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TABLE OF CONTENTS

	11 Golden Nuggets		12 Partner Spotlight: Devin Nicole Photography		16 Featured Agent: Shivani Dallas
	20 Real Story: Heidi Zebro		24 Coach's Corner		26 Rising Star: Tanner Crandell
	30 Partner Spotlight: 1st Glass Window Cleaners		34 Legal Corner		37 Book Review
	38 Question of the Month		43 WeSERV Monthly Update		46 Top 300 East Valley



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Golden Nuggets



Shivani Dallas

Keller Williams Integrity First Realty

The greatest journey one can take is the journey of self-discovery. It allows you to be purposeful about your passion, and it allows you to stand in your truth daily!



Heidi Zebro

72 Sold

"I am not what happened to me, I am what I choose to become."

- Author unknown.



Justin Knapp

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"Your smile is a free tool to use to get business. It has a 100% internet rate and the returns can last a lifetime." Being a real producer starts with a smile.



Devin Egbert

Devin Nicole Photography

"If you don't like the road you're walking on, start paving another one!" -Dolly Parton



I think it's so important to be happy and choose happiness every day! We can't choose what comes our way, but we can choose how we look at it and how we react to it!



Tanner Crandell

Balboa Realty

A quote that has always resonated very strongly with me is "Whether you think you can or you think you can't, you're right." - Henry Ford.

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Devin Nicole Photography

REFLECTING AN IMAGE OF QUALITY

If an image can express 1,000 words, think about the value that your images have on your business, your place in the market, and the message that your images send to your current and prospective clients.

That's why it means so much to have a partner on your side who excels in bringing out your best ... Devin Nicole Photography.

As leader and photographer with the firm, Devin Egbert has been contributing her skills and gifts to her clients for the past 10 years.

"One of my favorite parts of what I do is meeting new clients and new customers ... building a relationship with them and continuing to serve them through time," Devin says.

"It always makes me feel good when we build those relationships with REALTORS® and families and then they come back to work with me over and over. That means a lot."

AN EARLY START

Devin's interest in photography started early on in life.

"I started taking classes in it and doing photography in high school," she says. "I started shooting with film and then moved to digital."

Devin places a strong emphasis on giving her clients the best experience possible. In turn, a big part of ensuring that involves ongoing education and training.

• • •

"I've taken a lot of courses, workshops, online classes, and mentoring along the way," she explains.

"I'm super big on educating myself and creating the best experience for my customers so they can look back at quality images of themselves years from now."

A FULL RANGE OF CAPABILITIES
Those who have a chance to work with Devin enjoy turning to her for a full range of projects.

As Devin says, "I focus on business owners, real estate agents, and other people in the industry. I also work with families, couples, and I take graduation photos, as well as boudoir pictures. Plus, I also like to shoot elopements and small weddings."



Devin with her twin 4-year-old boys—Ryker and Knox.



Photo Credit Devin Nicole Photography



Devin, Ryker, and Knox



Photo Credit Devin Nicole Photography

LIFE'S REWARDS

Family is at the heart of life for Devin. She looks forward to time with her twin 4-year-old boys—Ryker and Knox.

"They are the reason why I do this," she says. "I started making my company more of a business and being gung-ho about it because I want to create a great life for my boys and have the flexibility to go to their activities."

In her free time, Devin has a passion for travel, camping, off-roading, and country dancing.

When you talk with Devin, it's easy to see her friendly nature. She puts her compassion and understanding to work.

"Through the work I do, I always want to do my best to help others feel good about themselves," she emphasizes.

In turn, Devin takes the time to really get to know her clients.

"I send a questionnaire and a contract before the shoot so they know what to expect and we are both protected. From our first conversation, we talk about what they're looking for and we discuss what they would really like to showcase," she says.

"From there, we talk about locations, dates, and times that work best. During our shoot, I come prepared with ideas for poses, as well as prompts we can use. My style is candid and comfortable."

When the shoot is done, Devin is timely — getting pictures back to her clients within two weeks.

For More Information about Devin Nicole Photography:
Instagram: www.instagram.com/devinnicolephotography
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Mike Mazzucco



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There are all types of tools, systems, and road maps for people to draw on to reach the results they want. But what about the intangibles — the glue — that makes all of that work.

That's where leaders like Shivani Dallas are so crucial in today's industry.

As broker and team owner of the AZ Home Team with Keller Williams Integrity First, Shivani helps others achieve their goals by encouraging excellence.

"The growth I see within our team members is one of the highlights of my career ... watching people come in at the ground level and then going to amazing levels," Shivani explains.

"One of the things I really enjoy is being able to see something in someone that they don't see in



themselves and helping them reach big goals. I like teaching them the fundamentals of relationships, to take great care of people, so they have a continuous, growing business."

BUILDING FOR THE FUTURE

Shivani began her journey in real estate nearly 17 years ago when she earned her license.

"Before getting into real estate, I had small children and I ran businesses, including pre-school and childcare, that allowed me to be with the kids when they were home," she remembers.

At the same time, Shivani was planning ahead and had a vision for what she wanted to do in the future.

"For about five years, I had planned on going into real estate once my children got old enough," she recalls. "Once my youngest was 9 years old, I went ahead and got my license."

GETTING HER START

As she prepared and made her transition into the business, Shivani experienced the uncertainty of the economic downturn of the late 2000s.

"The market was definitely shifting at the time. We were just going into the default market, and I knew there were a lot of changes coming our way," she says.

Soon, Shivani became adept at short sales. Her dedicated efforts and growing expertise made an impact. In fact, by 2008, she ranked among the top 1 percent of real estate agents nationally.

ACHIEVING ABUNDANCE

The pace of business growth kept mounting. In fact, she had reached the point where she was averaging more than 100 deals a year as an individual agent. While the results were rewarding, the path of getting there was daunting.

"After about 12 years in real estate, I hit a burnout point," she remembers. "But that's when the opportunity came for me to be a part-owner of Keller Williams Integrity First and start my own team."

Today, Shivani enjoys the rewarding bonds of teamwork.

"We have an amazing team of eight talented people," she smiles. "Everyone on the team is licensed, including our administrative staff."

...

Photo Credit: Devin
Nicole Photography



“

The growth I see within our team members is one of the highlights of my career ... watching people come in at the ground level and then going to amazing levels.

Also, we structure our team so that everyone works with both buyers and sellers."

The success story has continued to grow. In fact, her team continues to be ranked among the top 1 percent nationally with annual production averaging a little over 180 transactions.

In the meantime, Shivani has tapped her entrepreneurial mindset and has branched into other lines of business, including a Cannabis operation that includes three facilities and 250,000 square feet of development space in Massachusetts.

FAMILY FOUNDATION

Away from work, family is at the heart of life for Shivani. She looks forward to time spent with her three children and three grandchildren.

In her free time, she enjoys soaking up beautiful sunsets, along with time spent at the beach. She also has a passion for reading, typically making her way through four or five books a month.

When it comes to giving back, Shivani has a heart for helping her community. One organization she supports is The Care Fund in Phoenix, as well as St. Vincent DePaul and its efforts to support the area's homeless population. Groups that support animal welfare are also among her favorites.

LEADING BY EXAMPLE

As Shivani continues to move forward in her career, she offers advice for others who are moving ahead in their own real estate careers.

"I always encourage people to partner up and align themselves with people who are very similar to their character. A lot of what is taught early on is gimmicky. Relationships are what is needed if you want it to have a long-term career," she explains. "You can only learn that from someone who is doing that. Align yourself with someone who has an ethos similar to your own."

When you talk with Shivani, you can easily see the deep sense of responsibility she feels for her role in supporting others.

"With everything I do, I approach things with a sense of contribution first. I also try to handle even

difficult situations with a sense of grace. In this line of work, we're always working as a firefighter and you just have to be able to handle things the right way and protect your clients through it."

It's the same spirit she applies to her support of her team.

"It is so important and meaningful to me to have a team that shares the same values. I think that's a very important part of keeping the business going... knowing that we are all working with the same level of integrity," Shivani says with a smile. "We have an amazing team."

Congratulations to Shivani Dallas for the impact she creates each day for those around her. On an ongoing basis, she leads by lifting others ... in the process, encouraging excellence.



You're a part of their big decisions.
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Heidi Zebro

Winning Ways

Some leaders just have a knack for what they do ... like they were destined for their role in life and business.

That's the feeling you get when you meet Heidi Zebro.

As Vice President of Acquisitions and Mergers with Hague Partners / 72 Sold, Heidi is clearly a natural fit for her work in the industry. Yet, she isn't in it for her own interests. Instead, her winning ways are directed outward, toward those around her.

"I love that the opportunities are endless when it comes to supporting the success of others," Heidi says.

"I thrive on that. I love putting together deals that are a win-win for everybody. I've always believed that if something doesn't create a win for everyone involved, then it's not worth doing."

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Making an Impact

Heidi has been in the real estate industry for about 20 years. Although she isn't a licensed REALTOR® she has all the properties of a true leader in the business.

She remembers her path and journey that led her to where she's at today.

"I used to sell advertising to REALTORS® when I worked for the *Arizona Republic*. In the process of doing that, I was so blessed to become friends with John Foltz and Steve Chader," she remembers.

"I worked with John on some advertising projects, then we became partners on a business. He was an industry icon and I was just cutting my teeth in the industry. The stars aligned from there. If you surround yourself with good people and do good things, you're always going to win."

Learning and Growing

As her career path brought her into real estate, Heidi knew she had experience and expertise she could bring to the table. At the same time, she also was hungry to learn and strengthen her abilities.



Dave and Heidi



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Heidi with her grandkids.



Heidi with her family

Gratitude

Heidi's gratitude for her work and her environment comes through very clearly.

"The opportunity to work with Greg Hague is tremendous. He has been an innovator from the beginning. It's very exciting to be on this journey with him," she emphasizes. "He is changing traditional real estate. I'm going to end my career here and I don't know of a better place where I could do that."

"I looked at the landscape and I said if I do something I want to do it well. I literally reached out to the top producing people in the area and asked if I could take them to lunch. Every one of them said yes and they all became mentors to me in one way or another,"

she smiles. "In the process, I quickly formed relationships with people across so many brands. They were very gracious with me."

Passion for the Profession

Today, Heidi has a true passion for her work as vice president of acquisitions and mergers with Hague Partners / 72 Sold.

"The company is running like a well-oiled machine. For me, my favorite parts are meeting with REALTORS®, teams, and companies to see who is a good fit to become part of our organization," she explains.

"In the process of evaluating options like that, we are always careful to make sure that we're bringing on the best to join us. We have to be particular. And once we bring them on, we provide a lot of training to make sure that the consumer has the best experience."

Family Spirit

Family is at the heart of life for Heidi. She has been married to her husband, David, for 30 years. Together, they've raised three boys — Josh, Jordan, and Tyler. They also look forward to the time they have with their five grandchildren.

"I couldn't be prouder of all of them," Heidi says with a warm smile.

As empty-nesters, Heidi and David have entered a rewarding new chapter of their lives.

"This is the time when we're excited to plan trips that we've always wanted to take," she says. "For example, ..."

...

one trip that we have our eyes on is to Australia."

When it comes to giving back to the community, Heidi is a big supporter of Sunshine Acres in Mesa, a group that provides support to orphans.

"The way they have things structured is fantastic," Heidi says. "The children live in homes with their house parents, who make sure that the children get very involved in school and activities, encouraging them to get engaged with sports and other pursuits."

Going the Distance
Those who know Heidi depend on her kind manner and relentless pursuit of excellence to help those around her.

"One of my greatest hopes is that people know that I put their needs first. Relationships are more important than brands, and I'm here to do what's best for the REALTORS® I have the opportunity to work with."

Day by day, Heidi Zebro creates great outcomes for others with her genuine care and winning ways.



Heidi enjoying time with her girlfriends.

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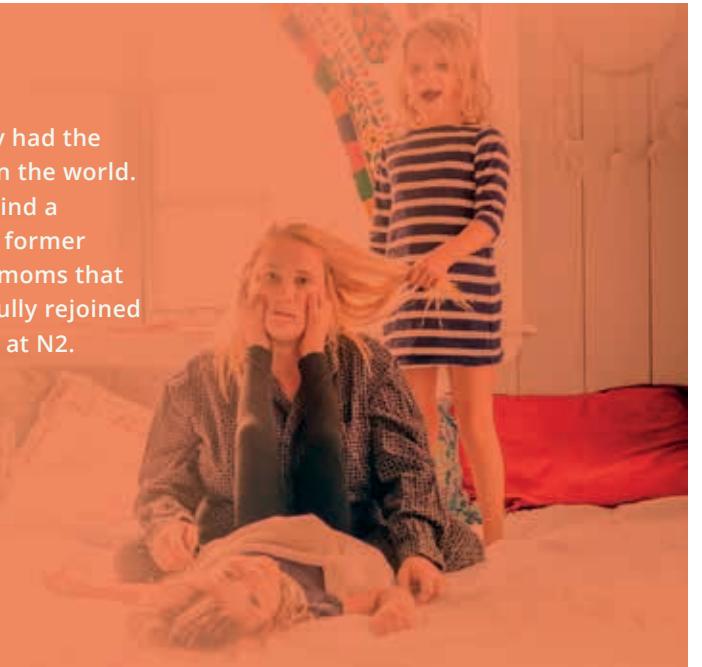
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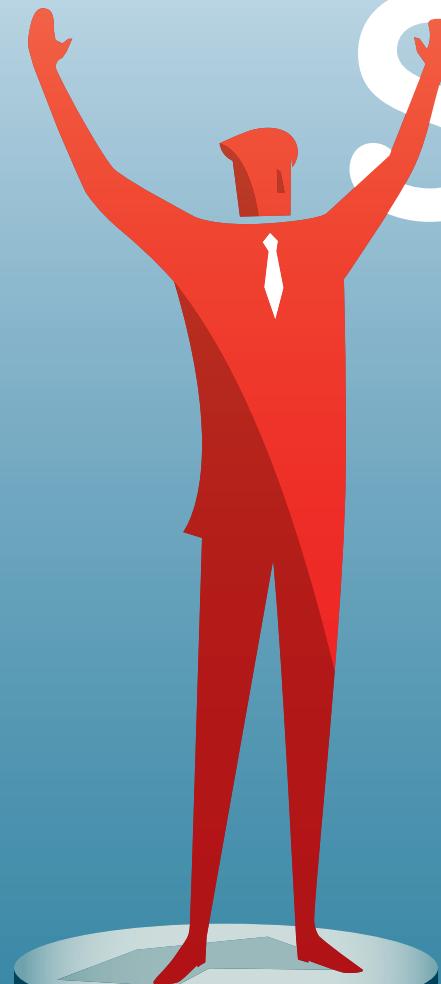
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East Valley Real Producers • 23



What Makes You Stand Out In A Crowd?

When the market gets hot, the real estate agents come out in droves! We have all heard the phrase “Real estate agents are a dime a dozen.” So just how do you stand out? What makes you different than anyone else?

Developing your UVP, or unique value proposition, will grab the attention of potential clients. Just think of the last time someone asked “What do you do for a living?” and you answered something along the lines of “I am in real estate.” What was the response? Does “Oh yeah, I have a cousin that sells real estate,” sound familiar? Wouldn’t it be great if their response was actually “Really? Tell me more!”?

So, how do you go about creating your UVP? I am glad you asked! Taking the time to identify three key elements is critical in defining what makes you unique.

Determine your niche.

This is not as difficult as it sounds. What type of customer do you serve best? It can be broad



or specific. First-time home buyers, luxury sellers, investors, veterans, or service personnel? Identify your strong point and own it! Don’t be timid about where you shine.

Identify a problem.

What is a recurring issue you see within the niche you serve? Buyer education? Handling multiple offers for sellers? Understanding the needs of working with military members? Once you clearly see the challenge, you start to become aware of your value! You become the key to helping your niche circumvent this common theme.

Solve the problem.

This is where the fun begins! You know who and what, so now for the how. What systems have you put in place to overcome the obstacle you discovered? You may not even realize that you created one! Maybe it was completing a designation, developing a buyer consultation, or producing a

spreadsheet that is clear and concise to help clients compare offers. What action did you take that increased your value to consumers? Don’t be shy here!

Now put it all together into a usable UVP statement! Who you are, who you serve, and how you serve them!

Here is an example of my unique value proposition.

My name is Alesia Parker and I love helping real estate agents hit goals that they never thought they could achieve. I searched for coaching programs but became frustrated when I only found programs that were “one size fits all” and didn’t consider the agent’s personal success goals. So, I joined The Hero Nation! Our coaching program is designed to help our clients gain clarity and develop an action plan that is personalized to each individual. That has made all the difference and allowed us to help thousands of agents achieve the success they once thought of as a dream.

Now, it is your turn! Develop your UVP and stand head and shoulders above in the sea of agents in your marketplace.

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TANNER CRANDELL

Tanner Crandell has been a REALTOR® for less than two years and he's crushing it with a career volume of \$9.3 million. He's naturally competitive, communicative, and diligent. Read on to learn what makes Tanner tick.

"Before my career as a REALTOR®, I was in sales in both the transportation/logistics and pest control industries. I truly believe I was born to be in real estate."

"Something that shaped who I am today was playing competitive volleyball. I played volleyball in high school

and we won the state championship 22-0. After high school, I transitioned from playing indoor volleyball to sand doubles volleyball and competed in many high-level tournaments. I know that playing the sport has contributed to my internal sense of drive, focus, and confidence. In my opinion, volleyball is the greatest sport on Earth."

"I like to correlate volleyball to my business and think that I'm setting my clients up for a successful transaction while blocking the competition. Competition is good for the soul. I thrive on competition and my desire to win."

Tanner's wife is also a licensed REALTOR® and they work together as a husband and wife team. "My wife Cailie is absolutely amazing! She is my TC and I would never be able to do what I do if it wasn't for her supporting me. We have two girls. Reagan is 5 and Skye is 3. I am the lone man in a household of three girls, and I wouldn't have it any other way. They bring me so much joy."

"Without a doubt, my greatest achievement would be my wife and two girls. They are my world. I work very hard to provide for them and teach my girls important values to guide their lives."

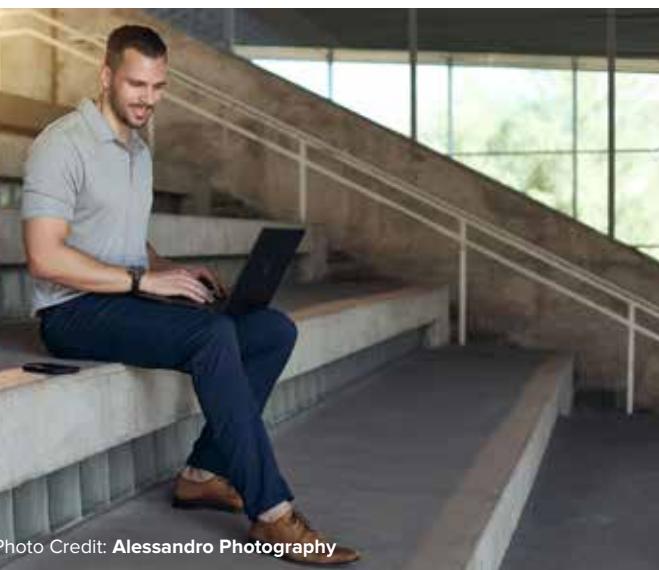


Photo Credit: Alessandro Photography



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When Tanner told us his most inspirational person is Grant Cardone, it was no surprise to find out what his biggest challenge is. "My biggest challenge is turning it off. Often times I'm awake in bed at 11 pm thinking about who I need to reach out to or what needs to get done. I'm a 24/7 workhorse. My long-term goal is to be one of the top-producing agents in Arizona."

"I want to be the best, and I know that means practice! Wherever I go, whatever I'm doing, I always have some type of podcast or audiobook that I'm listening to. I never listen to the radio in the car. I see that as valuable time to learn something or make a phone call and talk with someone."

We asked Tanner what three things set him apart as an agent and he told us they are his familiarity with the area, his diligence, and his communication skills.

"I am a fifth-generation native to Arizona. I was born and raised in the East Valley and have had jobs that took me all over the Valley. Because of this, I'm able to provide more insight for my clients."

"I go above and beyond with diligence. I call the lender for every offer my sellers are considering. I research until I get to the bottom of something. In one instance, I was able to determine that the seller had previously had a roof inspection, was made aware of an issue but refused to have it repaired, and then avoided disclosing it on the SPDS. My hours of research resulted in successfully negotiating with the seller to fix the roof for my buyer. This is the type of service my clients receive when they work with us."

•••

Photo Credit: Alessandro Photography





Photo Credit: Alessandro Photography

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We never take the easy route, because the majority of the time the easy route results in losing clients' money."

"I go out of my way to provide top-level communication to my clients, other agents, lenders, and title. This may seem trivial, but I cannot tell you how many times I have been told, 'Tanner, you made this deal happen.' That is such a wonderful and exciting thing to hear another agent say. Good communication can turn what otherwise would have been major issues into tiny speed bumps."

No doubt, we'll be seeing Tanner on the cover of Real Producers in the not too distant future.



Photo Credit:
Holly Workman
The Crandell family

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1st Glass Window Cleaners

THE BEST SHINE THROUGH

If you're looking for signs of greatness, you don't have to look far.

A great example of that ideal is Justin Knapp and 1st Glass Window Cleaners.

The work Justin does, the relationships he builds, and the feeling he delivers make a clear difference each and every day for residents across the area. Each day, his best shines through and makes an unforgettable impact.

"One of the things that are the most rewarding is stepping into different people's lives who have different backgrounds, different demographics, and it means a lot to me to talk with them and hear all the experiences my clients have had," Justin says.

"I've always felt that one of the most rewarding things in life is to share different experiences with people, and I get to do that with them. I love hearing everyone's story, and I think everyone has an interesting story to tell."

RECOGNIZING A SPECIAL HERO

When you meet Justin, you instantly understand that he is the kind of person who enjoys shining the spotlight on others.

► partner spotlight

By **Dave Danielson**

Each of us faces hurdles in life. Justin remembers a fall he took that cracked one of his vertebrae.

"There are a lot of obstacles that get thrown at you. I just always say that you have to tackle them or they'll tackle you," he points out.

THE AMERICAN SPIRIT

In addition to his friend, Ben, Justin comes in contact with many area residents who proudly served their country in the United States Armed Forces.

During those interactions that Justin has with them, he feels that he comes away much richer for having had the experience.

"I come into contact with many veterans and older people who aren't in a position where they are able to clean their windows. When they hire me to help them, it's a fantastic experience," Justin smiles.

"It's great to hear their stories and give them an environment that they can enjoy. Being able to have those interactions with them and provide them a valuable service really keeps me going."

SHARING THE EXPERIENCE

Justin is working with Ben and supporting his friend's efforts to raise funds for other veterans.

"One of Ben's goals is to put the first female wounded warrior atop Mt. Everest," Justin says.

"I remember when Ben reached the top a couple of years ago. Seeing his struggles and his perseverance inspires me to do more as a business owner."

"They are my whys in life. They're the reason I do what I do," he emphasizes.

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Photo Credit: Devin Nicole Photography



Photo Credit: Devin Nicole Photography

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Justin knows his work fulfills a very practical purpose for people, too.

"With a lot of my clients, it's too risky for them to climb up on a ladder. I like taking that risk out of their lives, and honestly, I'm sure they'd rather be either on the golf course or spending time with their grandchildren," Justin emphasizes.

"There have been many times where I'm cleaning windows, and my clients have a family get-together going on. That's a sign that time is the one commodity that none of us can get back. The problem my window cleaning company solves is that everyone likes clean views, but you know, no one likes cleaning windows. If I can help people get time back, improve their environments, or enjoy their family time, that means a lot to me."

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Justin's best friend Ben. He became the first wounded warrior and Purple Heart recipient to climb the seven tallest summits in the world.

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legal corner

By John L. Lohr Jr., Hymson Goldstein Pantiliat & Lohr PLLC

TO DISCLOSE OR NOT TO DISCLOSE

Some sellers of homes and even some REALTORS® are under a misconception that because there is an “as is” clause in the Residential Resale Purchase Agreement that they do not have to tell a prospective buyer anything about the past issues of the home that they are selling. They believe that the doctrine of caveat emptor applies to the transaction and that they are immune from liability for not disclosing past problems. But the seller does have a contractual obligation to disclose “all material latent defects and information concerning the Premises known to Seller...which materially and adversely affect the consideration to be paid by the Buyer.” This disclosure obligation is so important that there is an entirely separate standard form that sellers are required to fill out that we all know as the Seller’s Property Disclosure Statement, or SPDS for short.

Under Arizona law, an “as is” clause in the purchase contract **does not** remove the burden of the seller to disclose material defects to the buyer. In *S Development Co. v. Pima Capital Management Co.*, 201 Ariz. 10, 16, 31 P.3d 123, 128 (Ct. App. 2001), the Arizona Court of Appeals held that a seller of real property had a duty to disclose latent defects known to the seller related to the plumbing even though the parties’ contract contained an “as is” clause. The Court of Appeals recognized “that Arizona law implies a covenant of good faith and fair dealing in every contract.” Under the covenant of good faith and fair dealings, the seller “must disclose the latent defects in property that are known to the vendor, notwithstanding the existence of a burden-shifting ‘as is’ clause or disclaimer of warranties.”

Courts define a latent defect as “[a] hidden or concealed defect” or “one which could not be discovered by reasonable and customary observation or inspection.” “Nondisclosure to the purchaser of latent defects known to the vendor ‘impair[s] the right of the [purchaser] to receive the benefits’ of the contract.” *S Development Co. v. Pima Capital Management Co.*, 201 Ariz. at 16, 31 P.3d at 128. The very nature of a latent defect precludes the discovery of the defect upon a reasonable inspection. The law in Arizona requires sellers disclose latent defect because “[t]o hold otherwise would allow vendors to conceal latent problems with the property and ‘hide behind contract language purporting to shift the risk of nondisclosure to the purchaser.’” *Id.* (citing *Haney*, 839 F.Supp. at 757). The failure to disclose a known latent defect to a buyer “would offend the implied covenant of good faith and fair dealing that the law incorporates into every contract.” *Id.*; see also Restatement (Second) of Torts § 551 cmt. l.

So what does that disclosure obligation mean in practice? In the SPDS there are 6 pages of questions that a seller is required to fill out ranging from structural issues with a home to past pest problems, among other things. The seller is required to truthfully and honestly answer those six pages consisting of 200 or so questions with a checkmark on “yes” or “no” and on some lines even provide a further explanation of the past or present home issue.

If I am a seller, does this mean I have to disclose every little detail or scratch on the wall that occurred while I was living in the home? Generally, no. But, my best advice to any seller and/or REALTOR® is when in doubt, if you objectively believe that an item would be important to a prospective buyer you should disclose it. In fact, even if there is not a specific question about an item, there is a catch-all question at the end of the SPDS that asks “[w]hat other material (important) information are you aware of concerning the property that might affect the buyer’s decision-making process, the value of the property, or its use?” Going one step further, there is even room for “addition explanations” under that section in the SPDS.

So what happens if a seller or an agent does not disclose an important past or current issue in the home? To put it bluntly, they are most likely going to get sued by a buyer for breach of contract, breach of the implied covenant of good faith and fair dealing, negligence, and possibly even fraud. One of my main categories of real estate litigation

cases is failure to disclose cases. I have seen many failures to disclosure cases get litigated over the issues including failure to disclose roof rats; scorpions; excessive neighborhood noise and lights; past roof leaks; past plumbing and sewage issues; past mold; home built in a flood plan; adding to the home without a building permit; and failing to disclose a prior construction defect lawsuit with the builder to name a few.

This disclosure obligation even extends to the seller’s agent if they become aware of current or past issues in the home. Under the Arizona Administrative Code, a real estate agent has a duty to deal fairly with all parties to a transaction. Ariz. Admin. Code R4-28-1101(A). The Code thus establishes the standard of care a real estate agent owes to all parties to the transaction. *Aguirre v. Brodeur*, 2007 WL 5462123, 9 (Ct. Ariz. App. 2007) (citing *Lombardo v. Albu*, 199 Ariz. 97, 100-01, (2000)).

The Code also requires a real estate agent to “disclose in writing to all other parties any information the [real estate agent] possesses that materially or adversely affects the consideration to be paid by any party to the transaction, including . . . (3) Any material defect existing in the property being transferred . . .” Ariz. Admin. Code R4-28-1101(B)(1). Further, Section R4-28-1101(I) of the Code requires a salesperson or broker to exercise reasonable care in ensuring that he obtain information material to a client’s interests and relevant to the contemplated transaction and accurately communicates the information to the client.

The SPDS play an important role in every real estate contract. In light of the potential legal exposure, disclosures must be taken seriously. Some people believe that in this “hot” real estate market that disclosures are not as important. Unfortunately, people with that belief may learn the hard way that just because a buyer was desperate to buy a home that they would not want to know its history.



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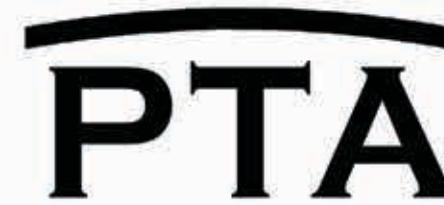
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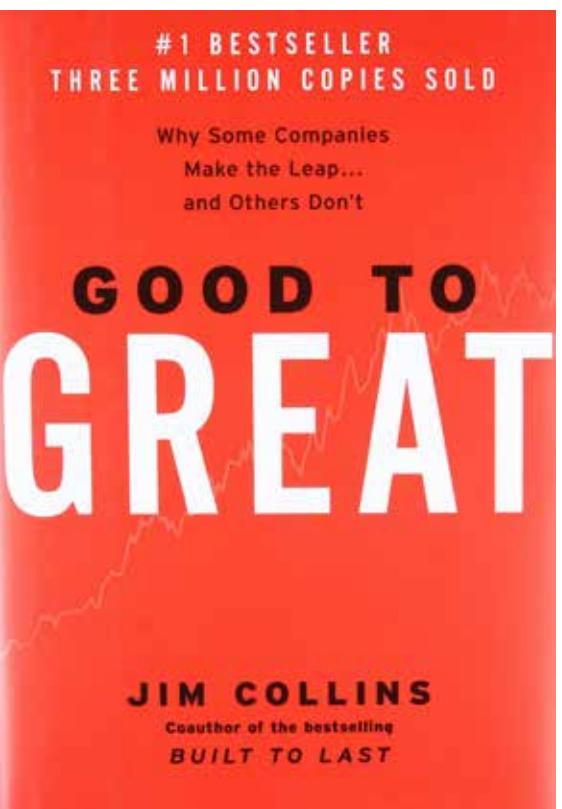


This book has been a best seller since it came out in October of 2001. So I thought, let's look at it 20 years later. The book is packed with facts and information as a result of a five-year study of 30 years of records. The author analyzed the information from the study and boiled down the seven differences between good companies and great companies.

book review
By Scott Warga

Here are Jim Collins' seven characteristics of companies that went "from good to great"

1. Level 5 Leadership: Leaders who are humble, almost shy, but highly driven professionally to do what's best for the company. (Think Kenny Klaus, Andrew Bloom, and many, many more.)
2. First Who, Then What: Get the right people on the bus, then figure out where to go. Finding the right people and trying them out in different positions. Great companies go after top talent before embarking on transformative changes. Team members are considered equals pushing toward a common goal.



3. Confront the Brutal Facts: The Stockdale paradox: confront the brutal truth of the situation, yet at the same time, never give up hope. Know the facts. To bring this home to the Top Producer readers, the Phoenix real estate market takes a hit every August, so plan for it. What you are working on now is what will kick off next year, so get started on it.

4. Hedgehog Concept: Three overlapping circles: What makes you money? What could you be best in the world at? What lights your fire? (I can't answer these questions for you.)

5. Culture of Discipline: Rinsing the cottage cheese.

6. Technology Accelerators: Using technology to accelerate growth within the three circles of the hedgehog concept.

7. The Flywheel: The additive effect of many small initiatives; they act on each other like compound interest.

Honestly, there are several books you can find similar information in. But Collins masters the use of metaphors in this book and he has lots of catchy phrases and quotes.

The book is really put together well, but I think it is time for a sequel, as times have changed over the last 20 years. Collins predicts, at the end of his book, that any company that *stops* abiding by the principles he outlines will fail.

Twenty years after the book was published, the success rates of the "great" companies aren't so great. Were those companies not so great after all? What happened? What changed? At least half of the 11 great companies he identified are no longer doing so great. Circuit City is bankrupt, Fannie Mae went bankrupt/nationalized, Wells Fargo needed a bailout, Nucor's stock and revenue crashed, Pitney Bowes went down significantly, and Gillette is no longer independent. It seems strange that "greatness" was so easily lost.

Nevertheless, the book is well worth the time to read so get it, read it, and jot down notes while reading. For example, when it discusses level 5 leaders, write down some you know, then ask yourself, "what are they doing differently than me? What are they doing right now?" Then call them and buy them lunch. A nice lunch, since the information you may get from this lunch could triple your income.

Action is a decision that produces change; not acting is a decision, too. The choice is yours; what will you decide today?

Where do you see the housing market going in 2022?

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BRENDA AMANS

HomeSmart

I think with all the new construction homes going up, the market should remain steady. Rentals are hard to find and the cost to rent has certainly gone up. Many buyers were discouraged from homebuying due to an increase in home prices but I believe we will see that level off and get back to a normal-ish level price of appreciation. Bidding wars should now be behind us as we are seeing inventory rise again.



CHRIS TILLER

Russ Lyon Sothebys International Realty

It all depends on interest rates. I think rates will start to increase which will slow demand and hopefully ease up slow supply chain issues which may increase new construction inventory permits. Couple that with our price increases and we should see a slowing back to a more normal market. Although with the backlog we should still see a solid 9-10% increase for 2022.



DAN CALLAHAN

RE/MAX Classic

We are in a very strong seller's market currently. Arizona is becoming a destination for families moving out of the expensive West Coast and the cold northern states. They are bringing the equity from their homes here to buy bigger/better homes or downsize for retirement in our beautiful weather. Covid opened up the ability to work from home and companies are embracing the idea, opening up even more opportunities for the workforce to move to where they really want to be. All of this bodes well for our Arizona market and increasing prices here.

I see the strong demand for housing in Arizona slowing and returning to a more normal market by the end of 2022. Higher interest rates will reduce demand enough to offset the additional buyers moving into Arizona. I do not see the incredible increases in value in real estate we have seen in the past several years continuing, but I do see a modest increase of 3% to 5% in 2022. I expect rent levels to increase more than home values in 2022, since more families will not be able to afford to buy their "American Dream."



SKYLER KEYSER

KW Realty Phoenix

I believe the housing market in Maricopa and Pinal County is going to be strong in 2022. We will most likely see an increase in interest rates which could affect our inventory in the right direction. As of right now, there are 7,500 *active* homes for sale (in an evenly balanced market we see 20,000-25,000 active homes), still getting multiple offers, waiver of appraisals, and inspections. If we see inventory increase slightly, one of the first things we will see is fewer multiple offers and fewer appraisal waivers or no repairs. This will be harder for sellers who get stuck thinking they can do whatever they want and the home still sells. We are already seeing sellers who overprice their home having to make price corrections or get little to no activity.

We will still see a strong positive increase in equity overall in the market. Instead of a 28% like 2021 will most likely end around, we may see 20% or a slight decrease in the money you make year over year. Either way, it will still be a great time to buy, sell and invest. Especially with the rental market more "expensive" than the resale market.



LEILA WOODARD

My Home Group

The housing market is still very much a seller's market, things are clearly shifting some. More homes are on the market, and we've seen a decline in bidding wars. In 2022, I see a slight slow down and appreciation slowing down but not negatively, just balancing out where we should be to be a healthy stronger market. Agents will need to get back to their

SHIVANI DALLAS

Keller Williams Integrity First Realty

The Valley of the Sun has seen dynamic growth over the past 10 years, and it feels as if there's no slow-down in sight. With more and more employers assigning "work from home" orders to their employee force, many consumers are looking at alternative residential locations for affordable housing. Arizona has seen an increased influx from our neighbors to the West. Great schools, affordable housing, and lower taxes have triggered the migration. Everybody wishes they had a crystal ball to properly gauge the "oh so hot" market, but the true indicators statistically portray a continuous upwards trajectory for demand. As 2022 approaches, the demand for homes continues to grow. Lower interest rates support this trend. Sellers have a tremendous opportunity to walk away with incredible equity margins and with proper guidance and representation, they can accomplish their goals of finding the perfect home and community which suits their lifestyle.



DAN CALLAHAN

RE/MAX Classic

The clouds, however, are building over the real estate market with higher costs and inflation eating at our budgets. My answer to our question will have to be conditional on whether the interest rates climb, as they should due to the worst inflation since the late '70s and early 80's. If we see inflation pushing the mortgage rates above 5%, then more buyers will be pushed out of the market. The higher home prices combined with higher interest rates for a mortgage will make the monthly payment go up significantly. The government has done a wonderful job keeping the mortgage rates down, but history shows us that mortgage rates generally are higher than inflation, so I see a correction coming in that area.

...

roots participating in doing more marketing, putting more effort and time into the sale. I think REALTOR® tours will be back, broker opens, more open houses hopefully despite the pandemic and we will see more days on market.

**NICK KIRBY***Keller Williams Realty Phoenix*

With so many new jobs being relocated to Arizona and builders struggling to keep up with demand, I don't see the housing prices going down anytime soon.

**REBEKAH LIPEROTE***Redfin*

I believe that Phoenix home values are going to continue to rise in 2022 at least by another 10-12%. Our inventory is still at an all-time low and demand remains high.

**KATHY CAMAMO***Amazing AZ Homes*

I believe we will have slightly more inventory to sell, which is good for buyers, but the prices will still be going up. Compared to a "normal" market, we will still have a shortage of houses to sell versus the number of people who want to buy them.

**ANN ADAMS***Ann Adams Realty*

There are so many factors that are outside of anyone's control when it comes to the housing market. Interest rates are a key factor in what will happen next year. Rapidly increasing inflation takes the price of hard assets up, so that will continue over the next year. Currently, we continue to have lower inventory and pent-up demand keeping our market busy. We have noticed a slight leveling off and fewer offers than in 2019 and 2020. We also see a huge pressure on the demand for homes with people continuing to move into our state. I don't see a big change for another 18 months or longer. We may see a slight adjustment this spring but it doesn't seem that we will see any sudden market changes in the near future.

**PETER KAMBOUKOS***eXp Realty*

Housing supply remains very low and even though we are seeing inventory slowly rising, it will probably take another couple of years to get back near balance. Between the low inventory, continued population increase, and low interest rate environment we are likely to see another double-digit increase in appreciation next year.

**KELLY HENDERSON***Keller Williams Realty Phoenix*

The market seems to be relaxing compared to 2020-2021, so hopefully, we see more of that! The amount of offers per property is decreasing and with price reductions increasing - I think we're seeing an overall adjustment to a more "normal" seller's market. I don't feel like there's data to suggest a transition to a buyers market with the lack of overall inventory plus population growth. Either way-I'm excited for what's to come!

**JEANIE TEYECHEA***Opportunity 2 Own RE*

I see the housing market softening just a tad with added inventory coming on the MLS, putting buyers in a little better position than we have been over the past year. By no means do I feel the prices are going to drop nor will we revert back to the dreaded times of 2008/2009 with a lot of foreclosures and massive short sales, but we are already seeing homes taking a little longer to go under contract and I am not seeing the waived appraisals and homes inspections that some buyers were offering less than six months ago just to get in contract! Real estate is cyclical as we all know so it's bound to happen, but don't expect huge price drops anytime soon!

**PETER KAMBOUKOS***eXp Realty*

Housing supply remains very low and even though we are seeing inventory slowly rising, it will probably take another couple of years to get back near balance. Between the low inventory, continued population increase, and low interest rate environment we are likely to see another double-digit increase in appreciation next year.

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THE BRAVA TEAM

BRANDON BIAŁKOWSKI, Team Lead
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480-603-5901

VANESSA ACCRA-BLEIL, Team Lead
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► weserv monthly update

WeSERV is providing as many designations and special interest classes as possible. The professional development programs WeSERV offers can help take you to the levels of success you desire. If you don't have a designation yet I hope you will put that on your list of goals for 2022 and WeSERV will be there to support you.

WeSERV and our members are having a more significant impact both at the state and national levels. With the organization expanding into five counties, you now have access to support in several communities in Arizona. Those communities include the counties of Maricopa, Pinal, Cochise, and Santa Cruz.

I want to take a moment and recognize the 2021 President Mandy Neat, the Board of Trustees, and all the volunteers of WeSERV for the time and energy to help make the association better and better each month. WeSERV can't do anything we do without the support and assistance of the volunteer leaders. WeSERV is what it is and is becoming because of each of these people. If you would like to join us in the process, please reach out to a staff member or me, and we will get you started on your volunteer journey.

As we are in the middle of the holiday season, I hope each of us takes a moment to be a little kinder to those we come in contact with regardless of their race, religion, or political affiliation. REALTORS® have the opportunity to take the lead in this space, and I hope you join with me in doing so.

I hope to wish each of you a happy holiday season and an exceptional new year.

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M140 (4-20)

7 Questions You Need to Ask Your Home Inspector



By Curtis Kloc, Inspections Over Coffee

Does the inspection include thermal imaging?

This is vitally important, since it allows an inspector to see behind walls. A thermal camera uses temperature differences to find hidden water leaks, electrical issues and missing insulation! It is so sensitive that you can see your handprint on a wall long after your hand is gone, or the heat from your footprints as you walk on carpet. Every inspection from Inspections Over Coffee includes commercial grade thermal imaging of the entire interior and exterior.

How do you categorize the issues you find?

If you are stuck reading through an 80 page pdf with the word, serviceable, and little checkmarks everywhere, you might overlook something important, or over-react to something small. Inspection Over Coffe's modern software allows them to color code defects: Blue, Orange, and Red, so you and your client are focused on what is important; right now. You won't see serviceable and 'inspected' in our reports.

Do the reports include videos?

Most modern inspectors are smart enough to request that the clients attend the inspection at the end for the summary walkthrough; this allows them to focus on the house as they inspect it. This makes videos vital in telling the story of what was visible on the day of the inspection. They also provide unequivocal evidence of issues or the lack of an issue on the day of the inspection. Bonus: clients buying the property from another state can see everything they would want? Videos of the roof, the attic, in-side the electrical panel, all the plumbing being operated, etc. are essential for your client to feel comfortable with their new home. One last bonus: a video provides clear data to allow a warranty company to cover a new issue, without calling it pre-existing.

Is the inspection guaranteed?

Providing protection long beyond the inspection is so affordable, that not doing so is just an inspector who wants to pocket more money. Inspections Over Coffee provides

\$100,000+ of warranties, guarantees & extras with their 360° Home Protection Plan included with every residential inspection. With the same basic price structure, why would you let your clients get an inspection that doesn't protect their financial interest to the fullest extent?

Do you provide a property history report?

If you were buying a used car, for 1/10th the price of a new house, you'd want to see the Carfax, wouldn't you? Well, Inspections Over Coffee includes the same kind of report with every property they inspect. Knowledge is power.

Do you provide recall data on all the appliances and mechanical items?

Don't you think it is important that your client be informed that the dishwasher is known to start on fire, and the manufacturer will send out a technician to fix it for free? Inspections Over Coffee provides a recall report on any mechanical item they can get a serial and model number off of. And your client gets it monthly as long as they own the house. Bonus: if you put your headshot and contact info into our system, it looks like it is coming from their agent. Boom! Now the relator is staying in front of their clients with valuable information.

Do you act as an advisor & an advocate or an alarmist?

You should want your client to have the most thorough inspection available, without all the scare tactics. It isn't the job of an inspector to act like an sports referee. At Inspections Over Coffee, they act as a Home Buyer Advisor, sharing information in a non-alarmist way. You won't find a more thorough inspection, but the information is always delivered in way that is easily digestible, and actionable.



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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - October 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 10/31/2021	Total Unit Sales 01/01/2021 - 10/31/2021	#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 10/31/2021	Total Unit Sales 01/01/2021 - 10/31/2021			
1	Kenny Klaus	Keller Williams Integrity First Realty	102,997,151	233	35	Jody Sayler	Just Selling AZ	32,216,300	64			
2	Cheryl Kypreos	HomeSmart	97,853,523	253	36	Mike Schude	Keller Williams Integrity First Realty	32,152,650	61			
3	Bruno Arapovic	HomeSmart	95,055,297	238	37	Rachael L Richards	R House Realty	31,965,892	68			
4	Sixto Aspeitia	Realty One Group	86,547,400	227	38	Dean Thornton	Redfin	31,868,379	65			
5	Rebecca Rains	Berkshire Hathaway HomeServices	77,845,962	168	39	Lacey Lehman	Realty One Group	31,343,700	70			
6	Mary Jo Santistevan	Berkshire Hathaway HomeServices	77,842,209	160	40	John L. Hrimnak	Hague Partners	31,104,875	70			
7	Carol A. Royse	Keller Williams Realty East Valley	66,428,723	118	41	Ben Leeson	eXp Realty	30,495,025	60			
8	Denver Lane	Balboa Realty	63,197,860	149	42	Jamie K Bowcut	Hague Partners	29,555,500	67			
9	Kristy N Dewitz	Hague Partners	60,126,899	121	43	Russell Mills	Close Pros	28,797,944	50			
10	Karl Tunberg	Midland Real Estate	58,230,222	118	44	Brett Tanner	Keller Williams Realty Phoenix	28,623,449	73			
11	Darwin Wall	Realty One Group	57,834,850	95	45	Henry Wang	eXp Realty	28,574,587	51			
12	Charlotte Young	Keller Williams Realty Sonoran Living	55,968,900	113	46	David Morgan	HomeSmart Premier	28,474,558	77			
13	George Laughton	My Home Group	53,508,156	137	47	Thomas Storey	My Home Group	28,000,908	83			
14	Beth M Rider	Keller Williams Arizona Realty	48,408,916	101	48	Bob & Sandy Thompson	West USA Realty	27,760,895	49			
15	Mindy Jones	Keller Williams Integrity First Realty	47,103,718	105	49	Justin Cook	RE/MAX Solutions	27,639,596	48			
16	Jason Mitchell	Jason Mitchell Real Estate	45,351,000	110	50	Carin S Nguyen	Keller Williams Realty Phoenix	26,634,300	68			
17	Matthew S. Potter	Stunning Homes Realty	44,689,213	120	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
18	Shannon Gillette	Launch Real Estate	44,041,718	69	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
19	Janine M. Igliane	Keller Williams Realty East Valley	43,514,190	78	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
20	Shanna Day	Keller Williams Realty East Valley	41,111,427	67	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
21	Bonny L. Holland	Realty One Group	40,709,899	29	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
22	Channing H Roth	Opendoor Brokerage	40,314,763	94	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
23	Joshua Strong	HomeSmart	40,021,985	96	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
24	Rodney Wood	Realty One Group	39,252,040	69	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
25	Richard Harless	AZ Flate Fee	38,874,400	73	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
26	Damian Godoy	Argo Real Estate Professionals	38,149,568	84	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
27	Heather Openshaw	Keller Williams Integrity First Realty	37,330,498	74	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
28	Jennifer Wehner	eXp Realty	36,053,716	70	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
29	Frank Gerola	Venture REI	35,668,500	62	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
30	Jason Crittenden	Realty One Group	35,567,200	74	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
31	Rick Metcalfe	Canam Realty Group	35,181,038	101	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
32	Jim & James Carlisto	Hague Partners	34,843,549	82	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
33	Tiffany Carlson-Richison	Realty One Group	34,754,890	56	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
34	Randy Courtney	Weichert REALTORS - Courtney Valley	33,772,950	54	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							



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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - October 31, 2021

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51	Blake Clark	Limitless Real Estate	26,201,950	53	85	Mike Mendoza	Keller Williams Realty Sonoran Living	19,462,257	33					
52	Eric Brossart	Keller Williams Realty Phoenix	25,727,400	48	86	Benjamin Arredondo	My Home Group	19,284,100	38					
53	Kathy Camamo	Amazing AZ Homes	25,674,180	49	87	Tiffany Mickolio	My Home Group	19,193,430	39					
54	Scott R Dempsey	Redfin	25,651,150	44	88	Michael J. D'Elena	North&Co	18,966,400	29					
55	Shawn Rogers	West USA Realty	25,524,150	57	89	Ivy Coppo	Realty Executives	18,952,877	14					
56	Nathan D Knight	ProSmart Realty	25,431,672	47	90	Richard Johnson	Coldwell Banker Realty	18,866,898	41					
57	Carey Kolb	Keller Williams Integrity First Realty	25,401,956	52	91	Amy N Nelson	Keller Williams Realty East Valley	18,816,943	37					
58	Diane Bearse	Realty Executives	25,126,000	39	92	Velma L Herzberg	Berkshire Hathaway HomeServices	18,815,200	28					
59	Robin R. Rotella	Keller Williams Integrity First Realty	25,088,000	54	93	Jason Zhang	Gold Trust Realty	18,662,690	35					
60	Mark Captain	Keller Williams Realty Sonoran Living	24,949,350	51	94	Danielle M. Nichols	The Maricopa Real Estate Company	18,502,023	53					
61	Thomas Popa	Thomas Popa & Associates	24,831,500	23	95	Jody Poling	AZ Seville Realty	18,341,000	16					
62	Alan Aho	Atlas AZ	24,631,700	66	96	Nicholas R Kirby	Keller Williams Realty Sonoran Living	18,198,800	37					
63	Amy Laidlaw	Realty Executives	24,454,977	45	97	Beverly Berrett	Berkshire Hathaway HomeServices	18,033,695	33					
64	Dean Selvey	RE/MAX Excalibur	24,358,142	60	98	Alisha B Anderson	West USA Realty	17,989,900	44					
65	Curtis Johnson	eXp Realty	23,595,090	67	99	Natascha Ovando-Karadsheh	KOR Properties	17,779,000	22					
66	Robyn Brown	Argo Real Estate Professionals	23,226,700	30	100	Michael Widmer	Keller Williams Integrity First Realty	17,760,800	34					
67	David Newman	Hague Partners	23,130,789	46	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
68	John Gluch	eXp Realty	23,046,286	48	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
69	Douglas Hopkins	Realty Executives	22,509,621	59	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
70	Shivani A Dallas	Keller Williams Integrity First Realty	21,912,091	45	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
71	Jared A English	Congress Realty	21,657,706	42	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
72	Jason LaFlesch	Results Realty	21,309,500	36	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
73	Kerry Kretchmer	Opendoor Brokerage	21,234,183	52	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
74	Jason L Penrose	RE/MAX Excalibur	21,014,383	50	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
75	Rob Hale	Elite Results Realty	20,957,300	48	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
76	Angela Larson	Keller Williams Realty Phoenix	20,674,125	70	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
77	James Bill Watson	Perfect Choice Real Estate	20,386,900	37	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
78	Shawn Camacho	United Brokers Group	20,310,900	44	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
79	Cynthia Worley	Keller Williams Realty East Valley	20,250,499	27	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
80	Katrina L McCarthy	Hague Partners	20,098,650	41	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
81	David Arustamian	Russ Lyon Sotheby's International Realty	20,012,056	31	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
82	Lorraine Ryall	KOR Properties	19,754,514	33	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
83	Heather Werner	Ravenswood Realty	19,731,555	44	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
84	Allen R Willis	Ensign Properties Corp	19,489,011	39	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									



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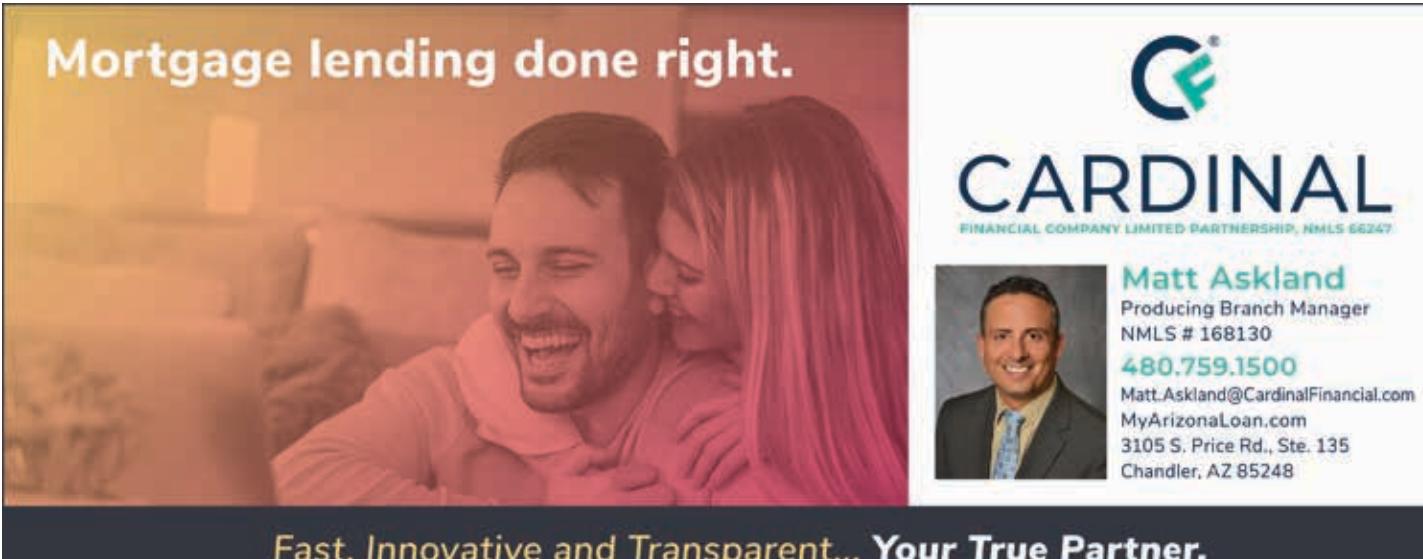
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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - October 31, 2021

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101	Thomas A Mastromatto	Mountain Lake Realty	17,739,800	40	119	Kimberly Dempsey	KD Realty	15,902,900	27
102	Jacquelyn E. Shoffner	eXp Realty	17,672,497	31	120	Lee Courtney	West USA Realty	15,883,500	14
103	Gina McMullen	Redfin	17,553,900	39	121	Jill K Dames	Realty One Group	15,830,975	41
104	William Carter	Keller Williams Realty Phoenix	17,335,958	35	122	Rachele M. Oram	HomeSmart Lifestyles	15,813,900	21
105	Karen C. Jordan	Thomas Popa & Associates	17,295,500	17	123	Brian Christopher McKernan	ProSmart Realty	15,774,200	51
106	Chris Lundberg	Redeemed Real Estate	17,246,950	31	124	Michael Kent	RE/MAX Solutions	15,726,026	37
107	Geno Ross	West USA Realty	16,883,200	23	125	Pamm Seago-Peterlin	Century 21 Seago	15,688,090	32
108	Tyler Monsen	Offerpad	16,762,410	31	126	Grady A Rohn	Keller Williams Realty Sonoran Living	15,628,499	30
109	April McNeil	United Brokers Group	16,594,500	33	127	Danielle Bronson	Redfin	15,554,890	33
110	John A Sposito	Keller Williams Realty Sonoran Living	16,519,390	31	128	Gordon Hageman	My Home Group	15,552,167	33
111	Michael W Cunningham	West USA Realty	16,357,561	28	129	Tyler Blair	My Home Group	15,480,620	39
112	Michaelann Haffner	Michaelann Homes	16,350,300	33	130	Kelly Khalil	Redfin	15,476,111	32
113	Ying Lin	The Housing Professionals	16,142,470	31	131	Robert E Salmons Jr	Enteria Realty	15,394,550	41
114	Kevin Barry	Keller Williams Integrity First Realty	15,954,500	37	132	Heather M Corley	Redfin	15,365,550	32
115	Braden Johnson	Results Realty	15,953,790	31	133	Jill McFadden	Delex Realty	15,353,800	27
116	Erik Geisler	West USA Realty	15,926,800	30	134	Joseph J Carroll	HomeSmart	15,331,250	31
117	Daniel Brown	My Home Group	15,919,400	31	135	Darlin L Gutteridge	RE/MAX Fine Properties	15,240,735	34
118	Renee Merrit	Keller Williams Arizona Realty	15,918,305	22	136	Rebekah Liperote	Redfin	15,047,800	26
Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
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151	Andrew Cooper	Gentry Real Estate	14,221,673	25
152	Scott Cook	RE/MAX Solutions	14,213,490	31
153	Kristy Martinez	My Home Group	14,205,290	38
154	Leila A. Woodard	My Home Group	14,149,100	32
155	Michelle Rae Colbert	Keller Williams Integrity First Realty	14,130,100	31
156	William Ryan	Infinity & Associates Real Estate	14,113,175	25
157	Jeffery Chesleigh	HomeSmart	14,004,700	33
158	Christine Anthony	Keller Williams Arizona Realty	13,989,305	23
159	Jonas Funston	Venture REI	13,977,500	26
160	David Courtright	Coldwell Banker Realty	13,934,780	31
161	Brian Judy	Mesa Verde Real Estate	13,926,796	19
162	Gus Palmisano	Keller Williams Integrity First Realty	13,829,528	34
163	Adam B Coe	Delex Realty	13,807,405	26
164	Kiran Vedantam	Kirans and Associates Realty	13,792,289	23
165	Kaushik Sirkar	Call Realty	13,712,900	23
166	Jason Vaught	JK Realty	13,678,200	29
167	Aimee N. Lunt	RE/MAX Solutions	13,677,000	25
168	Angela Tauscher	Rover Realty	13,665,495	32
169	Keith M George	Coldwell Banker Realty	13,634,370	45
170	Benjamin Marquez	eXp Realty	13,580,000	27
171	W. Russell Shaw	Realty One Group	13,578,450	35
172	Tyler D Whitmore	O48 Realty	13,570,000	26
173	Cynthia Ann Dewine	Russ Lyon Sotheby's International Realty	13,539,385	24
174	John Karadsheh	KOR Properties	13,498,499	16
175	Steve Hueter	eXp Realty	13,403,390	20
176	Stacia Ehlen	RE/MAX Alliance Group	13,398,900	22
177	Eric Dixon	On Q Property Management	13,388,500	18
178	David Harvey	Hague Partners	13,301,900	27
179	Tara Hayden	Redfin	13,301,600	27
180	Bill Olmstead	Keller Williams Realty East Valley	13,194,500	28
181	Christopher S. Tiller	Russ Lyon Sotheby's International Realty	13,190,900	18
182	Christy Rios	Keller Williams Integrity First Realty	13,153,000	15
183	Timothy Ehlen	RE/MAX Alliance Group	13,148,375	24
184	Adam Lee	My Home Group	13,098,650	26

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 10/31/2021	Total Unit Sales 01/01/2021 - 10/31/2021
185	Elizabeth Rolfe	HomeSmart	13,077,500	20
186	Annette E. Holmes	United Brokers Group	13,061,000	25
187	Lauren Rosin	eXp Realty	13,043,500	31
188	Katie Lambert	eXp Realty	13,018,198	30
189	Jaime L. Blikre	My Home Group	12,868,499	36
190	Michelle Mazzola	Berkshire Hathaway HomeServices	12,855,600	22
191	Thomas Wiederstein	Redfin	12,801,435	27
192	Jennifer Dyer-Jenkins	Broker Hub Realty	12,797,253	28
193	LaLena Christopherson	West USA Realty	12,785,500	14
194	Jenna L. Williams	Realty Executives	12,612,450	25
195	Richard T Stinebuck	HomeSmart	12,586,490	27
196	Heather Taylor	ProSmart Realty	12,575,268	20
197	Jennifer Felker	Infinity & Associates Real Estate	12,570,800	19
198	Troy Holland	HomeSmart	12,535,000	22
199	Sheryl D Willis	eXp Realty	12,509,420	23
200	Barbara Schultz	Coldwell Banker Realty	12,509,001	25

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - October 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 10/31/2021	Total Unit Sales 01/01/2021 - 10/31/2021
201	Stephanie Sandoval	HomeSmart Lifestyles	12,444,750	21
202	Kyle J. N. Bates	My Home Group	12,395,675	29
203	Kirk Erickson	Schreiner Realty	12,366,690	25
204	Kris Cartwright	Locality Real Estate	12,334,900	21
205	Jill Vicchy Heimpel	RE/MAX Classic	12,312,975	33
206	Brian J Cunningham	eXp Realty	12,259,500	24
207	Geoffrey Adams	Realty One Group	12,257,000	28
208	Brooke Bogart	Keller Williams Realty East Valley	12,223,390	23
209	Hilary C Sutter	My Home Group	12,203,130	25
210	Steven Bernasconi	Keller Williams Integrity First Realty	12,198,470	28
211	Ryan Meeks	My Home Group	12,193,490	20
212	Mary Newton	Keller Williams Integrity First Realty	12,170,675	37
213	Danny Perkinson	Perkinson Properties	12,110,363	25
214	Zachary Cates	eXp Realty	12,052,900	15
215	Gina Donnelly	ProSmart Realty	12,014,797	22
216	Elmon Krupnik	Stunning Homes Realty	11,999,112	28
217	Alan Brown	HomeSmart	11,922,000	22
218	Larry K Cheuk	Gold Coast Realty	11,854,000	22
219	Michael J Dingman	Platinum Service Realty	11,844,794	25
220	Jon Sherwood	Crossroad Brokerage	11,819,200	24
221	Jason L Bond	My Home Group	11,716,299	24
222	Elizabeth A Stern	Springs Realty	11,714,400	31
223	David C. Rose	Infinity & Associates Real Estate	11,705,898	21
224	Melanie Nemetz	Keller Williams Integrity First Realty	11,682,100	22
225	Max Dewitt	Realty One Group	11,640,500	20
226	Matthew G Murray	Realty One Group	11,610,000	24
227	Elizabeth Ellen Melichar	My Home Group	11,561,490	19
228	Shar Rundio	eXp Realty	11,498,000	23
229	Chris Baker	Hague Partners	11,454,900	25
230	Maggie Diamond	Penfield Properties	11,451,638	22
231	Tina M. Sloat	Tina Marie Realty	11,349,500	28
232	Suzy Steinmann	Realty One Group	11,297,900	24
233	Devin Guerrero	Realty One Group	11,290,500	18
234	Bret Johnson	Realty Executives	11,265,265	26

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 10/31/2021	Total Unit Sales 01/01/2021 - 10/31/2021
235	Gigi Roberts-Roach	Coldwell Banker Realty	11,193,777	25
236	Peg E Bauer	Cactus Mountain Properties	11,154,000	23
237	Sarah Morales	eXp Realty	11,140,046	24
238	Adam Prather	Russ Lyon Sotheby's International Realty	11,137,900	23
239	Bryan W Pankau	Keller Williams Integrity First Realty	11,095,900	29
240	Jera M Banks	HomeSmart	11,077,500	26
241	Michael McCabe	My Home Group	11,063,000	21
242	Michelle Biagi Bauer	Realty Executives	11,030,000	20
243	Jerry Thomas Beavers	Realty One Group	10,992,424	23
244	Katie Baccus	Keller Williams Realty Sonoran Living	10,948,440	24
245	Keith M Mishkin	Cambridge Realty	10,930,800	33
246	Andrew R Bloom	Keller Williams Arizona Realty	10,911,500	12
247	Susan Lynn Jordan	United Brokers Group	10,894,000	15
248	Rene McConel	Coldwell Banker Realty	10,890,890	18
249	Edward Durham	North&Co	10,864,000	16
250	Charles P. Turner	Keller Williams Integrity First Realty	10,812,915	21

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - October 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 10/31/2021	Total Unit Sales 01/01/2021 - 10/31/2021	#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 10/31/2021	Total Unit Sales 01/01/2021 - 10/31/2021
251	Mike Haller	Ashby Realty Group	10,784,750	12	269	Hai Bigelow	Redfin	10,386,500	20
252	Michael Burk	Offerpad	10,730,000	25	270	Mark Gunning	West USA Realty	10,357,221	21
253	Sarah Anderson	RE/MAX Alliance Group	10,696,602	21	271	Yalin Chen Dorman	Realty One Group	10,348,300	22
254	Bryce A. Henderson	Four Peaks Brokerage Company	10,689,100	27	272	Holly Poty	My Home Group	10,310,500	21
255	Sheila M Popeck	RE/MAX Classic	10,688,626	20	273	Rosann Williams	HomeSmart	10,310,500	13
256	William Hannen	Venture REI	10,682,996	30	274	Kenneth Ortiz	Keller Williams Integrity First Realty	10,276,988	21
257	Michael Hargarten	Highgarden Real Estate	10,682,952	26	275	Phillip Shaver	eXp Realty	10,248,590	24
258	Jon Littlefield	West USA Realty	10,669,631	18	276	Marci Burgoyne	Crown Key Real Estate	10,227,318	19
259	Kerry Jackson	Arizona Gateway Real Estate	10,594,190	27	277	Ashley McKee	Realty Executives	10,116,400	21
260	Uy Tran	HomeSmart	10,569,495	24	278	Karrie Law	RE/MAX Foothills	10,087,500	15
261	Ronald Charles Tompkins	Realty One Group	10,503,500	15	279	Kathleen Scott	Redfin	10,081,869	19
262	Mary Almaguer	Apache Gold Realty	10,500,900	36	280	Mark Brower	Mark Brower Properties	10,066,044	26
263	Lauren Sato	West USA Realty	10,492,400	25	281	Torie Ellens	My Home Group	10,056,000	22
264	Monica C Monson	The Noble Agency	10,470,000	6	282	Joy Currie	Hague Partners	10,021,700	22
265	Brian Kingdeski	Gentry Real Estate	10,424,900	28	283	Suzanne M Rabold	West USA Realty	10,000,190	7
266	Jamison Briley	Phoenix Property Group	10,404,582	24	284	Jeremy A Wilson	Russ Lyon Sotheby's International Realty	9,957,217	19
267	Charlene Bare	HomeSmart	10,401,000	15	285	Bob Turner	HomeSmart	9,953,500	14
268	Kelly Saggione	eXp Realty	10,394,000	21	286	Debra Lopez	Berkshire Hathaway HomeServices	9,944,650	36
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