and then the Vietnam War happened, and life changed for me.

"I ended up married with two kids and in Paris, Texas, still wanting to follow my career path. I went to work for a couple of doctors setting up their practice. I saw there was an opportunity for them to invest in real estate, so I encouraged them to buy some little houses, and then on the evenings and weekends I would fix them up so they could flip them. No one in my family had ever done that.

"A few years later with 3 little kids, I was back on track studying pre-med at University of Dallas. Then life happened again. I had to drop out of school in my final semester of my senior year to get a job and start supporting my kids. I moved to Den-

ver, Colorado, and started coaching kids' soccer. My assistant coach was a modular home dealer, and that piqued my interest, so I began selling modular homes in the mountains above Denver and did quite well in spite of increasing interest rates.

"In February of 1980 I went to visit my dad in Arizona for a break from an extremely harsh Colorado winter. I just fell in love with Arizona from the minute I stepped off the airplane. I couldn't believe this place. And I thought, 'Wow! I could build houses year-round in Arizona.' So, I went home, put my house on the market, and moved to Dobson Ranch, Arizona, within two months with my three little kids and I never looked back. I've lived in Gilbert since 1984.

"I did build some houses in Arizona when I first moved here and then the recession hit. The prime rate was 21% and I was paying two-above-prime on my construction loans. That was pretty crazy. In order to pay the interest on my construction loans, I got my real estate license at the advice of the REALTOR® who sold me my house. I've loved everything about real estate ever since. It's given

...



... me the opportunity to raise my kids and put them through college.

“Some years later my youngest son convinced me to go back to school and finish my degree. So, I studied business and marketing at ASU, and I graduated from ASU in 1997 with my youngest son. He graduated with an engineering major, and we got to walk the stage together. That was one of the most special accomplishments of my whole life.

“Along the way, I married Bill Flowers. That was probably the best thing I ever did besides having my three great kids. He was my kids’ youth group leader at Gilbert Presbyterian Church. They were older teenagers by then.

“Bill always accompanied me on the evenings and weekends selling real estate and he was a natural at it. I finally convinced him to get a real estate license. He was an amazing REALTOR®. We built a team and a career together starting in the early 90’s. Then he got colon cancer in 2000 and throat cancer in 2006 even though he didn’t smoke. He beat it twice, but it’s kind of beat him up, too.

“Since 2007 he’s been on a feeding tube and can’t eat or drink anything by mouth. We worked together for more than twenty years, but then he got too sick and hasn’t been able to do it for the last few years. However, he does a lot of projects for our business from home, such as hand-addressing envelopes for special occasions and getting our mailings out. He is still a huge part of our team.

“Anyone who knows Bill and knows his story is inspired by who he is and what he does. He gives us all the will to keep going. He gives us all the will to keep going. Every morning he writes out gratitude lists and reads his Bible and always tries to make my day better. It’s just who he is. He’s a great inspiration for everyone and is the love of my life.

“We had a tremendous amount of support from the real estate community during Bill’s fight against cancer. Keller Williams has an incredible nonprofit corporation called KW Cares that helped us with a big donation when we were in the thick of the battle. Our work associates held big fundraisers, like bowl-a-thons, and raised about \$16,000 for us in one evening. And it wasn’t just Keller Williams. We’ve worked at a lot of real estate companies over

the years and people from all different companies were contributing and praying for us.

“When you’re going through it, you’re just numb. You’re trying to put one foot in front of the other each day, and it’s people’s prayers that lift you up and carry you through. You look back on it and you think, ‘How did we survive that?’

“When we were in the worst of it all, fighting every minute for Bill’s life, I said, ‘I just wish I could learn the lesson that I’m supposed to be learning here.’ And a good friend of mine said, ‘Oh, but Cindy, maybe it’s not your lesson. Others are watching this journey.’ I’ve always remembered that.

“I have three kids and Bill has three kids. About ten years ago we lost Bill’s daughter to cancer, right when Bill was in the thick of his last second battle with cancer. You can’t ever prepare yourself to lose one of your children. It’s just not right and really hard to accept.

“Three of our kids live here locally. We have a total of 14 grandchildren and our 7th great-grandchild was just born in Dallas. They are the light of our lives. I’ve always said that having grandkids is way better than having kids. My mom used to say, ‘Grandkids are our reward for not killing our children when they were teenagers.’

“Kids are my passion. They’re just the most important thing to me in the whole world, whether they are my kids or somebody else’s



Cindy and Bill

“We also of course participate with the Keller Williams Red Day every May. Our team also loves to pack meals for Feed My Starving Children. Right now, we’re in the middle of collecting teddy bears for Phoenix Children’s Hospital. There’s a young man from Gilbert, a baseball player named Emory, and he was in Phoenix Children’s Hospital for the first four or five years of his life. He started a mission of gathering thousands of teddy bears every year for the Phoenix Children’s Hospital at Christmastime, and they use those teddy bears throughout the year. And we’re also collecting toys for a toy drive for the Starbright Foundation.

“There’s something special about REALTORS® and the real estate community because of the kind of business we’re in. It takes people who care and are compassionate. What we do every day is help others achieve homeownership, whether it’s in the lending field or in title or in a support role of some kind. There’s just something rewarding about helping people to have a home for them and their families to come home to every day.

During the home buying and selling process, we like to make it fun. People need to have fun in the midst of one of their biggest financial undertakings. Our team tries to bring some fun, order, and sense of reassurance that everything’s going to be all right.

I didn’t get to be a doctor. I’m not saving lives or finding a cure for cancer like I had planned. But a home is a special place where people celebrate birthdays, holidays and all special occasions. If I can be a small part of that, I think that’s probably the best gift I can give.”

“There’s something special about REALTORS® and the real estate community because of the kind of business we’re in. It takes people who care and are compassionate.”

kids. Our closing gift to our clients is a contribution to the Starbright Foundation. They’re the only organization in Arizona that has a safe house for children who are victims of human trafficking. We created a certificate that we send to our clients after every closing that tells them we have donated in their name to this amazing organization that is working every day to save our children.

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JOEL GOLDSMITH

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By Jacob Cabezudo



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Margareth Jaeger



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“You can define success many different ways,” says Joel Goldsmith of R3 Home Group. “I think of it as ‘Are you happy? Are you learning something new every day? Do you have loved ones in your life? Are you living the life that you sought out?’ For me, the answer is ‘yes’ to all of the above!”

From New York, Joel went to college upstate and came out to Arizona often because many of his friends went to ASU. Naturally, he loved the beauty of the valley. So much so that two weeks after graduating, he moved out here for good.

He began his career at a major bank, smack dab in the middle of the recession in 2007. Looking back on it, Joel believes starting out in that difficult time helped mold his career. “It made me work much harder for every deal and earn everything.” Early on, Joel preferred the mortgage, housing and lending side of his work, especially working in loss mitigation, helping people avoid losing their homes. “It made me feel good about what I did. I felt like I was giving back to a lot of the people that really were going through tough times.”

Joel went on to manage 16 retail branches of the bank he worked at, which bolstered his understanding and skill of running a business that he would use with the team he helps manage now. He had had an interest in real estate since earlier in his banking career, and eventually, he jumped in full force.

Getting his real estate license in June 2017, Joel did a solid \$1 million in his first six months as an agent. Joel’s 2019 was outstanding as he racked up \$10 million in volume in just his second full year. “It was the best decision I’ve ever made,” he said of his choice to finally become an agent. “I’ve heard from many people that I’m a social butterfly. I like to listen and understand what people’s life stories are, what motivates them and how they want to accomplish their goals.”

...

...

Joel and his two business partners, Jeff Cayton and Paul Eide, manage the R3 Home Group of DeLex Realty. Currently, they have eight agents and a transaction coordinator. A focus of theirs is lead generation, and that focus was amplified by a meeting they had with Jason Abrams, an agent famous for working with many professional athletes and having his own show on HGTV.

“He asked us about our database and assets,” Joel recalled. “And we had about 8,000 leads. He then asked, ‘Of those 8,000 leads, how many are you communicating with once a month?’ We realized that we didn’t have a lead generation problem. We had an agent problem. We decided we needed to hire more people to contact our leads. Ultimately, our goal is to contact every one of our leads once every 30 days.”

As a team, Joel and his partners work on developing the agents on their team as well as serving the community. They recently volunteered their time serving for the Free Arts for Abused Children, doing activities and simply being there for the kids at an event held at the Desert Botanical Gardens. They also are involved with the Salvation Army and Habitat for Humanity.

The movie *Yes Man* starring Jim Carrey resonates with Joel and how his life has been transformed by his career in real estate. “He [Carrey’s character in the movie] was feeling down. Then, he started saying ‘yes’ to everything, and he started to go out and live a lifestyle very different from what he was accustomed to. Essentially, that mindset kind of helped me to get out there and start interacting with different groups of people.”

Having been in sales since he was 17, Joel has built the confidence to go into any situation comfortably. He worked for a sports marketing company



Photo Credit Margareth Jaeger

where he went door to door selling packages, often in triple-digit heat. The grind of those days and the amount of rejection he faced implanted the values of work ethic and the importance of body language.

The book *Secrets of Question-Based Selling* by Thomas Freese is also highly recommended by Joel. “It really shows how you can involve your clients a lot more in the process. As an agent or REALTOR®, we’re only here to help advise our

clients, not to tell them what to do. We just work as guides.”

For the future, Joel looks to continue to grow and increase his knowledge of this evolving industry. “The one constant in real estate is that it’s constantly changing. You have to adapt and make sure that you’re learning and staying ahead of things.”

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▶ book review
By Scott Wurga

WHAT EVERY BODY IS SAYING

BY JOE NAVARRO

I do enjoy taking the time to read a book, and I spend a lot of time reading what many people would call business books. That being said, it was suggested that I check out the book, *What Every Body is Saying* by Joe Navarro. As a home inspector, I'm paid to be particularly observant. This book is about learning how to be observant of people.

It helps you understand:

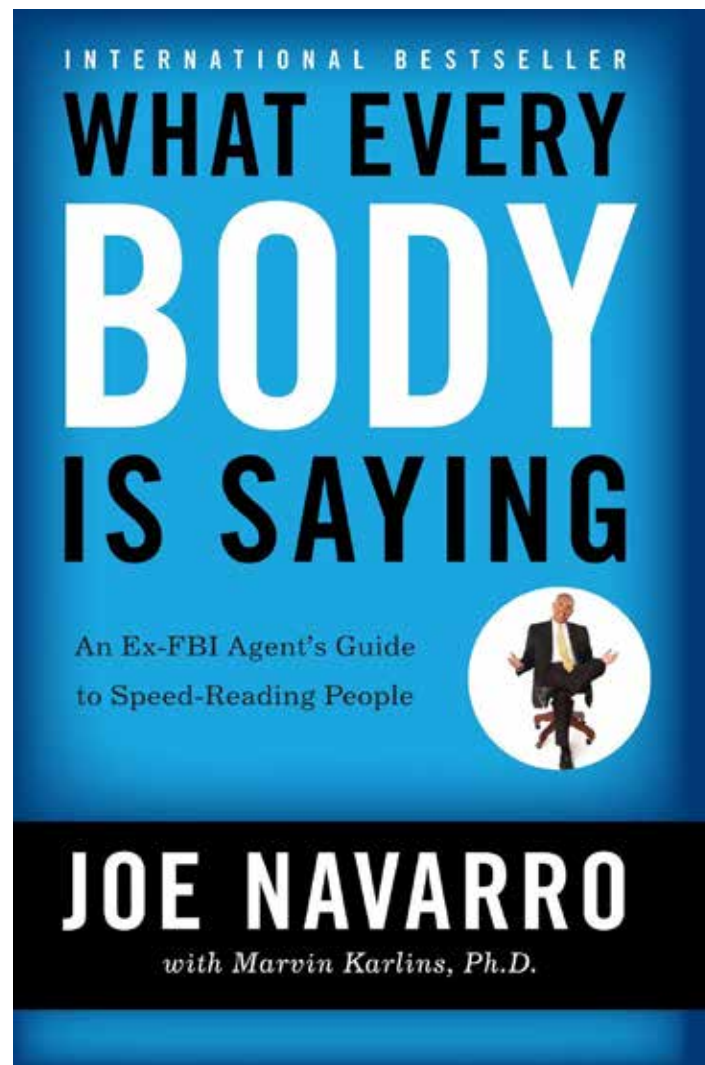
- The ancient survival instincts that drive body language.
- Why the face is the least likely place to gauge a person's true feelings.
- What thumbs, feet, and eyelids reveal about moods and motives.
- The most powerful behaviors that reveal our confidence and true sentiments
- Simple nonverbals that instantly establish trust.
- Simple nonverbals that instantly communicate authority.

It doesn't take a genius to see how being able to interpret people's body language can help with negotiations or even with talking to a client to find out if this is really what they want.

I was surprised to see that many things that I thought I knew were actually incorrect; for example, when having a conversation and someone gazes away, they tend to do so to engage a thought more clearly without the distraction of looking at you. It is often mistaken as rudeness or personal rejection, which it is not, nor is it a sign of deception or disinterest; it's actually a comfort display.

While reading this book, I decided to start putting it into practice and was amazed at how I could pick up on other people's thoughts and feelings by simply observing them perform certain techniques that are in the book without them even realizing it. Navarro emphasizes that while knowing the reasons for certain behaviors — like touching one's neck — can be useful in "reading" people, they are not foolproof barometers of deception. You must establish baseline behaviors.

Navarro worked as an FBI counterintelligence special agent for 25 years where he used these tools to help crack cases, and he still



provides lectures and serves as adjunct faculty at the Saint Leo University as well as the FBI. He has a Ph.D. in psychology from Princeton and is a senior professor of management at the University of South Florida. He is well-qualified to write this book.

After I got about halfway through the book, I started noticing the body language more of my wife and kids. I found that I was much more in tune with what they were saying or thinking when I was filtering it through their body language.

Seriously, this book was never intended for the real estate business, but there are numerous business applications in it, from being able to tell when someone is not being completely honest with you to when you're trying to negotiate either a deal or repairs face to face. Not to mention, it could be used while playing poker with friends, too. (The \$12 for this book could pay you back much more)

Quit staring at your phones and watch the people around you. If you read this book, you will be amazed at what they tell you without ever saying the word, and when they do speak, you'll be able to know whether they're being honest. Seriously, I have seen body language in the last couple of weeks that has allowed me to ask additional questions and help me determine that they were not telling me the whole truth.



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Have you ever kept a New Years resolution? If so what was it?



DEBRA LOPEZ, BERKSHIRE HATHAWAY
In 2018 and 2019 my New Years Resolution was and is: To display one act of human kindness to someone or thing each week. In the beginning I thought it would be hard to deliver ‘EACH’ week, but it wasn’t. At the end of each week, via journal, I know who, what, and when I demonstrated the act of kindness. In my view these acts of kindness are as simple as holding the door open for someone, complimenting someone in need, paying for someone’s groceries when they come up short at the grocery store, treating someone to lunch, spending time with someone who is lonely, etc. It’s been the best New Year’s Resolution ever!!!



JASON LAFLESCH, RESULTS REALTY
My very first True New Years Resolution was at the end of 2017. I’m happy to say that I have kept true to my Resolution! It takes effort and follow through though.... Daily! My resolution was to either compliment a stranger (put a smile on their face) while out and about during the day and if for some reason I didn’t accomplish that



then I would call someone that I haven’t talked to in awhile just to say hello and that I was thinking about them. I am going on my third year beginning in 2020 and I must say it feels really good to follow through on what I promised myself I would do. Every day that I do this each day after it makes it easier and easier!

KRISTEN CANTRELL, REVELATION REAL ESTATE
I don’t really do a New Years Resolution. Instead I do vision boards. Last year I did a vision board for 2019 and almost everything on there I stuck to. For example, I had a picture that showed dating your spouse and this year me and my husband dated way more frequently and intentionally than we have in years, I had a photo of financial peace and I had a goal to pay off two big loans and I did, I had a picture that said “love your work culture” and I focused so much on culture at Revelation Real Estate and having fun and I see the results everyday at our office. I keep it on the wall in front of my desk and although I don’t feel like I looked at it everyday, it was there and the things I set out to do I did.



JENNIFER SCHUMACHER, RUSS LYON
In lieu of New Years Resolutions, I prefer to think of one word that will challenge me and help me become a better human. For instance, my “word” for many years was “patience”, and this year it will be “boundaries” - I need to work on having them. When you focus on one word each day, it’s amazing how it transforms your life and your thinking. I also believe it’s important to do a vision board each year in January, so you have a daily visual of your goals. Seeing your goals daily will help you hustle and work toward making your dreams come true!



BECKY KOLB, KELLER WILLIAMS INTEGRITY FIRST REALTY
I would have to say I kept the one that said “I am not going to diet this year”. In business, I kept my resolution to practice gratitude and affirmations daily and it has transformed the way I do business.



MINDY JONES NEVAREZ, KELLER WILLIAMS INTEGRITY FIRST REALTY
I got into real estate in the Fall several years ago and knew I had a very specific income I needed to replace in the coming year - and I did it! Fast forward to 2019 and my New Years Resolution was to birth a healthy baby boy AND figure out how to be a mom in real estate both during my pregnancy and for every day after he was born. So far so good - AND every day is a learning experience. I love resolutions and I don’t think you need to wait until the new year to keep them - I also don’t think “keeping” a resolution is about overnight change. It’s about being committed to the change.



JANINE IGLIANE, KELLER WILLIAMS REALTY EAST VALLEY
If by resolution, you mean goal, then yes and yes I have! I am a firm believer in writing down your goals with action steps for the new year. And I like to check back on my goals monthly so I can make sure I’m on track. I also do a vision board with fun pictures and words on it that inspire me. I hang my vision board by my bed, so I see it daily. It’s fun to see what I’ve accomplished that I set out to and what I still have that motivates me to keep going. Lastly, I believe in tracking the 7 areas of life, so not just work related goals, but financial, spiritual, family, etc.



DEBRA ALLEN, BERKSHIRE HATHAWAY
I promised myself last year to not compromise my happiness and to really go after the things that make me happy I’ve done this the entire year of 2019 so far and I can’t wait to keep doing it for the rest of my life best New Year’s resolution I’ve ever kept.

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

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MONTHLY UPDATE

As I write this note and 2019 is coming to an end, and all I can think of is gratitude. Gratitude for the wonderful year 2019 has been. I have gratitude for the amazing and thoughtful leaders of all the associations I have had the pleasure of working with this year and gratitude for the opportunity this career has given me. Organized real estate in Arizona has accomplished some amazing things and particularly WeSERV. While there have certainly been some challenges, overall, the good far outweighed the bad. So, I'm sure you are asking what occurred.

of REALTORS®. With a combined membership of approximately 23,000 members, the new West and SouthEast REALTORS® of the Valley will be a force to be reckoned with.

I also have a great deal of excitement for 2020. It looks like more organizations want to be part of the WeSERV movement. With that, even more of an opportunity is ahead for the community. But what does all this mean for the members we serve at WeSERV?

That is where the work has already begun. The organization has numerous staff, workgroups, and the WeSERV Board of Directors committed to providing the best experience, with the most benefits in the industry -- what I would like to call the "bang for your buck!" We're currently looking at technology solutions, insurance solutions, security solutions, and outside the box solutions for the members. All because you have chosen WeSERV to be your REALTOR® home.

I am also very excited about the national speaker series, which will give members the opportunities to hear from some of the leading minds in the real estate, government, and business sectors. We hope you take advantage of every one of these events when announced.

We hope to do all these additional things while still providing the level of education you have come to expect, the government affairs engagement and protection, and events that are second to none. 2020 is going to be fantastic!

WeMAR ended 2018 with a bang with the merger of the Western Pinal Association into the WeMAR family. The combining of the two associations was the second of two mergers in two years and was a significant footprint to some of the discussions and decisions made in 2019. Without the Western Pinal Association and the action of the wonderful leaders there, the chapter model we incorporated would not have been possible.

The association began a management agreement with the Southeast Arizona Association of REALTORS®. The agreement expanded the association to almost all of Cochise County in Arizona and incorporated the members and their listings into the Arizona Regional Multiple Listing Service.

The association also had the pleasure of completing one of the largest mergers in REALTOR® Association history with the merger of the SouthEast Valley Regional Association of REALTORS® and the West Maricopa County Regional Association

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Title Alliance Platinum Agency 18291 N. Pima Road, Suite A-115 Scottsdale, AZ 85255	Title Alliance Professionals 10320 W McDowell Rd. Bldg. B Suite B2006 Avondale, AZ 85392	Title Alliance Professionals 15003 W. Bell Road, Suite 125 Surprise, AZ 85374	Title Alliance Infinity Agency 2450 South Arizona Avenue, Suite 5 Chandler, AZ 85286	Title Alliance Of Phoenix 4858 East Baseline Rd, Suite 104 Mesa, AZ 85206

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JANUARY

WeSERVE January Class Calendar Chandler Location

VA Transaction-Contract Issues

Event Date: January 6
Event Time: 9 a.m. - 12 p.m.

Event Description: Contract Law, 3.00 Credits
Instructor: Jimmy Vercellino
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

What Is it about Equal...

Event Date: January 6
Event Time: 1 p.m. - 4 p.m.

Event Description: Fair Housing, 3.00 Credits
Instructor: Brenda Russell-Basso
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Toastmasters Club

Event Date: January 7
Event Time: 7 a.m. - 8 a.m.

Event Description: Self-Improvement
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

New Member Orientation

Event Date: January 7
Event Time: 9 a.m. - 10:30 a.m.

Event Description: Non-accredited
Instructor: Derek Anglin
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Agency Law and Ethics

Event Date: January 8
Event Time: 9 a.m. - 12 p.m.

Event Description: Agency Law 3.00 Credits
Instructor: Brian White
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

To Disclose or Not to Disclose

Event Date: January 8
Event Time: 1 p.m. - 4 p.m.

Event Description: Disclosure 3.00 Credits
Instructor: Keri Means
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Business Planning

Event Date: January 9
Event Time: 9 a.m. - 12 p.m.

Event Description: Non-Accredited
Instructor: Mark Poisson
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Affiliate Certification

Event Date: January 10
Event Time: 8 a.m. - 9 a.m.

Event Description: Non-accredited
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Transaction Desk®

Event Date: January 14
Event Time: 1 p.m. - 3 p.m.

Event Description: Non-accredited
Instructor: Kelly Soriano
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Comm. Standards Law and Ethics

Event Date: January 15
Event Time: 9 a.m. - 12 p.m.

Event Description: Commissioner's Standards
3.00 Credits
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

USPAP Update Course

Event Date: January 16
Event Time: 8:30 a.m. - 4:30 p.m.

Event Description: Non-accredited, 7.00 Credits
Instructor: Debbie Rudd
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

New Member Orientation

Event Date: January 16
Event Time: 2 p.m. - 3:30 p.m.

Event Description: Non-accredited
Instructor: Liz Hill
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Make Renovation a Reality

Event Date: January 16
Event Time: 6 p.m. - 9 p.m.

Event Description: General Real Estate,
3.00 Credits
Instructor: Patrick Ritchie
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Improv for Realtors®

Event Date: January 17
Event Time: 9 a.m. - 11 a.m.

Event Description: Self-Improvement
Instructor: Ryan Johnson
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

The Code of Ethics

Event Date: January 17
Event Time: 1 p.m. - 4 p.m.

Event Description: Commissioner's Standards,
3.00 Credits
Instructor: Mark Winsor
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Toastmasters Club

Event Date: January 21
Event Time: 7 a.m. - 8 a.m.

Event Description: Self-Improvement
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

HomeSmart Class

Event Date: January 21
Event Time: 11 a.m. - 2 p.m.

Event Description: Accredited,
3.00 Credits
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Writing the AIR Agreement

Event Date: January 22
Event Time: 9 a.m. - 12 p.m.

Event Description: Contract Law,
3.00 Credits
Instructor: Patrick Sheahan
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Ethics and the Comm. Licensee

Event Date: January 22
Event Time: 1 p.m. - 4 p.m.

Event Description: Commissioner's Standards,
3.00 Credits
Instructor: Patrick Sheahan
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

MRP: Military Relocation Prof

Event Date: January 23
Event Time: 9 a.m. - 4 p.m.

Event Description: General Real Estate,
7.00 Credits
Instructor: Jimmy Vercellino
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Basic Business Building

Event Date: January 23
Event Time: 9 a.m. - 11 a.m.

Event Description: Non-accredited
Instructor: Mark Poisson
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

VA Transaction-Contract Issues

Event Date: January 25
Event Time: 9 a.m. - 12 p.m.

Event Description: Contract Law,
3.00 Credits
Instructor: Jimmy Vercellino
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Are You Being Fair?

Event Date: January 27
Event Time: 9 a.m. - 12 p.m.

Event Description: Fair Housing,
3.00 Credits
Instructor: Mark Winsor
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Legal Hotline Topics

Event Date: January 27
Event Time: 1 p.m. - 4 p.m.

Event Description: Real Estate Legal Issues,
3.00 Credits
Instructor: Andy Israel
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

New Member Orientation

Event Date: January 28
Event Time: 8 a.m. - 9:30 a.m.

Event Description: Non-accredited
Instructor: Torey Gannon
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

Disclosures: Fix, Flop or Walk

Event Date: January 29
Event Time: 1 p.m. - 4 p.m.

Event Description: Disclosure,
3.00 Credits
Instructor: Tim O'Neall
Location: 1733 E. Northrop Blvd., Chandler, AZ 85286

JANUARY

SUNDAY	MONDAY	TUESDAY
29	30	31
05	06 VA Transaction- Contract Issues 9 a.m. - 12 p.m. What Is it about Equal... 1 p.m. - 4 p.m.	07 Toastmasters Club 7 a.m. - 8 a.m. New Member Orientation 9 a.m. - 10:30 a.m.
12	13	14 Transaction Desk® 1 p.m. - 3 p.m.
19	20	21 Toastmasters Club 7 a.m. - 8 a.m. HomeSmart Class 11 a.m. - 2 p.m.
26	27 Are You Being Fair? 9 a.m. - 12 p.m. Legal Hotline Topics 1 p.m. - 4 p.m.	28 New Member Orientation 8 a.m. - 9:30 a.m.

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01	02	03	04
08 Agency Law and Ethics 9 a.m. - 12 p.m. To Disclose or Not to Disclose 1 p.m. - 4 p.m.	09 Business Planning 9 a.m. - 12 p.m.	10 Affiliate Certification 8 a.m. - 9 a.m.	11
15 Comm. Standards Law and Ethics 9 a.m. - 12 p.m.	16 USPAP Update Course 8:30 a.m. - 4:30 p.m. New Member Orientation 2 p.m. - 3:30 p.m.	17 Improv for Realtors® 9 a.m. - 11 a.m. The Code of Ethics 1 p.m. - 4 p.m.	18
22 Writing the AIR Agreement 9 a.m. - 12 p.m. Ethics and the Comm. Licensee 1 p.m. - 4 p.m.	23 MRP: Military Relocation Prof 9 a.m. - 4 p.m. Basic Business Building 9 a.m. - 11 a.m.	24	25 VA Transaction- Contract Issues 9 a.m. - 12 p.m.
29 Disclosures: Fix, Flop or Walk 1 p.m. - 4 p.m.	30	31	01

Teams and Individuals Closing Dates From January 1–November 30, 2019

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 11/30/2019	Total Unit Sales 01/01/2019 - 11/30/2019
35	Darwin Wall	Realty One Group	20,294,038	44
36	Angela Larson	Keller Williams	20,102,455	77
37	Russell Mills	Gentry RE	20,077,445	56
38	Benjamin Arredondo	My Home Group	19,815,799	64
39	Shawn Camacho	United Brokers Group	19,700,300	63
40	Dorrie J Sauerzopf	Fleming & Associates	19,569,598	55
41	Dean Thornton	Redfin	19,458,478	56
42	Shivani A Dallas	Keller Williams	19,333,400	54
43	Bob & Sandy Thompson	Revelation Real Estate	19,287,400	61
44	Patrick McClain	Home Smart	19,168,799	81
45	Diane Bearse	The Bearse Team	18,924,650	44
46	Donna Cherie Mortensen	Redefy	18,859,625	51
47	Kirk Erickson	Schreiner Realty	18,199,400	50
48	David Morgan	Home Smart	18,128,900	76
49	Brett Tanner	Home Selling Team	18,049,739	67
50	W. Russell Shaw	Realty One Group	17,904,199	63

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

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1–November 30, 2019

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 11/30/2019	Total Unit Sales 01/01/2019 - 11/30/2019
51	Michaelann Haffner	Michaelann Homes	17,504,144	46
52	John Gluch	Platinum Living Realty	17,292,139	56
53	Heather M Corley	Redfin	17,223,572	44
54	Scott Cook	Remax	17,050,522	48
55	Gina McMullen	Redfin	16,955,900	49
56	Bill Olmstead	Keller Williams	16,905,800	47
57	Jonas Funston	Venture REI	16,636,670	45
58	Jason Zhang	Gold Trust Realty	16,466,400	39
59	Thomas M Speaks	Revelation Real Estate	16,403,773	47
60	Ivy Coppo	Blandford Homes	16,341,748	17
61	Gordon Hageman	My Home Group	16,284,097	40
62	Jason LaFlesch	Results Realty	16,276,200	33
63	LaLena Christopherson	West USA	16,226,088	18
64	Kelly R. Jensen	Elite Realty	16,096,670	48
65	Richard Alan Ashby	Realty Group	16,092,450	33
66	Tina M. Sloat	Tina Marie Realty	16,080,350	48
67	Cindy Flowers	Keller Williams	16,072,250	56
68	Lorraine Ryall	KOR Properties	15,797,800	32
69	Jody Sayler	Just Selling AZ	15,791,550	51
70	Mark Captain	Keller Williams	15,785,775	47
71	Kelly Khalil	Redfin	15,739,190	42
72	Wade Frontiera	Homelight	15,631,500	61
73	Frank Merlo	Berkshire Hathaway	15,630,321	37
74	Mike Mendoza	Keller Williams	15,206,591	35
75	Curtis Johnson	Curtis Johnson Team	15,165,830	47
76	Gus Palmisano	Keller Williams	15,160,100	43
77	Michael Kent	Remax	15,048,549	51
78	Tyler Blair	My Home Group	15,037,100	50
79	Jason L Penrose	Remax	15,026,800	45
80	Amy N Nelson	Keller Williams	14,834,178	47
81	Karl Tunberg	Midland Real Estate Alliance	14,729,095	29
82	Stacia Ehlen	Remax	14,664,699	33
83	Jody Poling	DPR Realty	14,506,692	22
84	Roger Marble	Marble Real Estate	14,352,541	37

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 11/30/2019	Total Unit Sales 01/01/2019 - 11/30/2019
85	William Ryan	William Ryan Homes	14,150,550	31
86	Rodney Wood	Realty One Group	14,149,360	40
87	Erik Geisler	Revelation Real Estate	14,064,400	32
88	Bryce A. Henderson	Four Peaks	14,021,565	40
89	Robyn Brown	Argo Real Estate	13,756,300	38
90	Scott Morgan	Heritage Real Estate	13,750,778	49
91	Blake Clark	Blake Clark Team	13,637,100	40
92	Scott R Dempsey	Redfin	13,613,900	33
93	James Bill Watson	Keller Williams	13,610,890	34
94	Rob Hale	Elite Realty	13,588,795	53
95	Douglas Hopkins	Realty Executives	13,556,300	41
96	Michael J. D'Elena	Revelation Real Estate	13,510,550	42
97	Timothy J Cusick	Homelife	13,502,889	34
98	Richard Johnson	Remax	13,245,500	35
99	Zachary Cates	Revelation Real Estate	13,208,495	26
100	Tara Hayden	Redfin	13,181,175	35

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

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1–November 30, 2019

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 11/30/2019	Total Unit Sales 01/01/2019 - 11/30/2019
101	Cynthia Worley	Stella Realty Group	13,150,300	24
102	Phillip Shaver	Go Sold Realty	13,104,990	47
103	Sixto Aspeitia	Realty One Group	12,952,080	51
104	Carol Gruber	Revelation Real Estate	12,948,285	47
105	Jason W Witte	EXP Realty	12,734,800	37
106	Gregory Crespo	Jarvis Realty Inc	12,482,710	34
107	David Arustamian	Russ Lyon	12,448,098	29
108	James A Carlisto	Hague Partners	12,391,062	39
109	Mike Schude	Keller Williams	12,299,250	38
110	John A Sposato	Home Group	12,241,400	32
111	Beth Rebenstorf	Realty One Group	12,226,060	31
112	Mark Newman	Newman Realty	12,147,765	35
113	Timothy Ehlen	Remax	12,024,574	32
114	Ben Swanson	Remax	12,014,600	52
115	Michael W Cunningham	West USA	11,995,668	25
116	Jerry Thomas Beavers	Realty One Group	11,946,963	32
117	John Karadsheh	KOR Properties	11,914,750	19
118	Debi Gotlieb	Key Results Realty	11,889,150	33

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 11/30/2019	Total Unit Sales 01/01/2019 - 11/30/2019
119	Adam B Coe	West USA	11,873,900	36
120	Jennifer Felker	Remax	11,843,937	24
121	Randy Duncan	Realty Executives	11,800,900	37
122	Amy Laidlaw	Realty Executives	11,710,740	41
123	Pam Eagan	Realty Executives	11,705,900	22
124	Stephen Helmstadter, Sr.	Hemstadter Realty	11,640,835	25
125	Tyler D Whitmore	O48 Realty	11,576,688	36
126	Kevin Weil	Remx	11,538,989	32
127	Michele Keith	Home Smart	11,536,708	21
128	Gina Donnelly	Donnelly Group Real Estate	11,480,430	32
129	Rachel Krill	Revelation Real Estate	11,477,980	36
130	Cyndi Brand	DRH Properties	11,453,760	56
131	Jera M Banks	Home Smart	11,436,500	33
132	Cynthia Ann Dewine	Russ Lyon	11,382,544	30
133	Alberto Garcia	Fulton Home Sales Corporation	11,334,020	24
134	Stephanie Sandoval	Home Smart	11,272,385	33
135	Beth S. March	C21	11,226,587	28
136	Kristi Jencks	BIG Helper Realty Group	11,203,699	39
137	Kyle J. N. Bates	My Home Group	11,148,010	38
138	Gregory Hagopian	Remax	11,096,450	31
139	David Harvey	Hague Partners	11,085,300	24
140	Angela Patten	Realty One Group	11,055,099	30
141	Maureen Waters	Remax	10,803,438	29
142	Peter Kamboukos	EXP Realty	10,799,130	33
143	Katherine E Walsh	The Walsh Team	10,795,855	34
144	Rebekah Liperote	Redfin	10,710,500	30
145	Marci Burgoyne	Crown Key Real Estate	10,666,242	28
146	Daniel Callahan	Remax	10,665,840	45
147	Julie A. Gallego	Redfin	10,546,143	30
148	Becky Engstrom	Coldwell Banker	10,536,417	25
149	Trevor Bradley	Stunning Homes Realty	10,535,617	39
150	Angela Tauscher	West USA	10,420,494	33

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1–November 30, 2019

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 11/30/2019	Total Unit Sales 01/01/2019 - 11/30/2019
151	Christopher Neil Dudley	The Daniel Montez Real Estate Group	10,313,050	30
152	James Patrick Sanson	Keller Williams	10,307,350	42
153	Shawn Rogers	West USA	10,282,500	36
154	Lauren Rosin	West USA	10,270,600	33
155	Gary R Smith	Keller Williams	10,240,451	31
156	David Khalaj	Pro Sport Realty	10,112,500	7
157	William G Barker	Farnsworth Realty & Management Company	10,111,900	36
158	Kristina L. Sabo	United Brokers Group	10,104,298	28
159	Kirk A DeSpain	Kirk DeSpain Real Estate	10,058,569	33
160	David C Zajdzinski	EXP Realty	10,052,760	29
161	Holly Ann Mettham-Mattouk	Keller Williams	10,001,000	13
162	Rebecca Kallhoff	Remax	9,999,700	35
163	Michael Barron	Infinity & Associates RE	9,988,610	27
164	Kandi Andresen	Rachael Richards Realty	9,962,000	29
165	Lori Blank	Lori Blank & Associates	9,814,450	25
166	Layne Peterson	Presidential Realty LLC	9,779,100	30
167	Katrina L McCarthy	Realty One Group	9,778,589	23
168	David Courtright	Coldwell Banker	9,769,775	27
169	David Larsen	West USA	9,766,400	31
170	Jill K Dames	Realty One Group	9,723,400	29
171	Christine Holwell	Revelation Real Estate	9,710,900	31
172	Chris Guerrero	Realty One Group	9,645,475	25
173	Danny Perkinson	Perkinson Properties	9,639,320	27
174	Jaime L Blikre	My Home Group	9,619,275	33
175	Darlin L Gutteridge	Remax	9,604,590	28
176	Mondai Adair	My Home Group	9,603,388	25
177	Barbara Schultz	Coldwell Banker	9,560,350	31
178	Jeremy A Wilson	Century 21	9,559,200	26
179	Alondra Churcher	Conway Real Estate	9,543,695	33
180	Carin S Nguyen	Keller Williams	9,527,799	27
181	Tiffany Griffin	My Home Group	9,506,439	36
182	Julia Spector-Gessner	Revelation Real Estate	9,489,126	29
183	Thomas Popa	Thomas Popa & Associates	9,453,500	11
184	Becky Blair	Keller Williams	9,403,176	30

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 11/30/2019	Total Unit Sales 01/01/2019 - 11/30/2019
185	Danielle M. Nichols	Maricopa Real Estate	9,400,194	38
186	Stacie Neumann	Russ Lyon	9,399,016	24
187	April McNeil	United Brokers Group	9,288,926	32
188	Mark Carvalho	Carvalho Real Estate	9,279,760	27
189	Eric Scott Holland	The New Home Company	9,270,034	9
190	Shawntel L Breakiron	Redfin	9,210,690	26
191	Mary O'Hara	Mary O'Hara Team	9,191,440	19
192	Cara Wright	Revelation Real Estate	9,186,500	10
193	Matthew S. Potter	Stunning Homes Realty	9,163,800	30
194	Gilbert Moreno	Homesmart	9,153,800	36
195	Kim Williamson	Revelation Real Estate	9,130,700	21
196	Brooke Bogart	Keller Williams	9,124,600	28
197	Laura Higginbotham	AZ Real Estate Options	9,120,750	15
198	Jennifer Wehner	EXP Realty	9,112,630	24
199	Robert Reece	United Brokers Group	9,096,811	27
200	Dawn Carroll	Lori Blank & Associates	9,086,250	23

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



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Teams and Individuals Closing Dates From January 1–November 30, 2019

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 11/30/2019	Total Unit Sales 01/01/2019 - 11/30/2019
235	Karen C. Jordan	Thomas Popa & Associates	8,334,000	9
236	Stephany J Bullington	Revelation Real Estate	8,328,100	20
237	Daniel Moon	United Brokers Group	8,297,750	22
238	Randall Roach	Arizona Online Realty	8,291,350	24
239	Gina McKinley	Remax	8,286,700	25
240	Bret Johnson	Realty Executives	8,267,100	25
241	Shar Rundio	EXP Realty	8,261,350	28
242	Barbara A Shadoan	Remax	8,238,200	35
243	Casey J. Jann	My Home Group	8,223,700	27
244	David Rod	Keller Willaims	8,211,567	31
245	Roger Johnson	Russ Lyon Sotheby's International Realty	8,204,935	22
246	Christopher M Cline	Realty One Group	8,201,390	25
247	Benjamin Graham	Revelation Real Estate	8,195,100	25
248	Daniel T Birk	Realty Executives	8,190,150	18
249	Leslie K. Stark	Realty One Group	8,182,500	10
250	Andrew Watts	Coldwell Banker	8,178,924	23

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

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I've worked with Greg Gale and his team since 2012 and I can't recommend him enough. The knowledge of the products, the communication, and ability to just get deals done when we need them are just some of the reasons. To mention, he makes us look good to our clients for referring him because of their high touch, high customer service.

KEVIN KAUFFMAN
Co-Owner - Group 46:10 Network

I can't say enough about Greg and his entire team at NOVA® Home Loans. They do business in a professional, talented, punctual, and honest manner that is increasingly hard to find in this industry. It is always a pleasure to work with the Gale Team, and I will continue to highly recommend them to everyone.

BRIAN KELLER
REALTOR® - RE/MAX Fine Properties

Greg Gale and his team are always available when you need them, day, we can always rely them to get it done. They also have the best follow up with our clients. Lastly, they make the entire process simple and easy to understand for my clients which is extremely important. They are by far the best in the industry!

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Broker - The Whittemore Group



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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1–November 30, 2019

#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 11/30/2019	Total Unit Sales 01/01/2019 - 11/30/2019
251	Marc Slavin	Realty One Group	8,178,800	23
252	Jessica Santa Cruz	Realty One Group	8,175,217	23
253	Geno Ross	West USA	8,148,400	14
254	Adam Prather	Remax	8,143,630	24
255	William R Nager	Stunning Homes Realty	8,132,850	25
256	Chun Crouse	Remax	8,124,134	24
257	Ryon P Genet	On Q Property Management	8,116,350	29
258	Julie Thompson	West USA	8,112,800	29
259	Manon Piccoli	West USA	8,099,543	27
260	Gigi Roberts-Roach	Coldwell Banker	8,096,400	19
261	Joanne Brown	Berkshire Hathaway	8,053,990	23
262	Stephanie Cook	Haven Realty	8,044,990	13
263	Natascha Ovando-Karadsheh	KOR Properties	8,035,900	12
264	Bryan C. Adams	The Maricopa Real Estate Co	8,023,684	32
265	Nicole Drew	Keller Williams	8,019,250	24
266	Mary Almaguer	Apache Gold Real Estate	8,008,300	40
267	Christy Rios	Keller Williams	7,990,890	19
268	Maggie Diamond	Penfield Properties	7,927,360	19

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#	Full Name	Office Name	Total Volume Sales 01/01/2019 - 11/30/2019	Total Unit Sales 01/01/2019 - 11/30/2019
269	Annmarie Johnson	Revelation Real Estate	7,913,890	21
270	Daniel J. Porter	Remax	7,912,498	20
271	Jon Sherwood	West USA	7,864,400	30
272	Michelle Mazzola	Berkshire Hathaway	7,859,900	20
273	Jason Vaught	Realty Executives	7,857,500	22
274	Joseph Davis	William Lyon Homes	7,856,125	29
275	Naveen Kalagara	Kirans & Associates Realty	7,842,360	15
276	Jason Dawson	Realty Executives	7,833,350	22
277	Elizabeth Amb	Paramount Properies of Arizona	7,811,300	31
278	Adrianne L Lynch	Conway Real Estate	7,759,299	23
279	Brad Hekekiea	Water Canyon Realty Company	7,748,571	22
280	Jill L. Rother	Keller Williams	7,736,150	20
281	Jared A English	Congress Realty	7,735,050	26
282	William May	Breinholt May Realty & Investments	7,734,800	16
283	Paul Aslaber	Keller Williams	7,713,421	24
284	Ron Hollingsworth	Revelation Real Estate	7,702,932	33
285	Kris Cartwright	United Brokers Group	7,688,239	20
286	Lisa Fonseca	Lori Blank & Associates	7,678,800	22
287	Allen R Willis	Ensign Properties Corp	7,676,780	26
288	William Carter	Keller Williams	7,674,650	25
289	Steven Bernasconi	Keller Williams	7,674,400	23
290	Wendy J Macica	Revelation Real Estate	7,674,300	26
291	Joshua Hill	The Hill Group	7,623,800	20
292	Heidi S. Spielman	Homesmart	7,615,900	39
293	Kristie Falb	Homesmart	7,599,600	34
294	Renee L. Slagter	Coldwell Banker	7,556,200	23
295	Carrie Faison	My Home Group	7,547,900	24
296	Harlan A Stork	Realty Executives	7,537,689	17
297	Max Dewitt	Realty One Group	7,535,500	26
298	Scott Graff	Keller Williams	7,505,639	21
299	Steven Coons	Springs Realty	7,479,500	26
300	Mark G. Wyant	Keller Williams	7,476,300	21



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