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MEET THE SCOTTSDALE AREA REAL PRODUCERS TEAM



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► publishers note

Let's Get Connected

As many of us prepare for back to school and getting the kids ready for that all important first day. Before you know it, we'll be hosting our first major event for *Scottsdale Area Real Producers*. Tentatively it will September 15th, but there will be more details to come. The event will be our "Launch" event and many of us will be meeting for the first time. Our events are private and limited to you (the top 500 agents) and the business partners connected to this magazine. I'll be sending out invitations via email, social media invites and phone calls between myself and our business partners. The more connected we are on social media the better. Our quarterly events will be one of a kind that you won't want to miss.

Private Facebook Group:

By now you should have received a friend request on Facebook to connect with my personal page Brett Gettman. After that I will invite you to two different groups. First was most likely our public business page "Scottsdale Real Producers". By the time this magazine has hit your mailbox you should have received an invitation to join the Private Facebook Group. "Scottsdale Top 500 Realtors Private Group". This type of group has worked really well for the agents in other markets that Real Producers has served.

What's in it for you?

Always the key question. In addition for me to have one more outlet for inviting you to our private parties that will be happening quarterly. They also make a great resource for day-to-day wants and needs. Even the most connected Realtor can recall

an occasion where you are short a resource during a transaction. Of course we have a great group of professionals in this magazine that you have all recommended to me, but we still have lots of service areas and specialties that are still not represented. It will also be a great communication tool about most anything to do with the group. We also have smaller magazine reveal parties at the end of every month.

In person meetings:

I'm a huge advocate for in-person meetings. I'm trying to meet you all as soon as possible. The time commitment of overseeing the magazine as well as producing video interviews with the features in the magazine have limited my time. I already miss the days of pre print when I was able to meet with 10 agents per week. While those days may be gone I still meet with a handful of agents every week. I look forward to meeting you all one-on-one and hearing your story. I'm just a phone call, text or email away.

Thank you for your continued support.

Sincerely



Brett Gettman
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@realproducersmag.com



► sponsor spotlight

By Photo Courtesy of Red Hog Media

LANDMARK TITLE ASSURANCE AGENCY

Christmas in July -

This month's Business Sponsor Spotlight is Landmark Title Assurance Agency.

But we're doing something a little different this time. As you all know Landmark Title Assurance Agency is a great source for Title and Escrow

services. But per their request they have asked that we turn the spotlight to shine on a great local 501C3 that is near and dear to their hearts. Specifically, how this company was able to pull off a Christmas in July fundraiser during one of the hottest days of the year.

Who doesn't love Christmas? On July 15, Landmark Title just recently hosted a Christmas in July celebration to benefit HELP: Homeless Engagement Lift Partnership. A 501C3 whose vision is to Help Restore Dignity and Hope to those in our Homeless Community.

Last year Kristi Smith, Executive Vice President of Landmark Title was introduced to HELP by one of the members of her sales team, SarahTouchstone. She was so moved by the mission of HELP and the personal story of their founder, Dawn Marie Rapaport that she was inspired to reach out to her staff to see who was interested in getting involved. By overwhelming response, the staff throughout the company contributed to the cause. Landmark launched a very successful Christmas campaign that touched the lives of many families and children needing gifts at Christmas time.

Kristi, seeing a need to help throughout the year and not just at Christmas, reached out to staff about a concept for "Christmas in July". Let's bring the Christmas spirit in the middle of the year.

Last month over 200 people came together at the Harkin Theatre at 101 and Scottsdale Road. The goal of Christmas in July was simple. Not only get people in the Christmas spirit, but also to gain support and accept donations that can help families from: clothing, daily necessities and of course gifts and Christmas-related items.

A message from HELP:

Their Mission is to change the cycle of homelessness through our children and provide immediate aid and comfort. Advance education and knowledge for those who have found themselves in some form of homelessness. Promote Awareness and create action in our community. Families of all sizes are in need and you can also sponsor a family. HELP does about 20 events a year where volunteers can get involved to help the community. Some of these events are Back to

school drive for at-risk, displaced and homeless children, comfort and care for homeless women, social Sunday for homeless veterans and foster Christmas parties. "We can't do what we do without amazing companies like Landmark Title Assurance Agency" - Dawn Marie Founder of HELP.

One of our signature programs is HelpSnackz. As of 2021, we have been delivering 15,000 HelpSnackz monthly to 19 different School districts valley-wide. Volunteers assemble the HelpSnackz at our monthly events. Ask us about our private HelpSnackz events for companies and organizations to have a team builder or community outreach day. Help will do all the setup work. All you need to do is have fun and at the same time know you're making a huge impact with 1000s of children.

Their biggest outreach is their snack bags. School lunch is the only meal that thousands of children can rely on daily. Many of them go hungry in the evening. HELP provides snack bags to schools who in turn send them home with "at risk" children ensuring that they will have something to eat at night. Each snack bag is adorned with handwritten uplifting positive quotes. Surrounding children in need with positivity and nourishment inside and out.

We are in need of a 6000 to 8000 ft. warehouse with office space to be donated to H.E.L.P. Our goal is to continue strong, go to the next steps and help even more children with all the assembling, programs in place and new programs to change the cycle of Homelessness. If you know



of a company or person that might be interested in finding out more, please reach out.

Homelessness in Arizona: There are approximately 29,000 homeless people in Arizona and an estimated 61% of them are in Maricopa county. If you would like to get involved you can directly go to www.HelpingTheHomelessNow.org or you can reach out to your favorite contact at Landmark Title for more information about getting involved at their next event.

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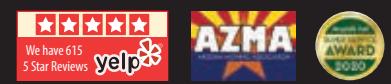
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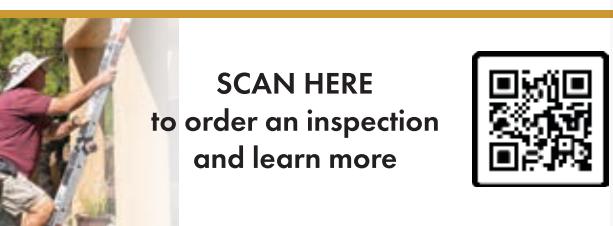
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Your name: Eliza Kiburz

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Your phone number: 602.803.9049

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From June of 2020 to June of 2021, I have sold \$7.3 million

Professional

(RP) What work (school, etc.) did you do before becoming a real estate agent?

My formal education began as a freshman in a small university in Northern Spain, the University of Salamanca, where no formal English is spoken in the city. I started studying Spanish and Business and was there for several months until I returned and began university at ASU, continuing to study Business at W.P. Carey. I was able to study a second time in Sevilla, Spain, in Andalucia, through ASU and use my Spanish in my business today.

(RP) What were the life events that led you to become a real estate agent?

I am fortunate to grow up in a home where much life, activity, friends, family and experience were consistent and bountiful. After I had initially traveled abroad through Spain and other European countries and witnessed the meaning of home, community and comradery for many different cultures and perspectives, I realized getting my real estate license was something I was set to achieve. Keller Williams is on the global stage in over 50 countries with market centers in Monaco, Nicaragua, Poland, Israel and many others and being involved with others internationally is one of my favorite things.

(RP) Tell us more about that. Why did you become a real estate agent?

Aside from my love for travel and bringing people together through their home, it brings me immense joy to meet and serve others and be a part of their journey! The connections and friendships that evolve as people are making one of their biggest life transitions, I feel it is my part to take these changes with loyalty and dedication to be sure they are well cared for both professionally and personally. One of my dear clients just gave me a framed mandala she drew and it sits on my desk. You never know when you can make a difference in someone's life.

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Your company's name: Keller Williams

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Your title/position at the company: Agent

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(RP) What do you find most fulfilling about your work?

Being part of my clients story in their selection of making a home, and being joyful in the experiences that await them in their next home.

(RP) What makes your business different?

Through various assessments, some of my best gifts revolve around strategy and relationships and I get to put those to work every day especially in a market like Phoenix today. You will probably find some tomatoes at your doorstep every once in a while from my backyard garden, and – I get to work with one of the greatest business leaders in the Valley, my Dad. He is a humble change-maker and I am thrilled every day that he's not only my Dad but also a pillar in my real estate business.

(RP) Tell us about your personal background. Where are you from? What is your educational background? What's your story?

Life choices and events shape me every day, and I say that because I am always aiming to continue to grow. Certainty and stability in a home is foundational, global culture validated my drive and be a part of that journey. I am an Arizona native where I grew up in Paradise Valley in a sweet neighborhood where I grew up with some of my very closest friends still to this day. The grit of homeownership and the dedication to the personal adventure for each event in my clients life; a home may look and feel different but home family and stability is still consistent in what they seek.

(RP) How has your past shaped who you are today?

I am grateful for my past and how it has brought me to my life today – I am passionate about nonprofit work and am a 7-year member of TGen, Translational Genomics Research Institute, and I would say that began at age 15 when I traveled to Peru with classmates on a school trip. We spent a day in an orphaned school and I filled my suitcase up with socks for that specific day – it has since been one of my most remembered times of feeling really good and doing good makes me feel good.

...

(RP) Can you share the story of one pivotal moment or time in your life?

When I had just returned from Spain, my younger brother turned 18 and joined the military for a 6-year contract. Now my brother, Sam, and I are very close and our parents have granted us the ability to be very independent but I did not always see this coming. It was a total 'heart out of your chest' moment the day he left but also the proudest I have ever felt. He has done absolutely incredible things and been recognized for his hard work and dedication. He hasn't been able to make it always for the holidays but deep down I know he is making a difference and I couldn't ask for a better brother.

(RP) How did that event shape you into the person you are today?

It has taught me that every day counts and to always show up with intention. There are times he would be doing a 24-hour work shift and would still be up for work the following day. He has taught me leadership, perseverance and how to play when you're hurt. He does it all, I'm just super proud to be his sister.

(RP) Tell us about your family and what you enjoy doing together.

I am lucky that my family loves adventure, growth and connection. Whether a family member is over visiting and we are in the garden or on the next flight to somewhere incredible, I can truly say that there are big conversations happening and an environment to always be learning. We enjoy hiking, having a glass of wine at a new local spot, visiting my brother in the Army at Fort Bragg, NC, boating in Bellingham, WA or picking tomatoes and corn in my backyard.

(RP) When you aren't working, what's your favorite way to spend time?

Well, I do love to garden and you can find me out there just about every evening. I am still new to the hobby and the heat definitely plays a role

but we have grown anything from snap peas, strawberries, all types of squash and asparagus. I have about 12 garden boxes that span my backyard and there's something about watching something change and grow every day.. and my grandparents were all big gardeners in the Midwest and I love planting their favorite types and growing them in their honor.

(RP) What is something that not many people know about you, something that can't be found in your bio online or that people can't google about you?

My first trip abroad was to Cusco and Lima, Peru, as a junior in high school with my classmates. One of the days on our spring break trip was to an orphaned school in rural Peru. I decided to fill one of my two suitcases I brought there full of socks to bring the young children on that day to their school.

Personal + Professional

(RP) If there is one thing you want to be sure the article captures about you as a person or how you run your business, what would that be?

The opportunity to serve others with pure intent and doing my very best. I am surrounded by some of the most incredible colleagues who are dear friends and they continue to push me to grow and learn. And that's what I want to do every day.

(RP) What is your favorite quote?

"Make each day your masterpiece."
– John Wooden

(RP) What do you want to be remembered for?

I'd like to be remembered for goodness,

gratitude and being a friend. I want to be remembered for making a positive impact and for being myself.

(RP) What does the future hold for you, personally and professionally?

I recognize life is full of challenges and hardships. And also goodness and opportunity. A goal of mine is to work in non profit and real estate and be able to fund my personal goal of helping people while doing what I love. My brother will be completing his 6-year term of serving in the Army next April and I am so excited to have him back and maybe working on projects together. My longtime boyfriend Michael and I look forward to visiting Argentina next year and just continue to make each day my masterpiece. I truly love what I do and am grateful for each day.





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Cionne McCarthy

Cionne McCarthy has been a REALTOR® since 1981 and is celebrating 40 years in the business as of September. She's remained an agent with Russ Lyon Sotheby's International Realty for her entire career, was honored with the "Lyon's Elite" Hall of Fame designation for 2020, Awarded #16 - 2020 Real Trends America's Best by Sales Volume and is perpetually in their top 1% of agents. Despite her success, she remains keenly focused on the person that is in front of her. In her words, "It's not about the years of work. It's not about the awards. It's not about the industry recognition. It's only about the client."



Born and raised in Nebraska, Cionne, was drawn to move to the sunny state of Arizona in college. "While I was attending the University of Wyoming, I was invited to spend my spring break in Tempe, AZ with a girlfriend who was attending ASU. Having never traveled, I thought I'd died and gone to heaven from the moment that I stepped off the plane at Sky Harbor Airport. That weekend I decided to transfer to ASU.

"After I graduated with my B.A. in Psychology, I began an MBA program at ASU and started working as an assistant to a REALTOR® named David Bernstein. I learned more in the first few months working for David in real estate than I did during four years as a college undergraduate. I was thrilled to be working with people every day, learning real estate.

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"I got my real estate license and decided to forgo finishing my MBA. Organically, I realized that my heart was in real estate because it combined all types of people and personalities in an entrepreneurial business. It was challenging not to have financial security, but I thrived nonetheless.

"Later, David and I became real estate partners, but David changed his focus to commercial real estate, and I chose to continue in residential. David remains my best friend and a mentor. All things happen for a reason, my current business partner Mikhail



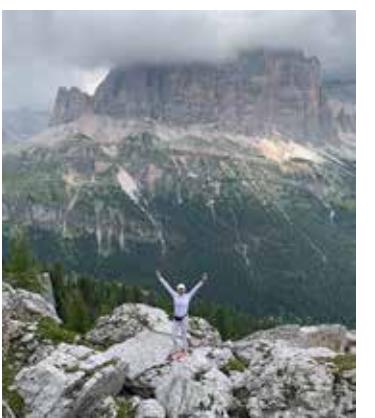
Quijada has been working with me since 2010. Having served our country as a Marine prior to working with me, Mikhail understands teamwork like no other, and together we make the perfect team. The rest is history.

"I am a student of everything and a master of only one thing: real estate. It still teaches me something new every day. That is why I am excited to go at it again every morning.

"They say it takes 10,000 hours to master something. By my count I am well in excess of 100,000."

Cionne isn't all work and no play. "Because real estate is so stimulating and reactive, I greatly enjoy quiet time to reflect and rebalance my energy. Anything I can do to be outside in nature is renewing for me, such as walking, hiking, or playing golf. I also like to work out in Pilates or yoga classes. With photos reflecting a passion for travel, ranging from a trip to Venice Italy, hiking in the

Dolomites and bathing rescued elephants in Chiang Rai Thailand.



Colorado, Texas, North Carolina, and my brother lives in Indonesia. Regardless, we remain incredibly close. We enjoy getting together for family reunions on a regular basis and because my family is so large, sometimes we travel in smaller pods. The thing we enjoy most is telling stories about each other and laughing. We are all for one, and one for all!"

Cionne's continued passion for psychology shows up through her intense interest in her clients. "I want people who do not know me to realize that I want to get to know them, I want to help them, and I want to show them why working with me will benefit them tremendously. Knowing I might meet someone new and interesting tomorrow keeps me motivated.

"I also love spending time with my huge family. I was raised with both sets of grandparents, numerous aunts and uncles, and almost too many cousins to count. Today, we are spread out over Arizona,



Photo Courtesy of Red Hog Media



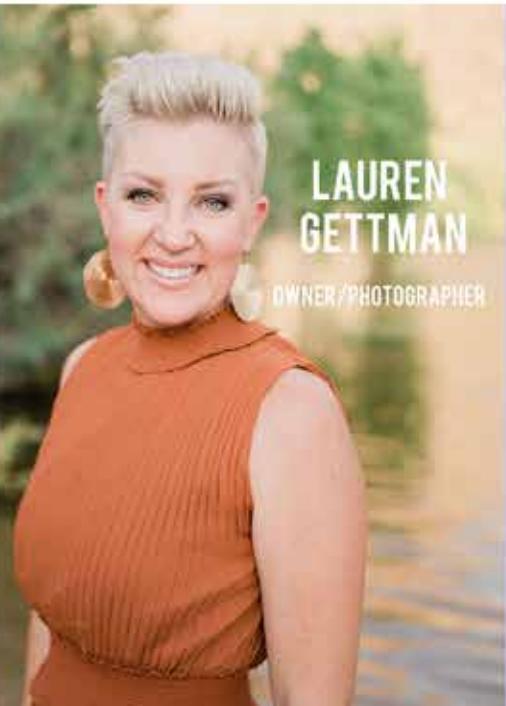
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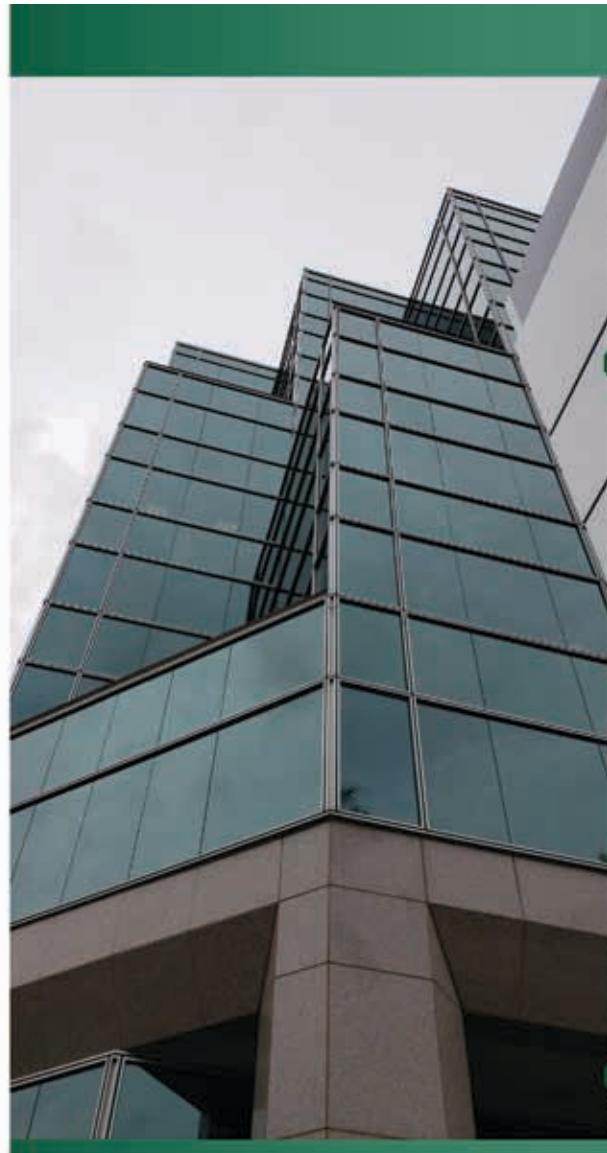
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