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# TABLE OF CONTENTS

	<b>06</b> Preferred Partners		<b>08</b> Publisher's Note Merry Christmas and Happy New Year!		<b>10</b> Rising Star Lauren House
	<b>16</b> Business Spotlight Desert Foothills Plumbing		<b>20</b> Featured Agent David Tucker		<b>24</b> Team Spotlight XSell Real Estate Group

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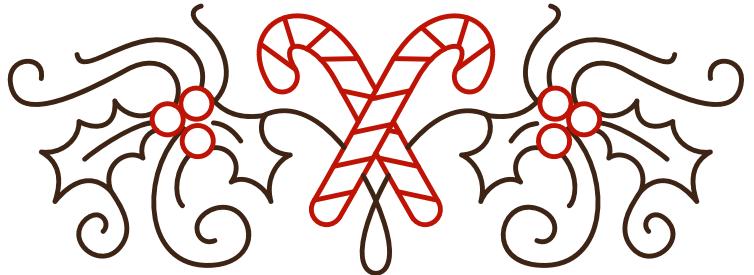
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Thank you to all who contributed to the Adopt-a-Family project

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► publisher's note

Hands down, one of my favorite times of the year. I hope you are all enjoying your holiday season with your loved ones. As I reflect back over the year, it seems like yesterday was signing the agreements to start Real Producers Magazine in Scottsdale. In reality, it was exactly a year ago in December 2020 that I had signed those franchise agreements. This last year I've met so many amazing people and have had the privilege to make so many new friends. All because of this magazine platform. In truth, I'm along for the same ride as all the real estate agents that are featured, come to our events, and open the magazine every month to learn something new about one of their fellow agents.

At the end of the day, that's what the entire program is all about nationwide. We help people form connections in the real estate industry. When you forge relationships with people, life is better and in some small way, it will make your business go smoother. I look forward to meeting you all in person in 2022. Feel free to email me or shoot me a text to meet up for coffee. Always remember, there's never a fee to be featured in Real Producers. It's completely free!

Merry Christmas and Happy New Year!



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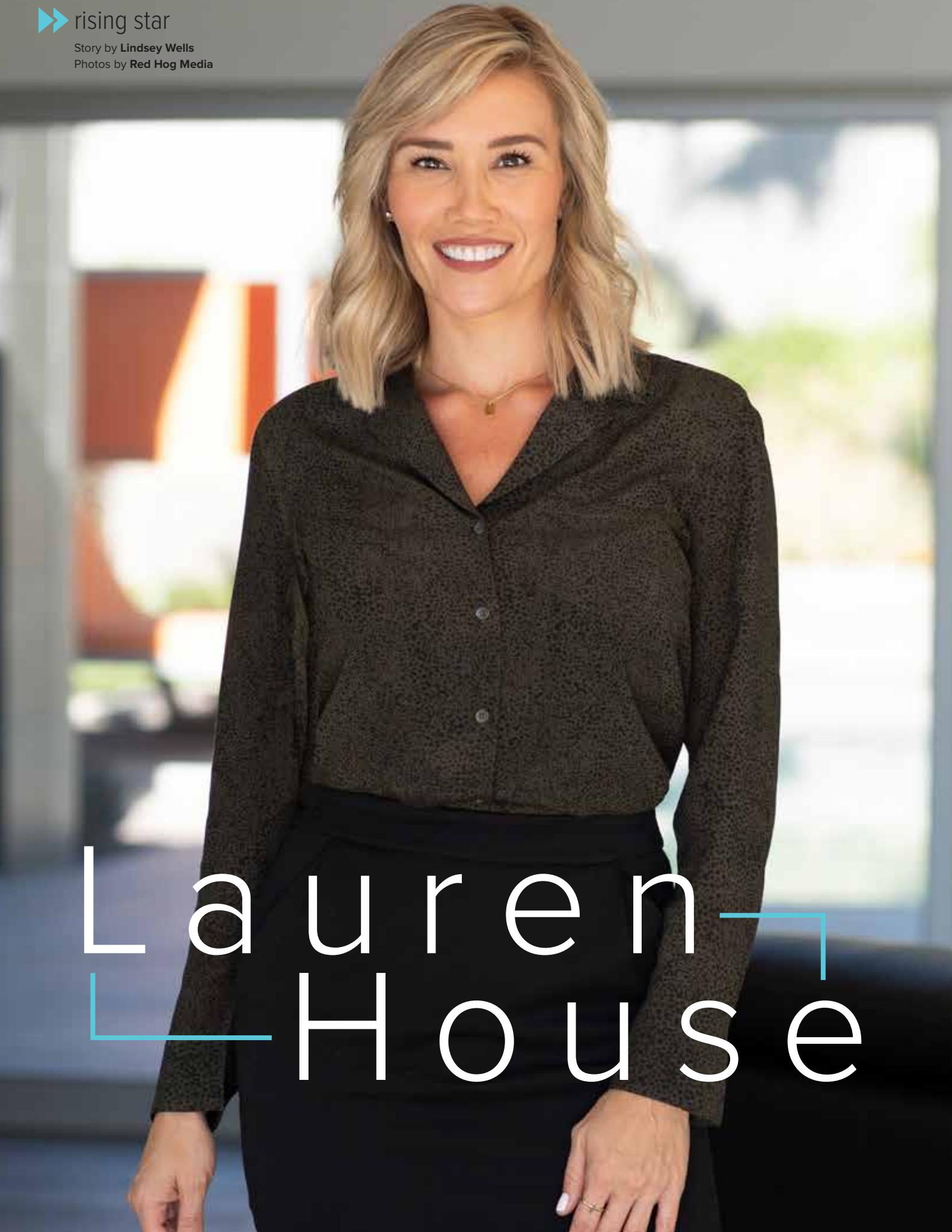


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# Lauren-House



## Good things come to those who hustle

Fans of NBC's *Fear Factor* might recognize the subject of this story, Lauren House, who was on the stunt/dare game show in 2011 after moving to Los Angeles. Lauren and her teammate were tasked with drinking "Crappuccinos"—a concoction of ground-up tomato hornworms, flies, and beetles topped with curdled milk and tomato hornworms. "I could feel their little feet on my lips with every sip," Lauren said. While her team was disqualified due to not finishing the disgusting drinks, Lauren still has fond memories of the experience.

Another memorable experience in Lauren's life was her year studying abroad in Florence, Italy during her junior year of college. "It was the best year of my life," she said. Lauren speaks Italian fluently. "Meeting people, utilizing my Italian, experiencing the small and big cities in Italy, eating the food, learning about fashion and art, then going to see the Michelangelo and artwork in the Uffizi — nothing will ever beat it!"

As for real estate, Lauren got her start in the industry on the commercial side after graduating cum laude from Arizona State University in 2008. "The commercial real estate world opened my eyes in so many ways, especially after being in college where the most important thing was what I was going to wear out that night," she said. Lauren was 22; she had no prior work experience in real estate. Nevertheless, through dedication and willingness to learn, she earned the respect of her peers.

After her years in commercial real estate, Lauren moved to Manhattan Beach in 2011, where she started teaching yoga. "Yoga is addicting—or, maybe it was just for me, so I was always picking up classes, teaching at yoga studios and big corporate gyms, and had private sessions with clients in their homes," she said. Lauren practiced yoga for 11 years.

Sadly, no matter how many hours of yoga she taught, Lauren found that the financial compensation just wasn't enough to continue living in Los



Angeles. So to stay afloat, she obtained her California real estate license. "Since residential real estate is more emotional than commercial real estate, I chose to start my residential real estate career in LA to continue helping people as I did on the mat but on a bigger scale. Since a house sale or purchase is the biggest transaction in someone's life, I knew I could still make a difference in people's lives," she said.

Real estate satisfies two different "buckets" for Lauren. First and foremost, she is honored to help her clients in such a pivotal way. "People put their total trust in me to work hard for them, be transparent with them, and guide them through the process from start finish. That is a huge compliment and I want nothing more than for my clients to have a positive real estate experience," she said.

The second "bucket" is more personal for Lauren. Although she hasn't talked about it, her whole life has been based on how she looks. "Because of what I look like, I have had incredible opportunities fall in my lap, met powerful people, partied with rockstars and celebrities, traveled, etc. At the end of the day, or maybe I should say after doing that for over a decade, it became empty," Lauren said. "Success doesn't come to me in real estate because I'm pretty; it comes because I pour my heart and soul into my business and clients."



parents. "They have always kept this party girl on track while allowing me to do my own thing and figure life out in my own time," Lauren said. "They have inspired me to be a hard worker, on time, respectful, honest, and always to take the high road."

Looking forward, Lauren generally leaves her future up to the universe. "I have noticed that when I try to plan my life a certain way, it doesn't happen, so I'm always open to whatever the universe presents," she said. "I'm excited to continue living my life with Aaron and going on adventures. Hopefully, we will have a family at some point. Until then, we are going to live it up and cross some things off our bucket lists!"

Professionally, Lauren hopes to grow to have a small team behind her. "I want to continue helping my clients but also help new agents. It's fun watching people grow, change and struggle to accomplish their goals," she added. "I want to be a part of that and inspire people to break their own personal limits and believe in themselves. But, past that, I have some soul-searching to do."

...

I bring my clients value and what I look like has nothing to do with the value they need as a buyer or seller. I guess, in a way, I just need to prove to myself that I'm more valuable than what meets the eye."

Outside of real estate, Lauren and her boyfriend, Aaron, have two kitties: Bentley the Bengal and Claire the Siamese. While Lauren is usually singing made-up songs to her cats, Aaron is an outdoorsman and is broadening Lauren's horizons to that lake and mountain life. "He even took me ice fishing in -16 degree weather," she said. Aaron owns a boutique adventure company, Escapade Shuttle, so the couple has been visiting Arizona wineries.

Lauren couldn't let the opportunity pass without mentioning how utterly grateful she is for her



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## ► business spotlight

Story by [Lindsey Wells](#)  
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# Desert Foothills PLUMBING

Your definitive choice for plumbing

**Proverbs 11:25: "A generous person will prosper; whoever refreshes others will be refreshed." In life and business, that Bible quote perfectly embodies Joe Morgan and the way he conducts business. As the owner of Desert Foothills Plumbing, Joe is all about transparency and providing concierge-level customer service. You'd be hard-pressed to find another business owner who is more dedicated to his customer base.**

Desert Foothills Plumbing started in the heart of Cave Creek over 44 years ago. Since then, Joe and his team of professionals have been serving the area on a foundation of integrity and quality work.

Before getting into the plumbing industry, Joe taught private lessons as a drum instructor and volunteered as an instructor at a local high school. In addition, he worked in IT with mapping software and websites.

When the opportunity arose to make some extra money at a local plumbing shop owned by the father of one of his friends, Joe took it — and the rest, as they say, is history. "I found that I was pretty good at plumbing; it just made sense to me," Joe said. "I worked my way up from the bottom with hard work, determination, a positive attitude, and being unafraid to say 'yes' when everyone else said 'no.'"

Fast-forward to today and Joe finds great reward in passing on the knowledge he has gained over

the past 22 years in the industry. "There's always been something very satisfying about helping others when they are often having a rough day due to a plumbing issue," he said. "I truly have the heart of a teacher and love helping others."

Desert Foothills Plumbing is a full-service plumbing company with a strong focus on residential and commercial service. They do it all — repair and replace water heaters, water softeners, reverse osmosis systems, toilets, faucets, disposals, bidets, hose bibs, water piping, gas piping, drain piping, underground plumbing, and more.

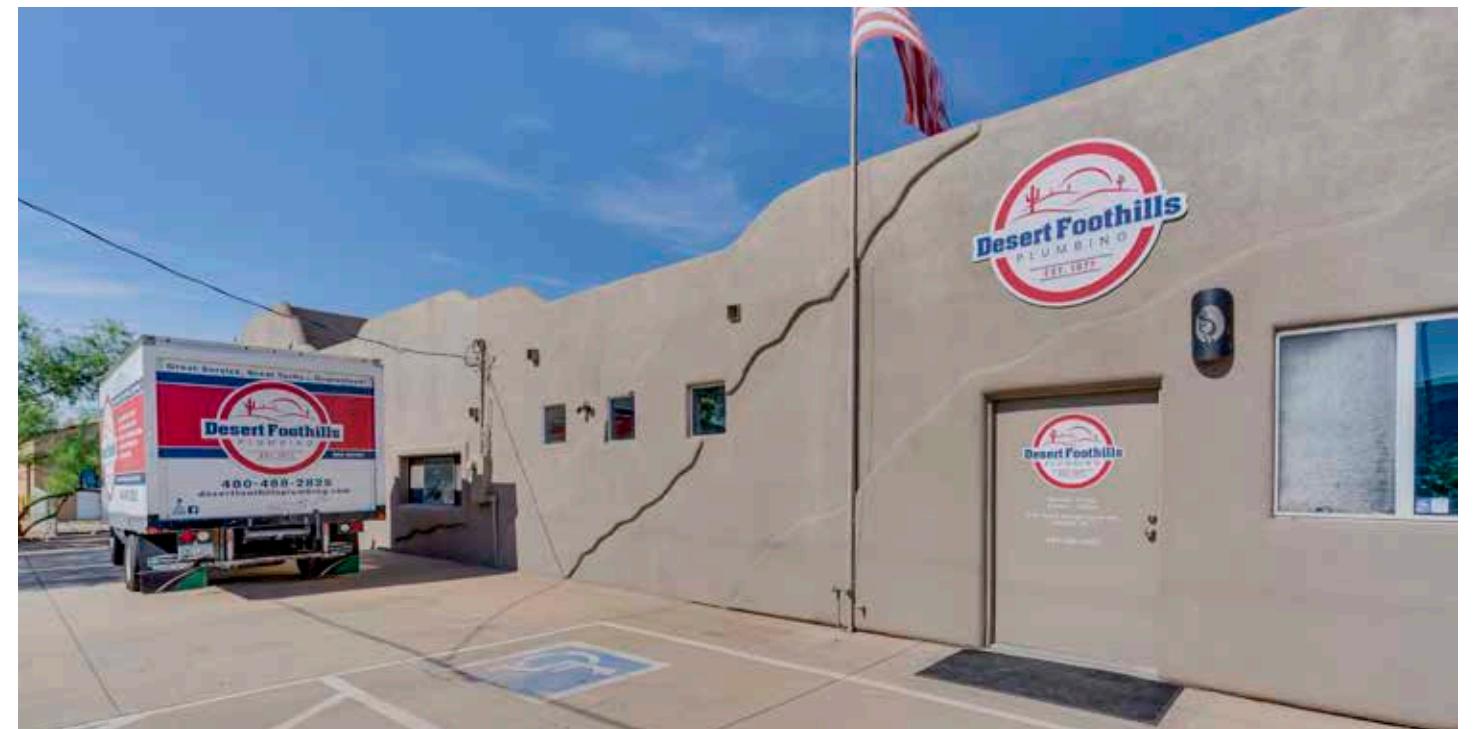
Having been established in the community for over 40 years, Desert Foothills Plumbing and its team are incredibly well-versed in the area and local communities that they serve. All of the company's technicians are drug-free and background checked and receive continuous training in the latest plumbing trends and technology. "Our experienced and truly

professional techs are what separate us from the rest," Joe said.

Joe places a 100% satisfaction guarantee in writing for all repairs and installations performed by his company. "Those are more than just words on a page to me," he said. "I am hard-wired for customer service and will not rest unless Desert Foothills Plumbing has exceeded your expectation. There is no red tape between my customers and me; if there's ever an issue, whether it's work-related or personal, I'm always available and will help in any way I can."

Joe lived in the Kansas City area all his life, so, naturally, he's a die-hard Kansas City Chiefs fan. He met his wife, Jennifer, shortly after high school. They've been happily married now for 20 years. They have one son, Joey, 9, who Joe says is the best kid on the planet. The day that Joe and Jennifer welcomed Joey into the world nine years ago was a memorable one—but the memories turn from joy to terror, as Joey had a stroke

...



...



during the birthing process. Thankfully, he has had no side effects since then and is perfectly happy and healthy with a heart of gold like his dad.

"Events like this do tend to shape and change your view of the world and the people around you,

though," Joe said. "You begin to treat people with more kindness, more respect, with a deeper sense of understanding for the struggles and trials that they might be facing in their own lives. You realize that there are good people in the world who really do just want to help for the good of helping, with no hidden agenda. It was definitely a pivotal moment in our lives."

As a family, they love to travel, whether it's a weekend getaway or the trip of a lifetime. They also love to be outdoors, enjoying a magnificent view. "And if you can add fishing, boating, camping, and hiking to that mix, that's where we want to be," Joe said. "Our friends and family laugh because we always seem to be gone in the spur of the moment—and sometimes we don't even know where we're going. We'll hit the road and decide on a destination later!"

As for what the future holds for Joe and his business, he hopes his future is full of health and happiness for his family. "Professionally, I will always strive to make a better work environment for my team and hope that they too have health and happiness for themselves and their families," he said. "Desert Foothills Plumbing is the vessel, and I truly enjoy working with the team I have to achieve this."

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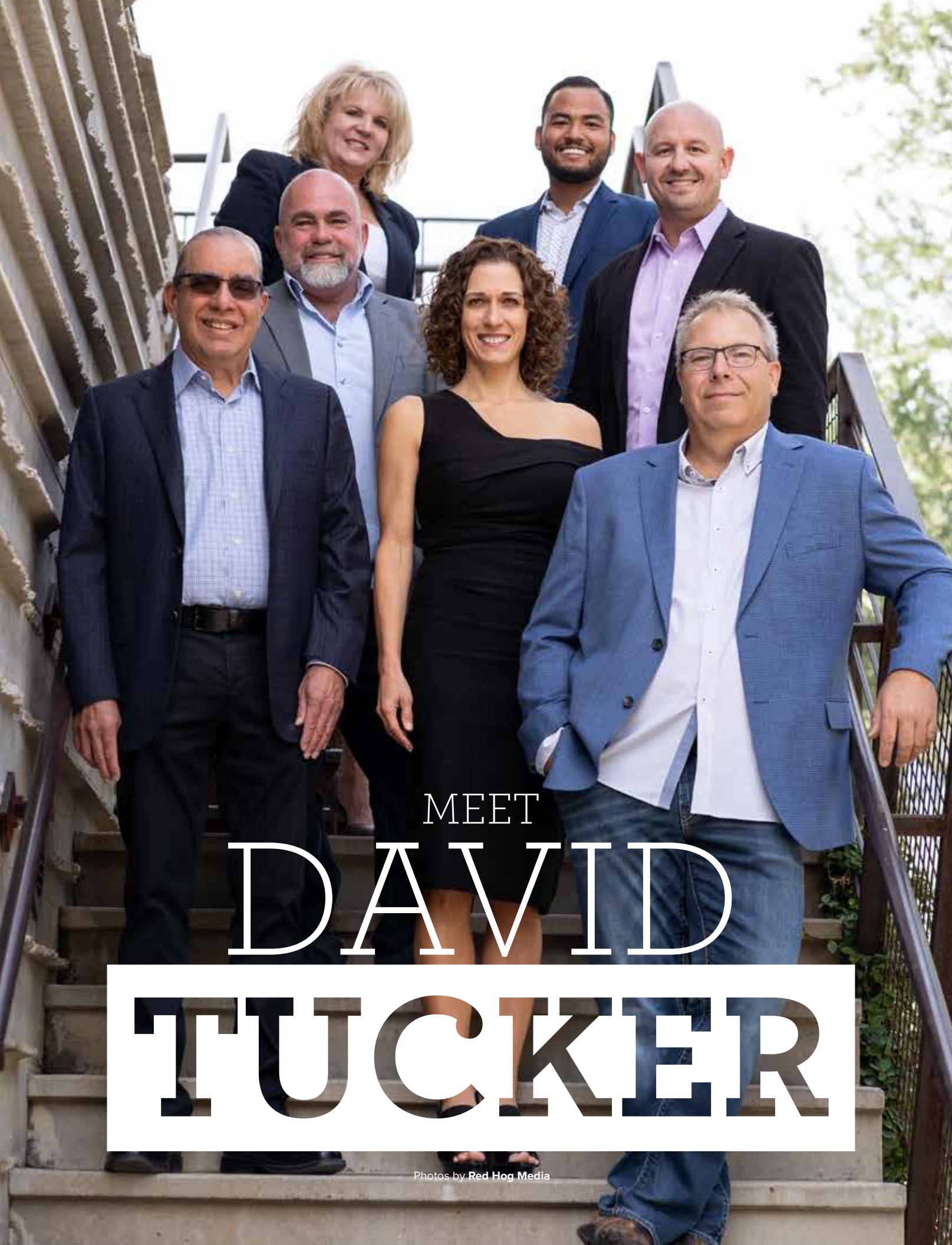
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# MEET DAVID TUCKER

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NEVER LOSE SIGHT OF WHAT'S IMPORTANT

## ► featured agent

Story by Lindsey Wells

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"Progress is impossible without change." It's unclear from whom that quote originated, but David Tucker knows the truth behind those words all too well. Throughout his childhood, David always knew exactly how to answer this age-old question: "What do you want to be when you grow up?" He knew from a young age that he'd follow in his father's footsteps to become a medical professional. The funny thing about life, however, is that it doesn't always stick to the script.

A small Colorado town named La Junta was the backdrop for David's childhood. His father, a well-respected chiropractor for nearly 40 years, ran a family practice—the same practice that David planned to run one day. When David was 8, his parents divorced, and his mother moved to Scottsdale. David spent every summer after that in Arizona and fell in love with the desert.

After high school graduation, David went straight to college in pursuit of becoming a chiropractor. "One semester of pre-med college was all it took for me to realize being a small-town doctor was not what I was meant to do," David said. At 18, his plans were changing. While he had little idea what to do next, David was sure of one thing: his future was in Arizona.

David left his small-town life behind and began a new life in the Grand



Canyon State. He started a career working extensively in movie theater management, contracting, and maintenance management. Eventually, however, David reached a pivotal moment in his young life where he realized he just wasn't happy. It was 1998; David began weighing his options. Would he

return to college? Explore different paths in contracting and property management? David even considered home inspecting at one point.

Meanwhile, David's best friend, Del Rounds, had become a real estate agent and saw immediate success. After some encouragement, Del convinced David to take a leap of faith and join him in the real estate industry. David didn't know it then, but that risk would pay off in ways he would never imagine.

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I love the people I'm surrounded by. Real estate is an amazing career that has been incredibly rewarding to me in ways that I cannot describe.



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Drive and determination are two words that come to mind when trying to compile the perfect description of David. He hit the ground running after his initial stride into real estate 23 years ago. David closed his first home in less than 30 days after beginning in April of 1998 and closed 16 more homes by the end of that year. His efforts have little to do with awards and accolades-and there have been many. For David, it's about the people he serves.

As an agent with RE/MAX Fine Properties and founding partner of The RTT Home Group, David lives and works by one motto: "Excellence Above, Service Above, Agent Above." He strives each day to find ways to set himself apart as "An Agent Above."

David said, "When I started in this business, my friend and partner said a few things that stuck in my head: 'You can't eat escrows,' and 'Nobody else can do your push-ups.' Those words have been important to live by in this business because you can't take anything for granted, and you can't take shortcuts."

David's background in contracting has been beneficial for the nuts and bolts of real estate transactions, especially when navigating through the due diligence period. He can quickly identify and assess conditions that might otherwise prove daunting to those that lack his unique expertise.

David's first wife of 23 years, Andrea, is now his personal assistant. David refers to her as his "Swiss Army knife" because she is a professional multi-tasker. "She's an incredible friend and an invaluable part of my team," he said.

With over two decades in the business, David has never lost his desire to go the extra mile. Because of this, it's no surprise that his past clients jump at the chance to refer their go-to Realtor. "That's the ultimate reward," he said. "When my clients come back to work with me and refer me to their family and friends, there is no higher compliment an agent can get!"

David and his fiancé, Amanda Augustine, met six years ago and have been inseparable ever since.

They enjoy golfing, barbecues with friends, wine tastings, biking, motorcycles, and perhaps most importantly, their two dogs, JJ and Penny. David is looking forward to his and Amanda's wedding this month (December 2021).

Looking forward seems to be a common theme in the life of David Tucker. You may recall the quote in this article's opening paragraph, "Progress is impossible without change." Change is unavoidable, but take it from David: embrace it; the best is yet to come. "Although I've been doing this for 23+ years, I still feel young in this business. I feel like my biggest successes are ahead," he said. "I love my company; I love the place I'm fortunate to work at; I love the people I'm surrounded by. Real estate is an amazing career that has been incredibly rewarding to me in ways that I cannot describe."



## ► team spotlight

Story by **Lindsey Wells**  
Photos by **Red Hog Media**



Photos by **Red Hog Media**

# XSell REAL ESTATE GROUP

**“The best interest of the client is the only interest to consider.”**

“If you always do what you always did, you will always get what you always got.” While Albert Einstein most likely wasn’t referring to real estate when he said those words, they ring true for Martha Andrews and her team, XSell Real Estate Group, of Keller Williams.

Real estate was on Martha’s radar since the 1980s — she graduated from college with a business

degree focused on real estate. After college, Martha worked in marketing and property management with luxury apartments before taking a break to focus on family. She started back in real estate, on the residential side, in 2012.

From there, Martha was working on building up her team, but there was an underlying issue she needed to address. “I felt that there were some

things that could be done differently to encourage agents to stay with the team longer,” she said. A traditional real estate team model tends to have a high turnover rate. “My dream was to build a team where the team leader teaches the agents how to run a business and helps them develop their own business and identity. If this is done correctly, the agents will stay longer and be profitable.”

So, in 2016, Martha began forming her team using the model she created. She started with the premise that she would find like-minded agents who wanted to develop a robust business independently but appreciated outside collaboration and support.

Now, Martha leads a team of 17 agents, all running their own businesses but having support from her as their coach. “They love the collaboration from our team atmosphere. And I’m just their coach; I’m available to them when they need me. So it’s really a fun situation, and what happens is they end up sticking around with us.”

Outside of real estate, Martha considers herself to be the luckiest mother in the world. She has four kids and two grandkids. Her oldest son is doing his oncology urology fellowship at MD Anderson in Houston. Her other son works with her in real estate. Her daughter just finished dental school and is working in Houston as a dentist. And her youngest son is an NFL player for the Baltimore Ravens.

Martha’s son, Charles Andrews, joined the XSell team five years ago. Before that and after college,

he was selected to do a two-year fellowship and Colorado leadership program. After that, when his mom suggested he join her in real estate and make a career out of it, he did just that. “And that was the best decision I could have made,” Charles said.

Charles echoed his mother’s sentiments about their unique business model; they put their agents first above all else. After all, a business is only as successful as its employees/agents. “We’re here because we want our agents to want to be here and stay with us because there’s so much growth potential,” he said. “We didn’t put ‘Andrews Real Estate Group’ in our name because it’s not fair or accurate—this group is just as much theirs as it is ours.”

When he isn’t doing real estate, Charles likes to remodel homes on the side as a hobby. And, of course, with a brother in the NFL, he travels to games as often as he can. “Living in Arizona, my team has to be the Cardinals. But, when your brother’s playing football, you kind of stop watching the other sports and just become a fan of your brother and whoever he’s playing for,” Charles said, laughing.

Ashlee Donaldson, who has been with XSell since its inception, has been a licensed REALTOR® since 2008 and started selling full-time seven years ago. Ashlee worked in her family’s appraisal company



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**We’re here because we want our agents to want to be here and stay with us because there’s so much growth potential.**

...

until 2015, when she reached a point in her life where it was time to expand her reach in the real estate world.

One year after starting with Keller Williams Arizona Realty, Ashlee was fortunate to get her first luxury property. She knew that she needed to team up with someone who could lend their knowledge and prior experience in the luxury real estate market. "That's how Martha and I really connected and started organically working together," Ashlee said.

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**The best interest of the client is the only interest to consider.**

"Martha is just one of those individuals that, when you meet her, you will instantly like her and you will instantly feel a connection to her," Ashlee added. "And that's the truth for anyone that meets her. So my desire to work with her was purely out of the idea that I liked her foundation for herself and her business. I liked the integrity that she stood for, and I just really liked the way that she conducted herself on a personal and professional level."



Transparency, trustworthiness, and authenticity are integral to how Martha, Charles, Ashlee, and the entire XSell team operate their business. This sentiment rings true for both their clients and fellow team members.

"XSell has found a home at Keller Williams Arizona Realty where the culture has allowed my unique team model to flourish," Martha said. "I have the most incredible and diverse team of agents who all share the same



goals in business. It's a collaboration of like-minded people and it all comes down to how we serve our clients."

After all, "The best interest of the client is the only interest to consider." That is not merely XSell's slogan; it's the foundation on which they've built their business. Whether helping buyers find their dream home or sellers close one chapter and open a new one, this team strives to be a beacon of light for each and every client.



## WARM WISHES TO You & Yours

From our family to yours, we wish you a safe and happy holiday season.



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