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Jenni Vega
Owner



Michele Jerrell
Operations Manager



Sarah Wind
Writer



Dave Danielson
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EAST VALLEY REAL PRODUCERS. PRESENTS *Golden Nuggets*



Ben Leeson

Arizona Experience Realty Group

I have always enjoyed reading quotes by famous and influential people. Their simple comments can have a lifelong effect and impact. Two of my favorites are Colin Powell and Dave Ramsey.

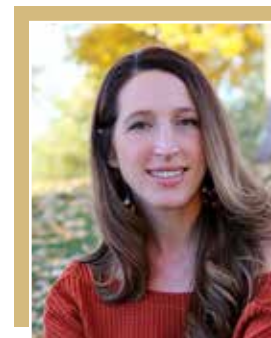
"Never neglect small details, even to the point of being a pest. Moments of stress, confusion, and fatigue are exactly when mistakes happen. And when everyone else's mind is dulled or distracted, the leaders must be doubly vigilant. Always check 'small things,'" Colin Powell.



T.J. Kelley

Arizona Experience Realty Group

I believe that in our business, it's about people. One of my favorite quotes is by Maya Angelou. "People will forget what you said, people will forget what you did, but people will never forget how you made them feel." I learned this quickly when I first started my real estate career. If we make our clients feel important they will appreciate that.



Lindsay Baker

Evolution Real Estate

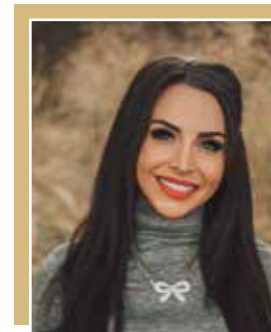
I'm always passionate about doing the right thing. There are a lot of shortcuts people might want to take, and sometimes the easy route is not the right way. I'm most passionate about giving a high level of service to my clients and doing things ethically and honestly with good character.



Kristi Smith

Landmark Title Assurance Agency

We are put on this earth to make a difference, to serve and to lift others up. When we think of others before we think of ourselves, truly have a servant's heart and put our differences aside, it is amazing what God will do.



Kara Beecroft

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"Discipline is the bridge between goals and accomplishments." You won't always be motivated especially in the Real Estate industry so you must learn to be disciplined.

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LANDMARK

TITLE ASSURANCE AGENCY



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REACHING RESULTS TOGETHER

By Dave Danielson

MOST RESULTS IN LIFE DON'T JUST HAPPEN IN A VACUUM BY THEMSELVES.

It takes sound strategy, detailed planning and the will and follow-through to make those goals a reality.

That's the case at Landmark Title Assurance Agency, a very customer-focused firm with six offices in Arizona and one in Nevada.

Kristi Smith serves as Executive Vice President. As she says, the team at the organization reaches results together.

"Our company is only as good as our people, and we're honored and grateful to have outstanding people on our team," Kristi emphasizes.

Theirs is a unified approach in every sense of the word.

"One of the things we take a lot of pride in is our focus on both our customers and our employees," Kristi explains. "We have a tremendous team. Many of us have worked together through time in this industry. It's a fantastic feeling being able to work together and build with people who share the same vision."

A VISION OF EXCELLENCE

And that vision begins with the families that are served each day.

"We are a truly customer-centric organization," she says. "We are here to serve the people we work with throughout the area. In the process, we keep in mind that our employees are also our customers."

While the real estate industry continues a march forward with technology, the value of human commitment is irreplaceable.

"The industry continues to take steps toward becoming more automated and production-oriented. We're in an era when people can go online and take their transaction from beginning to end.

So that's something we keep very much in mind here," Kristi points out. "We have created a very strong boutique-style environment here. For us, we approach each interaction in a way where we want our clients to feel like they're our only customer."

GROWING WITH PURPOSE

Today, Landmark Title Assurance Agency has a team of about 75 professionals. While the firm has grown with success through time, it maintains a strong sense of purpose.

A big part of that comes down to communication and the willingness to be resourceful. It's a passion you see personified when you talk with Kristi.

"I love helping our employees and our customers by connecting the right people with each other. That has always been an important thing for me," she says. "Even though I might not be the right person for a given issue, it means a lot to me to be able to get them to the right person. With that in mind, we have a great group of servant leaders who carry on that approach each day with our clients."

TEAM SPIRIT

The Southeast Valley Branch team is driven by its role in supporting the region's growth. The team includes Business Development Manager, Beth Clauser-Roberson, as well as Escrow Manager/Unit Manager, Nikki Leonard.

"The reason the team members in that office have done so well and accomplished so much is because they love their clients, including their REALTOR® partners and clients. The bottom line is they care," Kristi emphasizes. "The clients feel that when they leave. It goes back to not just being a voice on the other side of the phone. It's about caring and taking that transaction to the end and making it a good experience for everyone involved."

FULFILLING LIFE

Away from work, Kristi treasures time spent with her husband, Derek Parker, who serves as Vice President of Operations at Landmark Title Assurance Agency.

Kristi and Derek enjoy moments spent with their children — Zachariah Smith, Jordan Mezeret, Konnor Smith, Meghan Smith, JaCory Parker and Quentin Parker.

...

...

In their free time, they share a love for the outdoors, hiking and cycling.

They also have a passion for strengthening the community, with involvement with the Care Fund, where Kristi has served for the past eight years on the Advisory Board. She has also been involved with Agents Benefiting Children. As a group, the company supports the Boys and Girls Club, and is also preparing to sponsor HELP for Homeless Families. In fact, each branch will adopt a family.

CONTRIBUTING TO THE COMMUNITY

Each day, Landmark Title Assurance Agency continues to take steps forward and changing lives in the process. In fact, Kristi made a point of mentioning that they were just welcoming Dani Cropper to the team. Dani is a recent college graduate, and, as Kristi explains, represents the powerfully rewarding career opportunities that exist in the title industry for people.

As Kristi considers the work she and her team members contribute to support the real estate community each



Kristi and her husband love the outdoors and hiking. They took a hike in Colorado and eloped.



Kristi Smith with her family



“
MY HOPE IS THAT THE PEOPLE WE GET
A CHANCE TO SERVE, WALK AWAY
KNOWING THAT WE REALLY CARED AND
THAT WE ARE RESPONSIVE.
”

Photo Credit Devin Nicole Photography

day, she takes pride in the fact that her team does what it can to foster a feeling of achieving something special together.

As she says, “My hope is that the people we get a chance to serve, walk away knowing that we really cared and that we are responsive. We want both

parties in the transaction to feel like we were working for them ... and that we did it with integrity.”

When you talk with Kristi, that spirit is easy to see. When you’re looking for a title partner, remember Landmark Title Assurance Agency. They are a proven resource that’s on your side, working with you to reach results together.

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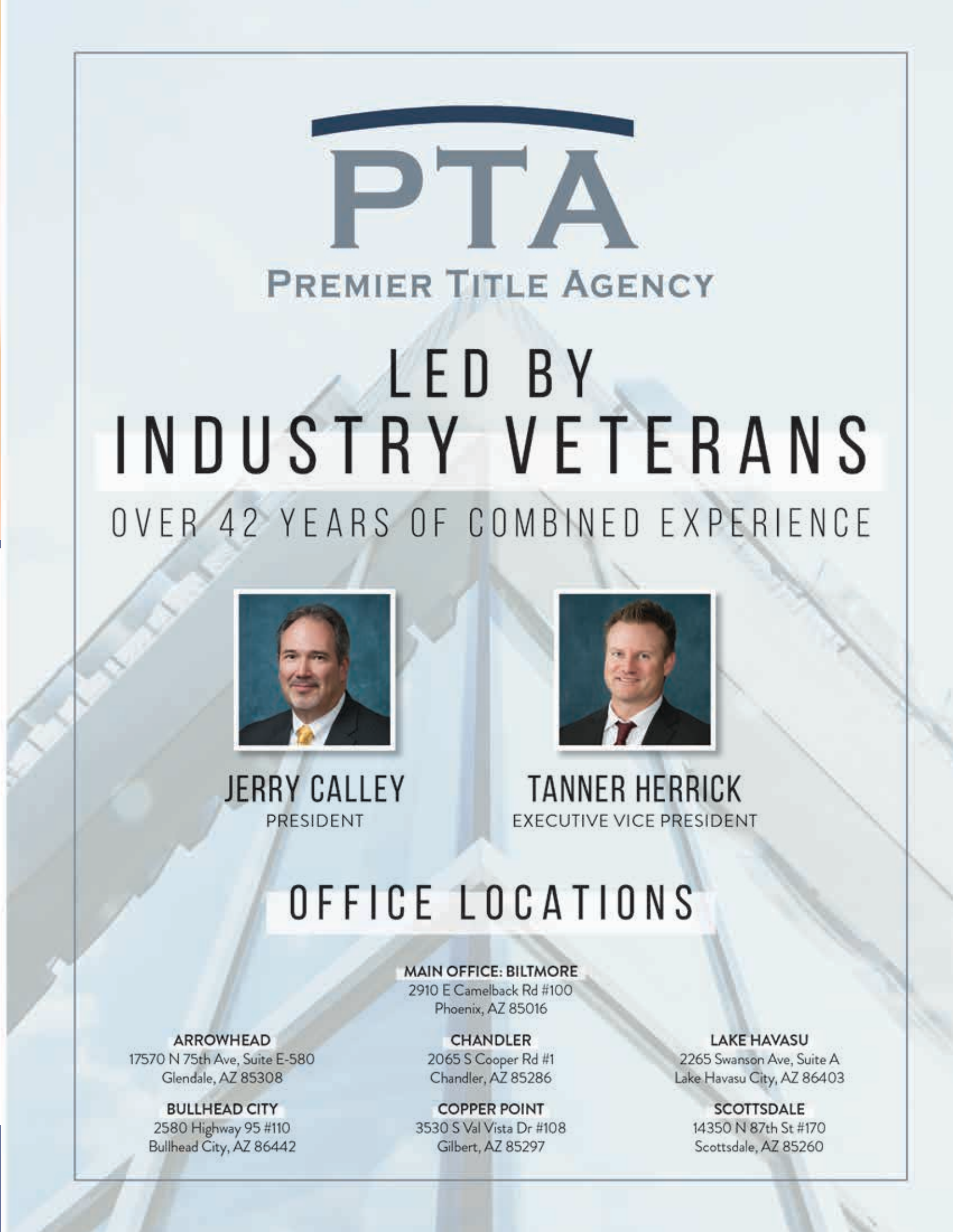
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By Dave Danielson

Ben Leeson & T.J. Kelley

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That's where the team at Arizona Experience Realty Group shines as they work valley-wide, and focusing on Encanterra, a Shea Homes amazing Golf and Country Club community located in the Southeast Valley.

Leading the way is Owner Ben Leeson, Top-Producer T.J. Kelley, Associate Broker Vicki Leeson, Transaction Coordinator Lacey Collins and Maintenance Manager Travis Wilson.

The Encanterra success story is striking. Shea Homes had started its massive 2,500-home community project and teamed up with Ben Leeson and Arizona Experience Realty Group to provide on-site resale expertise. In turn, they created a program called Shea Preferred Realty Group. In the process and through a license agreement, Ben and T.J. have represented over 400 buyers and sellers of resale homes in the community.

Together, the team has accounted for an astounding level of ongoing growth in Encanterra and every community throughout the East Valley. In fact, in

2020, the team recorded \$43 million in sales volume.

A Natural Fit

In many ways, it seems that it was all meant to be. For example, Ben grew up around the industry.

"My father and uncles were builders. I've been around new home building since I was 5 years old," Ben recalls. "I started working for a framing crew at 15."

As Ben came of age, he became a custom home builder and contractor, then moved to Arizona in 1994, working with several of the larger builders in the area.

In time, Ben and his wife, Vicki, channeled all of their career focus on real estate. First working for a company that specialized in new homes and sold over 200 new construction homes. As business continued to grow, Ben was recruited to join Keller Williams, where he became Vice President of the New Home Division. After 10 years, Ben and Vicki formed Arizona Experience Realty, a brand representing excellence for the past decade. Recently, they decided to once again join forces with Keller Williams Integrity First.

"We've had success as a smaller boutique-style brokerage. As the market is evolving and our business is growing, we are going back to Keller Williams Integrity First which opens up many doors for us," Ben says. "Plus, with the quality people there, and the top systems that are in place, it's a win-win not only for us, but also for our clients. I think our buyers and sellers are in a better position with enhanced systems, and we'll have more access to resources to support us in the changing and evolving market."

A Rewarding Path

As T.J. recalls, her real estate career got started by accident.

"In 2005, I was managing two apartment communities in the East Valley. I was working for a large luxury property management company, and they wanted me to get my license, even though I didn't really want to at the time," T.J. smiles. "Looking back, I think it was the universe telling me what I needed to do and the path I needed to go down in 2006."

At the time, the market was booming. T.J. interviewed with many builders, and landed a position working as a new home sale representative at Encanterra by Shea Homes. It was a dream come true as a newly licensed agent.

...

Photo Credit Devin Nicole Photography

As she remembers, “I was super excited to sell homes and to help people reach their dreams. I worked with Shea Homes from 2008 to 2014 and sold more than 200 new builds. Every day, I fell more and more in love with it. At that point, I was introduced to Ben at our onsite resale office.”

At the same time, T.J. and her husband had two young boys. With the desire for more flexibility, T.J. left new homes and teamed up with Ben at Arizona Experience Realty.

Consistent Excellence

Those who work with Ben, T.J. and the team enjoy a truly immersive experience.

“T.J. and I are 100 percent involved with every single transaction which is very rare for a team handling the volume we do. People work with us exclusively on each transaction. We don’t push them off to Buyer’s Agents or Selling Agents. We do it all from the beginning to the end,” Ben and T.J. explain.

Clients experience an in-depth and personalized level of service that begins from the ground up.

“Besides our continued growth and success at Encanterra, we have also sold hundreds of new build homes scattered across the valley. We evaluate the homesite, the orientation of the home, we visit the design studio and consult with our clients on what to buy or not to buy, as well as how

much they should spend on cabinets, flooring accessories and landscaping,” Ben says. “We also do a courtesy walkthrough during the building process. We meet the Superintendent, with a list of items that needs to be addressed and we do a detailed final walkthrough. Then we go back for a final walk with our clients.”

Ben shares his knowledge to help others take steps forward, as well.

Ben was the first REALTOR® in Arizona to become involved with the Energy Star program from the EPA. Since then, he has been teaching energy efficiency and building design classes for nearly 20 years.

Team Spirit

The value of experience makes a genuine difference.

“We have quite a bit of expertise in staging that adds real value, and on the construction side, from my experience, I can look at things and identify inspection issues. We work to address things upfront to ease the process. We always want to show our clients tremendous value with the experience we have with our small core group that includes Vicki, Lacey and Travis.”

Vicki serves as Team Manager and Associate Broker for the group.

“Vicki works with a wide range of back-end components of our business, including our website and the technology components of what we do,”

Ben points out. “Plus, she also writes and creates all of our newsletters and sales materials that we use through the course of our daily business.”

As T.J. says, “Lacey handles a full range of responsibilities. As our full-time Transaction Coordinator, she communicates daily with all of our clients and continues to help bring us 5-star reviews on every single closing.”

“In addition to taking care of all of the general transaction coordination, Lacey also does website design for all of our clients. Everybody has their own personal website, and she does weekly updates. Plus, each week, they get a phone call or email from Lacey. She provides feedback



Travis Wilson, maintenance manager, preparing one of our upcoming listings.



T.J. and Kristian Kelley at Santa Monica Pier



Ben's Family in Flagstaff. Alix, Travis, Ryder, Maeleigh, Navie Faye, Brecklyn, Presley, Ashley, Vicki, Nixon, Amber and Ben.



Photo Credit Devin Nicole Photography

we’ve received, along with any loan status updates,” T.J. emphasizes. “At any one time, we have 20 homes in escrow. Lacey is very proactive about communicating with our clients and does a tremendous job.”

As Ben adds, “We actually had hired Lacey from the on-site restaurant at Encanterra. She had worked there for years and knows almost every single member in the community by name. So she brings a very hands-on, personal touch for the members living here.”

As Ben points out, Travis delivers substantial, focused care.

“As our Maintenance Manager, Travis works with every single listing, going through the home every seven to 10 days, keeping everything at a state of perfection throughout the listing process. And that’s a free service to our clients,” Ben explains. “As part of our free service Travis offers pressure washing, light landscape clean up, window cleaning and whatever else it takes to get our listings in top

condition. And then when it comes to the inspection side, there are things that are needed from time to time. We also offer that service for free to our clients. We don’t charge them for any of those repairs on inspection items where a license isn’t required.”

Fulfilling Life

Away from work, Ben and Vicki look forward to time spent with their three daughters — Ashley, Amber and Alix. They also have been blessed with seven grandchildren.

In his free time, Ben enjoys home flip projects. In fact, he has three in the works now. He and his family also enjoy time spent at their property in Mexico, getting away to unwind. They also love to visit family back in Ohio. Other favorite pastimes include a longstanding love of co-ed softball where he and Vicki have played for over 40 years.

T.J. looks forward to moments with her husband, Kristian, a Professor at Arizona State University. They have two boys — 19-year old Karson, who

is a student at Arizona State, and 15-year-old Koleman, who is a high school student.

Together, T.J. and her family enjoy vacation time each summer, spending a relaxing time on the beach and trying new restaurants.

More Success Ahead

As Ben, T.J. and the rest of the team continue to work on behalf of their clients each day, there are more success stories yet to be written ... and when you consider the number of successful chapters that have already been completed, that’s saying something. In fact, they receive more than 500 walk-ins each year at their Encanterra on-site resale office.

“As we think about what we do, it’s about immersing ourselves and doing what’s best for them,” Ben says.

Each day, those who work with Ben, T.J., Vicki, Lacey and Travis receive a special brand of service ... in turn, they experience a true, distinctive difference.



Ohio State photo ball game: Ben and Vicki Leeson with their three daughters, Ashley, Amber, Alix.



T.J.'s family in San Fran: Karson, Koleman, Kristian and T.J.



Team photo: T.J., Ben, and Lacey at the Good Life Festival at Encanterra.

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coaching corner

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



CLARITY

& How to Escape the Real Estate Rat Race

Once upon a time, a very successful American real estate agent stood at the pier of a remote coastal village in Mexico...

When all a sudden a small boat with just one fisherman docked ashore. Inside the boat were several large Spanish mackerel.

The real estate agent complimented the fisherman on the

size of his catch. And then asked how long it took for him to catch all the fish.

The fisherman replied, *“Only a short while.”*

The agent then asked, *“Then why didn’t you stay out at sea longer and catch a few more?”*

To which the fisherman said that he had already caught enough to support his family’s immediate need.

The agent then asked, *“But what do you do with the rest of your day?”*

The fisherman explained, *“I sleep in late. Play with my kids. And take siestas with my wife...”*

“...Then I’ll walk to the village at night. Drink some wine. And play guitar with my amigos.”

“That’s it!” replied the agent.

“Yeah, I have a pretty busy life” answered the fisherman.

The real estate agent scoffed, *“You should spend more time*

fishing. And then with the proceeds, go buy a bigger boat...”

“...And with the new profits from the bigger boat, you could go buy several more boats...”

“...Eventually, you would have a whole fleet and working crew...”

“...And instead of selling your catch to a middleman, you could sell the fish directly to the processor and open up your own cannery...”

“...Then, you could control the product, the processing, and the distribution,” the agent said.

“Of course, you would need to leave this small village, and move to Mexico City...Then on to Los Angeles...”

“...And after that, on to New York, where you could run your own fishing empire.”

Taken aback, the fisherman asked, *“But how long will all that take?”*

The agent replied, *“Oh, I don’t know. Probably fifteen to twenty years or so.”*

“But then what?” asked the fisherman.

The agent laughed and said, *“That’s the best part. When the time was right, you could announce in IPO, and sell your company stock to the public...”*

“...You could become very, very rich! You might even make millions!” said the agent.

“Millions?! — Then what?” questioned the fisherman.

The real estate agent answered, *“Then you could retire and move to a small coastal village in Mexico...”*

“...Where you could sleep in late, fish a little, play with your kids, and take siestas with your wife...”

“...Then, come evening, you could head down to the village where you would sip wine and play guitar with your amigos.”

That cute little story drives home an important point:

The Consequences of NOT Having Clarity

In all your work it’s important to remember the **reason why** behind your effort.

Simon Sinek, in his bestselling book *Start With Why*, says:

“Very few people can clearly articulate WHY they do what they do. When I say WHY, I don’t mean to make money — that’s a result. By WHY I mean what is your purpose, cause, or belief? Why does your company exist? WHY do you get out of bed every morning? And WHY? should anyone care?”

I love this point. Because just like the story of the fisherman and agent, you **MUST** understand what it is you truly want in life.

Your **WHY** is the only thing that will keep you passionate about what you do.

Clarity is What Motivates You to Keep Going When the Going Gets Tough...

To keep meeting with prospects and listing new homes.

To keep sending newsletters and thank you cards.

And to keep working your Sphere of Influence.

Clarity is what will get you moving in the right direction when all you want to do is take the path of least resistance.

If you’re not 100% clear on what it is you want to accomplish in your real estate practice, you will never know when you’ve hit it.

Your goal may be to have a certain dollar amount you want to have saved for retirement.

Or a book of business that you’ll be able to sell later on down the road.

Or maybe you like the time flexibility that’s involved and you want your real estate business to serve your lifestyle.

Whatever it is...

Having a crystal clear vision for your practice will separate you from the majority of other agents struggling to keep up in the real estate rat race.

Here’s the bottom line...

If your **WHY** is big enough, then you’ll be able to figure out the **HOW**.

Because...

All Success Principles Are Learnable...

So here are 3 exercises you can do to gain more clarity on your **WHY** today:

1. Set Worthy Goals.

To achieve true happiness in life, you have to identify what it is you want. And then put it down in writing.

After you’ve written your goals down, the next step is to take massive action on them every single day.

If you do not have your goals down in writing, they are merely wishes. And a wish rarely comes true without any work.

So write down your major goals every morning. And then do something each day to take you one step closer to reaching them.

2. Practice Good Time Management.

One of the things that all successful people have in common is they are all good time managers.

Because...

Time Management is Life Management

People in the top 10% of every field, only focus on the important and urgent. And then ignore the rest.

3. Develop a Healthy Self-Image.

All personal development is meant to help people reach a healthier self-image.

This is because what you believe about yourself, will determine everything else you do.

So be critical of every thought you have. Overcome fear with faith. And learn to reframe failure as a learning experience.

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Lindsay BAKER

RAISING KIDS COURAGEOUSLY

» real story

By Sarah Wind

Lindsay Baker is loyal, kind, and trustworthy to the core. She runs Evolution Real Estate, which both manages and sells properties. It hasn't been an easy road for her as a single mom of two, but her determination has carried her through and propelled her forward in her life and career.

"I am a native to Arizona and grew up in Gilbert. I graduated from Highland High School with a two-year-old in tow. I had my son when I was sixteen. My son, Ryan, was such a great kid. He was an easy baby and has grown to be a laid back, easy-going man. Ryan is twenty-four now and lives close by. We make an effort to have family dinners once a week. Raising a child as a teenager wasn't easy, but I had a really good support system. My mom, two sisters and some close friends helped out a lot so that I could finish high school. "

"When I was in my early twenties, I got married and had a little girl. Things changed, as they often do, and I got divorced when my daughter was seven years old. My ex-husband made some poor life choices including using drugs, and that left me to do everything for my daughter. That's been one of my biggest life challenges. It also strengthened and shaped me into who I am."

"My daughter, Rella is also an awesome kid. She loves animals and is a competitive barrel racer. She'll be graduating high school in a few

months. Parallel to completing her high school education, Rella has been attending a medical-vocational school, and will soon be a CNA."

"I started my real estate career in 1998 when Ryan was about two. It wasn't intentional but I found I

really liked it. I initially worked for a local homebuilder as a receptionist. After that, I worked for a manufacturing facility for a couple years and returned in 2002 in an escrow coordinator position where I found my passion. In 2006 I got my Arizona Real Estate license and in 2007 we

...



Lindsay with her kids, Ryan and Rella



“YOU CAN DO ANYTHING THAT YOU ARE DETERMINED TO DO.”

started to see a decline in the market. I was soon laid off from the homebuilder and found work in the construction industry. I did some part-time real estate while working full time in construction for a few years. In 2012 I started working full time in property management. It's what I sometimes call the dark side of real estate. It's not always the most exciting, but I loved it and it was a really good fit for me."

"I decided to make a change in 2017 and went to work for a different property management company. I very quickly realized that it was not the right move for me. There were a lot of unethical things happening. I believe that a strong moral compass will always guide me to what is right and felt that I had no choice but to leave the company I had just joined. I didn't know what I was going to do. I had never been unemployed since I was about fifteen years old."

"At that point, I was a single mom of two kids. My daughter was fourteen and I wasn't receiving any financial support from her father. I was ready to take a job at Wal-Mart or Starbucks; anything to get me through until I found somewhere to land. Ten days after my last day of employment I was up and running as Evolution Real Estate. It was one of the best things I ever did. I've been selling homes and managing property through my own company ever since then."

Determination and drive have been an underlying current throughout Lindsay's life. "As



Lindsay Baker with her boyfriend Randall Mills

a younger person my mom and dad believed in me and encouraged me. I grew up in an environment where I felt like I could do anything. It was never an option not to do something I wanted to do. Although I wasn't planning to be a parent at sixteen years old, I decided to raise my son, finish school, and work to support us. Children change your life in such a positive way. It's no longer about you and it's all about them."

"Having little ones so dependent on me pointed me in the right direction and made me want to do anything to give them an incredible life. The lesson I learned from having kids at a young age is you can do anything that you are determined to do."

When we asked Lindsay what she is most passionate about in her business she said, "I'm always passionate about doing the right thing. There are a lot of shortcuts people might want to take, and sometimes the easy route is not the right way. I'm most passionate about giving a high level of service to

my clients and doing things ethically and honestly with good character."

The best advice Lindsay ever received was from a sales manager of a homebuilder she worked for years ago. "I worked for him from 2002-2007 and it was a volatile market. My sales manager talked about how to eat an elephant one bite at a time. That taught me that I can tackle anything; I just have to break it down into manageable pieces. And I can adapt to and accept change. This year hasn't stressed me out because once I accepted it, I've been able to adapt and overcome just about anything that's been thrown at me."

Since Lindsay has two different sides to her business, she enjoys them both in different ways. "I really enjoy helping people. I only do a handful of sales per year, but my favorite thing is to help first-time homebuyers. It is the biggest and one of the most exciting purchases of their lives. My primary business focus is property management. Most of my clients are out of state, so they are very hands-off. A lot of my clients are

living off of their real estate investment portfolios and I help them make decisions that affect their retirement income. I get a great sense of satisfaction in helping my clients build wealth and protect their investments."

Now that Lindsay's kids are older, she has more time to relax in the evenings. "My quiet time is often spent reading self-help type books. I just finished a great book called *You Are Awesome* by Neil Pasricha. Another way I like to refresh myself is by hiking with my girlfriends. The fresh air, beautiful scenery, and no distractions allow me to connect with my friends, which is part of my personal growth. On the more adventurous side of things, I often join my boyfriend for some off-roading and making memories around the camp-fire."

"I'll be a young empty nester soon. That's kind of exciting for me. When you have children at a really young age your life shifts. I see on the horizon some of the things that a lot of my peers did in their early twenties, like traveling."



Rella, Lindsay and Ryan



Lindsay and Randall with their dogs Milo and Charlie

KARA BEECROFT

► on the rise

By Dave Danielson

Kara with her two sons, Ryker and Brigden



Breaking New Ground

The rewards of moving ahead in life are made even more meaningful when there is a larger purpose.

That's the way it is with Kara Beecroft.

Hometown Spirit

As a Real Estate Agent with Home Smart Lifestyles, she is breaking new ground in her hometown of Queen Creek.

"I grew up here in Queen Creek, back when it was nothing but dirt, roads and farm fields," Kara remembers.

"The city of Queen Creek in itself is really near and dear to my heart. Because this is where I grew up, seeing it establish and grow over the years is really exciting. Being able to help people purchase homes in my hometown is a really humbling experience."

Following Great Examples

From the start, Kara's path in life was fueled by hard work.

"Growing up, my parents owned a restaurant," Kara says. "So I was brought up in that entrepreneurial environment, where you learn to love working. My parents taught me and my siblings strong work ethics and how to overcome any self-limiting beliefs."

Kara made her first steps in real estate about two years ago.

Growing by Applying Past Experience

As she got her start, she brought valuable experience with her.

"Before I was in real estate, I was doing banking and lending for about 10 years," Kara recalls.

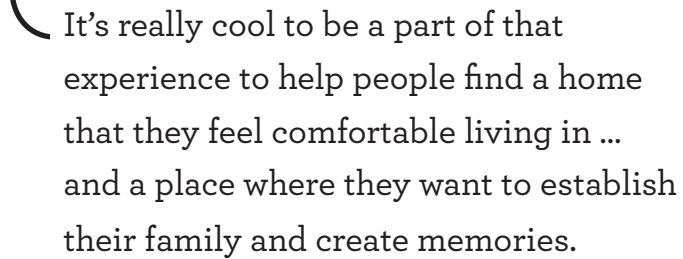
"I had a really great career within that industry, but what appealed me the most about real estate was the flexibility of getting to work for myself. I have two, two young sons who are 5 and 7 now."

The Right Fit

There was also an underlying sense of independence that drove her career change.

"I really wanted to leave that corporate 9-to-5 world and be able to set my own hours and create my own

...



It's a really special process.

...

business,” she emphasizes. That’s what jump-started my decision. Plus, my dad is actually in real estate, as well. So he gave me a lot of encouragement in that direction, too.”

Passion for Her Work

In the year and a half since she joined the industry, Kara has had a rewarding time.

"I really enjoy connecting with people and families and understanding what their needs are. If you think about it, everyone's home is a place of comfort," Kara says.

“It’s really cool to be a part of that experience to help people find a home that they feel comfortable living in ... and a place where they want to establish their family and create memories. It’s a really special process.”

Treasured Times

Away from work, Kara treasures time spent with her two sons — 7-year-old Ryker, and 5-year-old Brig. She also enjoys a very close relationship with her four older brothers.

In her free time, she likes to work out at the gym.

"That's a big area of my life, so I try to be consistent and stay on top of fitness," she says.

Kara and her family also enjoy hiking.

Positive Influence

When you meet Kara, her positivity shines through immediately. Clearly, she has a strong passion for her work and for the people she has the opportunity to work with along the way.

“There can be challenges along the way, but I always look at the bright side of things and try my best to keep things positive and fun.”

Day after day, Kara does just that. In the process, she is breaking new ground in her own career — while she helps the city she loves develop and grow.



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► book review

By Scott Warga



EXTRAORDINARY, ORDINARY PEOPLE:

A MEMOIR OF FAMILY
BY CONDOLEEZZA RICE

This past year has had its challenges no doubt, one of which was the Black lives matter movement. I was discussing this with a friend of mine and I mentioned I thought Condoleezza Rice was an amazing person. he suggested I read this book. Extraordinary, Ordinary People: A Memoir of Family.

Condoleezza Rice has been proficient as a diplomat, political scientist, and concert pianist. Her achievements range from helping to oversee the collapse of communism in Europe and the decline of the Soviet Union, to working to protect the country in the aftermath of 9-11, to becoming only the second woman—and the first black woman ever—to serve as Secretary of State.

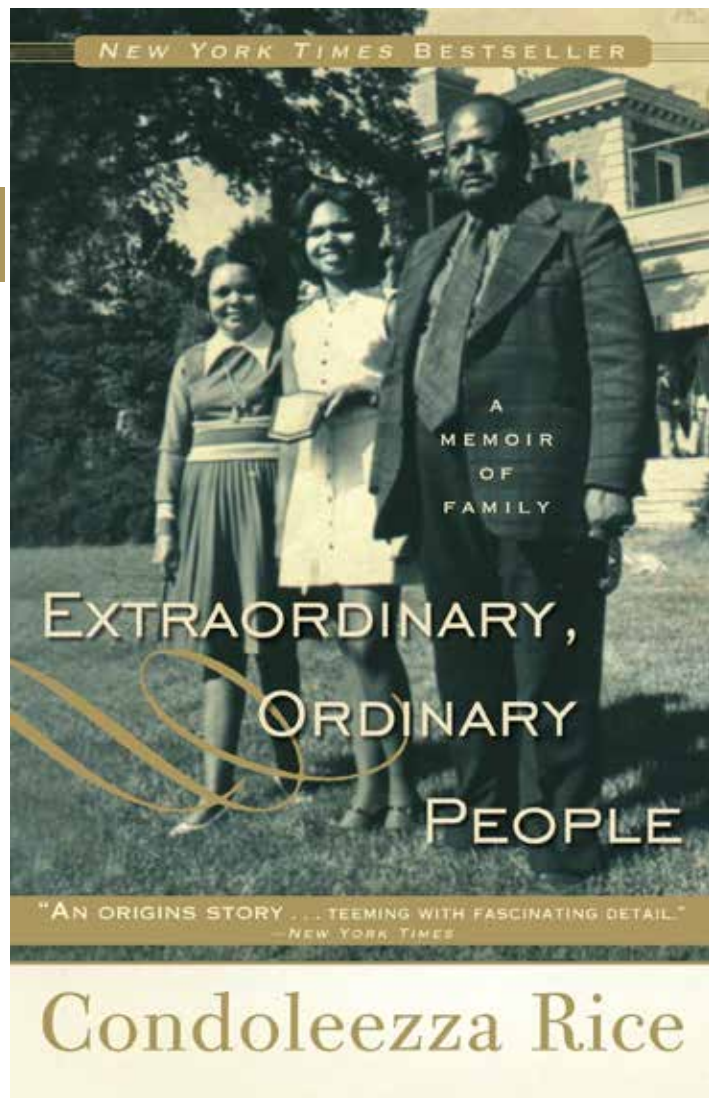
It wasn't always that way. In the 1950s in Birmingham, racism was predominant.

Condoleezza didn't learn to swim till she was 25, because when she was a little girl in Birmingham, the Commissioner of Public Safety, Bull Connor, decided he'd rather shut down the city's pools than give black citizens access.

Throughout the 1950s, Birmingham's black middle class largely succeeded in insulating their children from the most corrosive effects of racism, providing multiple support systems to ensure the next generation would live better than the last. But by 1963, Birmingham had become an environment where blacks were expected to keep their head down and do what they were told—or face violent consequences. That spring two bombs exploded in Rice's neighborhood amid a series of chilling Klu Klux Klan attacks. Months later, four young girls lost their lives in a particularly vicious bombing.

So how was Rice able to achieve what she ultimately did?

Her father, John, a minister and educator, instilled a love of sports and politics. Her mother, a teacher, developed Condoleezza's passion for piano and exposed her to the fine arts. From both, Rice learned the value of faith in the face of hardship and the importance of giving back to the community. Her parents' fierce unwillingness to set



limits propelled her to the venerable halls of Stanford University, where she quickly rose through the ranks to become the university's second-in-command. An expert in Soviet and Eastern European Affairs, she played a leading role in U.S. policy as the Iron Curtain fell and the Soviet Union disintegrated. Less than a decade later, at the apex of the hotly contested 2000 presidential election, she received the exciting news—just shortly before her father's death—that she would go on to the White House as the first female National Security Advisor.

As comfortable describing lighthearted family moments, as she is recalling the poignancy of her mother's cancer battle and the heady challenge of going toe-to-toe with Soviet leaders, Rice holds nothing back.

The book is extremely well written and has a warmth to it almost like it was written by a friend and not a scholar.

It shows the importance of not only making good decisions but helping others do the same and surrounding yourself with ordinary people that can help you do extraordinary things.

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► weserv monthly update

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



MAKING A CHAMPIONSHIP-CALIBER TEAM

Everything we do in life involves a team. In real estate, a REALTOR® has a team of service providers who help get the transaction completed. Those providers include mortgage providers and loan processors, inspectors, title agents, appraisers, and many others. Many REALTORS® develop teams of REALTORS® and office staff to help facilitate transactions. Arizona Real Estate Commissioner Judy Lowe often speaks of a team as an acronym meaning "Together Everyone Achieves More." At WeSERV, we have an incredible team of dedicated staff and volunteers focused on improving organized real estate and the member experience. As we look at 2021, how do we improve the team around us? Whether that team is in real estate, our community, or our home. I believe there are three distinct areas that we can focus on to make a championship-caliber team.

First, as a team leader, we need to be altruistic in our approach with the team members. If you have your team's best interest at heart when you make decisions and lead unintentionally, you help yourself. The world-renowned speaker Zig Ziglar always said, "If you help enough other people get what they want, you always get what you want." I would also add this effort is not a selfish act but a genuine effort to help your team get what it wants.

I was fortunate enough to play college basketball and remember that the best players I played with always seemed to have a knack for making the players around them better. We can look to our very own Phoenix Suns for a similar example. What made Steve Nash so tremendous and a two-time MVP? I believe he could make players around him better than they had ever been. Many long time NBA players put up career-best statistics while playing with Steve and were rewarded financially. As a result of his altruistic approach to the game, Steve Nash received many accolades from the media, fans, and other players for his skill.

I believe significantly in having a passion for whatever endeavor you give of your time. For those of you reading this, I hope the passion is in real estate and helping your clients, at whatever point of the process they are in, achieve the American Dream. Passion for what you are doing gets you through when you do not feel like doing those things you need to do. But how do you incorporate that passion into your team? Amongst the staff at WeSERV, I try to incorporate that passion into our discussion and efforts. I let every team member know how important to the vision of creating the "One Premier Association" they are. It is essential from the staff member answering the phone to the staff member handling the association's finances that they are an integral part of making the experience fantastic. For a REALTOR®, every member of your team should have a keen understanding of their work's impact on your clients and the passion for proving it.

Last but certainly not least, trust. Trust is one of the essential things, in my opinion, to the success of a team. Do you trust the members of your team? Just as one of the biggest challenges in a marriage can be a loss of trust, that same loss of trust can destroy a team. Do you do what you say you are going to do? Do you arrive when you say you are going to? It is not easy to expect trust from your team when they can not trust you. Back to the basketball analogy, my teammates needed to trust me that I would be where I was supposed to be doing the job that I was supposed to be doing. In that same vein, we must trust our team to do the job they are to do. If you lose that trust, analyze if trust can be rebuilt or if it is time to move on to a new team member. This one thing can help make your 2021 unforgettable.

Altruism, passion, and trust are three items that can help you and your team in your quest for a fantastic 2021. I hope you find the association a significant component of your team by providing you the education, resources, and support to make your real estate journey fantastic. If you have any suggestions on how we can assist you, please let your association staff know. Here is to an incredible 2021!

TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 10–December 31, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 12/31/2020	Total Unit Sales 01/01/2020 - 12/31/2020
1	Rebecca H. Rains	Berkshire Hathaway HomeServices	101,975,660	250
2	Kenny Klaus	Keller Williams Integrity First Realty	85,508,729	245
3	Karl Tunberg	Midland Real Estate Alliance	69,753,031	149
4	Denver Lane	Balboa Realty	64,591,073	163
5	Mary Jo Santistevan	Berkshire Hathaway HomeServices	63,874,890	157
6	Beth M Rider	Keller Williams Arizona Realty	62,655,105	176
7	Mindy Jones Nevarez	Keller Williams Integrity First Realty	61,105,581	159
8	Heather Openshaw	Keller Williams Integrity First Realty	57,566,954	142
9	Rick Metcalfe	Caham Realty Group	56,264,112	190
10	Janine M. Igliane	Keller Williams Realty East Valley	52,404,955	119
11	Carol A. Royse	Keller Williams Realty East Valley	52,123,821	131
12	Shanna Day	Keller Williams Realty East Valley	48,137,019	87
13	Shannon Gillette	Launch Real Estate	47,734,316	95
14	Jason Mitchell	Jason Mitchell Real Estate	46,442,953	143
15	Sixto Aspeitia	Realty One Group	44,522,906	135
16	Jody Saylor	Just Selling AZ	42,727,400	97
17	Tiffany Carlson-Richison	Realty One Group	42,224,408	67
18	Charlotte Young	Keller Williams Realty Sonoran Living	41,841,546	101
19	Ben Leeson	Keller Williams Integrity First Realty	41,570,814	92
20	Frank Gerola	Venture REI	38,687,103	86
21	Rodney Wood	Realty One Group	38,103,041	84
22	Lacey Lehman	Realty One Group	35,503,715	102
23	Joanne Hall	Lennar Sales Corp	34,721,400	102
24	Randy Courtney	Weichert Realtors - Courtney Valleywide	34,661,600	67
25	Rachael L Richards	Rachael Richards Realty	34,330,155	92
26	Cheryl Kypreos	HomeSmart	32,254,325	111
27	Jason Crittenden	Realty One Group	32,174,836	92
28	Robin R. Rotella	Keller Williams Integrity First Realty	31,119,099	81
29	Damian Godoy	Argo Real Estate Professionals	30,876,826	89
30	Brian J Cunningham	AZ Flat Fee	30,817,394	74
31	David Morgan	HomeSmart Success	30,312,849	109
32	Kathy Camamo	Amazing AZ Homes	29,549,466	74
33	Shawn Camacho	United Brokers Group	28,599,548	69
34	Bob & Sandy Thompson	West USA Realty	28,279,650	70

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 12/31/2020	Total Unit Sales 01/01/2020 - 12/31/2020
35	Darwin Wall	Realty One Group	28,170,900	53
36	Kyle J. N. Bates	My Home Group	27,437,685	84
37	Rob Hale	Elite Realty	27,170,405	83
38	Carey Kolb	Keller Williams Integrity First Realty	26,913,000	66
39	Beverly Berrett	Berkshire Hathaway HomeServices	26,578,508	48
40	Dean Thornton	Redfin	26,392,950	65
41	Jonas Funston	Venture REI	26,375,440	60
42	Justin Cook	RE/MAX Solutions	26,023,074	63
43	Mike Schude	Keller Williams Integrity First Realty	25,967,788	65
44	Diane Bearse	Realty Executives	25,368,600	54
45	Renee' Merritt	Keller Williams Arizona Realty	25,156,867	44
46	David Arustamian	Russ Lyon Sotheby's International Realty	25,128,700	44
47	Blake Clark	HomeSmart Lifestyles	24,230,125	64
48	Shawn Rogers	West USA Realty	24,214,675	68
49	Russell Mills	Close Pros	23,825,562	61
50	Shivani A Dallas	Keller Williams Integrity First Realty	23,661,492	57

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NIKKI LEONARD
Unit Manager/Escrow Officer
(480) 599-7820
F: (480) 682-3399
Nikki.Leonard@LTAZ.com

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Teams and Individuals Closing Dates From January 10–December 31, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 12/31/2020	Total Unit Sales 01/01/2020 - 12/31/2020
51	Douglas Hopkins	Realty Executives	23,520,110	67
52	Eric Brossart	Keller Williams Realty Phoenix	23,467,700	51
53	Kristy Martinez	My Home Group	22,857,600	66
54	Bonny L. Holland	Keller Williams Realty Sonoran Living	22,786,945	33
55	Robert S Thompson	William Lyon Homes	22,686,820	54
56	Gordon Hageman	My Home Group	22,644,192	48
57	Henry Wang	eXp Realty	22,417,295	54
58	James A Carlisto	Hague Partners	21,949,799	58
59	Brett Tanner	Keller Williams Realty Phoenix	21,889,500	73
60	Jennifer Felker	Infinity & Associates Real Estate	21,704,890	31
61	Gina Donnelly	Prosmart Realty	21,260,900	39
62	Michaelann Haffner	Michaelann Homes	21,250,200	57
63	Mark Captain	Keller Williams Realty Sonoran Living	21,214,649	58
64	Alisha B Anderson	West USA Realty	21,127,085	57
65	Grady A Rohn	Keller Williams Realty Sonoran Living	20,989,472	45
66	John & Natascha Karadsheh	KOR Properties	20,942,690	37
67	Kelly Khalil	Redfin	20,792,720	51
68	Lauren Rosin	eXp Realty	20,724,735	57
69	Kirk Erickson	Schreiner Realty	20,177,390	55
70	Benjamin Arredondo	My Home Group	20,137,800	59
71	W. Russell Shaw	Realty One Group	20,120,040	63
72	Jason L Penrose	RE/MAX Excalibur	20,096,850	54
73	Phillip Shaver	eXp Realty	20,015,950	58
74	Gus Palmisano	Keller Williams Integrity First Realty	19,996,366	57
75	Daryl R Snow	Homie	19,962,548	52
76	Jared A English	Congress Realty	19,759,530	47
77	Scott R Dempsey	Redfin	19,559,910	47
78	Jody Poling	DPR Commercial	19,472,289	27
79	Steve Hueter	eXp Realty	19,389,279	50
80	LaLena Christopherson	West USA Realty	19,345,300	29
81	Gina McMullen	Redfin	19,258,015	55
82	Amy Laidlaw	Realty Executives	19,196,810	56
83	Jamie K Bowcut	Hague Partners	19,154,320	57
84	Carole Hewitt	Homie	18,638,500	46

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 12/31/2020	Total Unit Sales 01/01/2020 - 12/31/2020
85	Dean Selvey	RE/MAX Excalibur	18,621,756	56
86	Tyler Blair	My Home Group	18,432,199	53
87	Jason LaFlesch	Results Realty	18,334,505	42
88	Richard Johnson	Coldwell Banker Realty	18,266,200	44
89	Danny Perkinson	Perkinson Properties	18,200,870	34
90	Julia Spector-Gessner	My Home Group	18,070,834	39
91	Lorraine Ryall	KOR Properties	18,036,033	39
92	John Gluch	eXp Realty	17,960,488	47
93	Cynthia Ann Dewine	Russ Lyon Sotheby's International Realty	17,796,786	42
94	Frank Merlo	Berkshire Hathaway HomeServices	17,789,950	26
95	Bill Olmstead	Keller Williams Realty East Valley	17,779,150	45
96	Thomas M Speaks	West USA Realty	17,753,365	45
97	Timothy Ehlen	RE/MAX Alliance Group	17,622,266	40
98	Mike Mendoza	Keller Williams Realty Sonoran Living	17,558,300	36
99	Stacia Ehlen	RE/MAX Alliance Group	17,479,900	38
100	Nicholas R Kibby	Keller Williams Realty Phoenix	17,425,500	43

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Teams and Individuals Closing Dates From January 10–December 31, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 12/31/2020	Total Unit Sales 01/01/2020 - 12/31/2020
101	Jason Vaught	Realty Executives	17,325,200	45
102	John A Sposato	Keller Williams Realty Sonoran Living	17,256,275	39
103	Ben Swanson	Keller Williams Integrity First Realty	17,248,760	56
104	Johnny Nicholson	Redfin	17,148,695	45
105	Robyn Brown	Argo Real Estate Professionals	17,094,500	36
106	Jennifer Dyer-Jenkins	Brokers Hub Realty	16,906,899	43
107	Jerry Thomas Beavers	Realty One Group	16,896,399	47
108	Michael Kent	RE/MAX Solutions	16,673,900	56
109	Katrina L McCarthy	Realty One Group	16,670,867	31
110	Kristy N Dewitz	Hague Partners	16,599,550	40
111	Heather M Corley	Redfin	16,534,989	42
112	Michael J. D'Elena	North & CO	16,518,001	43
113	Scott Cook	RE/MAX Solutions	16,353,000	41
114	Cindy Flowers	Keller Williams Integrity First Realty	16,176,675	52
115	Scott Morgan	eXp Realty	16,169,772	38
116	Annette E. Holmes	United Brokers Group	16,138,000	34
117	Jason Zhang	Gold Trust Realty	16,129,000	35
118	Kelly R. Jensen	KJ Elite Realty	16,118,400	48

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#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 12/31/2020	Total Unit Sales 01/01/2020 - 12/31/2020
119	Jera M Banks	HomeSmart	15,964,790	40
120	Suzanne M Rabold	West USA Realty	15,955,000	8
121	Carin S Nguyen	Keller Williams Realty Phoenix	15,851,899	44
122	Thomas A Mastromatto	Mountain Lake Realty	15,799,650	65
123	Timothy J Cusick	Homelogic Real Estate	15,699,202	35
124	Cathy Carter	RE/MAX Alliance Group	15,668,920	25
125	Andrew Cooper	Gentry Real Estate	15,632,000	35
126	Bret Johnson	Realty Executives	15,550,176	43
127	Pamm Seago-Peterlin	Century 21 Seago	15,436,899	39
128	Rebekah Liperote	Redfin	15,415,350	38
129	James Bill Watson	Keller Williams Realty Sonoran Living	15,378,691	33
130	Gary R Smith	Keller Williams Integrity First Realty	15,367,240	38
131	Lauren Sato	West USA Realty	15,310,400	40
132	Angela Tauscher	West USA Realty	15,251,316	39
133	Marci Burgoyne	Crown Key Real Estate	15,164,955	35
134	Jennifer Wehner	eXp Realty	15,094,187	39
135	Angela Larson	Keller Williams Realty Phoenix	14,922,100	63
136	Bruno Arapovic	HomeSmart	14,876,650	56
137	Terra A. McCormick	HomeSmart Lifestyles	14,869,274	46
138	Danielle Bronson	Redfin	14,867,380	39
139	Frederick P Weaver IV	eXp Realty	14,754,197	43
140	Michele Keith	HomeSmart	14,728,885	27
141	Bryce A. Henderson	Four Peaks Brokerage Company	14,659,900	39
142	Daniel J. Porter	RE/MAX Solutions	14,646,588	28
143	Tiffany Mickolio	My Home Group	14,606,744	44
144	Dawn Matesi	United Brokers Group	14,557,616	34
145	Stephanie Sandoval	HomeSmart Lifestyles	14,464,795	34
146	Benjamin Graham	Infinity & Associates Real Estate	14,335,162	33
147	Jesse Martinez	Rachael Richards Realty	14,092,622	35
148	Jeremy Fuhst	Keller Williams Integrity First Realty	14,086,858	42
149	Cristen Corupe	Keller Williams Realty Phoenix	14,083,500	31
150	Elmon Krupnik	Stunning Homes Realty	14,048,925	41

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Teams and Individuals Closing Dates From January 10–December 31, 2020

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 10–December 31, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 12/31/2020	Total Unit Sales 01/01/2020 - 12/31/2020
201	Mark Newman	Newman Realty	12,263,900	31
202	Mo Yaw	Realty Executives	12,229,774	30
203	Mark David Sloat	Realty One Group	12,159,415	27
204	Rachel Krill	eXp Realty	12,151,329	29
205	Krysten Jones	Homie	12,142,750	28
206	Aimee N. Lunt	RE/MAX Solutions	12,141,127	21
207	Roger Marble	Marble Real Estate	12,087,083	23
208	William Carter	Keller Williams Realty Phoenix	12,063,500	35
209	Andrea Deely	Redfin	11,931,665	29
210	Jill Vicchy Heimpel	RE/MAX Classic	11,894,950	40
211	Heather Werner	Ravenswood Realty	11,866,871	32
212	Darlin L. Gutteridge	RE/MAX Fine Properties	11,862,499	28
213	Robin M. Drew	SWMR Property Management	11,825,095	38
214	Michelle Mazzola	Berkshire Hathaway HomeServices	11,774,650	30
215	Marie Nowicki	West USA Realty	11,770,400	28
216	Joshua Asanovich	Keller Williams Realty Phoenix	11,750,000	33
217	Kaushik Sirkar	Call Realty	11,747,100	28
218	Nicole Stevens	West USA Realty	11,696,217	27
219	Michael J Shimonio	eXp Realty	11,695,511	33
220	Skyler Keyser	Keller Williams Realty Phoenix	11,638,700	32
221	Jason G. Williams	HomeSmart	11,577,423	28
222	Michelle Rae Colbert	Keller Williams Integrity First Realty	11,529,500	36
223	David Newman	Hague Partners	11,417,000	21
224	Tara R Keator	Keller Williams Integrity First Realty	11,414,500	29
225	Julie Thompson	West USA Realty	11,394,114	30
226	Heather Taylor	Prosmart Realty	11,364,795	20
227	Kiran Vedantam	Kirans and Associates Realty	11,309,800	22
228	Christopher S. Tiller	Russ Lyon Sotheby's International Realty	11,304,330	23
229	Ashley McKee	Realty Executives	11,289,000	34
230	Alan Aho	Atlas AZ	11,159,300	40
231	Michael Barron	Infinity & Associates Real Estate	11,152,390	24
232	Ty Green	Coldwell Banker Realty	11,108,121	32
233	Trevor Bradley	My Home Group	11,107,340	32
234	Elizabeth Rolfe	HomeSmart	11,106,400	26

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 12/31/2020	Total Unit Sales 01/01/2020 - 12/31/2020
235	Stacie C Whitfield	Flat List RE	11,045,378	29
236	Allen R Willis	Ensign Properties Corp	11,043,880	29
237	Lisa Wunder	Keller Williams Realty Sonoran Living	11,016,600	29
238	Stephen Helmstadter, Sr.	Helmstad Realty	10,993,400	25
239	Heather Rodriguez	Coldwell Banker Realty	10,967,650	24
240	Adam Lee	My Home Group	10,958,800	34
241	John A Hetherington	Just Selling AZ	10,939,308	29
242	Robert Reece	United Brokers Group	10,931,500	33
243	Kathleen M Lanci	Toll Brothers Real Estate	10,913,905	25
244	Michael Hargarten	Highgarden Real Estate	10,870,374	26
245	Matthew Kochis	Keller Williams Realty East Valley	10,840,300	26
246	Karen C. Jordan	Thomas Popa & Associates	10,833,000	16
247	Sarah Gates	Keller Williams Realty Sonoran Living	10,802,499	25
248	Rachele M. Oram	HomeSmart Lifestyles	10,781,300	23
249	Matthew S. Potter	Stunning Homes Realty	10,775,599	32
250	Becky Blair	Keller Williams Integrity First Realty	10,766,100	28

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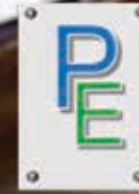
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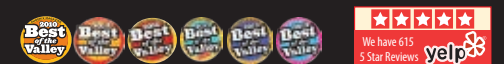
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