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ON THE RISE

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

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P R E S E N T S
Golden Nuggets



Shawn Rogers

West USA Realty

"If you do the task before you always adhering to strict reason with zeal and energy and yet with humanity, disregarding all lesser ends and keeping the divinity within you pure and upright, as though you were even now faced with its recall

— if you hold steadily to this, staying for nothing and shrinking from nothing, only seeking in each passing action a conformity with nature and in each word and utterance a fearless truthfulness, then the good life shall be yours. And from this course, no man has the power to hold you back." -Marcus Aurelius



Jennice Doty

TCT Property Management Services

When you feel overwhelmed or when life gets tough, stop what you are doing, take a few deep cleansing breaths, close your eyes and think of your happy place. It will clear your mind and make you smile! It is an important part of self-care. Go ahead, try it!



Gigi Roberts-Roach

Coldwell Banker Realty

I live by the golden rule, "Do unto others as you would have them do unto you." If we all can help a little it can help many. Find a passion and give a little of yourself, it is so worth it.



Gina Marie Bennett

Conway Real Estate

I am driven for success and I thrive on motivation and self-growth. I can't stand being still and never developing. I want to grow me so that I can help others grow, I want to learn more so that I can teach more. I want to impact myself so that I can impact others. I am eager to learn every single day and honestly I don't want it easy. I don't want it handed to me...everything I have now has been by my two hands, by my hard work, my self-discipline and my prayers and faith in God. So if it doesn't challenge you, it won't change you.

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TCT Property Management Team



TCT

PROPERTY MANAGEMENT SERVICES

FULL-SERVICE EXPERIENCE AND EXPERTISE

sponsor spotlight
By Dave Danielson

In an industry with endless moving parts, it means a lot to have a partner you can count on to streamline your life and manage the details.

That's where TCT Property Management Services and TCT Commercial come in...with a remarkable, full-service level of experience and expertise.

Longstanding Leadership

Jennice Doty is a designated broker/owner. When you talk with her, you instantly feel the passion she has for what she and her business partner, Steve Chader, do.

"I started in the commercial side of the business, and then met Steve, and started doing residential..."

helping people find a home," Jennice explains. "We like solving issues and helping people."

As she says, both TCT Property Management Services and TCT Commercial have been making a difference for clients for 40 years, including 28 years in the East Valley.

"With TCT Property Management Services, we really enjoy teaming up with agents," Jennice emphasizes. "We're here to be part of their team without being part of their company."

Those who work with the organization gain the value of a wide range of valuable services.



Jennice Doty and Natalie Effio



Natalie Effio and Lisa Farley – Commercial Property Managers

"We focus on and specialize in property management, including leasing, and work with single-family homes, townhouses, and condos in our residential division," she explains.

Expertise that Runs Deep

"We really take pride in going beyond taking care of the property. We also work with real estate agents and offer our analysis and a spreadsheet to let them know what a property would rent for before they comp it out," Jennice explains. "We also do a spreadsheet that provides ROI information. We go into detail about our services, and we really enjoy providing a lot of education and knowledge for agents and their clients."

Jennice and Steve co-wrote the book *Hold: How to Find, Buy and Rent Houses for Wealth*, an insightful resource agents and clients have turned to for information on realizing the benefits of having an investment property.

"As part of that, we like to help people see how easy it can be to get an investment property and make gains with that if you have it professionally managed," Jennice points out. "We teach seminars on it. Talking with people and helping move forward in that way is something we really have a passion for."

At the same time, TCT Commercial provides a full range of management services for medical buildings, offices, retail centers and condo associations.

Team Spirit

Jennice is quick to recognize the organization's outstanding team, including six on the residential side at TCT Property Management Services, and five with TCT Commercial.

"We have an amazing group of team members. The entire staff has been here for 20 years," she says. "It's an amazing group. And it's been rewarding to see the growth through time with them. In fact, we grew the

... commercial division strictly through referrals only. I think that’s a testament to our people and the comprehensive level of services we provide, including providing accounting and tax information that clients can use when they work with their CPAs.”

The bonds built through time are priceless.

“They work together so well as a team. We are really like a family. It’s fulfilling the way we have shared so much together to see each other’s families evolve and watch their children grow up,” Jennice explains. “Our philosophy is family first, with an environment where we encourage team members to go and participate in their children’s activities. The amazing, smart, and professional members of our team are what have made our company. They truly care about each other and the organization. In turn, that equates to taking care of our residents and our investor clients.”

Partners in Progress
As Jennice reflects on the partnership with REALTORS® that she values so much, she speaks about the central role and emphasis placed on service.

“We’re here and willing to help our partners represent their clients at the highest level. They don’t have to be an expert on property management. They have us, and it’s what we do day-in and day-out. When they’re looking for an investment on the residential side to purchase for their clients, they can get in touch with us, and we can help them get a rental amount they can use to move forward with clients.”

Their reputation for results continues to build...person to person.

“We’re very grateful that we don’t do sales for our services. When people use us as a resource, it means a lot to us knowing that we have so many wonderful agents who refer to us over and over again,” she says.



In some cases, clients ask their REALTOR® if they could also provide property management services. Obviously, in an ever-changing industry with evolving tenant laws and requirements, a professional dedicated to property management is the answer.

“When agents reach out to us, if they have a client with an identified geographic interest, we really match them up with focused expertise in that area, and will match them up with a team member in that area,” Jennice points out. “Then, we work with that client and make the process very seamless for the agent, so he/she can focus on their next sales. At the same time, we’re here to field ques-

tions they may have not only about rental amounts but also general tax and eviction questions, or other topics they may be curious about.”

The level of partnership and expertise offered at TCT Property Management Services and TCT Commercial is delivered with gratitude and pride.

As Jennice says, “We love what we do...having the opportunity to put our professional expertise to work for them, and to treat their clients’ investment like it’s our own. We take good care of our tenants, which then, in turn, takes care of our investors.”

For More Information About TCT Property Management Services and TCT Commercial:
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SHAWN I. ROGERS

featured agent ◀◀
By Dave Danielson



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PASSION FOR THE PROFESSION

“Man, I did love this game. I’d have played for food money. It was the game...it was the crowd rising to their feet when the ball was hit deep. Shoot, I would have played for nothing.”

-Shoeless Joe Jackson in Field of Dreams

In an instant, you can spot someone who does what they do because they have a passion for it.

One of those is Shawn I. Rogers.

As REALTOR® and lead of the Mister Rogers Homes team with West USA Realty, Shawn has an undeniable drive for what he does — a pure passion for the profession that sees him burning the midnight oil into early mornings.

With a smile, Shawn says, “I do what I do, because I have a pure love of it all.”

...



Shawn and Jennifer Rogers with Abi, Woofstock Chandler, AZ 2017.

Building on a Winning Tradition

Shawn’s story got started in upstate New York. From the beginning, it seemed like he might be destined for a spot on a real estate roster.

“It’s always been part of me. My mom was in the business, and she started taking me around when she visited rental properties when I was just a baby,” Shawn explains.

Shawn came of age, started his career, and bought his own rental unit. That was just the start. Soon, he took a look at an opportunity out west.

“It was 2004, and I came out to look at investment property here in Arizona. I visited a friend of mine from Buffalo who had moved here. Both he and I ended up buying an investment property here,” Shawn says.

Close Calls and Comebacks

It didn’t take long for Shawn to see the opportunity. He started his Arizona

real estate life, partnering with his friend in the process.

Life threw some curveballs though — the kind that cut your knees out from under you.

“It seemed like I had just pulled the trigger getting things going here when the market crashed,” Shawn remembers. “About that time, my mom was diagnosed with stage 3 breast cancer, and my friend needed to leave and move back to New York. It wasn’t a good time to have a triple whammy like that hit me.”

For a moment, it seemed the game had ended.

“A lot of things were going through my head. I was newly licensed,” Shawn recalls. “I even thought maybe I should move back to New York to be there for Mom.”

Shawn’s mom, Penny, wouldn’t hear of it, saying there wasn’t much he



Shawn with Penny Grimaldi (Mom), Florence, Italy 2019.



Shawn likes to make others laugh, clowning around at the office.

could do...that it was in the Lord’s hands. She encouraged him to stay in Arizona and make her proud.

...



Photo Credit Devin Nicole Photography

...

Life's Highlights

Today, Shawn and his team of 15 agents have been on a real winning streak. In fact, they're ranked at the top in the Valley of the Sun.

The statistics are at an all-star pace. In 2019, the team recorded about \$50 million in sales volume.

A big part of the passion Shawn has for the profession is the fact that it is a team sport.

"Without the Mister Rogers Homes team and staff, this dream would

never be what it is...and with them, there's no limit to what it can be."

In his humble, thankful way, Shawn is quick to frame up what success really means for him.

"You get what you give in this business. I truly enjoy helping people," he says. "There are some basic fundamentals that go a long way, like answering your phone and doing what you say, and saying what you do. If you follow a certain path of goodness, good things will come."

Family is the center of Shawn's world...including his wife, Jennifer Rogers, who is also a REALTOR® and who Shawn lovingly calls "The Boss" and his mom, who is a 11-year cancer survivor, and his sister, KellyAnn, and their pet pug, Abi.

"These ladies are the loves of my life," Shawn says with a smile.

While his work requires his ongoing focus, Shawn also enjoys opportunities to get away and travel. A big highlight was a trip that Shawn, Jennifer and Penny took during a 12-day tour through Italy. In his free time, Shawn also enjoys exercise, mountain biking, and reading business books.

Going the Distance

As he thinks about real estate and the profession he loves, Shawn knows that he and his team are called to play in challenging conditions that can come on like a cloudburst.

Steady effort wins the day, though.

"One of my favorite quotes is from Eric Thomas. He said, 'You can't cheat the grind. It knows how much you've invested. It won't give you anything you haven't worked for.' Another is from Henry Ford, who said, 'If you think you can or you can't, you're right,'" Shawn says. "I've heard professional divers say, 'Wherever your head goes, your body will follow.' It's the same thing in life and real estate, especially now."

The skies aren't always sunny at the ballfield. There are some rainouts. There are some bad breaks. But when you're Shawn Rogers, you make your own opportunities, you stay thankful and focused. And you remember why you're here, and where you came from.

As Shawn looks at the clock, it's going to be another long night...with a deal that's going to take some extra innings. But he smiles. He knows he and his team will meet the challenge.

"It's about the people. I love taking care of them. What I do is for them. It's for the love of the game. God bless America."

Doing Business Looks Different These Days. *Let's work together.*



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THE WISE, OLD FARMER AND 3 LIFE LESSONS ON FRAMING YOUR PERSPECTIVE

coaching corner ◀◀

By **Joshua Lee Henry**, President of the
Advanced Home Marketing Institute®

A circular portrait of a man with dark hair and a beard, wearing a dark suit, white shirt, and a patterned tie. He is smiling slightly. The background of the portrait is white.



HAVE YOU HEARD THIS STORY ABOUT THE WISE, OLD FARMER?

There once was a wise, old farmer who had worked his crops for many long years. Then one day, his horse ran away. Upon hearing the news, his neighbors came by to visit him. "Such bad luck," they said sympathetically. "Maybe," replied the old farmer.

The next morning the farmer's horse returned, bringing with it three other wild horses. "How wonderful," the neighbors exclaimed. "Maybe," replied the old farmer.

The story could go on and on, with each day bringing a new obstacle or opportunity to the farmer. And each day, his neighbors would reply by bringing new sympathies or congratulations to him.

The difference lies in each party's perspective of the situation.

THE POWER OF PERSPECTIVE

Perspective allows you to see things from different angles.

You can see things positively, negatively, or apathetically.

on framing things from the vantage point of leading your business.

In real estate, there are several negatives that can be reframed as positives by simply shifting your perspective.

The rest of this article will cover three big ones.

1. Look at failing as a learning opportunity.

Many people struggle when dealing with failure because they mistakenly view *themselves* as a failure.

This is flawed because your identity is much greater than the sum of your actions. Sure, *who* you are includes *what* you do.

There once was a wise, old farmer who had worked his crops for many long years. Then one day, his horse ran away. Upon hearing the news, his neighbors came by to visit him. "Such bad luck," they said sympathetically. "Maybe," replied the old farmer.

The following day, the farmer's son tried to ride one of the untamed horses. But he was thrown off and broke his leg. The farmer's neighbors came again to offer their sympathy for his misfortune. "Maybe," replied the old farmer.

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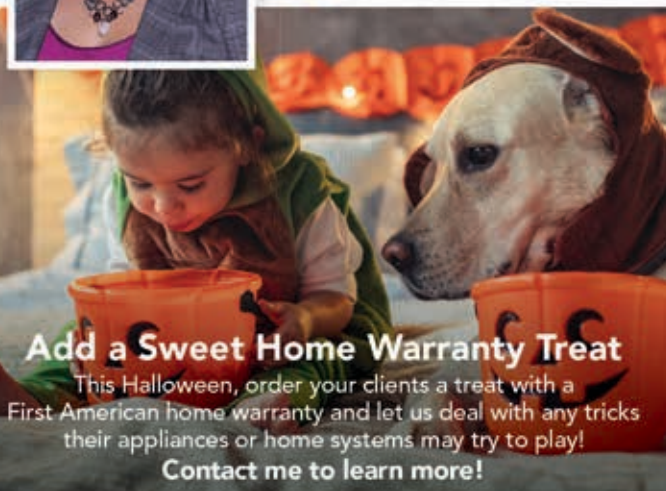
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real story 
By Sarah Wind

GIGI ROBERTS-ROACH

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Devin Nicole Photography

SPREADING THE LOVE ONE BAG AT A TIME



Photo Credit
Devin Nicole Photography

up items from residences. I had clients that needed to get rid of stuff because of their move and I recommended they donate salvageable items to S.T.U.F.F.” The next time your client needs to downsize or get rid of household items, keep S.T.U.F.F. in mind to send donations. *1135 E Main St., Mesa. (480) 649-1288*

Another organization Gigi is passionate about is the Arizona Children’s Association. Her interest in supporting them stems from her own childhood. “When I was a child my grandparents took care of me and my two sisters. Back then there was no such thing as a foster care system. If they wouldn’t have taken care of us, we could have been in an orphanage.”



igi Roberts-Roach has been a REALTOR® for sixteen years and she has an incredible heart for people. We want to highlight two organizations she is passionate about, and also give you an opportunity to join in supporting them.

The first organization is a non-profit run by Resurrection Street Ministry called S.T.U.F.F. thrift store in Mesa. The store is mostly run by volunteers,

and their net proceeds go to support veterans, senior citizens, homeless, and low-income families in Arizona. Gigi says, “I believe in not throwing stuff into the landfill if possible. This store supports the idea of ‘reduce, reuse, and recycle.’ They even pick

“I have three sons and when my youngest son went off to college, I signed up to be part of a mentoring program through Arizona Children’s Association. It took about nine months to be assigned to a child because of background checks



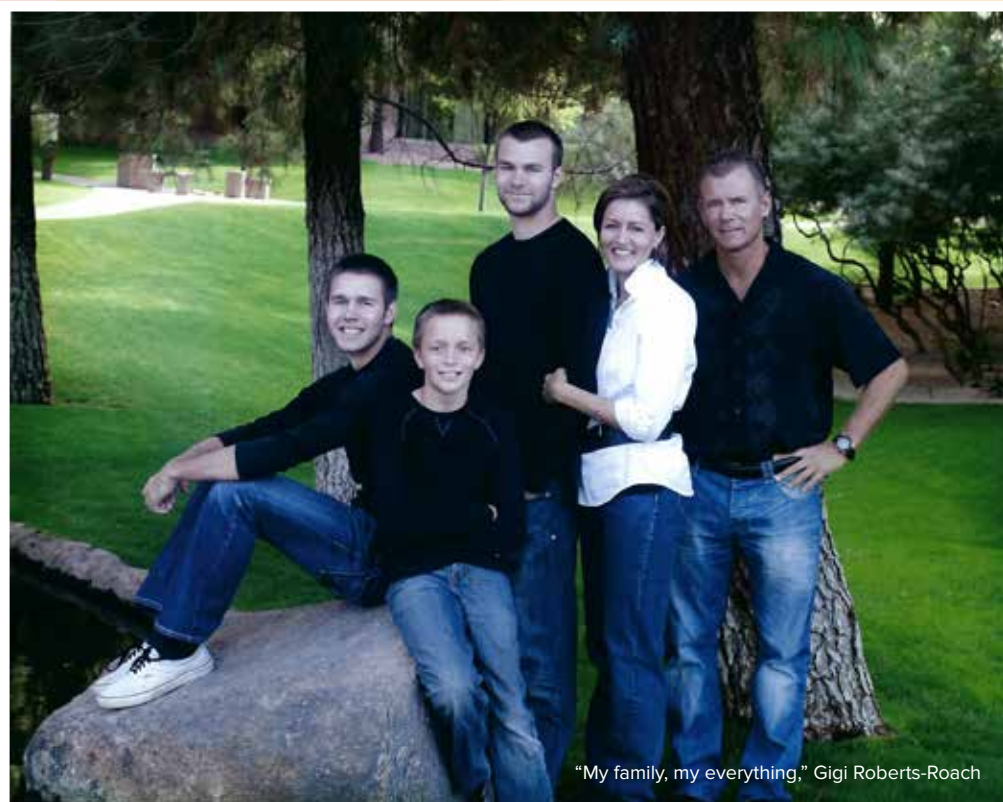
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and required classes. I became a mentor to a high school girl who was in foster care because her grandmother, who had been taking care of her for eight years had passed away.

“The majority of kids in foster care are in the system because of something someone else did or didn’t do. I found out that these kids are moved from house to house with their few personal belongings in a garbage bag.” Feeling a sense of indignation at this fact, Gigi decided to take action.

“I posted an appeal for help on Facebook and contacted my friends and clients asking for donations of suitcases, duffle bags, and backpacks. My goal was to collect 150, and I collected over 300 last year, so I was really happy about that. This year because of COVID-19, not as many people have donated bags, perhaps because they don’t want to venture out. I have collected about 200 pieces so far.”

Gigi is an amazing example of how doing small things with love makes a big splash with a ripple effect. “Giving a child a bag to carry their belongings in may seem like a small thing, but I think it makes a difference when they know that somebody cares about them. I believe that if everybody does a little, it helps many. I also believe in the Golden Rule, ‘Do unto others as you would have them do unto you.’ I live my life like that. It’s not about me. It’s about all of us!”



“My family, my everything,” Gigi Roberts-Roach



Gigi's son, Andrew playing in a tournament in Tuscan with his college team Minot State University.

If you’re cleaning out your house and have some extra bags you could donate, or if you feel inclined to purchase some bags to donate, Gigi would be delighted to receive your donations either at her office in Mesa or at her home. The Arizona Children’s Association distributes the overflow of bags to about ten other foster care agencies. Please contact Gigi to arrange to drop off bags and help her spread the love one bag at a time. **(480) 209-5780**



Gigi's sons Dylan, Andrew and TJ

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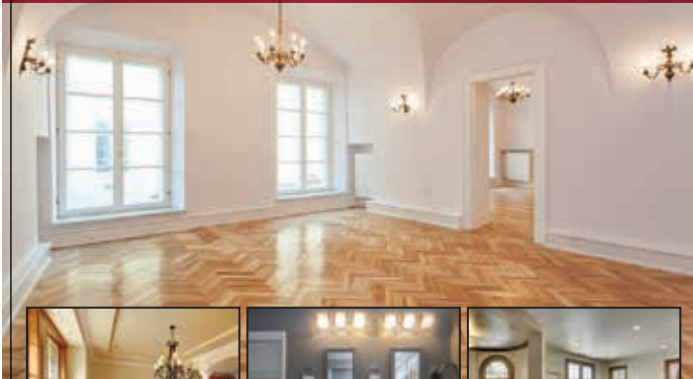
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▶▶ on the rise
By Sarah Wind



This month's rising star, Gina Marie Bennett, has been a full-time REALTOR® for the past 18 months. She sold \$4 million in the past six months, currently has a 1.2 million dollar listing in Troon North and she won the MVP award at her brokerage six months into her full-time career. Her diligence and genuine kindness are contributing factors to her growing client base. Here is a glimpse into her personal and professional life.

What did you do before becoming a REALTOR®?

I was in the dental field for 18 years as a certified dental assistant (CDA) and an office manager.

What is one of the most rewarding parts of being a REALTOR®?

I love educating first-time homebuyers and answering their questions. Building trustworthy relationships and friendships with clients is by far the most rewarding. Becoming a part of one of the most significant memories in people's lives is amazing. Receiving compliments for my hard work and honesty is also a sweet reward.

What is the best advice you have ever received?

Be yourself and do not compare yourself to other agents. We each have different personal goals and I believe ...

• • •

we each have unique gifts. No two agents are alike.

What are your greatest achievements?

My first greatest achievement is being a mother to two wonderful young ladies. My second is transforming my career at age 35. I have already been blessed more than I ever thought possible and I am just in the beginning phases. God gets all the glory.

What is a saying that inspires you?

This scripture passage is in my office and I read it every day. “Never doubt God’s mighty power to work in you and accomplish all this. He will achieve infinitely more than your greatest request, your most unbelievable dream, and exceed your wildest imagination! He will outdo them all, for his miraculous power constantly energizes you.” (Ephesians 3:20 TPT)

What are some beliefs you live by?

I believe in hard work. I believe that nothing you truly want comes easy, nor is it rewarding. I believe in learning and growing every day and most importantly a positive mindset. Having a positive mindset and faith in God are all I need to conquer each day. I am driven for success and I thrive on motivation and self-growth. I can’t stand being still and not furthering myself or my growth potential. I want to grow me so that I can help others grow. I want to learn more so that I can teach more. I want to impact myself so that I can impact others. Everything I have now has been by my two hands, by my hard work, my self-discipline, and my prayers and of course the main source, God. He provided me these physical gifts and by faith I received them. If it doesn’t challenge you, it won’t change you.

What are your favorite books?

The Bible, Believer’s Authority, Speak Jesus, and The Miracle Morning for Real Estate Agents.



What are some organizations you are a part of?

I regularly volunteer at Paz De Cristo and Jacob’s Mission Community Center in Mesa. I also am a member of the Gilbert Chamber. I graduated from Gilbert Leadership in July 2020 and am on their Alumni Committee.

I HAVE BECOME
AND AM STILL
BECOMING FAR
BEYOND WHAT I
DREAMT OF.

What is a unique experience that shaped you?

I would have to say it was the lack thereof that caused me to be a great mother and a person who strives to grow, succeed, and develop optimal self-love and accomplishments. Everything I did not have as a child I became for my two daughters. I was told my whole life I was not smart enough, I was not pretty enough, and I was not capable. In my adult years, I have had a lot of slaps in the face from people that “loved me” over the years. It is thanks to all of those people for giving fuel to my fire to be the best version of myself and to walk tall in self-love, self-respect, and integrity and success. I have become and am still becoming far beyond what I dreamt of.



Tell us about your two daughters.

My two daughters are 17 and 12. My 17-year-old is a senior at Campo Verde, and one year into college at Chandler Gilbert Community College (she received a scholarship her junior year). She is my best friend. She is an entrepreneur and has owned her own business since she was 15 and now is working on launching her second business. She is talented, driven, and unimpressed with working for others. The names of her businesses are @shopthegoodbar and @gilbertgirlgang. Check them out on IG! My 12-year-old is my baby. She plays sports and band. She loves Post Malone and she wants to be a doctor. She follows her own set

rules in fashion—stands out tall and proud with her fashion and does not seek to follow but to lead. She’s getting ready to start her final season in soccer at GYSA, our sixth season, I believe. I am her soccer coach as well! Both of my girls beam with self-confidence, self-love, and self-respect.

What has been your biggest challenge this year?

My biggest challenge this year has been maneuvering through this pandemic and trying to keep my daily work schedule while managing homeschool for a 7th grader and a senior. It has been really tough to keep my days consistent and to not feel like I am neglecting my girls as they are home more.

What are your hobbies outside of work?

Is having hobbies even a thing? Just kidding. I am a spin addict. I enjoy HIIT workouts, flipping tires, and

testing all of my limits in physical activities. I love puzzles, going on adventures with my two girls, friends and family! Traveling to California, reading and lying by the pool, dressing up and trying new restaurants. Six Flags, roller coasters, and haunted houses are definitely on my list for yearly entertainment!

How would you like to be remembered?

I want to be remembered for helping people, truly impacting them, and touching their lives with the spirit of Christ. I also want to be remembered as being a great mother, knowing that no matter what or who came into my life, my two girls were always most important to me. Everything I become, accomplish, and leave behind will be for them.

What is the secret to a successful relationship?



JASON LAFLESCH
RESULTS REALTY
“Yes, Dear, you’re right,”



BECKY KOLB
KELLER WILLIAMS INTEGRITY FIRST REALTY
Authenticity, honesty, empathy – demonstrating that you care – not just saying you do.



LACEY LEHMAN
REALTY ONE GROUP
Whether business or personal, the secret to a successful relationship is communication! It can make or break the entire relationship.



DENA GREENAWALT
RE/MAX ALLIANCE GROUP
The secret to a successful personal relationship is mutual life goals, trust, patience, caring, and respect of each other’s views, needs, and individual activities/time and space.

Professional relationships have similar key traits – trust, respect, empathy, and appreciation of what each brings to the relationship



PAUL PASTORE
REMAX ALLIANCE GROUP
The secret, in my opinion, to a successful relationship is “Commitment.” Many experts say that money, sex, in-laws, and kids can test your commitment. John Gorman cautions couples to be on guard for the “Four Horsemen of the Apocalypse”: withdrawal, invalidation, negative thinking, and escalation. Read Gary Chapman’s book: *The Five Love Languages*. Find your mate’s “love language” and speak it frequently. Bonus tip: Prov. 3: 5-6.



HEATHER RODRIGUEZ
COLDWELL BANKER
Understanding the expectations of others, listen more, talk less, and make sure others know they are important and you value them.



SARAH LOSSING
PLATINUM LIVING REALTY
#1: The secret to a successful relationship is to view the other person as a person. A real-life

acknowledging that we all come to the table with a different perspective.



CHRIS DUNHAM
EXP REALTY
Laundry and sex.



SHANNON GILLETTE
LAUNCH REAL ESTATE
Keeping God first.



JEANNIE DEXTER
WEICHERT REALTORS
Authenticity

human being who will wow you when you least expect it, disappoint at times and has the same humanness you have! I met my husband when I was 16 and have been married for 23 years and the only way to truly understand each other is to know we are all human and make mistakes even when we work to be our best selves.

#2: Communicate with the intent to understand and be understood. Have a goal in mind each and every conversation.



KIMBERLY TOCCO
KELLER WILLIAMS ARIZONA REALTY
The long-standing, strong, and respectful relationship in life, in love, and in Synchronization is based solely on the amount respect you have for each other, and what you will not do to keep your relationship. I’ve been with my husband for 20 years, we have survived the loss of our parents, we have survived the loss of siblings, we have survived the suicide of my son and are more in love now than we ever have been. We’ve gone through short sales, bankruptcies, feast and famine but we never gave up on each other



CHUCK FAZIO
EXP REALTY
Praying over each other out loud every night! We have been doing that for almost 20 years!



LEILA WOODARD
MY HOME GROUP
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ELAINE LEKAS
ELAINE LEKAS ARIZONA REAL ESTATE
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TIFFANY JONES
NORTH&CO.
30 years and I still love hanging out with my hubby. Communication, trust and the desire to have a happy marriage. We are supportive of each other’s goals. We have each other’s backs. It’s us against the world, but for real that’s how we are!!! We took the covenant we made and the vows we said in front of God and our family seriously.



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►► book review
By Scott Warga

THE IDEAL TEAM PLAYER

BY PATRICK LENCIONI

How to Recognize and Cultivate the Three Essential Virtues

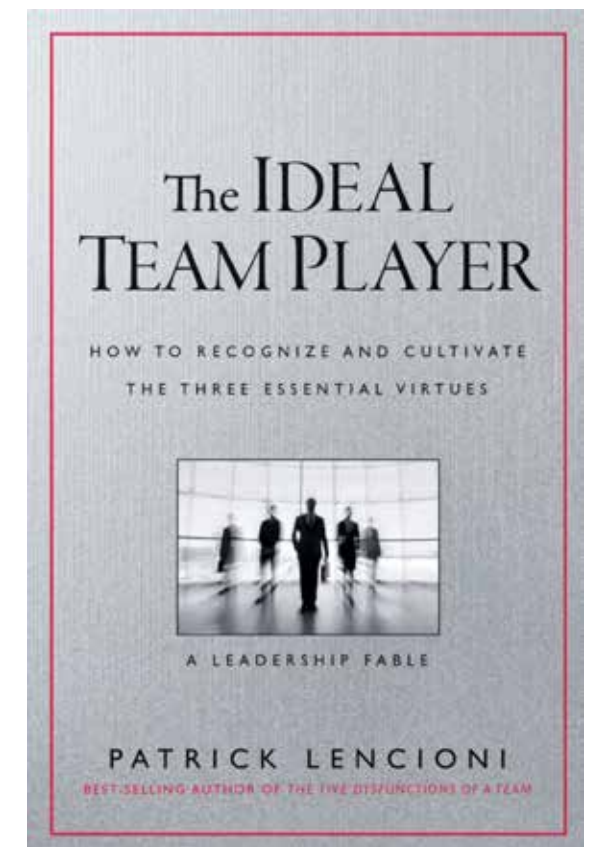
Every now and then I find a book that I want to share with lots of people. This is one of those books. I read this book as an assignment for a leadership program I am in and instantly fell in love with it.

Patrick Lencioni is no stranger to business, teams, or writing books. One of his biggest sellers was *The Five Dysfunctions of a Team*. He laid out a great approach for addressing and tackling the behaviors that can defeat or destroy a team.

This book, *The Ideal Team Player*, is different. He tells a parable of a construction company and the man that is taking it over. The company is struggling, about to take on twice the work they have ever done and have a few people working for them that appear to be “jackasses.” The company used to have a great culture but now they have people acting like bulldozers, charmers, pawns, mess-makers, lovable slackers and skillful politicians.

The book has a warning about being accurate before you label anyone this way and points out several times that you probably shouldn’t label people like this. More importantly, it tells you how to crack the code to the three most important virtues, how to find them and how to help others find them.

Once you get past the parable, Lencioni provides a practical framework and tools for identifying, hiring, and developing ideal team players as well as working with players on your current team. The story has lots of hidden gems in it but if you can’t



wait just go to the back 1/3 of the book where the model starts. I liked the fable and how it applied the information but for those driven people that want to get straight to the point, go to page 155.

Whether you’re a leader trying to create a culture around teamwork, a staffing professional looking to hire real team players, or a team player wanting to improve yourself, this book will prove to be as useful as it is compelling.



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

WeSERV MONTHLY UPDATE

I recently had the great privilege of attending the National Association of REALTORS® Virtual Leadership Summit. This event brings together volunteer and staff leadership from local and state REALTOR® associations across America to talk about the new programs and services offered by the national association and to begin a dialogue about topics of interest related to the real estate industry.

This year was certainly no different, even in a virtual environment. The National Association of REALTORS® is working hard on its member's behalf with new programs and services. NAR has a particular focus on trying to protect the REALTOR® and the real estate industry in the halls of congress.

As I am sure you could imagine, based on the scenes that have played out across the nation, the topic of interest related to the housing industry focused on racial inequities in our industry. While there can be many thoughts and ideas related to this critical discussion from across the social and political spectrum, one thing stood out to me. All the speakers and I believe all the people in attendance had the same goal. To better the communities they live and serve in.

I am hopeful that with that spirit in mind, we as REALTORS®, communities, states, and a nation work together from that common ground. While I believe we are all working for the same goal, everyone has a different plan to get there. I am convinced

that if we spend more time working from positions we agree on, we can solve some of the significant issues in which we disagree. I am hopeful that REALTORS® are leaders in this arena.

Leading this discussion from a REALTOR® point of view is one of the things that excites me about the organized real estate industry. REALTORS® help buyers and sellers dream. REALTORS® are leaders. In the words of President John Quincy Adams, "If your action inspires others to dream more, learn more, do more, and become more, you are a leader." If you chose to be a REALTOR®, you have selected to be a leader.

It is in the spirit of leading and making our communities better. I encourage each of the REALTORS® that are members of WeSERV to join us in making the WeSERV community better. It is the time of year we the association ask for volunteers to help us on the many committees that the association has. We have positions for everyone's interests from community involvement, inclusiveness initiatives, professional development, member engagement, to government affairs. Please reach out to a member of the WeSERV staff if you have an interest. We would love to have you join us on this journey.



► weserv president's perspective

By **Dena Greenawalt** – 2020 WeSERV President

REALTOR® SAFETY

September was REALTOR® Safety month. This is such an important topic. We must all be aware that there are people and processes out there that want to take advantage of REALTORS® / real estate agents.

We hosted Carl Carter Jr. and he told us his mother's story. It brought so many things to light about what could happen to all of us in our pursuit of business, helping who we think are needy clients and trusting what someone we don't know tells us about who they are and what they want to do as it relates to real estate. But sometimes some people are able to pull a con on the agents by doing and saying all the things that make sense and don't create any suspicion.

Unfortunately, Beverly Carter did a lot of the right things. The people who kidnapped her and killed her deceived her. Her story is one we should all know and learn from it.

We can not be so anxious for the next deal, that we ignore a good safety protocol. We should always meet new clients at our office or a public place. We should do a little cyber or social media research to verify their stories

and their ID. Always tell someone where you are going if meeting an unknown potential client at a vacant home.

Never do an Open House by yourself; always have help.

Be aware and be wise. No other son should have to tell another story as Carl told about his mom. No family should have to go through the terrible experience that she had to. Know basic self-defense and always trust your gut. It could save your life.

Be safe, be smart and if you see something, say something.

No commission check is worth your life.

We at WeSERV are dedicated to providing you with the education needed to improve your business and be safe in the process.

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1-August 31, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 08/31/2020	Total Unit Sales 01/01/2020 - 08/31/2020
1	Rebecca Hidalgo Rains	Berkshire Hathaway HomeServices	64,377,732	161
2	Kenny Klaus	Keller Williams Intgerity First	47,211,260	143
3	Mary Jo Santistevan	Berkshire Hathaway HomeServices	46,005,326	112
4	Beth M Rider	Keller Williams Arizona Realty	42,358,500	120
5	Mindy Jones Nevarez	Keller Williams Intgerity First	38,039,382	98
6	Tiffany Carlson-Richison	Realty One Group	36,925,980	71
7	Denver Lane	Balboa Realty	35,819,284	93
8	Carol A. Royse	Keller Williams Realty East Valley	33,719,921	84
9	Heather Openshaw	Keller Williams Intgerity First	32,031,013	80
10	Shanna Day	Keller Williams Realty East Valley	31,985,180	50
11	Rick Metcalfe	Canam Realty Group	31,147,265	107
12	Jody Saylor	Just Selling AZ	29,647,700	68
13	Janine M. Igliane	Keller Williams Realty East Valley	25,467,154	62
14	Shannon Gillette	Launch Real Estate	24,714,707	45
15	Ben Leeson	Arizona Experience Realty	24,505,879	54
16	Joanne Hall	Lennar Sales	24,129,430	69
17	Jason Mitchell	Jason Mitchell Real Estate	23,326,829	71
18	Brian J Cunningham	List 3K	23,109,994	58
19	Frank Gerola	Venture REI	22,403,950	49
20	Charlotte Young	Keller Williams Legacy One	21,982,800	57
21	Rachael L Richards	Rachael Richards Realty	21,775,955	59
22	Robin R. Rotella	Keller Williams Intgerity First	19,375,299	50
23	Bob & Sandy Thompson	West USA	18,932,950	48
24	Lacey Washburn Lehman	Realty One Group	18,676,565	59
25	Jason Crittenden	Realty One Group	18,367,336	51
26	Randy Courtney	Weichert Realtors	18,101,600	37
27	Damian Godoy	Argo Real Estate	17,425,827	50
28	Eric Brossart	Keller Williams Realty Phoenix	16,732,700	37
29	Renee Merritt	Keller Williams Arizona Realty	16,410,967	29
30	Kathy Camamo	Amazing AZ Homes	16,151,104	46
31	Shawn Camacho	United Brokers Group	15,801,748	39
32	Justin Cook	RE/MAX Solutions	15,535,195	41
33	David Morgan	HomeSmart Success	15,295,149	58
34	Rob Hale	Elite Realty	15,199,055	47

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 08/31/2020	Total Unit Sales 01/01/2020 - 08/31/2020
35	Beverly Berrett	Berkshire Hathaway HomeServices	15,095,508	32
36	Blake Clark	HomeSmart Lifestyles	14,974,425	42
37	Darwin Wall	Realty One Group	14,886,400	28
38	Mike Schude	Keller Williams Intgerity First	14,867,788	40
39	Shawn Rogers	West USA	14,766,300	39
40	Douglas Hopkins	Realty Executives	14,649,110	46
41	Danny Perkinson	Perkinson Properties	14,254,870	26
42	Michaelann Haffner	Michaelann Homes	14,138,400	39
43	Carey Kolb	Keller Williams Intgerity First	13,888,100	35
44	Rodney Wood	Realty One Group	13,724,500	37
45	Daryl R Snow	Homie	13,704,799	36
46	Cathy Carter	RE/MAX Alliance Group	13,701,420	21
47	Amy Laidlaw	Realty Executives	13,673,070	36
48	Steve Hueter	eXp Realty	13,632,978	34
49	David Arustamian	Russ Lyon Sotheby's International Realty	13,620,800	26
50	Kyle J. N. Bates	My Home Group	13,458,501	42

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1-August 31, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 08/31/2020	Total Unit Sales 01/01/2020 - 08/31/2020
51	Henry Wang	eXp Realty	13,043,295	33
52	Alisha B Anderson	West USA	12,957,700	34
53	Brett Tanner	Keller Williams Realty Phoenix	12,876,000	41
54	Dean Thornton	Redfin	12,788,950	34
55	Lauren Rosin	West USA	12,657,935	36
56	Gina McMullen	Redfin	12,603,840	38
57	W. Russell Shaw	Realty One Group	12,547,790	42
58	Gus Palmisano	Keller Williams Intgerity First	12,484,825	36
59	Sixto Aspeitia	Realty One Group	12,469,500	42
60	Diane Bearse	Realty Executives	12,463,000	27
61	Phillip Shaver	eXp Realty	12,204,500	35
62	Johnny Nicholson	Redfin	12,202,895	34
63	Cynthia Ann Dewine	Russ Lyon Sotheby's International Realty	12,170,596	27
64	Benjamin Arredondo	My Home Group	12,096,400	36
65	Jason Vaught	Realty Executives	12,027,800	34
66	Shivani A Dallas	Keller Williams Intgerity First	11,947,150	32
67	James Bill Watson	Keller Williams Realty Sonoran Living	11,888,701	24
68	John & Natascha Karadsheh	Kor Properties	11,654,000	23
69	Lorraine Ryall	Kor Properties	11,653,500	25
70	Jonas Funston	Venture REI	11,540,150	30
71	Kelly Khalil	Redfin	11,537,370	33
72	Bruno Arapovic	HomeSmart	11,523,000	45
73	Jennifer Felker	Infinity & Assoc	11,424,990	18
74	Timothy J Cusick	Homelogic	11,318,539	26
75	Carole Hewitt	Homie	11,099,800	28
76	Nicholas R Kibby	Keller Williams Realty Phoenix	10,980,000	27
77	Grady A Rohn	Keller Williams Legacy One	10,937,390	24
78	Robyn Brown	Argo Real Estate	10,885,700	24
79	Tina M. Sloat	Tina Marie Realty	10,753,200	31
80	Angela Tauscher	West USA	10,688,500	28
81	Stephanie Sandoval	HomeSmart Lifestyles	10,654,895	27
82	Erika Uram	Keller Williams Realty Sonoran Living	10,647,006	24
83	Gina Donnelly	ProSmart	10,458,900	22
84	Bonny L. Holland	Keller Williams Realty Sonoran Living	10,400,645	17

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 08/31/2020	Total Unit Sales 01/01/2020 - 08/31/2020
85	Richard Johnson	Coldwell Banker	10,378,700	26
86	Michael J. D'Elena	North & Co	10,353,221	31
87	Russell Mills	Close Pros	10,248,540	29
88	Gordon Hageman	My Home Group	10,148,510	23
89	Andrew Cooper	Gentry Real Estate	10,121,000	25
90	Bill Olmstead	Keller Williams Realty East Valley	10,061,600	27
91	Tara Hayden	Redfin	10,044,900	23
92	Karl Tunberg	Midland Real Estate Alliance	10,021,200	20
93	Jason L Penrose	RE/MAX Excalibur	9,982,500	29
94	Jared A English	Congress Realty	9,979,230	25
95	Ben Swanson	Keller Williams Intgerity First	9,922,260	33
96	Kirk Erickson	Schreiner Realty	9,880,990	26
97	Julia Spector-Gessner	My Home Group	9,876,139	24
98	Mark Captain	Keller Williams Legacy One	9,859,249	29
99	John Gluch	Platinum Living Realty	9,838,088	28
100	Tyler Blair	My Home Group	9,808,299	34

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Teams and Individuals Closing Dates From January 1-August 31, 2020


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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1-August 31, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 08/31/2020	Total Unit Sales 01/01/2020 - 08/31/2020
151	Stephanie Cook	Haven Realty	8,019,650	14
152	Terra A. McCormick	HomeSmart	8,017,275	26
153	Daniel J. Porter	RE/MAX Solutions	8,001,028	17
154	Jerry Thomas Beavers	Realty One Group	7,969,399	22
155	Rachele M. Oram	HomeSmart Lifestyles	7,937,800	16
156	Mike Mendoza	Keller Williams Realty Sonoran Living	7,935,900	17
157	Angela Larson	Keller Williams Realty Phoenix	7,924,000	36
158	Jesse Martinez	Rachael Richards Realty	7,921,622	23
159	Tiffany Mickolio	My Home Group	7,888,844	24
160	Harlan A Stork	Realty Executives	7,776,250	17
161	Jason Dawson	North & Co	7,736,000	18
162	Kelly R. Jensen	KJ Elite Realty	7,701,100	26
163	Adam B Coe	Delex Realty	7,695,590	20
164	Chris Lundberg	Redeemed Real Estate	7,628,800	21
165	David Courtright	Coldwell Banker	7,609,100	20
166	Nicole Stevens	West USA	7,572,317	17
167	Karen C. Jordan	Thomas Popa & Associates	7,557,000	12
168	Richard Collins	Keller Williams Intgerity First	7,515,003	21
169	Harold G Beebe	Fulton Home Sales Corporation	7,464,821	19
170	Elizabeth A Stern	Springs Realty	7,417,500	24
171	Elizabeth Rolfe	HomeSmart	7,414,500	20
172	Elmon Krupnik	Stunning Homes Realty	7,410,950	22
173	Carol Gruber	eXp Realty	7,390,800	25
174	Danielle Bronson	Redfin	7,372,080	21
175	Jason Zhang	Gold Trust Realty	7,356,500	16
176	Edward J. Surchik	Realty Executives	7,314,000	22
177	Dawn Matesi	United Brokers Group	7,304,500	17
178	Hilary C Sutter	My Home Group	7,301,900	20
179	Alan Aho	Atlas, LLC	7,282,400	27
180	Michael Barron	Infinity & Associates RE	7,280,500	17
181	Nick Bastian	Realty Executives	7,258,000	21
182	Amy N Nelson	Keller Williams Realty East Valley	7,198,392	23
183	Jeffrey M Sibbach	eXp Realty	7,161,390	18
184	Mark Newman	Newman Realty	7,159,900	18

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 08/31/2020	Total Unit Sales 01/01/2020 - 08/31/2020
185	Scott Cook	RE/MAX Solutions	7,156,500	18
186	Kristie Falb	HomeSmart	7,150,200	21
187	Becky Kolb	Keller Williams Intgerity First	7,140,100	16
188	Brian Kingdeski	Gentry Real Estate	7,132,200	25
189	Alondra Churcher	Conway Real Estate	7,129,716	21
190	Leila A. Woodard	My Home Group	7,123,700	20
191	Trevor Bradley	My Home Group	7,120,340	22
192	Kristy N Dewitz	Hague Partners	7,109,250	18
193	Beth S. March	Woodside Home Sales AZ, LLC	7,099,344	17
194	Maureen Waters	RE/MAX	7,069,306	15
195	Robin M. Drew	Southwest Mountain Realty LLC	7,021,995	22
196	Barbara Schultz	Coldwell Banker	6,992,700	21
197	Tyler D Whitmore	O48 Realty	6,953,955	18
198	Lisa Miguel	West USA	6,951,015	15
199	Gary R Smith	Keller Williams Intgerity First	6,947,640	19
200	Stephany J Bullington	My Home Group	6,936,300	17

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Teams and Individuals Closing Dates From January 1-August 31, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 08/31/2020	Total Unit Sales 01/01/2020 - 08/31/2020
201	Sarah Gates	Keller Williams Legacy One	6,900,899	15
202	Lisa M. Blanz	Blanz Realty	6,892,426	17
203	April McNeil	United Brokers Group	6,868,980	17
204	Jill Vicchy Heimpel	RE/MAX Classic	6,865,000	23
205	DeAndre K. Harvey	Hague Partners	6,864,852	19
206	Daniel Callahan	RE/MAX Classic	6,855,915	24
207	Cara Wright	Superlative Realty	6,826,000	10
208	Christopher S. Tiller	Russ Lyon Sotheby's International Realty	6,821,830	15
209	Becky Engstrom	Coldwell Banker	6,809,177	15
210	Michael Hargarten	Highgarden Real Estate	6,785,474	17
211	James S Ruhm	Redfin	6,776,900	16
212	Darlin L Gutteridge	RE/MAX Fine Properties	6,759,150	19
213	Beth Butner	Berkshire Hathaway	6,750,402	12
214	David Hans Kupfer	Keller Williams Realty Sonoran Living	6,721,680	15
215	Amanda Pinkerton	Realty One Group	6,707,400	14
216	Kevin Wilson	Brewer & Stratton Property Management	6,692,500	28
217	Steven Bernasconi	Keller Williams Intgerity First	6,675,700	19
218	Randy Duncan	Realty Executives	6,672,800	19
219	Jeremy A Wilson	Russ Lyon	6,644,090	13
220	Elizabeth Amb	Paramount Properties of Arizona	6,623,527	23
221	Jason G. Williams	HomeSmart	6,604,163	18
222	Ronald Bussing	Realty One Group	6,597,600	19
223	David Larsen	West USA	6,593,890	21
224	Andrea Deely	Redfin	6,578,950	17
225	Kevin Barry	Keller Williams	6,574,000	24
226	Greg Askins	Realty Executives	6,560,450	16
227	Ashley McKee	Realty Executives	6,553,300	20
228	William Carter	Keller Williams	6,490,500	19
229	Brook Wiggins	My Home Group	6,489,000	14
230	Robert Reece	United Brokers Group	6,467,500	20
231	Joshua Asanovich	Keller Williams	6,446,500	18
232	Michele Keith	HomeSmart	6,415,185	13
233	Krysten Jones	Homie	6,404,850	17
234	Rebecca Elwood	Coldwell Banker	6,398,490	17

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 08/31/2020	Total Unit Sales 01/01/2020 - 08/31/2020
235	Bob Turner	HomeSmart	6,381,900	12
236	Heather Werner	Ravenswood Realty	6,326,371	19
237	Lindsay M Bingham	My Home Group	6,316,276	16
238	Jerry A Oliver	Altus Realty	6,300,490	12
239	Cristen Corupe	Keller Williams	6,297,500	15
240	Stephanie Wyatt	Coldwell Banker	6,255,800	13
241	Lori Blank	Lori Blank & Associates	6,236,000	16
242	Amber Perks	Berkshire Hathaway	6,214,649	15
243	Shauna L Slevin	Stunning Homes Realty	6,194,777	20
244	Kurt G Sabel	Pivotal Real Estate Solutions	6,188,522	16
245	Caryn L Kommers	Bold Realty	6,174,800	19
246	Katie S Zaharis	Hub Realty	6,128,700	6
247	Tamera L Brethower	Knock Homes	6,111,500	17
248	Debra Allen	Berkshire Hathaway	6,104,400	16
249	Annette E. Holmes	United Brokers Group	6,082,000	14
250	Jean Grimes	Russ Lyon	6,076,799	16

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1-August 31, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 08/31/2020	Total Unit Sales 01/01/2020 - 08/31/2020
251	Arthur Welch	Superstars Realty	6,061,600	22
252	Stacie Neumann	Russ Lyon	6,061,575	19
253	John A Hetherington	Just Selling AZ	6,048,400	17
254	Brock O'Neal	West USA	6,036,471	17
255	Paul Whittle	American Allstar Realty	6,031,950	19
256	Steven Coons	Springs Realty	6,031,499	19
257	Jaime L Blikre	My Home Group	6,029,900	20
258	Jill McFadden	Delex Realty	6,024,550	12
259	Heintje Tjahja	HomeSmart	6,010,000	19
260	Lisa Wunder	Keller Williams Realty Sonoran	5,985,600	19
261	Dawn M Forkenbrock	Keller Williams	5,975,950	22
262	Troy Holland	HomeSmart	5,969,150	17
263	Paul Aslaber	Keller Williams	5,959,900	15
264	Caleb Williams	My Home Group	5,950,900	14
265	Mondai Adair	Keller Williams Realty Sonoran	5,949,400	18
266	Kristen Hekekia	Premier Real Estate Opportunities	5,939,000	15
267	Ramon J. Nunez	Stunning Homes Realty	5,924,900	18
268	Stacie C Whitfield	Flat List RE	5,905,100	15

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#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 08/31/2020	Total Unit Sales 01/01/2020 - 08/31/2020
269	Katie Lambert	eXp Realty	5,900,400	19
270	Jasson Dellacroce	My Home Group	5,858,900	19
271	Daniel A. Baker	Russ Lyon	5,856,500	13
272	Matthew Kochis	Keller Williams	5,846,900	16
273	Kaushik Sirkar	Call Realty	5,819,650	15
274	Debi Gotlieb	Key Results Realty	5,819,500	15
275	Carrie Faison	My Home Group	5,801,655	16
276	Beth Rebenstorf	Realty One Group	5,794,300	14
277	Karen Johnson	United Brokers Group	5,785,200	17
278	Leslie Turner	JK Realty	5,775,900	18
279	Kiran Vedantam	Kirans & Associates Realty	5,769,900	10
280	Erika Lucas-Goff	Lucas Real Estate	5,752,953	12
281	Bill Brimie	Rio Salado Realty	5,745,205	13
282	Janet Ann Kowalek	Realty Executives	5,742,280	19
283	Mary Almaguer	Apache Gold Real Estate	5,740,400	24
284	Daniel Moon	United Brokers Group	5,733,500	15
285	Heather Taylor	Pro Smart Realty	5,687,295	12
286	Bobí Jo Hernandez	My Home Group	5,683,090	19
287	George Socrates Trezos	The Maricopa Real Estate Company	5,668,400	17
288	Michael McCabe	My Home Group	5,665,900	21
289	Ty Green	Coldwell Banker	5,657,300	18
290	Pam Olmstead	HomeSmart	5,637,990	15
291	Shawna Jones	eXp Realty	5,630,300	12
292	Matthew S. Potter	Stunning Homes Realty	5,604,900	18
293	Andrew R Bloom	Keller Williams	5,594,400	9
294	Mary Newton	Keller Williams	5,590,450	23
295	Danielle M. Nichols	Maricopa Real Estate	5,560,202	19
296	Andrew Lane	AZ Lane Realty	5,536,780	17
297	Renee L. Slagter	Coldwell Banker	5,531,800	16
298	Kimberly Shallue	HomeSmart	5,525,350	16
299	Jake Marsh	My Home Group	5,521,900	16
300	Mallory R. Dachenhausen	Elpis Real Estate	5,521,000	10



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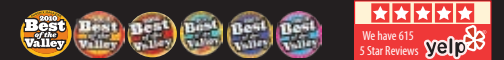
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