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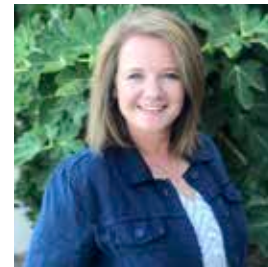
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# CANCER, YOU PICKED THE WRONG GIRLS!



We are humbled and honored to dedicate this October issue of *Tucson REAL Producers* to three amazing women who have fought the fight and continue to fight against an enemy that has been determined to steal and destroy. Breast cancer is a reality for many, and these ladies had the courage to not only face it head on, but were willing and vulnerable to share how it has shaped their lives. This issue will tug at your heart, make you laugh, and will make you think! Huge thanks to **Lisa Bayless, Joelle Duenas and Kim Clifton** for opening up and giving us all a perspective to make life better!

**LISA BAYLESS** learned through her journey to let things go, not hold grudges, and not judge others because you never know the struggle they may be going through. Lisa's heart for giving back to the community bloomed out of gratitude from the support she received during such a difficult time as she battled cancer. Lisa has humbly accepted several recent awards for her generous gifts to those in need.

**JOELLE DUENAS** has been forged in the fire of life! She now starts every day with a grateful heart because she gets to be here one more day. A positive spirit, lots of laughter, and prayer have helped Joelle escape death – smiling and fighting all the way! Be inspired as you read her story.

**KIM CLIFTON** believes everything happens for a reason – even the bad things! A caretaker at heart it was hard to learn to accept help herself. Cancer taught her how and gave her the courage to share the process with transparency and positivity blogging in CaringBridge, a non-profit that hosts health-oriented websites. Kim is “fighting like a girl” and wants other women to know they can too!

CONNECTING – ELEVATING – INSPIRING are *TRP's* goals!

In three years we have shared over 150 agent stories that have

inspired, elevated, and helped to connect you to your peers! If you are new to *TRP*, need a refresher on an agent you are currently working with or you just need a little motivation or inspiration...

You are able to read all of 2019 and 2020 on our new **DigaPub app!** Download it on your iPhone or Android today! Select Arizona, then Tucson!

**ALL OF THIS IS POSSIBLE ONLY BECAUSE OF OUR AMAZING PARTNERS! They come highly recommended by other top agents. When you have an opportunity give them a shot and let them know you found them in *TRP!***

Congratulations to **All Pro Rooter and Plumbing**, our partner spotlight this month! Scott and Tracy are down to earth, honest and are commit-

ted to giving fair competitive pricing! Read and learn what sets them apart in this industry!

**Stepping Up!** is a partner that provides a totally unique, but much-needed concept to the RE industry. They are hosting a free CE class this month that will go over retirement options for REALTORS®! Their partner spotlight will give you just a glimpse into the possibilities!

As always, if you know of someone we should shine the light on and feature, please reach out. Give me a call or email me at [Delilah.Royce@RealProducersMag.com](mailto:Delilah.Royce@RealProducersMag.com).

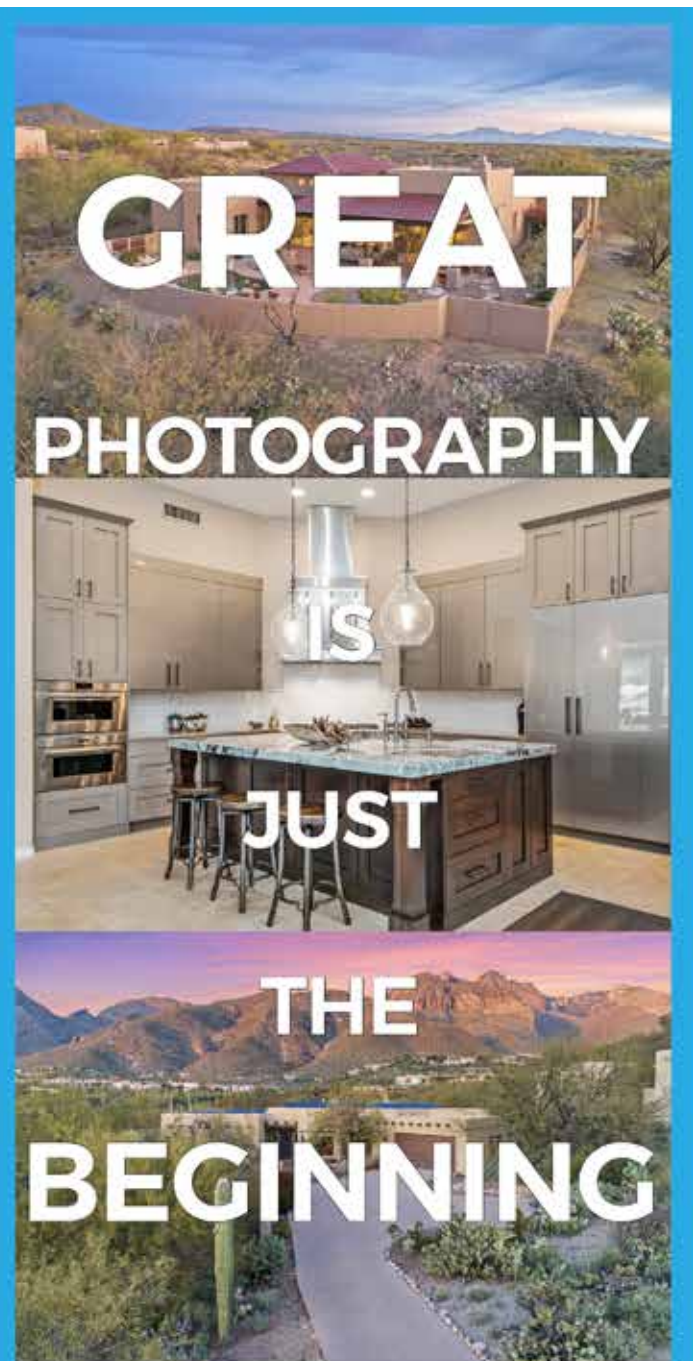


My goal is to meet all of my readership, so if we have not met, I would love to find a time to do so!

In gratitude!  
**Delilah**  
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# ALL PRO ROOTER & PLUMBING



▶ partner spotlight

By Jessica Dennes • Photography by Jacquelynn Buck

## WHAT'S IN **YOUR** PIPES?

Have you ever wondered what mysteries lie within the pipes in your home? All Pro Rooter and Plumbing can help put that question to rest with a service called sewer scoping. Brandi, the marketing assistant for All Pro, recalls a time when this service came in handy for her. She and her husband had just finished building their new home when the sewage started backing up. An All Pro technician came out to her house. Through sewer scoping, they found out that paint rollers had been shoved down the clean-out pipe, blocking the sewage in their new home.

“A lot of things get sent down the clean-out during the build sometimes,” says Shelby Ryckman, the office manager at All Pro. “That’s why this service can offer peace of mind to potential home buyers and homeowners alike.

Problems do not just arise with new builds, however. Over time, several possible issues can arise that make sewer scoping a great option for finding answers. When conducting sewer scoping, a technician moves a small camera throughout the sewer line from a ground clean-out to investigate any possible issues that may be present. An agent or the homeowner must be present to provide access to the home so that water can be run

through the drain. When the technician takes footage of the sewer line, they will look for indicators of issues, like standing water. They are also able to identify the material used for piping – information that can be helpful when determining their lifespan. Other possible issues that arise are invasive roots, visible cracks, buildup, creeping critters, and more.

Whatever the issue, the technicians have seen it all. They don’t get to have all the fun, though. Homeowners, agents, and clients can watch the footage through the camera’s live-streaming app on their phone or tablet. The app even allows for video recording and still shots. Overall, the service allows all interested parties to make informed decisions when planning for their future. While several companies offer this service, All Pro prides itself on being honest and trustworthy, so customers know they are getting the best possible advice for their pipes.

Owners Tracy and Scott Ryckman have been in the industry since 1987. Plumbing has always been a part of their lives. In fact, it was through this industry that the pair eventually met and began their life together in Tucson. Now, they have three beautiful daughters, two adorable granddaughters, and a handsome grandson.

...

“

*We always maintain the highest ethical conduct with our customers, vendors, and our own team members. Part of that is not overcharging, but we will also match or beat any other licensed contractor.”*

...

Scott and Tracy started All Pro Rooter and Plumbing out of the desire to give quality service for a great price. “We do fair and honest work for people, and we show up on time,” Scott explained. “We always maintain the highest ethical conduct with our customers, vendors, and our own team members. Part of that is not overcharging, but we will also match or beat any other licensed contractor,” Tracy added. Of course, part of their success is their great balance as a team. Their daughter, Shelby, jokes that Tracy is the brain and Scott is the muscle. It’s a match that works well for their business and allows them to carry out their mission of running a business with integrity.

When they’re not providing outstanding customer service, Tracy and Scott enjoy exploring Arizona’s trails with their horses, riding their quads, and fishing in the White Mountains. In 2005, they built their dream ranch home in Vail, AZ. Their girls were still young and grew up on the ranch surrounded by fresh air and lots of animals. As soon as the house was built, Scott fulfilled Tracy’s dream by purchasing horses for the property. Tracy loves animals. As a family, they raised chickens, turkeys, barn cats, several dogs, and even a wild peacock that showed up on the property one day and never left. The girls named him Kevin, and he quickly became part of the family. They truly have fond memories filled with family, love, and laughter at their ranch.



## All Pro has Your Back

All Pro Rooter and Plumbing has been providing residential and commercial plumbing solutions for over 30 years. Whether it’s repairing gas lines, replacing an old water heater, or solving the mysteries of clogged drains, All Pro Rooter and Plumbing is there to address your plumbing needs. The company provides free estimates and explanations for any plumbing issues that arise during the inspection period. They boast an A+ rating from the Better Business Bureau and continue to receive fantastic testimonials from agents and homeowners across Southern Arizona. They perform video inspections, well-water inspections, drain and sewer line services, and more. If you run into any of these issues or need a repair, “don’t use the rest, call the best.” All Pro services many areas in Southern Arizona, extending from Marana to Vail, to Green Valley and Sahuarita.



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# STEPPING UP!

STORIES FROM THE OTHER SIDE!

We are often asked, “What is Stepping Up?”  
Well, maybe you should hear about it from the “Other Side,” our referring agents!



**SHERIE** was one of the top REALTORS® in Southern Arizona. Her business had grown into a valuable asset as she approached her time to step back. She wanted a succession strategy that would work. Sherie was offered a low \$15,000 to sell her book of business, which seemed weak for a lifetime of work and a loyal sphere. So, she asked her professional coach, “How do I get out and still optimize my income?” Together, Sherie and her coach worked out a plan.

Plan A: Sherie watched several prospective REALTORS® in her office who she felt she could trust to care for her clientele. One by one they failed to fill her shoes. On to Plan B: start referring out some of her clients to agents in her office and see how they handled them. Over a couple of years, she saw who took good care of her clients, who communicated well with her, and who was “hungry”! Finally, Sherie and Tom Ebenhack connected and that started a long-term business relationship that has since grown into Stepping Up! – a team that specializes in successful succession for experienced agents. Sherie had been looking for a succession plan for five years when Stepping Up! stepped in!

Sherie has been with Stepping Up! for eight years now. Her income and loyal clients are both still going strong. She loves talking with her clients. She also loves not doing

her transaction work and marketing! Sherie is her team’s number one client and most valuable team member. Now she travels when she wants, works if she wants, and enjoys her friends, family, and frequent paychecks!

Here’s what Sherie has to say, “As I considered changing my real-estate career from full time to a referring agent, I looked at many different options over a five-year period. I decided that the Stepping Up! approach was by far the best to keep my name and marketing in front of my clients (at no expense to me, I might add!), and to assure that my clients would be taken care of in the same professional manner that they had been used to.”

**Our reality** is, there are plenty of classes that teach you how to get into real estate, but no one teaches you how to get out! You spend years building a valuable business, an asset that supports your family, your travels, your whims, **your life**. So how do you let go of that baby? We researched numerous options and focused our unique succession plan on highlighting our Referring/Stepping Up! agents within our teams. We have extended their visibility in real estate well beyond their working years, offering these agents income on transactions outside their immediate sphere, all while minimizing their costs. Our business model caters to agents who want to downsize or decrease their involvement in real estate, either permanently or temporarily, while maintaining a stream of income for more years than was ever imagined.



FROM RIGHT TO LEFT: Heather Shallenberger, Nancy Hennessey, Lexi Price, Jake Campbell, Tom Ebenhack, Stacey Bell, Adrian Alejandro, Lori Mares, and Leah Reeder



**BARBARA** and her husband had built a fabulous business. After her husband’s passing, she continued in real estate with her son, Jack. But Jack had other dreams and eventually left real estate to pursue them. Business practices had changed over the years, like transaction management systems, marketing techniques, and company filing systems. Jack had taken care of that nitty-gritty side of the business, and Barbara didn’t want that part back! Barbara sought out Stepping Up! She quickly adapted to the benefits of being a leader within our team. She enjoyed staying close to her clients, who had become her close friends. We accompanied Barbara as she met with each client, introducing her sphere to her new team members. We took care of all the scheduling, negotiating, and paperwork,

while Barbara took care of the relationships! Of course, we were developing relationships with her clients along the way. The best part was if Barbara wanted to travel or step away from her business, we had her covered. She had freedom at last! Over the years she has let go of more of the business details, but Barbara is always in front of her clients/friends and loves focusing on the long-lasting relationships that come with being an exceptional and compassionate REALTOR®.

Barbara says, “I’m delighted with the professionalism and structure of the Stepping Up! system and all who work enthusiastically to place our clients’ interests first. I’m delighted that our clients will continue to be well served. Plus, I can be involved as much or as little as I choose! Love real estate but want to work less? Join the Stepping Up! system and relax! I’m having fun!”

**Our Passion** is to see REALTORS® achieve their retirement dreams. That's what drives our teams to do what we do! After all, we'll be there someday ourselves. It has been said that we teach what we need the most. We too have retirement dreams we're reaching for, and perhaps that's why our teams are so passionate about this subject.

**Our Solution** is six teams spread throughout Tucson and Southern Arizona to take care of our REALTORS® needs. Here's a look at our teams and their hearts:

**LEXI PRICE & JAKE CAMPBELL,** THE TUCSON HOMES TEAM, LONG REALTY FOOTHILLS  
We understand our referring agents have worked hard over the years to build a business and earn the trust of their clients. However, agents eventually reach a point where their attention needs to be focused on other aspects of their lives. We feel joyful knowing we not only help a client buy or sell a home,

but also help create financial security and reduce stress for our referring agents.

**HEATHER SHALLENBERGER,** SHALLENBERGER TEAM, LONG REALTY ORO VALLEY  
Over the years, we have taken care of fellow agents' businesses while they healed from severe car accidents and other personal issues that took them out for a period of time. We

were able to take care of their clients and then return their business to them when they were ready. I realized what an important service this is, and that we all need help from time to time, so when we heard about Stepping Up!, it was a natural fit! We love being able to help agents in crunch times as well as when they are ready to retire!

**LORI MARES,** LORI MARES TEAM, LONG REALTY TANQUE VERDE  
Real estate is my second job, retail was my first. On my first day in retail, in orientation, the company talked to me about retirement plans, profit sharing, 401K's. I was an hourly sales floor person at the time. After 12 years in real estate, there was not a single word from anyone about retirement. We, as REALTORS®, have to fend for ourselves and create a means of continuing our stream of income from our years of hard work even after our involvement has diminished. Just like doctors, dentists, and other professionals, we deserve to have succession plan options for our business. Stepping Up! teams are committed to educating REALTORS® about the various options and offer a proven succession program. Stepping Up! is the plan we as professionals deserve!

**NANCY HENNESSEY,** HENNESSEY TEAM, LONG REALTY CENTRAL  
My goal every day is to find a need and do my best to fill it. Most days it's real estate related, but not always. I've honed that skill and often see a need from frustrated or exhausted real estate agents who want new choices. That is how I build my team. I offer new choices. I fill needs. My favorite saying is "it takes a village," and isn't that the truth?

**LEAH REEDER & ADRIAN ALEJANDRO,** RIA HOME TEAM, LONG REALTY SIERRA VISTA  
Leah and Adrian, a sister/brother team, have a heart for others. They desire to help REALTORS® as they consider moving on to other aspects of their lives. The family ties go deep, and so does their commitment to real estate agents in Southern Arizona. Their desire is to see you succeed in your retirement, or whatever is pulling you away from the time demands of your real estate business.

**STACEY BELL,** LONG REALTY GREEN VALLEY  
I have always been in a service industry, and find both great joy, and reward, in helping people. We give tremendously to our clients and spend a great deal of effort and dedication into building our business, it really becomes a large part of who we are. Why should all of that hard work and effort slip away? I am super excited to be part of Stepping Up!, to foster connections with agents that are ready to reap the rewards of their years of building a successful business, without losing the income value they deserve.

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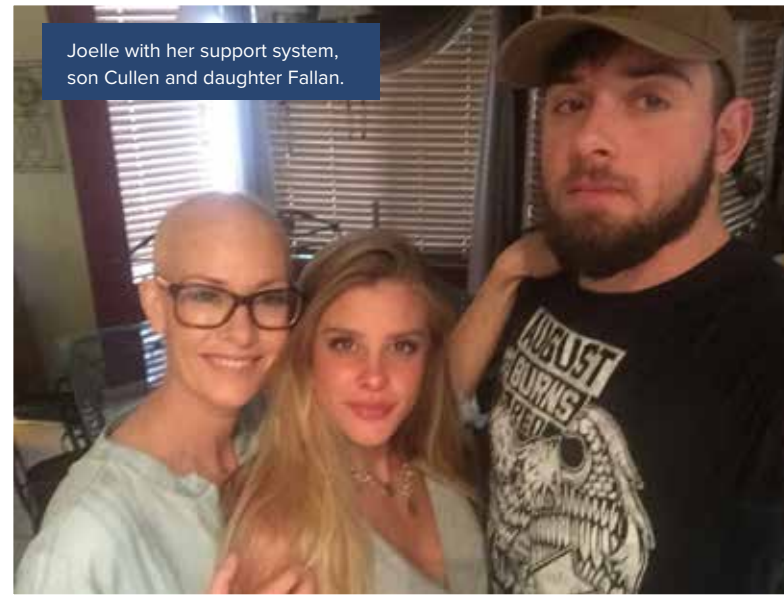
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By: **Kylea Bitoka**  
Photography by: **Casey James**

# JOELLE DUENAS

## TRUE GRIT!

Joelle with her support system, son Cullen and daughter Fallan.



“We’d shoot guns off the back patio, then hop in the airplane and take off. Our dirt road functioned as the runway!” Joelle Duenas laughs as she shares the memories from her childhood. “I grew up on a cotton/corn farm in Cochise County.” Surrounded by 700 acres of farmland, Joelle and her family enjoyed adventures in the open countryside from Motocross races to hang-gliding. “It was crazy, but I didn’t know that until I got older! It was the best childhood. I had my first motorcycle when I was 8 years old and my first car when I was 13. I drove tractors, combines, and trucks.” Joelle’s family also had an airplane in the backyard. “When the creek would flood, the newspaper delivery guy would leave our neighbor’s paper with us. We’d fly it over to our neighbor and drop it into their yard!” Joelle recounts some other fun memories, “At Christmas, my dad would dress up as Santa Claus and fly around the neighborhood waving to all the kids. My mom would host formal dinners at our house. We’d prepare a four-course meal, and all of our neighbors would dress up and come.”

A new set of adventures unfolded when Joelle moved to Tucson. “The first time I filled up at a gas station, I had to ask the clerk for help. We had a 500-gallon gas tank on the farm. I had never needed to stop at a gas station before.” Another thing Joelle learned when she

moved, “I had no idea odd street numbers were on one side and even street numbers on the other!” Real estate as a career didn’t exist where Joelle grew up; no one moved. Joelle discovered real estate through the purchase of her first home. “I loved going out to look at homes with our REALTOR®. I thought it was the best job in the world. Money was tight, so I held a garage sale and used the proceeds to pay for real estate school.” Joelle juggled real estate school and raising two kids. It was tough, but her hard work was rewarded. Joelle landed her first listing before she finished her training.

Equipped with humor, an adventurous spirit, and determination, Joelle has yet to meet a challenge she can’t handle – including an \$850,000 listing with an angry Gila monster on closing day. Joelle shares, “The husband was a boisterous insurance salesman from Kentucky while the wife was from England, very prim and proper, and also petrified of reptiles.” As they completed the final walk-through before their closing appointment, the wife discovered a Gila monster in the garage closet. “Here I am in a complete dress suit. I’m ready to close on a house, not battle a Gila monster!” Joelle grabbed a mop and cat carrier left behind in the garage. After great difficulty, Joelle finally secured and disposed of the angry and



...

uncooperative Gila monster. "The whole time I kept thinking: There is no way they are going to close on this house." Joelle didn't let any doubt show. "I'm sweating. My hair is all askew, but I turned around with a huge smile on my face and asked, 'So, are we ready?' (in her most cheerful voice.) 'Sure!' the couple confirmed.



**"I WANTED WOMEN TO KNOW THIS DOESN'T HAVE TO BE SOMETHING YOU HAVE TO BE SCARED OF. IT WILL BE AWFUL, BUT YOU CAN SURVIVE IT, AND IT WILL MAKE YOU A BETTER PERSON."**

We piled in my mini-van, and away we went to closing. Twenty years later, I still get Christmas cards from them!"

In tough situations, Joelle finds a way to keep the laughter coming. "I am hysterically funny but deadly serious! I have made people laugh in the absolute worst situations, but my clients always know I am taking the situation seriously and have their best interest at heart." When her clients need her, Joelle is there with a smile and a solution. "I've spoken to nurses at 1:00 am regularly because that's when they get off of work. I've cleaned numerous homes myself before putting them on the market. I've driven to homes at midnight because there was a water leak." With 22 years of industry experience, Joelle has the skills and knowledge to turn any situation around.

Creating laughter when life gets hard is a skill Joelle forged in the fire. From her family losing the farm to Joelle's divorce and becoming a single mom, she discovered new strength and determination with each challenge. When the market crashed, Joelle started to clean houses to make ends meet. Joelle not only survived; she found a way to thrive. She raised her kids and built a flourishing real estate business. Joelle never guessed her biggest challenge lay ahead of her.

"January 16, 2017 – that is the day I went to the oncologist and found out I had triple negative breast cancer. The deadliest, most aggressive type of breast cancer you can have. Within two weeks, my life had changed completely.

"My fiancé left me when I told him about my diagnosis. My son, Cullen, had only been home for about two weeks. He served in the U.S. Army at Ft. Bragg, NC, in the 82nd Airborne. Medically discharged, he was in really rough shape. However, through the whole process, he helped take care of me." That weekend Joelle gathered her family together to share the devastating news. On hearing the news, Joelle's daughter, Fallan, declared through tears, "Mommy, you can't die; you're my best friend." Joelle agreed. In the fight for her life, Joelle was determined to win.

"I drove myself to every single chemo treatment. I did 16 rounds of chemo, then I had surgery and 30 rounds of radiation, then six

months of oral chemo. I named the port in my chest 'Thelma.'" Joelle's humor intermingles with the emotion as she remembers the pain and extensive procedures. She explains the name, "Most Thelmas, while not good looking, are hardy – ya know, the type you want on your side during a bar fight!"

"At one point, I was barely able to walk or move. I started running a fever." Joelle's oncologist rushed her in for blood work and then sent Joelle straight to the ER. "I was neutropenic and septic. Tears filled the nurse's eyes as she told me I needed to call my children to come to the hospital.

"For six days – 24 hours a day – antibiotics pumped through my body. I had five blood transfusions. It took all of the supply they had at Northwest; they had to call in more. The nurse told me, 'If this fever doesn't break, we will have to call in the CDC. You have to keep fighting.' Joelle boldly declared, 'I am; I am not going to die.'"

Slowly but surely, Joelle came back from the edge. "One day when the nurse walked in, I asked, 'So, how does my hair look today?' I was as bald as a billiard ball, not a hair on my body! The nurse started laughing, 'This is why we love you!'" Having just escaped death, Joelle found reasons to keep smiling and fighting.

"I believe in the power of prayer and positivity. I documented my journey on Facebook; I wanted women to know this doesn't have to be something you have to be scared of. It will be awful, but you can survive it, and it will make you a better person. Now, I start every day with a grateful heart because I get to be here one more day."

Today, Joelle devotes her humor and energy to helping her clients and enjoying her kids. "Cullen is pursuing a mechanical engineering degree. Fallan will graduate with honors from Grand Canyon University with a degree in Computer Science. I am so proud of both of them. Raising two good humans – that was the hardest thing I've ever done, maybe even harder than cancer!" adds Joelle with a laugh.

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# KIM CLIFTON



► celebrating leaders

## “FIGHT LIKE A GIRL!”

By: Breanna Smith • Photography by: Joey Ambrose

Just a few credits short of a nursing degree, Kim Clifton faced a life-changing decision. “When we moved back to Tucson, I asked myself, ‘Am I going to go the nursing route or go into real estate?’ As a nurse, I wanted to work in a hospital, which meant long hours and a set schedule. As a real estate agent, I would be able to set my own schedule.” Kim looked at her son, a second-grader at the time, and felt the answer in her gut. She needed to go for real estate.

“I never thought of myself as a salesperson but more of a caregiver – and I knew I was able to help people in this industry as well.” It wasn’t the last time she would make a decision based on her intuition. And it wasn’t the last time it would lead to monumental success and happiness. Over the past 18 years, Kim and her husband, Matt, have grown Tierra Antigua Realty and the Tierra Antigua Hope Foundation into organizations that better the lives of thousands of people every year. Clifton is a firm believer that when you put others’ needs first, everything else will take care of itself. But that doesn’t negate the fact that, sometimes, life throws curveballs.

In 2018, Clifton was enjoying the holidays with her family when she received a gut-wrenching call from her doctor. The lump she found during a self-exam following a clear mammogram was malignant. She was diagnosed with breast cancer. Clifton decided that day that, no matter how tough things got, she would see it as a positive experience. She knew there was a reason for her diagnosis. “I think everything happens for a reason – even the bad things,” she said. “When we look back on those negative things that were happening to us in our business, in our life, in relationships – we look back and see if that wouldn’t have happened we wouldn’t have made it somewhere else – where we are today.”

Kim knew her diagnosis was another avenue for her to help others. When she arrived for treatments, she brought a bag full of phone chargers, snacks, and other goodies anyone enduring a long day of treatment alongside her might need. “I am the caregiver. I live to take care of others. When someone else has a crisis, I’m good in that situation, but when it happens to you, and you aren’t in control, it’s very difficult to rely on others. I love to give to others, but I’m not so comfortable with it going the other way. Having breast cancer really changed that.”

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One in eight women will be diagnosed with breast cancer in their lifetime. While Kim's natural inclination is to shy away from a conversation focused on herself, she thought of the thousands of women each year who battle breast cancer. Cancer is a grueling journey, one that many people prefer not to talk about. "There's nothing glamorous about cancer," she said. Kim wanted to "fight like a girl" and encourage other women to do the same. Determined to share the process with transparency and positivity, Kim and Matt started a blog through CaringBridge, a nonprofit that hosts health-oriented websites.

"I'm a private person, but I'm an open book," Kim said. With so many Tierra Antigua family members, she and Matt wanted to make sure their story was open for others as they needed it. Soon Kim realized the blog played a powerful role in keeping the promise she made to herself on that very first day. "What most people don't know is that every day that I sent a post, I was feeling at my worst. But I promised myself that I would only post positive things and that helped me. From that, so many people reached out to me to tell me their experiences. Through that process, we've actually helped a lot of other people - and that's great."

Kim doesn't give up. Whether she's working on a problem for one of Tierra Antigua's agents, battling cancer, or starting a nonprofit, she relentlessly pursues everything she goes after. At 14 years old, she began working as a busgirl at Vince's Restaurant and hasn't stopped working hard since. "I've always been a bit of a workaholic," she admits.

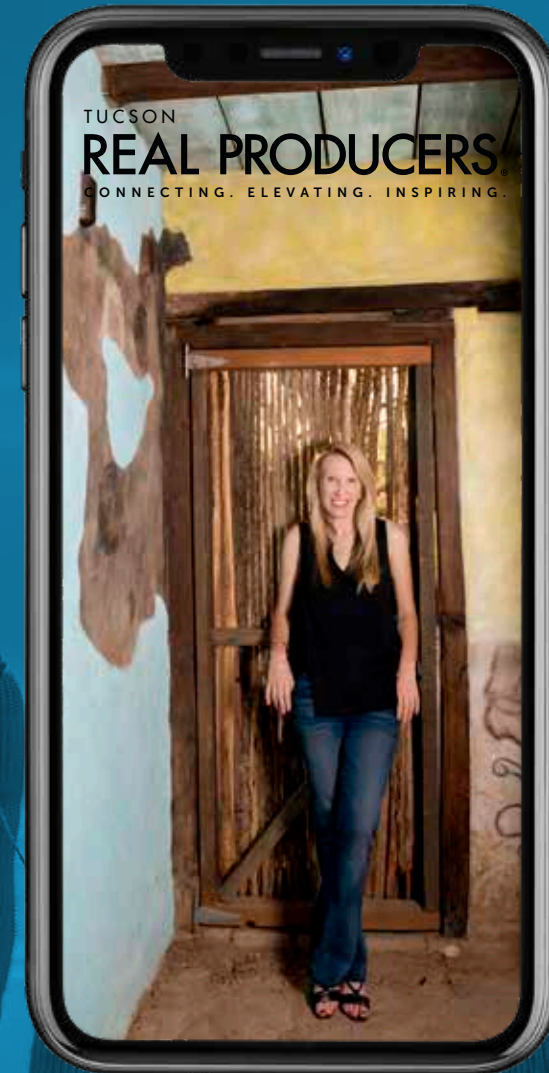
When Kim learned she would need to start a nonprofit organization in order to host fundraising events for local charities, it only motivated her. "That really lit my fire," she said. She and Matt listened to their gut and began working on The Tierra Antigua Hope Foundation. The foundation's mission is to 'help people at or below the poverty level in the state of Arizona who are in need of food, clothing, shelter improvement, and other necessities.' It wasn't easy, and it didn't happen in a day or two, but it was well worth the work for Kim. Besides her two-year battle with cancer, starting the nonprofit organization was the hardest thing she's ever done. "And I had a 10-pound baby!" exclaimed Kim.

Kim was born to help others, and she loves finding creative ways to carry out her life's mission. Even on her darkest days, finding ways to lend others a helping hand is where she finds her greatest strength.

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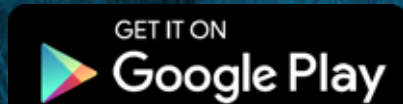
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# LISA BAYLESS

## A SHINING LIGHT!

In the spring of 2019, Lisa Bayless found herself riding in the middle of an armed caravan in Egypt. Through the dusty windshield of her guide's van, she could see three young military men sitting in the back of an open-air truck, vigilant and wielding machine guns. Behind the van, another truck followed with four additional men. Lisa and her husband, Jeff Stitt, were headed to the ancient Temple of Abydos, a two and a half-hour drive from Luxor and a site rarely visited by tourists. They hired a private guide who would help them navigate the various checkpoints to get there. At their halfway checkpoint, they were informed that if they wanted to continue, they would require a military escort to ensure their safe travel to this remote location.

Lisa wasn't frightened – just grateful to have safe passage to a destination she had been reading about for a year. Lisa is the type of tourist that will research all about her destination well before her trip. To prepare for Egypt, she studied Egyptology and even read the entire *Book of the Dead*.

"That's the kind of stuff we do," Lisa explains, referring to her travel adventures with Jeff. "We don't go to ritzy places. Every year we go to one place and spend an entire year studying it." One year, they studied the ancient Inca and traveled to Peru and Bolivia to hike the Inca Trail. Another year, they learned about Buddhism before they traveled to Tibet and Nepal. Their deep appreciation of ancient history is what brought them together in the first place. "We were two very different people, but we bonded over that. I'd never met anyone who liked it as much as I did," Lisa says with a smile. Jeff had even visited the same "off the beaten path" places as Lisa before they met. Eventually, through their relationship, Lisa would discover the world of real estate.

Jeff was a builder of high-end homes in Boston where Lisa was a graduate student studying Clinical Social Work at Boston University. When they began dating, she would visit his builds and observe real estate agents in action. Over time, she saw how the job was all about relationships and communication.

Upon graduating in 2006, she moved back to Tucson, her hometown, and looked into both a career in real estate and obtaining her counseling license for the state of Arizona. After some time, she decided to give real estate her full attention.

"It's all one and the same," Lisa says about her interest in counseling and real estate. As an agent, she considers herself both a facilitator and counselor because there are always personal aspects of people's lives that come out in this major transition of buying or selling a home. She says, "I apply a counseling philosophy to every aspect of my business. I love helping people work through obstacles and reach agreements that work for everyone. I love walking with people during their journey and supporting them as they make decisions and navigate their path."

Sometimes, she believes, people just need someone to listen. Recently, Lisa met with retired salesman and his wife for a listing appointment. "I don't think he realized this, but they did 80% of the talking. I left that appointment with a signed listing agreement," she says. They explained that they already felt a connection with her and appreciated her ability to listen.

It is important to note that Lisa Bayless is terrible at sales. So terrible, in fact, that the instructor of a free sales class she recently attended told her so. Of course, he was speechless when he found out the Lisa Bayless Team closed \$44 million in home sales in 2019. Fortunately for her, being good at sales is not a required skill in her field.

"I could not sell something if I tried; I am an advisor," Lisa explains. "I work with people individually and tailor a plan to them that meets their individual needs. I am all about doing what is right and working with others."

Her holistic and collaborative approach to business is one reason that her business is thriving, but she was not always as successful. For the first three years in real estate, Lisa unashamedly admits that she failed several times. "I didn't have the most impressive sales record," she explains of those early years. "I had deals that didn't close, I went on multiple listing appointments and wasn't selected. I've had clients who flat out fired me." However, she would not give up. "Each time I failed, I tried to really look at the situation, and instead of blaming the other party, tried to think about what I could adjust." Her failures, she realized, were usually a result of her inability to provide the client with what they needed. As she tells new agents now, "Rejections are not personal, they are learning opportunities." While her persistence served her well, it would be a few years before Lisa faced a major life event that reshaped her mindset and gave her a new outlook on life.

In 2014, Lisa was diagnosed with breast cancer. "I think that when you are in that situation, you learn to look at life a little differently. You learn not to hold grudges ... to let things go, and not judge people because you don't know what they are going through."

It was in her vulnerable state that Lisa realized how important it is to be seen as a human being rather than a patient, or, in her profession, as just a client. Her new perspective helped her see that selling a home is very important to people in the moment, so she makes it a point to never

Lisa and  
Cusco

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By Jessica Dennes  
Photography by  
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“It was in her vulnerable state that Lisa realized how important it is to be seen as a human being rather than a patient, or, in her profession, as just a client.”

Jeff and Lisa in Greece



Jeff and Lisa in Peru



Lisa and her husband, Jeff, in Egypt



...  
make a client feel like their life issue doesn't matter. "All people want to feel seen, heard, and cared about no matter the situation," she says.

Thankfully, Lisa has been cancer-free since 2014. After she completed her cancer treatment (which lasted about one year), her business began to take off. She believes that the change in her business was largely a result of the "profound change and the improved mindset the experience of having cancer developed in [her]."

The experience also helped her see the importance of giving back to her community. "So many people and organizations supported me during that difficult time," Lisa says. "It is important for me to share the gifts I have now to support others."

In 2019, she personally donated over \$30,000 to local nonprofit organizations and is on track to do the same in 2020. She has also purchased two K9 dogs for the Oro Valley Police Department and is a long-term supporter of the Boys and Girls Club of Tucson, Project Graduation, MHC Healthcare, and numerous other local nonprofits.

In 2019, Lisa was awarded the Roy P. Drachman Community Service Award for the Tucson Association of REALTORS®. In August of 2020, Lisa humbly accepted the 2020 Community Leader Award by the Oro Valley Chamber of Commerce, a prestigious recognition dedicated to one person each year.

Lisa is a woman on the move, a woman of purpose, who makes sure to encourage others along their journeys. To new agents, she says, "Be yourself. Determine what you are good at and focus on that. Don't be afraid to be different or try something different." And, most importantly, "answer your phone at all times (unless you are in an appointment)." Lisa doesn't take a single day of her life for granted. She will continue to pursue her goals with fervor and graciousness that shines a light into the life of others.

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# TOP 150 STANDINGS

Teams And Individuals Closed Date From January 1-August 31, 2020

Rank	Name	Sides	Volume	Average
1	Marsee Wilhems (16298) of eXp Realty (495201)	225.5	58,213,409	258,153
2	Kyle Mokhtarian (17381) of Realty Executives Arizona Territory (498305)	241.5	49,701,012	205,801
3	Michael D Rhodes (19668) of Realty Executives Arizona Territory (498307)	159.5	36,962,117	231,737
4	Danny A Roth (6204) of Keller Williams Southern Arizona (478306)	112.5	32,797,966	291,537
5	Angela Marie Kuzma (28301) of Keller Williams Southern Arizona (478310)	138.5	32,103,285	231,793
6	Lisa M Bayless (22524) of Long Realty Company (16717)	66.5	30,567,500	459,662
7	Kaukaha S Watanabe (22275) of eXp Realty (495203)	128.0	28,954,330	226,206
8	Lauren M Moore (35196) of Keller Williams Southern Arizona (478306) and 1 prior office	65.5	26,511,200	404,751
9	Russell P Long (1193) of Long Realty Company (298)	33.0	25,322,000	767,333
10	Laurie Lundeen (1420134) of Coldwell Banker Realty (70204)	93.0	24,273,100	261,001
11	Laura Sayers (13644) of Long Realty Company (16717)	62.0	22,606,429	364,620
12	Aaron Wilson (17450) of Keller Williams Southern Arizona (4783)	91.0	22,578,243	248,113
13	Peter Deluca (9105) of Long Realty Company (298)	56.0	22,203,505	396,491
14	Denice Osbourne (10387) of Long Realty Company (16707)	50.0	21,137,239	422,745
15	Traci D. Jones (17762) of Keller Williams Southern Arizona (478306) and 1 prior office	69.5	20,297,950	292,057
16	John E Billings (17459) of Long Realty Company (16717)	51.0	18,887,850	370,350
17	Don Vallee (13267) of Long Realty Company (298) and 1 prior office	47.0	18,837,500	400,798
18	Jennifer Philips (16201) of Gateway Realty International (52120) and 1 prior office	74.5	18,678,515	250,718
19	Matthew F James (20088) of Long Realty Company (16706)	28.0	18,088,750	646,027
20	Tom Ebenhack (26304) of Long Realty Company (16706)	56.0	17,981,022	321,090
21	Sandra M Northcutt (18950) of Long Realty Company (16727)	45.0	16,892,721	375,394
22	Paula Williams (10840) of Long Realty Company (16706)	34.0	16,568,645	487,313
23	Brenda O'Brien (11918) of Long Realty Company (16717)	37.0	16,202,222	437,898
24	Laurie Hassey (11711) of Long Realty Company (16731)	38.0	15,955,944	419,893
25	Leslie Heros (17827) of Long Realty Company (16706)	42.0	15,716,600	374,205
26	Jose Campillo (32992) of Tierra Antigua Realty (2866)	78.5	15,638,220	199,213
27	Anjela K Salyer (30415) of Mattamy Homes (5799)	31.5	14,796,239	469,722
28	Eddie D Watters (31442) of Realty Executives Arizona Territory (4983)	46.0	13,870,105	301,524
29	Candy Bowen (37722) of Realty Executives Arizona Territory (498303) and 1 prior office	61.5	13,580,295	220,818
30	Nicole Jessica Churchill (28164) of eXp Realty LLC (495204) and 1 prior office	52.0	13,466,200	258,965
31	Nestor M Davila (17982) of Tierra Antigua Realty (286606)	62.5	13,294,770	212,716
32	Kathy Westerburg (1420955) of Tierra Antigua Realty (286610)	39.0	13,082,500	335,449
33	Alfred R LaPeter (32582) of Long Realty Company (16717)	26.5	12,978,976	489,773

Rank	Name	Sides	Volume	Average
34	Patricia Sable (27022) of Long Realty Company (16706)	25.0	12,962,500	518,500
35	Louis Parrish (6411) of United Real Estate Southern Arizona (5947)	26.0	12,894,806	495,954
36	Gary B Roberts (6358) of Long Realty Company (16733)	47.5	12,800,650	269,487
37	Corissa Y Miller (22532) of Tucson's TLC Realty (3939)	48.0	12,738,678	265,389
38	Gary P Brasher (80408123) of Russ Lyon Sotheby's International Realty (472205)	34.0	12,662,928	372,439
39	Bob Norris (14601) of Long Realty Company (16733)	48.0	12,626,250	263,047
40	Robin Sue Kaiserman (4368) of Long Realty Company (16706)	16.5	12,608,950	764,179
41	James L Arnold (142000775) of Tierra Antigua Realty (286614)	22.0	12,396,021	563,456
42	Jim Storey (27624) of Tierra Antigua Realty (2866)	30.5	12,261,793	402,026
43	Michele O'Brien (14021) of Long Realty Company (16717)	34.0	12,218,000	359,353
44	Anthony D Schaefer (31073) of Long Realty Company (298)	35.5	12,209,215	343,922
45	Curt Stinson (4808) of Engel & Volkers Tucson (51620)	32.0	12,163,403	380,106
46	Sofia Gil (1420209) of Realty Executives Arizona Territory (4983)	47.5	11,492,000	241,937
47	Kristi Penrod (33258) of Redfin Corporation (477801)	31.5	11,453,360	363,599
48	Christina E Tierney (29878) of Russ Lyon Sotheby's Int Realty (472203)	11.5	11,377,500	989,348
49	Ann K Gavlick (27887) of Tierra Antigua Realty (286601)	35.5	11,295,400	318,180
50	Peter R Oosterhuis (32811) of Dove Mountain Realty, LLC (5156)	6.5	11,162,188	1,717,260

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# TOP 150 STANDINGS

Teams And Individuals Closed Date From January 1-August 31, 2020

Rank	Name	Sides	Volume	Average
51	Susanne Grogan (17201) of Russ Lyon Sotheby's Int Realty (472203)	13.0	11,137,378	856,721
52	Tim S Harris (2378) of Long Realty Company (298)	23.0	10,953,374	476,234
53	Barbara C Bardach (17751) of Long Realty Company (16717)	12.0	10,835,000	902,917
54	Bryan Durkin (12762) of Russ Lyon Sotheby's Int Realty (472203)	12.5	10,721,100	857,688
55	Debra M Quadt (16709) of Redfin Corporation (477801)	32.0	10,512,290	328,509
56	Spirit Messingham (22794) of Tierra Antigua Realty (2866)	31.0	10,505,300	338,881
57	Paula J MacRae (11157) of OMNI Homes International (5791)	23.5	10,115,986	430,467
58	Brittany Palma (32760) of 1st Heritage Realty (133)	42.5	10,076,925	237,104
59	Anthony Boatner (16214) of Keller Williams Southern Arizona (478306)	46.0	10,021,469	217,858
60	Carolyn A. Fox (1420840) of Coldwell Banker Realty (70204)	45.0	9,991,050	222,023
61	Dottie May (25551) of Long Realty Company (16728)	20.5	9,923,200	484,059
62	Trina M Alberta Oesterle (1420383) of Coldwell Banker Realty (70204)	30.0	9,841,900	328,063
63	Glenn Michael Nowacki (35737) of Realty Executives Arizona Territory (498306)	36.5	9,791,019	268,247
64	Kelly Garcia (18671) of Keller Williams Southern Arizona (4783)	33.0	9,539,984	289,090
65	Martin Durkin (145036508) of Russ Lyon Sotheby's Int Realty (472203)	23.0	9,530,700	414,378
66	Thomas J Krieger (17680) of Keller Williams Southern Arizona (478306)	33.5	9,494,370	283,414
67	Margaret E. Nicholson (27112) of Long Realty Company (16728)	19.5	9,293,200	476,574
68	Tony Ray Baker (5103) of Tierra Antigua Realty (286606)	30.0	9,284,200	309,473
69	Jennifer C Anderson (16896) of Long Realty Company (16724)	31.5	9,284,032	294,731
70	Tom Peckham (7785) of Long Realty Company (16706)	15.0	9,223,775	614,918
71	Carmen Pottinger (145000027) of Carm's Realty LLC (145064241)	49.0	9,116,800	186,057
72	Maria R Anemone (5134) of Long Realty Company (16717)	13.0	8,922,189	686,322
73	Denise Newton (7833) of Realty Executives Arizona Territory (498306)	20.5	8,908,873	434,579
74	Melissa Dawn Rich (30786) of Tierra Antigua Realty (286607)	37.5	8,849,900	235,997
75	Michael D Oliver (14532) of Oliver Realty, LLC (51610)	30.0	8,782,995	292,766
76	Lori C Mares (19448) of Long Realty Company (16719)	28.0	8,440,274	301,438
77	Michelle Bakarich (20785) of Homesmart Advantage Group (516901)	33.5	8,432,314	251,711
78	David K Guthrie (19180) of Long Realty Company (16706)	23.0	8,319,000	361,696
79	Jay Lotoski (27768) of Long Realty Company (16717)	26.0	8,307,420	319,516
80	Tim Rehrmann (25385) of eXp Realty (495206)	27.0	8,271,964	306,369
81	Tori Marshall (35657) of Coldwell Banker Realty (70207)	25.5	8,196,200	321,420
82	Julie Marti-McLain (148054285) of Sunset View Realty, LLC (402901)	25.5	8,177,525	320,687
83	Catherine S Donovan (28185) of Berkshire Hathaway Home Services (356307)	18.0	8,125,000	451,389

Rank	Name	Sides	Volume	Average
84	Shawn M Polston (20189) of Keller Williams Southern Arizona (478306)	47.0	8,111,030	172,575
85	Ronnie Spece (19664) of At Home Desert Realty (4637)	28.0	8,109,700	289,632
86	Marta Harvey (11916) of Russ Lyon Sotheby's Int Realty (472203)	17.0	8,109,681	477,040
87	James Servoss (15515) of Keller Williams Southern Arizona (478306)	37.5	8,102,750	216,073
88	Jameson Gray (14214) of Long Realty Company (16706)	14.5	8,082,876	557,440
89	McKenna St. Onge (31758) of Long Realty Company (16706)	14.5	8,082,876	557,440
90	Scott Melde (38588) of eXp Realty (495203)	33.5	8,042,050	240,061
91	Don Eugene (10600) of Realty Executives Arizona Territory (498306)	27.0	7,961,000	294,852
92	LizBiz Nguyen (27962) of Realty Executives Arizona Territory (498305)	29.5	7,886,735	267,347
93	Susan M. Derlein (1420144) of Long Realty -Green Valley (16716)	33.0	7,885,700	238,961
94	Rob Lamb (1572) of Long Realty Company (16725)	17.5	7,859,000	449,086
95	Joelle C Kahn (21408) of Tierra Antigua Realty (286607)	22.0	7,826,900	355,768
96	Ricardo J Coppel (11178) of Long Realty Company (298)	20.5	7,620,670	371,740
97	Josh Berkley (29422) of Keller Williams Southern AZ (478307)	28.0	7,614,613	271,950
98	Pam Treece (13186) of Long Realty Company (16717)	19.5	7,586,600	389,056
99	Rebecca Maher (11616) of Long Realty Company (16719)	17.0	7,533,650	443,156
100	Sally Ann Robling (1420161) of Realty Executives Arizona Territory (498304)	28.0	7,479,401	267,121

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**- GLENDA GROW,**  
REALTOR®, United Real Estate Specialist



# TOP 150 STANDINGS

Teams And Individuals Closed Date From January 1-August 31, 2020

Rank	Name	Sides	Volume	Average
101	Michael Shiner (26232) of CXT Realty (5755)	26.5	7,428,250	280,311
102	Patricia Kaye Brown (14873) of Coldwell Banker Realty (70202)	21.0	7,343,025	349,668
103	Ryan Porzel (26144) of Homesmart Advantage Group (516901)	27.0	7,337,400	271,756
104	Karin S. Radzewicz (20569) of Coldwell Banker Realty (70202)	13.5	7,320,303	542,245
105	Carlos L. Albelais (30953) of Realty Executives Arizona Territory (498306)	38.5	7,298,100	189,561
106	Mary Vierthaler (12199) of Long Realty Company (298)	17.0	7,215,290	424,429
107	Misty Rich (16280) of Realty Executives Arizona Territory (498311)	21.5	7,203,225	335,034
108	Alicia Girard (31626) of Long Realty Company (16717)	23.0	7,197,184	312,921
109	Melinda L. Akowski (26025) of Coldwell Banker Realty (70202)	26.0	7,192,050	276,617
110	Heather L. Arnaud (32186) of Realty Executives Arizona Territory (498306)	28.5	7,189,050	252,247
111	Robin L. Supalla (30882) of Tierra Antigua Realty (286607)	20.5	7,151,450	348,851
112	Alyssa A. Kokot (18637) of Coldwell Banker Realty (702)	19.0	7,103,737	373,881
113	Merle Martinovich (13924) of Long Realty Company (16706)	10.0	7,095,945	709,594
114	Jeffrey M. Ell (19955) of Keller Williams Southern Arizona (478312)	28.0	7,094,833	253,387
115	Andrew Smith (38920) of Keller Williams Southern Arizona (4783) and 1 prior office	27.5	7,081,650	257,515
116	Tyler Gadi (32415) of Long Realty Company (16707)	26.0	7,048,780	271,107
117	Misty Morgan Hurley (33341) of Redfin Corporation (477801)	21.0	7,025,500	334,548
118	Heather Shallenberger (10179) of Long Realty Company (16717)	24.5	6,994,298	285,482
119	Joshua Waggoner (14045) of Long Realty Company (16706)	8.0	6,975,000	871,875
120	Jason K. Foster (9230) of Keller Williams Southern Arizona (478306) and 1 prior office	16.0	6,954,400	434,650
121	Amanda Clark (39708) of Keller Williams Southern Arizona (478306) and 1 prior office	28.0	6,932,270	247,581
122	Jenna D. Loving (18375) of Russ Lyon Sotheby's Int Realty (472203)	17.5	6,858,800	391,931
123	Jeremiah Taylor (17606) of Keller Williams Southern Arizona (478306)	32.5	6,829,407	210,136
124	April Ayala (29221) of eXp Realty (495203)	30.5	6,752,050	221,379
125	Judy S. Ibrado (27978) of Long Realty Company (16717)	18.5	6,748,284	364,772
126	Tyler Lopez (29866) of Long Realty Company (16707)	28.0	6,715,834	239,851
127	Katie M. Smirnov (52565) of Long Realty Company (16706)	15.0	6,713,843	447,590
128	Sue Brooks (25916) of Long Realty Company (16706)	20.5	6,675,050	325,612
129	Sonya M. Lucero (27425) of Long Realty Company (16719)	27.0	6,658,927	246,627
130	Erick Quintero (37533) of Tierra Antigua Realty (286606)	34.0	6,643,799	195,406
131	Briana A. Zorilla (18358) of Long Realty Company (298)	17.5	6,614,519	377,973
132	Zachary R. Tyler (16327) of Tierra Antigua Realty (286601)	17.0	6,611,900	388,935
133	Amos Kardonchik-Koren (29385) of Realty Executives Arizona Territory (498312)	20.0	6,553,021	327,651

Rank	Name	Sides	Volume	Average
134	Jordan Munic (22230) of Coldwell Banker Realty (70202)	9.5	6,524,740	686,815
135	Nancy Nhu Ho (35602) of Realty Executives Arizona Territory (498306)	31.0	6,485,412	209,207
136	Kate Herk (16552) of Russ Lyon Sotheby's Int Realty (472203)	10.5	6,460,928	615,327
137	Angela Tennison (15175) of Long Realty Company (16719)	13.5	6,459,000	478,444
138	Suzanne Corona (11830) of Long Realty Company (16717)	13.0	6,302,348	484,796
139	Becca Riccardi (29910) of Tierra Antigua Realty (SV) (286603)	27.5	6,256,900	227,524
140	Tanya Barnett (30843) of OMNI Homes International, LLC (579101)	20.5	6,236,485	304,219
141	Michael Braxton (53095) of Long Realty Company (16717)	21.0	6,218,725	296,130
142	Dina M. Hogg (17312) of eXp Realty LLC (495204) and 1 prior office	24.0	6,216,750	259,031
143	Pete M. Torrez (21748) of Long Realty Company (16706)	12.0	6,193,665	516,139
144	Antonio Reyes Moreno (33276) of RE/MAX Portfolio Homes (142000645) and 1 prior office	20.0	6,147,841	307,392
145	Judy L. Smedes (8843) of Russ Lyon Sotheby's Int Realty (472203)	9.5	6,140,928	646,414
146	Tracy Wood (36252) of Realty One Group Integrity (51535) and 1 prior office	15.0	6,123,400	408,227
147	Cathrine L. Donau (142000057) of Long Realty -Green Valley (16716)	25.5	6,102,300	239,306
148	Nanci J. Freedberg (30853) of Tucson Land & Home Realty LLC (783)	9.5	6,097,400	641,832
149	Kevin Nullmeyer (35101) of Timber Creek Real Estate (51390)	17.0	6,091,900	358,347
150	Jean Barclay (19068) of Long Realty Company (298)	7.5	6,056,250	807,500

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