



**simple mortgage**  
**TRUSTED ADVISOR**

**OUT SHINE** Competitors with Support & Tools  
to **EMPOWER YOU** in 2020!



Contact Your **WV** Trusted Partner

**(480) 783 8844**

[wvmbmesa.com](http://wvmbmesa.com)



CORP NMLS 2973 | BK 0018295  
This is not a commitment to lend or extend credit.

Wallick & Volk

Mortgage lending since 1932

# 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](http://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:  
Roofstar



**14**

Feature  
Agent:  
Gina  
Donnelly



**20**

Coaching  
Corner:  
Top Real  
Estate  
Marketing  
Trends for  
2020



**22**

Real  
Story:  
Cindy  
Flowers



**28**

On the  
Rise: Joel  
Goldsmith



**34**

Book  
Review:  
Scott  
Warga



**36**

Question  
of the  
Month



**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*



**Scott Warga**  
*Guest Writer*



**Roger Nelson**  
*Guest Writer*



**Margareth Jaeger**  
*Photographer*



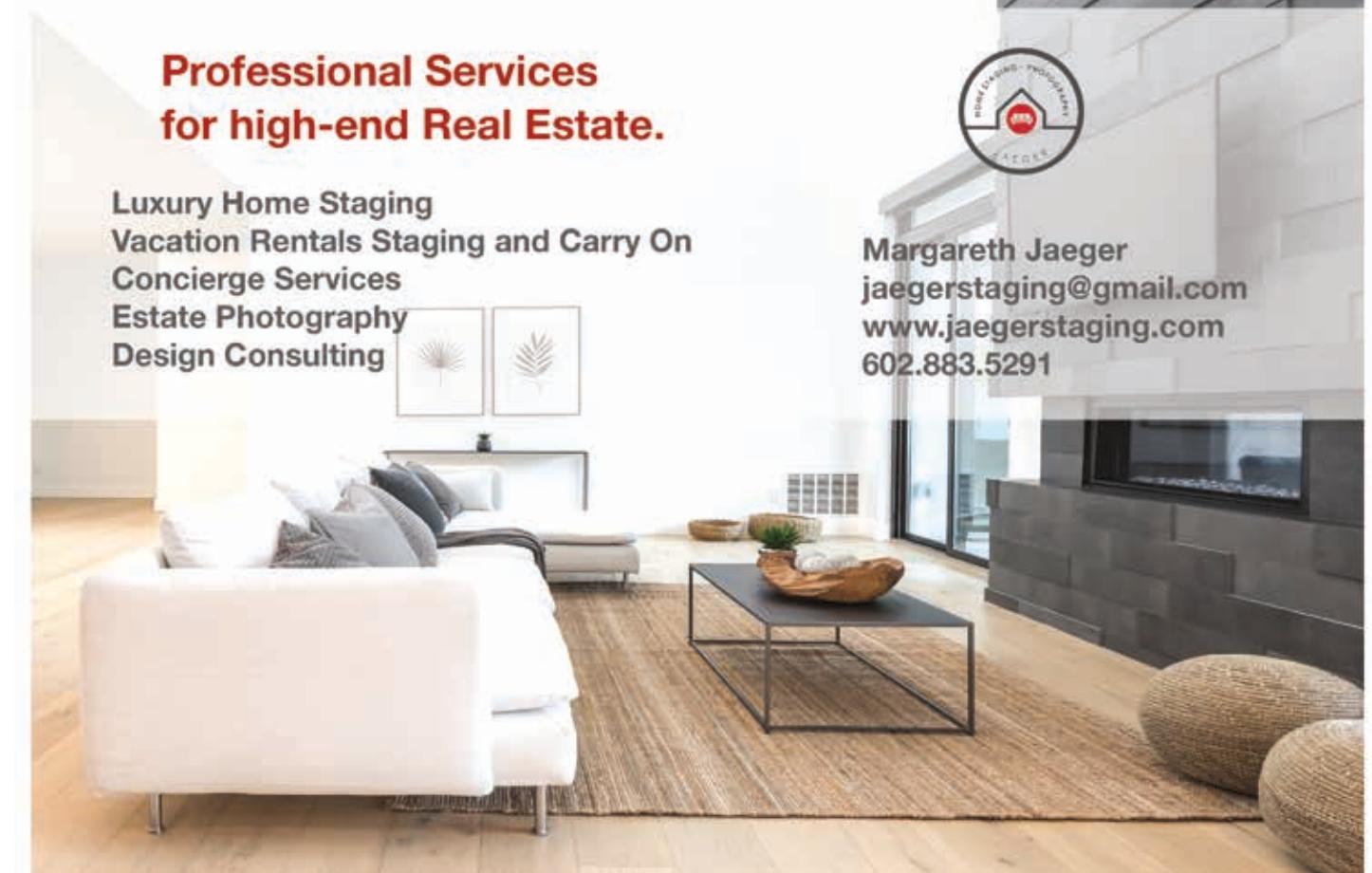
**Cyndi Hardy**  
*Photographer*



**Lauren Gettman**  
*Guest Photographer*

## Professional Services for high-end Real Estate.

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



**Margareth Jaeger**  
[jaegerstaging@gmail.com](mailto:jaegerstaging@gmail.com)  
[www.jaegerstaging.com](http://www.jaegerstaging.com)  
602.883.5291



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



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

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

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

mattamyHOMES

[mattamyhomes.com/phoenix](http://mattamyhomes.com/phoenix)

## 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.

*Now you only have to work the plan!*

**John Tyler**  
General Manager  
Checklist Inspections  
480.361.8120

**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](mailto:office@checklistaz.com)

**WE ASSIST CONCIERGE SERVICE**

**FREE INFRARED**

**MOLD TESTING**

**101 Day Inspection Warranty**

# PREFERRED PARTNERS



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

## (602) 570-3098

Wallick & Volk  
Stacy Neal  
(602) 451-2473

## 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

ACSI  
Scott Warga  
(480) 636-7400

## HOME INSPECTION

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

## MOVERS

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

## RoofStar Arizona Inc

(480) 426-1915  
RoofstarArizona.com

## TITLE & ESCROW JOINT VENTURE PARTNER

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

## VIDEO SERVICES

Permanent Estate  
Jason Crittenden  
(480) 999-9880

## CARPET CLEANING & EMERGENCY RESTORATION

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

## HOME INSPECTION

Checklist Inspections  
John Tyler  
(480) 361-8120

## MARKETING

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

## PEST CONTROL

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

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

## CLOSING GIFTS

Cutco  
Zack Wolf  
(480) 580-7200

## HOME INSPECTION

Stratton Inspection Services LLC  
Paul Stratton  
(480) 215-7264

## MORTGAGE

Allied First Bank  
Ken Starks  
(714) 328-4475

## PHOTOGRAPHY

Camelback Mortgage  
Bill Borkowski  
(480) 240-7280

## PROPERTY MANAGEMENT

Cyndi Hardy Photography  
Cyndi Hardy  
(858) 598-4404

## DIGITAL MARKETING

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

## HOME RENOVATION

Curbio  
(978) 888-3958

## HOME WARRANTY

Cardinal Financial  
Matt Askland  
(480) 759-1500 x1001

## PROPERTY MANAGEMENT

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

## HOME WARRANTY

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

## HOME WARRANTY

Fairway  
Jeff Quincey  
(602) 743-0434

## PROPERTY MANAGEMENT

Nexa Mortgage  
Laura Edgar  
602-344-9333



# 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



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. ”



## Premier Title Agency (PTA)

is part of the Mother Lode Holding Company (MLHC) family of companies. With the founding of its principal subsidiary, Placer Title Company in 1973, Mother Lode has since expanded outside of its original California market to provide title, escrow and title-related products and services throughout the United States.

### HOW DO THEY DO IT?

By empowering talented, innovative people to make the decisions necessary to satisfy customers on the spot and by utilizing technology that delivers measurable improvement of service to the end users — our customers.

### LONG STORY SHORT:

We're the **experts** you need & the **partners** you can trust.

Happy New Year 2020!



**MARLA CALLEY**

CLIENT SERVICES REPRESENTATIVE  
602.531.2434 // [mcalley@PTAnow.com](mailto:mcalley@PTAnow.com)



# GINA Donnelly

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.

Photo credit Cyndi Hardy

feature agent  
By Sarah Wind

•••

“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.

# ARE YOU WINNING?

Statistics show that  
**ABOUT 50%** of today's buyers  
are under 36 (aka Millennials!).



Preferred Communication Methods  
33% phone 27% face to face 21% email 15% text

THE AMERICAN TITLE  
SERVICE AGENCY



Laurie Marlowe  
ACCOUNT MANAGER  
480.290.0948  
lmarlowe@atsaaz.com

Randi Martinson  
MARKETING COORDINATOR

WHO YOU HAVE ON YOUR TEAM MATTERS

**\$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

\*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.

# 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**

# TOP REAL ESTATE Marketing TRENDS FOR 2020



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.

## coaching corner

By Carole Gurule, Onyx Communications

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 will thrive in 2020. If you have further questions or need assistance with developing your marketing strategy, please email us at [hello@onyx-communications.com](mailto:hello@onyx-communications.com). Good luck in the new year!*



Let 2020 be your year to find the perfect home! Low inventory is pushing Valley home prices steadily upward, and with today's low rates, mortgage payments are cheaper than renting. To learn more, contact one of our trusted loan advisers today.

**MATT ASKLAND**  
Retail Producing Branch Manager  
NMLS ID: 168130  
Work: (480) 759-1500  
[matt.askland@cardinalfinancial.com](mailto:matt.askland@cardinalfinancial.com)  
3125 S. Price Rd., Chandler, AZ 85248

This is not a loan commitment or guarantee of any kind. Loan approval and rate is dependent upon borrower credit, collateral, financial history, and program availability at time of origination. Rates and terms are subject to change without notice. Corporate Address: 3125 S. Price Rd., Chandler, AZ 85248 | Corporate Phone: (480) 759-1500 | Corporate Fax: (480) 759-1501 | NMLS ID: 168130 | AZ Mortgage Broker License #09328833, Licensed by Department of Business Oversight under the California Financing Law, License No. 0037498; Georgia Residential Mortgage License #160203; Illinois Residential Mortgage License #ME5780950; Kansas Licensed Mortgage Company #MC-00205207, Licensed by the Missouri Department of Banking and Consumer Finance; NV Mortgage Broker License #1011663, Licensed Mortgage Broker #MB-1011663, Licensed by the Nevada Department of Banking and Consumer Protection to lend in AL, AK, AR, CO, CT, DE, DC, FL, HI, ID, IL, IA, KY, LA, ME, MD, MA, MI, MN, MO, MT, NE, NH, NJ, NC, ND, OH, OR, PA, SC, SD, TN, TX, UT, VT, VA, WA, WI, WY. Additional licensing information can be found at <https://cardinalfinancial.com/licensing/>.

# REAL ESTATE WEDNESDAYS

Your Home Ownership Industry  
Giving-Back Through  
The Salvation Army



real story   
By Sarah Wind



Bill and Cindy

# 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.*



Photo credit Lauren Gettman

"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



"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."

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.

66 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. 99

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

**LoveOurRoof®**  
AN Xcel COMPANY



- Locally owned since 1990
- Platinum Preferred Contractor with Owens Corning
- Pella Platinum Certified Contractor
- Davinci Master Contractor
- Preferred Mastic Contractor



**Xclusive**  
REALTOR PROGRAM

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

A Leader in Service  
Response Time



**(480) 649-8199**  
[AHGHomeWarranty.com](http://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](http://www.curbio.com)

**curbio®**  
Renovate Now, Pay When You Sell

# JOEL GOLDSMITH



on the rise   
By Jacob Cabezudo

Photo Credit  
Margareth Jaeger



Photo Credit Margareth Jaeger

*"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

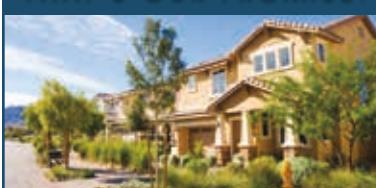
where he went door to door selling packages, often in triple-digit heat. The grind of those days and the amount of rejection he faced implanted the values of work ethic and the importance of body language.

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."

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



Property  
Management with  
the owner's best  
interest in mind.

Starting at  
**\$99 per month**



Competitive  
referral fees.

**MARK BROWER  
PROPERTIES**

**480-336-2556**

4864 E. Baseline Road Suite 109, Mesa, AZ 85206

Schedule a FREE consultation! [www.markrent.com](http://www.markrent.com)

**STRATTON  
INSPECTION SERVICES LLC**



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

**480-215-7264**

STRATTONINSPECTIONS@GMAIL.COM

WWW.STRATTONINSPECTIONS.COM

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

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

**New Year,  
New Pest Control Plan**



24 HOUR EMERGENCY PEST CONTROL  
NO CONTRACTS • FREE ESTIMATES

RESIDENTIAL • COMMERCIAL • INDUSTRIAL • TERMITIC

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

**\$50 OFF**  
Termite Treatment  
Expires 1/31/2020



**480-969-2926**

Creepy Crawly Pest Control Inc.

7650 S MCCLINTOCK DR #103-410 | TEMPE, AZ 85281

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

**OLD REPUBLIC HOME PROTECTION**

Your clients deserve the best home warranty coverage!



Visit [ORHP.com](http://ORHP.com) or contact us to learn more

**Tara Carter**  
Senior Account Executive  
800.282.7131 Ext. 1243  
[TaraC@orhp.com](mailto:TaraC@orhp.com)  
[my.orhp.com/taracarter](http://my.orhp.com/taracarter)

**Yvette Myer**  
Senior Account Executive  
800.282.7131 Ext. 1246  
[YvetteM@orhp.com](mailto:YvetteM@orhp.com)  
[my.orhp.com/yvethemyer](http://my.orhp.com/yvethemyer)

*This is a paid advertisement.*

*People Helping People*

**OVERHEAD GARAGE STORAGE RACKS**  
**ORGANIZE YOUR GARAGE!**



**TAHOE GARAGE DESIGNS**  
Overhead Storage Solutions For Your Garage  
TWO - 4X8 UNITS INSTALLED  
**\$500** MSRP \$795  
LIFETIME WARRANTY  
**480.704.8777**  
[www.TahoeGarageStorage.com](http://www.TahoeGarageStorage.com)



**PERMANENT ESTATE**  
MEDIA & MARKETING



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

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

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



**CUTCO**  
CLOSING GIFTS

**Zack Wolf** • 480-580-7200 • [cutcoclosinggifts.com](http://cutcoclosinggifts.com)

Residential · Commercial  
Window & Sun Screen Cleaning

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




**1st Glass**  
Window Cleaners, LLC

**JUSTIN KNAPP**  
Owner/Operator

[1stglasswindowcleaners@gmail.com](mailto:1stglasswindowcleaners@gmail.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](mailto:info@tctproperties.com)





**This little piggy went to market**  
— AND NEVER LOST MONEY.<sup>1</sup> —

Banking on the market to fund your retirement can be risky. I can help you lock in solid gains and protect yourself from downside risk. Call me today.

**Nikki Schaaf, LUTCF**  
2509 S Power Rd, Ste 106  
Mesa  
(480) 279-1874  
[NikkiSchaaf.com](http://NikkiSchaaf.com)



<sup>1</sup>Surrender of the contract may be subject to surrender charges. Withdrawals before age 59 1/2 may result in a 10% IRS penalty tax. Additionally, there is a charge for the Simpled Income Rider once it is activated. Qualifications and restrictions apply for activation. Farm Bureau Life Insurance Company/West Des Moines, IA. \*Company provider of Farm Bureau Financial Services A141 (4-18)

**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**



► book review  
By Scott Warga

# BODY WHAT EVERY 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:

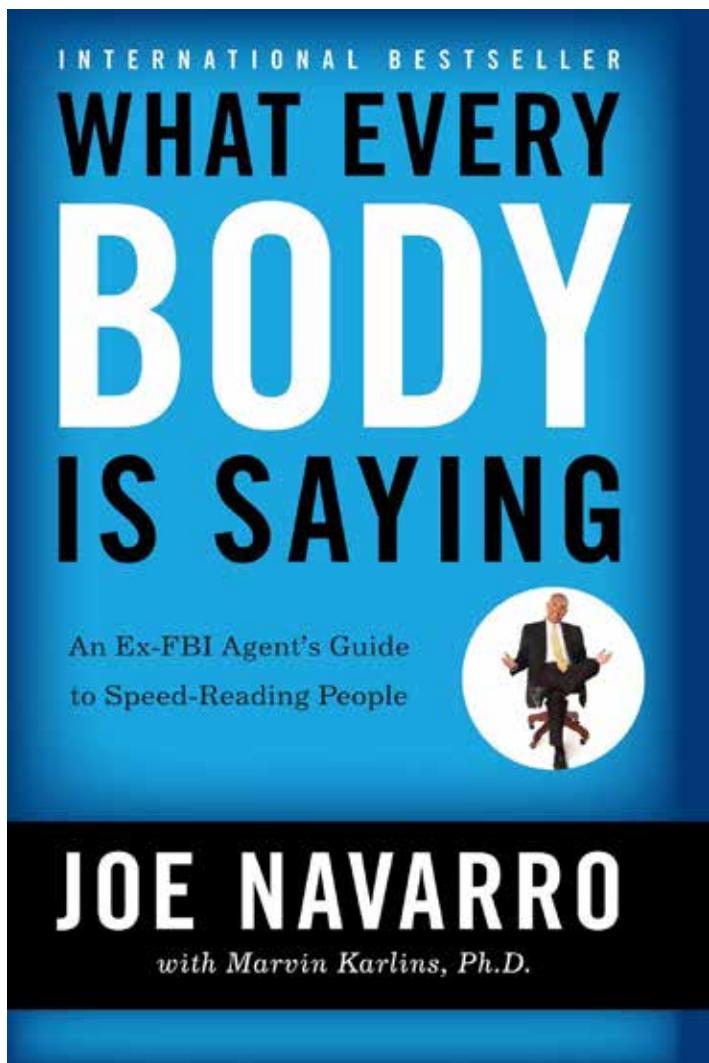
- The ancient survival instincts that drive body language.
- Why the face is the least likely place to gauge a person's true feelings.
- What thumbs, feet, and eyelids reveal about moods and motives.
- The most powerful behaviors that reveal our confidence and true sentiments
- Simple nonverbals that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



Home Warranty. Reinvented.  
Silicon Valley Style

hellosuper.com/realestate  
844-55-SUPER

**WE OFFER**

- 200% SATISFACTION GUARANTEED
- RecallChek
- 90 DAY WARRANTY
- FULL CONCIERGE SERVICE
- H.R.** HOMEOWNERS RESOURCE
- PLATINUM HOME PROTECTION 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**

CAPTURE THE MOMENT SHE SAID

*Yes!*

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

  
Cyndi Hardy  
photography

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

[f](#) [@](#) [p](#) [t](#) [in](#)

**WHAT WE CAN DO FOR YOU**

- Trusts & Estates
- Asset Protection
- Business Law & Succession Planning
- Real Estate Law

 **WINSOR LAW GROUP**  
The Prosperity Law Firm

**SERVING ARIZONA'S INDIVIDUALS, FAMILIES, & BUSINESSES**

  
**MARK A. WINSOR, ESQ.**  
PROSPERITY ATTORNEY

  
**MATTHEW K. PALFREYMAN, ESQ.**  
PROSPERITY ATTORNEY

  
**BRITTANY REED, ESQ.**  
PROSPERITY ATTORNEY

**Winsor Law Group**  
Prosperity Law

**480-505-7044**  
**WinsorLaw.com**

# 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



#### 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 IGLANE, 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.



Laura Lowe Edgar | Senior Loan Officer

**602.344.9333**

NMLS # 1660690 | AZMB # 0944059

2450 S Gilbert Rd #210, Chandler, AZ 85286

[ledgar@nexamortgage.com](mailto:ledgar@nexamortgage.com)



**Melissa Monjaraz**

Senior Loan Officer

**602.799.9570**

NMLS # 1014648

Az Lic. # 0941100

Company NMLS # 3274

Equal Housing Lender



**OWN WHAT MATTERS**

2151 E. Broadway Rd. Ste. 111

Tempe, AZ 85282

AZ BK # 0018883

**Guild**  
mortgage

**STEAMY CONCEPTS**



**GOT MOLD?**

FREE WATER AND MOLD DAMAGE VISUAL INSPECTION!



**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

**DIGITAL**

ADVERTISING FOR  
REAL ESTATE  
PROFESSIONALS



**480-338-7744**

REAL ESTATE BEST BUDDY

**5 GUYS**  
ROOFING

Family First, Serve People

REPAIR - MAINTENANCE - REPLACE

**(480) - 892 - 5311**

[WWW.FIVEGUYSROOFING.COM](http://WWW.FIVEGUYSROOFING.COM)



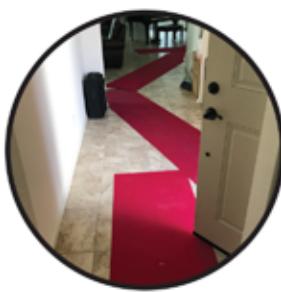
- ⑤ Inspections
- ⑤ Overhead Care Club
- ⑤ Roof Repairs
- ⑤ Replacement

- ⑤ Straight Forward Pricing
- ⑤ Leak Repair
- ⑤ Emergency Service

Residential & Commercial

# Movers who go ABOVE and BEYOND!

Check out reviews when choosing a reputable moving company!



**480-825-8648**

GilbertMovingandStorage.com  
Licensed Bonded

**Check us out:**



LEADERS IN TITLE & ESCROW  
JOINT VENTURES SINCE 1983  
CALL TODAY!



**BRAD STRAUB**  
Regional Operations Manager

**LINDSAY SMITH**  
Chief Strategy Officer

**JIM CAMPBELL**  
Chief Executive Officer

**10 LOCATIONS THROUGHOUT THE VALLEY**

**Title Alliance Of Arizona** 2919 S. Ellsworth Road #131  
Mesa, AZ 85212

**Title Alliance** 2500 S. Power Rd, Suite 121  
Mesa, AZ 85209

**Title Alliance Elite Agency** 505 E. Plaza Circle Dr, Suite C  
Litchfield Park, AZ 85340

**Title Alliance Elite Agency** 1845 S. Dobson Rd, Suite 104  
Mesa, AZ 85202

**Title Alliance Of The Valley** 4858 East Baseline Rd, Suite 104  
Mesa, AZ 85206

**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

**TITLE ALLIANCE CORPORATE OFFICE- 4222 EAST THOMAS RD, SUITE 390, PHOENIX, AZ 85018**  
[www.titlealliance.com](http://www.titlealliance.com)

**267.280.3213**

**Ryan@titlealliance.com**



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

# WeSERV

## MONTHLY UPDATE

**A**s 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.

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

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!

# 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  
Instructor: Brenda Russell-Basso

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  
Instructor: Brenda Russell-Basso

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  
Instructor: Brenda Russell-Basso

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: Brenda Russell-Basso

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: Brenda Russell-Basso

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: Brenda Russell-Basso

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: Brenda Russell-Basso

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'Neill

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

► calendar of events

Y  
R  
A  
U  
Z  
A  
U

|    |  |   |   |   |   |  |
|----|--|---|---|---|---|--|
| 29 | 30   | 31  | 01  | 02  | 03  | 04   |
| 05 | 06   | 07  | 08  | 09  | 10  | 11   |
|    | VA Transaction-Contract Issues<br>9 a.m. - 12 p.m.<br><br>What Is it about Equal...<br>1 p.m. - 4 p.m. | Toastmasters Club<br>7 a.m. - 8 a.m.<br><br>New Member Orientation<br>9 a.m. - 10:30 a.m. | Agency Law and Ethics<br>9 a.m. - 12 p.m.<br><br>To Disclose or Not to Disclose<br>1 p.m. - 4 p.m.    | Business Planning<br>9 a.m. - 12 p.m.   | Affiliate Certification<br>8 a.m. - 9 a.m.  |  |
| 12 | 13   | 14  | 15  | 16  | 17  | 18   |
|    |  | Transaction Desk®<br>1 p.m. - 3 p.m.  | Comm. Standards Law and Ethics<br>9 a.m. - 12 p.m.  | USPAP Update Course<br>8:30 a.m. - 4:30 p.m.<br><br>New Member Orientation<br>2 p.m. - 3:30 p.m.    | Improv for Realtors®<br>9 a.m. - 11 a.m.<br><br>The Code of Ethics<br>1 p.m. - 4 p.m. |  |
| 19 | 20   | 21  | 22  | 23  | 24  | 25   |
|    |  | Toastmasters Club<br>7 a.m. - 8 a.m.<br><br>HomeSmart Class<br>11 a.m. - 2 p.m.           | Writing the AIR Agreement<br>9 a.m. - 12 p.m.<br><br>Ethics and the Comm. Licensee<br>1 p.m. - 4 p.m. | MRP: Military Relocation Prof<br>9 a.m. - 4 p.m.<br><br>Basic Business Building<br>9 a.m. - 11 a.m. |   | VA Transaction-Contract Issues<br>9 a.m. - 12 p.m. |
| 26 | 27   | 28  | 29  | 30  | 31  | 01   |
|    | Are You Being Fair?<br>9 a.m. - 12 p.m.<br><br>Legal Hotline Topics<br>1 p.m. - 4 p.m.                 | New Member Orientation<br>8 a.m. - 9:30 a.m.  | Disclosures:<br>Fix, Flop or Walk<br>1 p.m. - 4 p.m.  |   |   |  |

# TOP 300 STANDINGS

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

| #  | Full Name           | Office Name                              | Total Volume Sales<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>01/01/2019 - 11/30/2019 | #   | Full Name              | Office Name            | Total Volume Sales<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>01/01/2019 - 11/30/2019 |  |  |  |
|----|---------------------|--|---|---|---|------------------------|------------------------|---|---|--|--|--|
| 1  | Kenny Klaus         | Keller Williams                          | 68,900,900                                    | 221   | 35  | Darwin Wall            | Realty One Group       | 20,294,038                                    | 44  |  |  |  |
| 2  | Beth M Rider        | Keller Williams                          | 67,556,505                                    | 202   | 36  | Angela Larson          | Keller Williams        | 20,102,455                                    | 77  |  |  |  |
| 3  | Mary Jo Santistevan | Berkshire Hathaway                       | 60,458,523                                    | 156   | 37  | Russell Mills          | Gentry RE              | 20,077,445                                    | 56  |  |  |  |
| 4  | Rebecca H. Rains    | Berkshire Hathaway                       | 60,128,118                                    | 177   | 38  | Benjamin Arredondo     | My Home Group          | 19,815,799                                    | 64  |  |  |  |
| 5  | Carol A. Royse      | Keller Williams                          | 52,541,777                                    | 148   | 39  | Shawn Camacho          | United Brokers Group   | 19,700,300                                    | 63  |  |  |  |
| 6  | Mindy Jones Nevarez | Keller Williams                          | 39,040,456                                    | 104   | 40  | Dorrie J Sauerzopf     | Fleming & Associates   | 19,569,598                                    | 55  |  |  |  |
| 7  | Shanna Day          | Keller Williams                          | 37,656,666                                    | 71  | 41  | Dean Thornton          | Redfin                 | 19,458,478                                    | 56  |  |  |  |
| 8  | Rick Metcalfe       | Canam Realty Group                       | 35,717,293                                    | 132   | 42  | Shivani A Dallas       | Keller Williams        | 19,333,400                                    | 54  |  |  |  |
| 9  | Brian J Cunningham  | List 3 K                                 | 34,185,089                                    | 89  | 43  | Bob & Sandy Thompson   | Revelation Real Estate | 19,287,400                                    | 61  |  |  |  |
| 10 | Ben Leeson          | Arizona Experience Realty                | 32,899,435                                    | 82  | 44  | Patrick McClain        | Home Smart             | 19,168,799                                    | 81  |  |  |  |
| 11 | Bruno Arapovic      | Home Smart                               | 31,619,402                                    | 131   | 45  | Diane Bearse           | The Bearse Team        | 18,924,650                                    | 44  |  |  |  |
| 12 | Terry Young         | West USA                                 | 31,104,009                                    | 82  | 46  | Donna Cherie Mortensen | Redefy                 | 18,859,625                                    | 51  |  |  |  |
| 13 | Beverly Berrett     | Berkshire Hathaway                       | 30,142,375                                    | 76  | 47  | Kirk Erickson          | Schreiner Realty       | 18,199,400                                    | 50  |  |  |  |
| 14 | Jason Crittenden    | Realty One Group                         | 29,868,829                                    | 84  | 48  | David Morgan           | Home Smart             | 18,128,900                                    | 76  |  |  |  |
| 15 | Rachael L Richards  | Rachael Richards Realty                  | 29,686,975                                    | 86  | 49  | Brett Tanner           | Home Selling Team      | 18,049,739                                    | 67  |  |  |  |
| 16 | Janine M. Igliane   | Keller Williams                          | 29,180,697                                    | 74  | 50  | W. Russell Shaw        | Realty One Group       | 17,904,199                                    | 63  |  |  |  |
| 17 | Becky Kolb          | Keller Williams                          | 28,394,900                                    | 77  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 18 | Shannon Gillette    | Launch Real Estate                       | 28,314,269                                    | 64  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 19 | Renee' Merritt      | Russ Lyon Sotheby's International Realty | 28,246,288                                    | 31  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 20 | Damian Godoy        | Argo Real Estate                         | 27,834,600                                    | 91  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 21 | Lacey Washburn      | Realty One Group                         | 27,224,988                                    | 90  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 22 | Jason Mitchell      | Jason Mitchell Group                     | 25,939,988                                    | 96  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 23 | Justin Cook         | Remax                                    | 25,343,689                                    | 68  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 24 | Denver Lane         | Balboa Realty                            | 25,098,170                                    | 71  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 25 | Heather Openshaw    | Keller Williams                          | 25,013,134                                    | 71  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 26 | Bonny L. Holland    | Keller Williams                          | 24,813,225                                    | 34  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 27 | Henry Wang          | Revelation Real Estate                   | 24,379,600                                    | 65  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 28 | Alan Aho            | Call Realty                              | 23,207,550                                    | 91  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 29 | Robin R. Rotella    | Keller Williams                          | 23,106,550                                    | 72  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 30 | Annette E. Holmes   | Rachael Richards Realty                  | 22,672,965                                    | 56  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 31 | Bob Lisk            | Network Realty                           | 21,714,342                                    | 33  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 32 | Kathy Camamo        | Amazing AZ Homes                         | 21,361,362                                    | 65  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 33 | Frank Gerola        | Venture REI                              | 21,221,450                                    | 61  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |
| 34 | Randy Courtney      | Weichert Realtors                        | 21,041,451                                    | 52  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                        |                        |   |   |  |  |  |

**WE ARE THE REALTOR ROOFERS!**

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



**ACCREDITED BUSINESS**  
BBB



**AZ ROOFING WORKS**  
602-283-3383  
Licensed Bonded & Insured  
ROCK#004825



**REQUEST A FREE ROOFING ESTIMATE TODAY!**  
Call **602-283-3383**  
[www.azroofingworks.com](http://www.azroofingworks.com)

# TOP 300 STANDINGS

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

| #  | Full Name             | Office Name                  | Total Volume Sales<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>01/01/2019 - 11/30/2019 | #   | Full Name          | Office Name            | Total Volume Sales<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>01/01/2019 - 11/30/2019 |  |  |  |
|----|-----------------------|------------------------------|---|---|---|--------------------|------------------------|---|---|--|--|--|
| 51 | Michaelann Haffner    | Michaelann Homes             | 17,504,144                                    | 46  | 85  | William Ryan       | William Ryan Homes     | 14,150,550                                    | 31  |  |  |  |
| 52 | John Gluch            | Platinum Living Realty       | 17,292,139                                    | 56  | 86  | Rodney Wood        | Realty One Group       | 14,149,360                                    | 40  |  |  |  |
| 53 | Heather M Corley      | Redfin                       | 17,223,572                                    | 44  | 87  | Erik Geisler       | Revelation Real Estate | 14,064,400                                    | 32  |  |  |  |
| 54 | Scott Cook            | Remax                        | 17,050,522                                    | 48  | 88  | Bryce A. Henderson | Four Peaks             | 14,021,565                                    | 40  |  |  |  |
| 55 | Gina McMullen         | Redfin                       | 16,955,900                                    | 49  | 89  | Robyn Brown        | Argo Real Estate       | 13,756,300                                    | 38  |  |  |  |
| 56 | Bill Olmstead         | Keller Williams              | 16,905,800                                    | 47  | 90  | Scott Morgan       | Heritage Real Estate   | 13,750,778                                    | 49  |  |  |  |
| 57 | Jonas Funston         | Venture REI                  | 16,636,670                                    | 45  | 91  | Blake Clark        | Blake Clark Team       | 13,637,100                                    | 40  |  |  |  |
| 58 | Jason Zhang           | Gold Trust Realty            | 16,466,400                                    | 39  | 92  | Scott R Dempsey    | Redfin                 | 13,613,900                                    | 33  |  |  |  |
| 59 | Thomas M Speaks       | Revelation Real Estate       | 16,403,773                                    | 47  | 93  | James Bill Watson  | Keller Williams        | 13,610,890                                    | 34  |  |  |  |
| 60 | Ivy Coppo             | Blandford Homes              | 16,341,748                                    | 17  | 94  | Rob Hale           | Elite Realty           | 13,588,795                                    | 53  |  |  |  |
| 61 | Gordon Hageman        | My Home Group                | 16,284,097                                    | 40  | 95  | Douglas Hopkins    | Realty Executives      | 13,556,300                                    | 41  |  |  |  |
| 62 | Jason LaFlesch        | Results Realty               | 16,276,200                                    | 33  | 96  | Michael J. D'Elena | Revelation Real Estate | 13,510,550                                    | 42  |  |  |  |
| 63 | LaLena Christopherson | West USA                     | 16,226,088                                    | 18  | 97  | Timothy J Cusick   | Homelife               | 13,502,889                                    | 34  |  |  |  |
| 64 | Kelly R. Jensen       | Elite Realty                 | 16,096,670                                    | 48  | 98  | Richard Johnson    | Remax                  | 13,245,500                                    | 35  |  |  |  |
| 65 | Richard Alan Ashby    | Realty Group                 | 16,092,450                                    | 33  | 99  | Zachary Cates      | Revelation Real Estate | 13,208,495                                    | 26  |  |  |  |
| 66 | Tina M. Sloat         | Tina Marie Realty            | 16,080,350                                    | 48  | 100   | Tara Hayden        | Redfin                 | 13,181,175                                    | 35  |  |  |  |
| 67 | Cindy Flowers         | Keller Williams              | 16,072,250                                    | 56  | <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included. |                    |                        |   |   |  |  |  |
| 68 | Lorraine Ryall        | KOR Properties               | 15,797,800                                    | 32  | <b>AMERICA'S BEST REAL ESTATE AGENTS</b>  |                    |                        |   |   |  |  |  |
| 69 | Jody Sayler           | Just Selling AZ              | 15,791,550                                    | 51  | <b>RECOGNIZED</b>   |                    |                        |   |   |  |  |  |
| 70 | Mark Captain          | Keller Williams              | 15,785,775                                    | 47  |    |                    |                        |   |   |  |  |  |
| 71 | Kelly Khalil          | Redfin                       | 15,739,190                                    | 42  | <b>BE PART OF THE NATIONAL REAL PRODUCERS MOVEMENT</b>  |                    |                        |   |   |  |  |  |
| 72 | Wade Frontiera        | Homelight                    | 15,631,500                                    | 61  | <b>FOLLOW US ON INSTAGRAM TODAY</b>   |                    |                        |   |   |  |  |  |
| 73 | Frank Merlo           | Berkshire Hathaway           | 15,630,321                                    | 37  |    |                    |                        |   |   |  |  |  |
| 74 | Mike Mendoza          | Keller Williams              | 15,206,591                                    | 35  | @realproducers  |                    |                        |   |   |  |  |  |
| 75 | Curtis Johnson        | Curtis Johnson Team          | 15,165,830                                    | 47  | www.realproducersmag.com • 49   |                    |                        |   |   |  |  |  |
| 76 | Gus Palmisano         | Keller Williams              | 15,160,100                                    | 43  | 48 • January 2020   |                    |                        |   |   |  |  |  |
| 77 | Michael Kent          | Remax                        | 15,048,549                                    | 51  | 49  |                    |                        |   |   |  |  |  |
| 78 | Tyler Blair           | My Home Group                | 15,037,100                                    | 50  | 49  |                    |                        |   |   |  |  |  |
| 79 | Jason L Penrose       | Remax                        | 15,026,800                                    | 45  | 49  |                    |                        |   |   |  |  |  |
| 80 | Amy N Nelson          | Keller Williams              | 14,834,178                                    | 47  | 49  |                    |                        |   |   |  |  |  |
| 81 | Karl Tunberg          | Midland Real Estate Alliance | 14,729,095                                    | 29  | 49  |                    |                        |   |   |  |  |  |
| 82 | Stacia Ehlen          | Remax                        | 14,664,699                                    | 33  | 49  |                    |                        |   |   |  |  |  |
| 83 | Jody Poling           | DPR Realty                   | 14,506,692                                    | 22  | 49  |                    |                        |   |   |  |  |  |
| 84 | Roger Marble          | Marble Real Estate           | 14,352,541                                    | 37  | 49  |                    |                        |   |   |  |  |  |



# TOP 300 STANDINGS

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

| #  | Full Name            | Office Name                   | Total Volume Sales<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>01/01/2019 - 11/30/2019 | #   | Full Name                | Office Name                   | Total Volume Sales<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>01/01/2019 - 11/30/2019 |
|--|----------------------|-------------------------------|---|---|-----|--------------------------|-------------------------------|---|---|
| 101  | Cynthia Worley       | Stella Realty Group           | 13,150,300                                    | 24  | 119 | Adam B Coe               | West USA                      | 11,873,900                                    | 36  |
| 102  | Phillip Shaver       | Go Sold Realty                | 13,104,990                                    | 47  | 120 | Jennifer Felker          | Remax                         | 11,843,937                                    | 24  |
| 103  | Sixto Aspeitia       | Realty One Group              | 12,952,080                                    | 51  | 121 | Randy Duncan             | Realty Executives             | 11,800,900                                    | 37  |
| 104  | Carol Gruber         | Revelation Real Estate        | 12,948,285                                    | 47  | 122 | Amy Laidlaw              | Realty Executives             | 11,710,740                                    | 41  |
| 105  | Jason W Witte        | EXP Realty                    | 12,734,800                                    | 37  | 123 | Pam Eagan                | Realty Executives             | 11,705,900                                    | 22  |
| 106  | Gregory Crespo       | Jarvis Realty Inc             | 12,482,710                                    | 34  | 124 | Stephen Helmstadter, Sr. | Helmstadter Realty            | 11,640,835                                    | 25  |
| 107  | David Arustamian     | Russ Lyon                     | 12,448,098                                    | 29  | 125 | Tyler D Whitmore         | O48 Realty                    | 11,576,688                                    | 36  |
| 108  | James A Carlisto     | Hague Partners                | 12,391,062                                    | 39  | 126 | Kevin Weil               | Remax                         | 11,538,989                                    | 32  |
| 109  | Mike Schude          | Keller Williams               | 12,299,250                                    | 38  | 127 | Michele Keith            | Home Smart                    | 11,536,708                                    | 21  |
| 110  | John A Sposito       | Home Group                    | 12,241,400                                    | 32  | 128 | Gina Donnelly            | Donnelly Group Real Estate    | 11,480,430                                    | 32  |
| 111  | Beth Rebenstorf      | Realty One Group              | 12,226,060                                    | 31  | 129 | Rachel Krill             | Revelation Real Estate        | 11,477,980                                    | 36  |
| 112  | Mark Newman          | Newman Realty                 | 12,147,765                                    | 35  | 130 | Cyndi Brand              | DRH Properties                | 11,453,760                                    | 56  |
| 113  | Timothy Ehlen        | Remax                         | 12,024,574                                    | 32  | 131 | Jera M Banks             | Home Smart                    | 11,436,500                                    | 33  |
| 114  | Ben Swanson          | Remax                         | 12,014,600                                    | 52  | 132 | Cynthia Ann Dewine       | Russ Lyon                     | 11,382,544                                    | 30  |
| 115  | Michael W Cunningham | West USA                      | 11,995,668                                    | 25  | 133 | Alberto Garcia           | Fulton Home Sales Corporation | 11,334,020                                    | 24  |
| 116  | Jerry Thomas Beavers | Realty One Group              | 11,946,963                                    | 32  | 134 | Stephanie Sandoval       | Home Smart                    | 11,272,385                                    | 33  |
| 117  | John Karadsheh       | KOR Properties                | 11,914,750                                    | 19  | 135 | Beth S. March            | C21                           | 11,226,587                                    | 28  |
| 118  | Debi Gotlieb         | Key Results Realty            | 11,889,150                                    | 33  | 136 | Kristi Jencks            | BIG Helper Realty Group       | 11,203,699                                    | 39  |
| <b>Disclaimer:</b> 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 <b>every year</b>. Get homes sold faster by getting systems repaired <b>before</b> the inspection.</p> <p><b>MAINTENANCE • REPAIR • INSTALLATION</b></p> <p><b>IN-HOME ESTIMATES FOR ALL SYSTEM REPLACEMENTS</b></p> <p>Air Conditioning &amp; Heating</p> <p><b>911 Air Repair</b></p> <p>Maintenance • Repair • Installation</p> <p><b>911-ac.com • 480.360.1234</b></p> <p><b>WE OFFER DISCOUNTS FOR MILITARY, FIRST RESPONDERS AND TEACHERS.</b></p> <p><b>0% Financing For All New Systems!</b></p> |                      |                               |   |   |     |                          |                               |   |   |
| 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. | Helmstadter Realty            | 11,640,835                                    | 25  |
| 125  | Tyler D Whitmore     | O48 Realty                    | 11,576,688                                    | 36  | 126 | Kevin Weil               | Remax                         | 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  |

# TOP 300 STANDINGS

 [Teams and Individuals](#) Closing Dates From January 1–November 30, 2019

| #   | Full Name                 | Office Name                            | Total Volume Sales<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>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<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>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.



IT'S YOUR MOVE.



STEVE GLOVER  
Mortgage Adviser  
NMLS ID: 209781  
Work: (602) 469-3234  
steve.glover@cardinalfinancial.com  
myarizonaloan.com  
3125 S. Price Rd., Chandler, AZ 85248



# TOP 300 STANDINGS

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

| #   | Full Name             | Office Name                           | Total Volume Sales<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>01/01/2019 - 11/30/2019 |
|-----|-----------------------|---------------------------------------|---|---|
| 201 | Andrew Cooper         | Gentry Real Estate Group              | 9,048,869                                     | 28  |
| 202 | Thomas A Mastromatto  | Mountain Lake Realty                  | 9,023,599                                     | 33  |
| 203 | Patrick J Smith       | Next Home Alliance                    | 9,023,389                                     | 27  |
| 204 | Brock O'Neal          | West USA                              | 8,967,400                                     | 25  |
| 205 | Wade Kempton          | Cresleigh Homes Arizona               | 8,936,424                                     | 24  |
| 206 | Nick Bastian          | Realty Executives                     | 8,926,250                                     | 28  |
| 207 | Steve Hueter          | EXP Realty                            | 8,917,795                                     | 23  |
| 208 | Paul Whittle          | American Allstar Realty               | 8,909,350                                     | 32  |
| 209 | Heather Werner        | Ravenswood Realty                     | 8,885,611                                     | 26  |
| 210 | Thoman L Wiederstein  | Redfin                                | 8,872,890                                     | 25  |
| 211 | Kaushik Sirkar        | The Sirkar Group                      | 8,867,875                                     | 22  |
| 212 | Heather Taylor        | Pro Smart Realty                      | 8,849,100                                     | 17  |
| 213 | Christopher S. Tiller | Russ Lyon                             | 8,838,745                                     | 19  |
| 214 | Jill McFadden         | Gold Canyon Homes and Land            | 8,838,000                                     | 20  |
| 215 | Francine Nolan        | Cactus Mountain Properties            | 8,826,900                                     | 27  |
| 216 | Pieter K. Dijkstra    | Keller Williams                       | 8,769,700                                     | 28  |
| 217 | Peg E Bauer           | Cactus Mountain Properties            | 8,679,500                                     | 32  |
| 218 | Cheryl Lindblom       | Keller Williams                       | 8,653,500                                     | 23  |
| 219 | Debra Allen           | Berkshire Hathaway                    | 8,644,690                                     | 23  |
| 220 | Jean Grimes           | Century 21                            | 8,638,890                                     | 24  |
| 221 | Deanna Calkins        | Revelation Real Estate                | 8,633,150                                     | 19  |
| 222 | Geoffrey Mackenzie    | The Daniel Montez Real Estate Group   | 8,562,200                                     | 27  |
| 223 | Eleazar Medrano       | Homesmart                             | 8,542,285                                     | 28  |
| 224 | Jesse Martinez        | Rachael Richards Realty               | 8,541,780                                     | 34  |
| 225 | John L. Hrimnak       | Realty One Group                      | 8,492,350                                     | 26  |
| 226 | Leila A. Woodard      | Vision Realty Pros LLC                | 8,491,968                                     | 27  |
| 227 | Brian AJ Flatley II   | Keller Williams Realty Sonoran Living | 8,456,500                                     | 26  |
| 228 | Matthew G Murray      | Revelation Real Estate                | 8,440,542                                     | 30  |
| 229 | Jeffrey M Sibbach     | EXP Realty                            | 8,427,900                                     | 22  |
| 230 | Rebecca Kadlec        | Homesmart                             | 8,421,690                                     | 25  |
| 231 | Cristen Corupe        | Keller Williams                       | 8,417,500                                     | 26  |
| 232 | Scott Simas           | EXP Realty                            | 8,399,200                                     | 21  |
| 233 | Danielle Bronson      | Redfin                                | 8,375,052                                     | 25  |
| 234 | Kiran Vedantam        | Kirans & Associates Realty            | 8,374,900                                     | 22  |

| #   | Full Name             | Office Name                              | Total Volume Sales<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>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 Williams                          | 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.

## WE'RE READY TO EARN YOUR BUSINESS

*We look forward to working with you and creating RAVING FANS!*



**GREG GALE**

VP/Branch Manager, NMLS 193428

480.626.2282 • TheGaleTeam.com • TheGaleTeam@novahomeloans.com

6720 N. Scottsdale Rd. Suite 160 • Scottsdale, AZ 85253

NK 0992429 / NOVA NMLS 3087 / Mortgage Loan Originator / Equal Housing Opportunity / Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act #4131230. Also licensed by the CA-DBO under the CFC #6036566. Loans made or arranged pursuant to a California Financing Law License.



The Gale Team  
NOVA HOME LOANS

**TOP 1%  
MORTGAGE  
ORIGINATORS  
in America 2011 - 2018**

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. Not 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!

**JOSH WHITTEMORE**  
Broker - The Whittemore Group

# TOP 300 STANDINGS

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

| #  | Full Name                 | Office Name                 | Total Volume Sales<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>01/01/2019 - 11/30/2019 | #   | Full Name         | Office Name                        | Total Volume Sales<br>01/01/2019 - 11/30/2019 | Total Unit Sales<br>01/01/2019 - 11/30/2019 |
|--|---------------------------|-----------------------------|---|---|-----|-------------------|------------------------------------|---|---|
| 251  | Marc Slavin               | Realty One Group            | 8,178,800                                     | 23  | 269 | Annmarie Johnson  | Revelation Real Estate             | 7,913,890                                     | 21  |
| 252  | Jessica Santa Cruz        | Realty One Group            | 8,175,217                                     | 23  | 270 | Daniel J. Porter  | Remax                              | 7,912,498                                     | 20  |
| 253  | Geno Ross                 | West USA                    | 8,148,400                                     | 14  | 271 | Jon Sherwood      | West USA                           | 7,864,400                                     | 30  |
| 254  | Adam Prather              | Remax                       | 8,143,630                                     | 24  | 272 | Michelle Mazzola  | Berkshire Hathaway                 | 7,859,900                                     | 20  |
| 255  | William R Nager           | Stunning Homes Realty       | 8,132,850                                     | 25  | 273 | Jason Vaught      | Realty Executives                  | 7,857,500                                     | 22  |
| 256  | Chun Crouse               | Remax                       | 8,124,134                                     | 24  | 274 | Joseph Davis      | William Lyon Homes                 | 7,856,125                                     | 29  |
| 257  | Ryon P Genet              | On Q Property Management    | 8,116,350                                     | 29  | 275 | Naveen Kalagara   | Kirans & Associates Realty         | 7,842,360                                     | 15  |
| 258  | Julie Thompson            | West USA                    | 8,112,800                                     | 29  | 276 | Jason Dawson      | Realty Executives                  | 7,833,350                                     | 22  |
| 259  | Manon Piccoli             | West USA                    | 8,099,543                                     | 27  | 277 | Elizabeth Amb     | Paramount Properies of Arizona     | 7,811,300                                     | 31  |
| 260  | Gigi Roberts-Roach        | Coldwell Banker             | 8,096,400                                     | 19  | 278 | Adrienne L Lynch  | Conway Real Estate                 | 7,759,299                                     | 23  |
| 261  | Joanne Brown              | Berkshire Hathaway          | 8,053,990                                     | 23  | 279 | Brad Hekekia      | Water Canyon Realty Company        | 7,748,571                                     | 22  |
| 262  | Stephanie Cook            | Haven Realty                | 8,044,990                                     | 13  | 280 | Jill L. Rother    | Keller Williams                    | 7,736,150                                     | 20  |
| 263  | Natascha Ovando-Karadsheh | KOR Properties              | 8,035,900                                     | 12  | 281 | Jared A English   | Congress Realty                    | 7,735,050                                     | 26  |
| 264  | Bryan C. Adams            | The Maricopa Real Estate Co | 8,023,684                                     | 32  | 282 | William May       | Breinholt May Realty & Investments | 7,734,800                                     | 16  |
| 265  | Nicole Drew               | Keller Williams             | 8,019,250                                     | 24  | 283 | Paul Aslaker      | Keller Williams                    | 7,713,421                                     | 24  |
| 266  | Mary Almaguer             | Apache Gold Real Estate     | 8,008,300                                     | 40  | 284 | Ron Hollingsworth | Revelation Real Estate             | 7,702,932                                     | 33  |
| 267  | Christy Rios              | Keller Williams             | 7,990,890                                     | 19  | 285 | Kris Cartwright   | United Brokers Group               | 7,688,239                                     | 20  |
| 268  | Maggie Diamond            | Penfield Properties         | 7,927,360                                     | 19  | 286 | Lisa Fonseca      | Lori Blank & Associates            | 7,678,800                                     | 22  |
| <b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the SE Valley are not included.  |                           |                             |   |   |     |                   |                                    |   |   |
|  <p><b>Wire fraud is on the rise.</b><br/>It's a huge issue in our industry.<br/>Landmark is on the front of using<br/>RealBloq to keep you and your client's<br/>money safe.</p> <p>Here are all the ways we can serve you:<br/>Commercial ✓ Residential ✓ Property Research<br/>✓ Builder &amp; Developer Direct Services</p> <p><b>LANDMARK</b><br/>Title Assurance Agency</p> <p>Contact one of our seasoned professionals today!<br/><b>(480) 476-8165</b></p> <p><b>WHERE EXPERIENCE<br/>matters.</b></p> <p><b>Beth<br/>Clouser</b><br/>Business Development Mgr.<br/>480.669.7620</p> <p><b>Kristi<br/>Smith</b><br/>Executive VP</p> <p>3303 E. Baseline Rd., Building 5, Suite 11, Gilbert, Arizona 85234</p> |                           |                             |   |   |     |                   |                                    |   |   |



# 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](http://cromfordreport.com)

## Turn Any Property Into A Sold Property

Give your clients more options with  
PrimeLending

As your local renovation loan resource, you can feel confident I'll hustle just as hard as you do for your clients while finding the perfect solution for their situation. Let me help turn your house hunters into homeowners and your showings into sales!

**You Sell, We Close**

Call Today **602-570-3098**

**Liz Robinson**

Loan Originator | NMLS: 228371  
[www.LizRobinson.com](http://www.LizRobinson.com)

Not intended for consumer distribution. All loans subject to credit approval. Rates and fees subject to change. ©2018 PrimeLending, a PlainsCapital Company. (NMLS: 13649) Equal Housing Lender. PrimeLending, a PlainsCapital Company (NMLS: 13649) AZ Lic. no. 0907334, v120717



**PrimeLending** 

1120 S. Dobson Road #230, Chandler, AZ 85286

**Your clients should get the  
mortgage rate they deserve.**



**Ken Starks**  
Mortgage Department Team Manager  
NMLS #173595  
Allied First Bank, sb  
NMLS 203463 | Cert. # 55130  
**480-400-LOAN (5626)**

[kstarks@alliedfirst.com](mailto:kstarks@alliedfirst.com) • [TheStarksTeam.com/ev](http://TheStarksTeam.com/ev)  
For real estate professionals only and not a commitment to lend. 



Call Ken today to  
make sure your clients get  
the mortgage they deserve.

**Don't *SHIVER* at the  
thought of recommending  
a moving company.**

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)



We have 355  
5 Star Reviews

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



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

AZ\_Southeast Valley Phoenix Realtor

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@chwp.com](mailto:sharp@chwp.com) | [www.chwp.com](http://www.chwp.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