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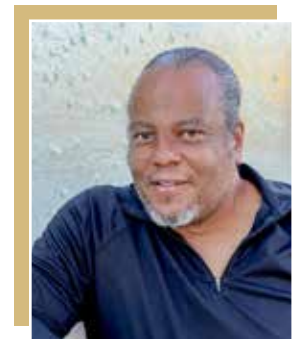
Eric Brossart,
Keller Williams Realty Phoenix
“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather in a lack of will.”
“The common denominator of success is forming habits that failures refuse to do.”
“Time on tasks trumps talent every time.”



Laura Higginbotham,
Re Options
“If it doesn’t challenge you it doesn’t change you.”



Jeremy Fuhst,
Keller Williams Integrity First
“Never be the big fish in a small pond. Align yourself with people who are bigger and badder with the biggest and baddest ideas who execute on a high level. Lack of execution and consistency is the #1 reason people fail, in my opinion.”



Patrick McKinley,
Listing Ladder
“Choose ye this day whom you shall serve but as for me and my house, we will serve the Lord.”

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PATRICK MCKINLEY

sponsor spotlight ◀◀

By Sarah Wind

Listing Ladder

What do reselling bubble gum and real estate photography have in common? They are both businesses that Patrick McKinley of Listing Ladder started. He's had a knack for business since he was a youngster. When he was in seventh and eighth grade he would buy packs of gum for five cents apiece and sell them to his classmates for ten cents. If only we could always double up home sales!

"I grew up in the Washington D.C. area. In the summers I would mow lawns and sell frozen cubes of Kool-Aid on my front lawn. In the winters when it snowed I would knock on doors and shovel snow out of driveways. I learned as a kid that if you don't ask, the answer is always no. But if you do ask, there's a chance you can get some work and create a job of your own. I've never really been the type to apply for a job. I have always preferred to make up my own jobs. I get along with the boss better when it's me. There's really no limit as to what you can achieve in business, except for your imagination. Even if you go into a business that has already been established, there is no reason why you can't create new ways of doing it."

"Fourteen years ago I got my real estate license. I was a photography hobbyist for many years and I used to take pictures of people at parties and activities for my church. Six years ago I put the two together and started taking pictures of houses. That's how Listing Ladder was born. I still maintain my real estate license so that I can get into lockboxes on houses."

Listing Ladder has a team of photographers who are on the ball and ready to take photos of houses when

urgent listings arise. Patrick says, "Three things that set Listing Ladder apart are our availability, our relationships with REALTORS®, and the number of photos we take. We understand that real estate is a 24/7 business. No matter what day or time you call, we will call you back quickly to get your photos scheduled."

"I really value relationships with REALTORS® and I love running into them and talking to them at the store. I don't use impersonal mass email marketing to get and maintain clients."

Patrick learned the lesson that taking more pictures instead of less is best, and he's implemented that into his business. "A long time ago, I didn't take photos of the small pantry or laundry room in a house because they didn't look impressive. The REALTOR® asked me to get those photos later, so I went back and shot those areas and took a few more photos. The REALTOR® was so impressed that I did that, he recommended me to his whole team."

"We like to deliver a high number of photos to REALTORS® because sellers love having lots of photos and buyers love them even more. Also, REALTORS® may want to change out photos on the MLS at a later date. It doesn't take much energy to walk

...

...

across the room and shoot a couple more photos, so we don't hesitate to get different angles of the various rooms. If a house has a very nice kitchen or backyard, we might take 25-30 photos of those areas."

"We love what we do for our REALTORS®. One call does it all. We promise you won't be disappointed."

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Scott Wurga,
Qualifying Party

► featured agent
By Dave Danielson

eric Brossart

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MR. WHATEVER-IT-TAKES

It would be great if the average real estate transaction progressed in a linear fashion from beginning to end. But that's just not the case.

As you know, there are twists and turns at many points along the way. In short, it's a landscape where the unexpected is expected.

The answer is relentless creativity, energy and problem-solving — the same kind of expertise Eric Brossart applies to his work each day with Keller Williams Realty Phoenix.

It's no surprise that Eric has become known to his clients as Mr. Whatever-It-Takes. He defines that nickname in terms of results he feels blessed to achieve.

"I always want to do whatever I can to go above and beyond," Eric emphasizes. "I always try to be that person who is very positive and energetic ... someone who brings a smile to a conversation ... someone people can always rely on and go to when they have a need."

Growing Through Time

Eric brings about a decade of experience to his work with clients. In the process, he also draws on experience that dates back to his time in his prior career field.

"I worked in a call center for three years instead of college. I worked in the trenches in the business with customers for three years," Eric says. "In the process, I learned, took notes, watched and observed. That was really like my college."

After those three years, Eric took a new direction in his career. He entered real estate ... and in 2016, he earned his license.

For two years, Eric applied himself entirely to the business, learning and working as an agent on a team. Then, in 2019, he set out on his own, opening his own office.

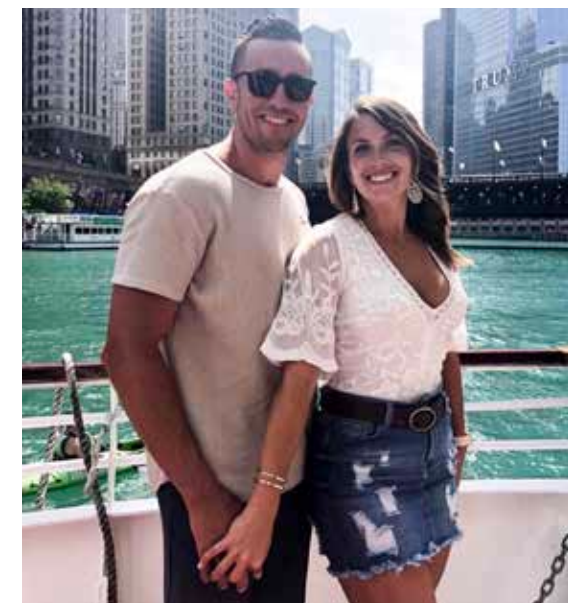
Remarkable Results

Since opening his operation, Eric's results have been nothing short of phenomenal. In fact, during those 19 months, he has recorded a staggering total of 120 sales. Over the past 12 months, he has completed 85 deals, representing \$40 million in sales volume.

Today, Eric continues his remarkable work as an individual agent. Joining him is Shannon, his full-time Executive Manager, and as Eric calls her, "lifesaving rock star."

"Shannon is really my client 'Wow' person. She does everything on the back-end as my Executive Manager, handling transaction management, listing coordination and customer service," he says. "She does an amazing job."

In addition to Shannon, Eric has also recently started mentoring two new agents who just earned their real estate licenses. ...



...
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A lot of top salespeople would probably agree that getting to ‘yes’ is a very satisfying part of the job, along with things like getting the listing signed.

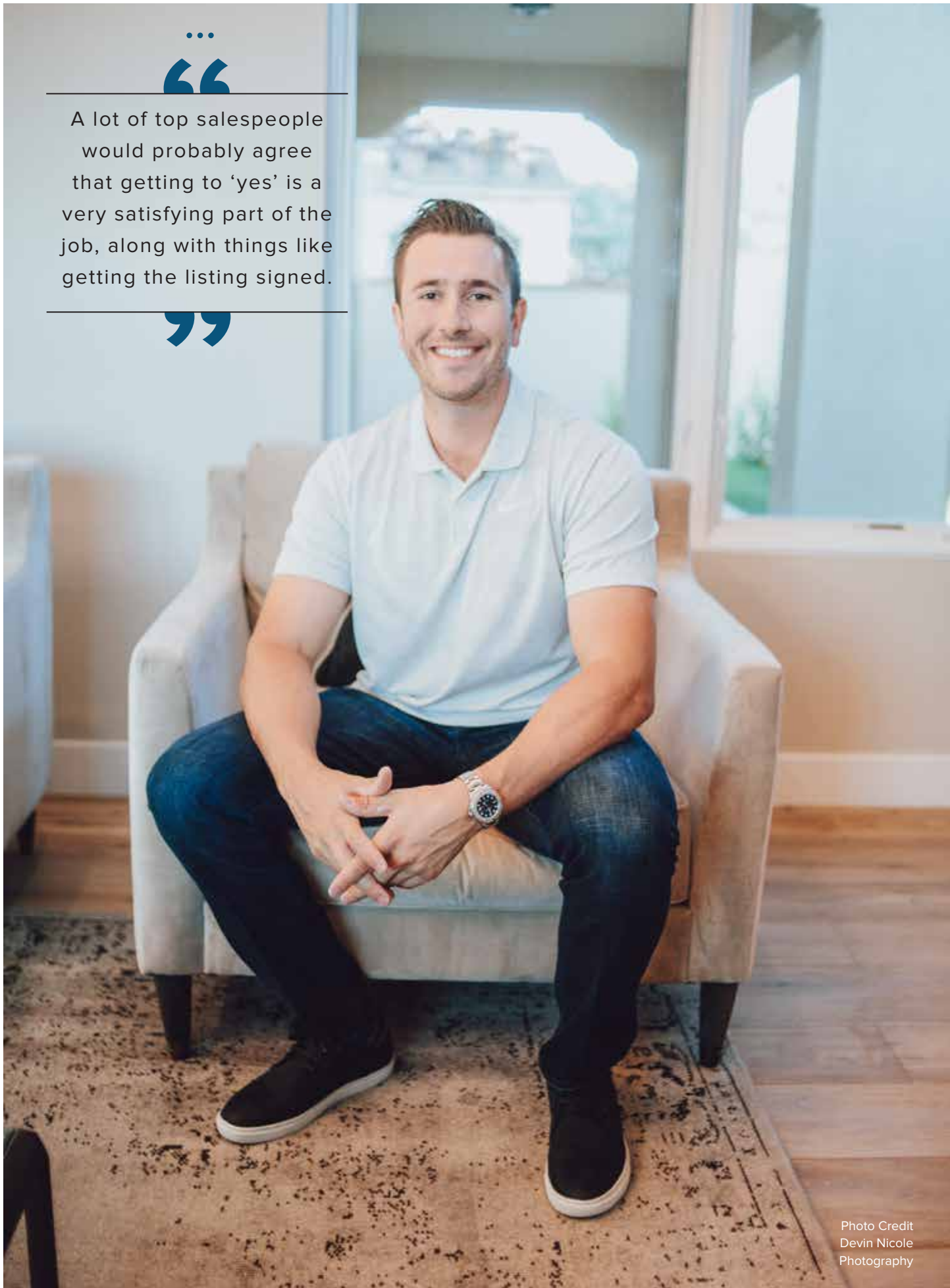


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...
Pride and Passion

The pride and passion Eric puts to work in helping people achieve their goals come through loud and clear.

“A lot of top salespeople would probably agree that getting to ‘yes’ is a very satisfying part of the job, along with things like getting the listing signed. All of those parts of our job give you a great rush,” Eric says. “On top of that, when you reach the end of the transaction and you get a really positive review or a phone call from a client who thanks you for what you did, it’s just a very rewarding feeling.”

Life’s Rewards

Eric’s life away from real estate is just as rewarding with his family, including his younger brother, Justin, who just got into the business with him.

At the center of Eric’s world is his fiancé, Alisha, and the moments they spend together.

Eric and Alisha enjoy time spent with their two dogs. They also join forces and take on projects together. In fact, they just finished a big one.

“We’ve been working on renovating our house. It has been a 12-month project on the house we bought last September,” he says. “We’ve been very busy with that, but it’s been fun and interesting, learning a lot through that process.”

In his free time, Eric also has a passion for golf and likes to get out and explore new restaurants with Alisha.

Eric and Alisha have a true heart for helping others, as well. Eric has been a big supporter of the Boys and Girls Club. Plus, Alisha serves as an abuse coach, working with girls and women who have gone through physical, mental or sexual abuse. Her coaching program is called We Lift to Rise. Soon, she and Eric plan to open a non-profit to expand the efforts under a new name.

Clearly, whether it’s working with his clients or building a stronger community, Eric brings a genuine, all-in spirit to life and business. In turn, those who know Eric understand why he is Mr. Whatever-It-Takes.



“

when you reach the end of the transaction and you get a really positive review or a phone call from a client who thanks you for what you did, it’s just a very rewarding feeling.





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MAKE YOUR PERCEPTION THEIR REALITY

How to Make Sure the Way **YOU** See You, Is the Way Your Clients See **YOU**



► coaching corner

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

Once upon a time in India, there lived a group of blind Hindu monks. One day, they heard that a strange new animal, called an elephant, had been brought to their village. But none of the monks were aware of its size, shape or form.

So out of curiosity, they said, “*We must go and inspect the elephant so we can know it by*

touch.” The group then went to where the animal was and each monk stretched out his arm to feel it.

The first blind monk, whose hand landed on the elephant’s trunk, said, “*This animal feels like a thick snake.*” But the second monk, whose hand reached the elephant’s ear, said it seemed to feel like a fan.

The third blind monk, whose hand was upon its leg, said, “*No, the elephant is a pillar, like a tree.*” And the fourth monk placed his hand on the elephant’s side and declared it felt like a wall.

The fifth blind monk grabbed its tail and described it as a rope. And finally, the sixth blind monk touched the elephant’s tusk. Then he stated that everyone else was wrong and that the elephant felt smooth and sharp like a spear.

Perception is Reality

I love that little story because it illustrates an important lesson: Our perception *feels* like our reality. But, that is rarely the case.

Our perceptions are limited at best, and flawed at worse, by our own influences and experiences.

Psychologists call this “Perceptual Reality” and as humans, we deal with it all the time. Unfortunately, many people never question their own narrow perception of the world.

But the truth is, you get more of an accurate picture of how things *really are* when you seek out the perspectives of others — *Even if they can be hard to hear.*

The lesson is if you don’t consider other people’s perspectives and viewpoints, and especially those of your clients, then...

You Might Actually Be Running Your Real Estate Practice Blind

If you never get input from your clients, peers, and partners, then you will never have a full picture of your true potential. Or know how to overcome your blind spots.

Because your Perceptual Reality is made up of things like:

- Your attitudes
- Your worldview
- Your experiences
- Your belief systems
- Your values and ideology
- You family and peer group
- Your ethnic or cultural background
- Your thoughts, feelings, and emotions

And a number of other sources that blend together to shape your vantage point.

If each blind monk from the story relied on their own perception alone, none of them would have ever truly known what an elephant is like.

The group needed each other’s input to form a clear and accurate picture of the elephant.

It’s the same in real estate, because...

How You “See” You is Rarely How Your Clients “See” You

I recently read an enlightening article on the perception of reality in an issue of CEO Magazine. The article talked about a study conducted at the prestigious management consulting firm, Bain and Company.

Researchers with Bain and Co. found that of their client companies survived. Nearly 90% of their senior executives claimed they provided a “superior level of service” to their customers.

However, when the researchers asked the customers of those same companies. The actual rating averaged out to only to 8%. Quite the gap in difference, isn’t it?

Understanding the Limitations of Your Own Perception

Agents will often tell me about their marketing plans and “communication systems” for staying in touch with clients. And sometimes they’ll brag about their Facebook likes.

However, when I ask them how many of those “likes” turned into signed contracts, they often clam up.

It’s easy for agents to confuse activity with accomplishment. But in most cases, posting a new listing to Facebook isn’t enough to market a home or stay in front of past clients.

If you really want to cultivate a raving fan base of...

Previous Clients Who Eagerly Tell Others About You...

You’ll probably need to add some additional communication channels to your marketing.

Social media platforms like Facebook, Instagram and LinkedIn are nice, but they are not enough.

You may also consider testing the following ways to stay engaged with previous clients:

- Delivering them a gift card.
- Causal pop-ins and short visits.
- Sending out handwritten thank you cards.
- A monthly print newsletter to stay top of mind.
- Introducing them to others who might be able to help them reach their goals.

There are many ways to stay engaged and in front of past clients. But the first step is to begin getting feedback on what your current clients prefer.

Here are some questions you can ask current and recent clients to get honest feedback:

- *What is it you like most about working with me?*
- *What would you like to see me do more of, better, or different?*
- *How would you like to see me improve my communication skills?*

Getting Honest Feedback from Your Clients, Colleagues, And Trusted Partners Takes Courage...

Additionally, if you can get feedback from your unconverted prospects, then that might be some of the most valuable feedback of all.

Because if you can find out why someone *didn’t* choose to list with you, you can correct those mistakes and experience even greater success in the future.

Remember, this is not about changing who you are. It’s just about helping you do what you do, more effectively.

The bottom line is, you have to get this outside input from other people. People who know you best and who can be honest with you.

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“My advice to other agents would be to set yourself apart from the thousands of other agents by creating value.”

LAURA HIGGINBOTHAM

Sharpening Her Edge Through Education

Three words to describe Laura Higginbotham are personable, professional, and smart. Even though she's been in real estate for twenty years, she never stops pursuing learning. We sat down with her to ask her about her recent studies. Here is her story.

“I've always loved school and loved learning. In May 2021 I will graduate with a master's degree in legal studies. It's a two-year program for non-lawyer professionals. I get to take all the classes that I want, like property law and contract law. I especially loved my mediation class and plan to do real estate mediation on

the side someday. I got an A+ in that class and my professor told me I have great instinct. I said, 'No, I just have had a lot of experience mediating problems with buyers and sellers for the past twenty years.'”

“I think any REALTOR® who goes above and beyond in their education will gain credibility and professionalism. Your clients are going to value your opinion and believe you have the knowledge they need because you've gone the extra mile to get it. In this business you have to set yourself apart from the average agent. One great way to do this is to become a broker.”

“My advice to other agents would be to set yourself apart from the thousands of other agents by creating value. Your clients need to know who you are and what value you offer them. Use the skills you already have to set yourself apart. It could be your knowledge of decorating, designing, or a certain location. Make sure your sphere of influence knows what you're good at. And surround yourself with other exceptional industry professionals: escrow agents, home inspectors, and loan officers. These people will make you look good and add to your credibility.”



“I tell my clients that I am not just a real estate agent, I am a real estate consultant. I have extensive background in working the investment side of real estate, flipping and remodeling homes with my husband. I use this experience to help clients view homeownership as an investment.”

“My husband and I have been married for 25 years as of January 2021. We've worked off and on together since 2008. He left his corporate job to pursue real estate with me. He's not an agent, but we've flipped homes, built custom spec homes, developed property and even have done commercial projects. He's my design talent partner. I'm the rational thinker and he's the creative thinker. We make a great team and work really well together.”

“Sometimes my clients will hire my husband to fix up their home when they are getting ready to list it or hire him to remodel their home just after they buy it. It's great to be able to offer these valuable services to my clients.”

If you haven't already done so, take some time to think about what skills you are good at that add value to your clients, and make sure they know about them.





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Jeremy FUHST

EARNING & GIVING

There are many worthy goals that drive each of our efforts every day.

One of those who has a clear vision of his purpose is Jeremy Fuhst.

As a REALTOR® with Keller Williams Integrity First, Jeremy definitely takes a big-picture view of his role in making the world a better place.

“It makes me feel good to know that I’m giving something back to other people,” Jeremy emphasizes. “I’m a big believer in that.”



Photo Credit Patrick McKinley

Choosing His Path

Jeremy could have pursued his positive course in a number of ways. Yet he chose to take his steps forward in real estate.

“I didn’t know that I would pursue working in real estate full-time, but I had always found it very interesting,” he remembers. “One of the things that triggered it for me was one day when I was glancing through Groupon. I was looking for something else, and I happened to see a listing for real estate classes. So I signed up!”

That was 2018. For his first six months, Jeremy worked part-time in the industry, before moving ahead full-time.

Challenging Start

Like most people who enter the business, Jeremy experienced the challenges of starting in the business.

“In January 2020, I did one deal. The next couple months I didn’t do a lot and pulled out a loan to cover the mortgage,” he recalls. “Then I had a deal that was supposed to close in mid-March. And we needed that deal to close. But it kept getting pushed off.”

The tension continued.

“On closing day we ended up having a really bad storm. On that day, I had asked my housecleaner to go in early so my clients could move into a clean house,” he remembers. “She called during the middle of the day and said, ‘The house is flooding from the storm.’”

So Jeremy went over to check the damage.

“There were a ton of leaks in the roof. At that point, I didn’t have a choice. I had to call my clients and say we’re not moving into this house,” he says. “My client said, ‘I’m going to pull out and rent.’ For some reason, I had this pull ... and I wanted to get the roof fixed.”

Jeremy ended up donating his entire check to the client to get his roof fixed.

“It was interesting how the commission amount was exactly the same as what it cost to fix the roof,” he recalls. ...

“And even though my wife, Rayel, didn’t want to, I give her all the credit in the world that she agreed to give me that opportunity.”



Photo Credit Patrick McKinley

...



Photo Credit Patrick McKinley

Higher Purpose

There was a higher purpose at work.

“That deal involved a big family of 16 people who were moving into the house,” he says.

As Jeremy went to leave, his client asked if there was anything he could do for Jeremy.

The young REALTOR® thought a moment.

“I’m not religious, but I said, ‘Please pray for me and my family.’”

Since then, Jeremy has recorded between \$14 and \$15 million in sales volume. In the last five months, Jeremy has closed 40 deals.

“I like telling that story to agents who are really struggling,” he says. “I had a lot of faith in myself that I could do it. And even though my wife, Rayel, didn’t want to, I give her all the credit in the world that she agreed to give me that opportunity. I’m happy I went through that so I can help others.”

What Matters Most

Family forms the center of Jeremy’s world. He and Rayel enjoy every moment spent with their son, Madden, who was born on December 21, 2019.

In their free time, Jeremy and his family are avid Disney fans. They also look forward to time spent with their tight-knit family, including his parents, aunts and uncles.

“My family has been so supportive, including my mom, Mickey, and my stepdad, Darryl Galbraith,” Jeremy

says. “I work very closely with my mother. She is the Swiss Army Knife of life. You can give her anything and she will knock it out of the park. And my stepfather has the work ethic that everyone should try to match.”

As Jeremy considers the future, he thinks about the ways he can bring value.

“As part of that, I like the idea of helping other agents grow in the business, whether it’s through coaching, building a team and eventually stepping out of production to help others,” he says.

Truly, Jeremy Fuhst is a person who serves with a greater purpose in mind ... earning and giving.



Jeremy Fuhst & (Mom) Mickey Galbraith



Rayel and Jeremy Fuhst



Danny, Jack, Greg, Sean, Clifford and Jeremy



» book review

By Chris Reece

9 DRAGONS

by Michael Connelly

What is your Favorite Novel and Why is it 9 Dragons?!

“Without thinking about it too long, what’s your favorite novel and why?” was the quote posted in a Facebook Group by someone I didn’t know, but I did know my answer immediately.

9 Dragons by Michael Connelly.

How about you? What book comes to mind when someone asks, “What’s the best novel you’ve ever read?”

If you didn’t say *9 Dragons* you’re wrong. But of course, I know your answer is different than that. Have you ever asked yourself why your favorite novel is your favorite? Is it the story? The plot? A character you relate to or want to be like? Or is it what you’re going through in life right now that makes you relate to the story? My ability to pick that answer so fast on social media challenged me to ask myself why I liked this novel so much so I thought about how I found it.

Actually, *9 Dragons* found me a little over 10 years ago. It was literally just in front of me one day and I say it found me because I was not into novels at all. I’d pick up a non-fiction book about American history every now and then, but in all honesty, I’d

say I might have read two books a year at most back then.

The day I cracked this book open my wife and I were packing up the first home we bought together. It wasn’t a happy move, either; we were moving backward. We were short selling and going back to renting. It was hard. We had a 3-year-old and an almost 1-year-old who was rowdy and always moving! In the midst of all of the packing for the move, I needed to have a “movement” myself. Headed into our bedroom to do the deed, I realized I didn’t have my phone in my pocket to play whatever game I was into at the time while on the throne. Unfortunately, I had already passed the point of no return in bodily functions, so I was going to be stuck with nothing to do while I *do-ed*. Real deep, I know. In a quick moment I saw this book on the bathroom counter-top. *9 Dragons*. I sighed, begrudgingly grabbed it and headed in.

Immediately I was introduced to Harry Bosch, a Los Angeles Homicide Detective, and within the very first few pages, I was immersed into Harry’s new murder mystery! As mentioned earlier, I had not read many novels. The ones I did seemed



to take forever to have anything really happen, and I would quickly lose interest. The author, Connelly, puts you in every scene in a way that makes you feel like you’re watching a movie. It was incredible how I could see all the words on the page come to life in my head. I couldn’t wait to see where Bosch was going to go and what he was up to. It was a nice escape from packing a home I didn’t really want to leave. In my life I was moving backward, but Harry was quickly moving forward very fast on his case.

Unlike any book at the time, I couldn’t put it down. I kept thinking about it while driving the U-Haul to and from the rental to the old house. I might have taken a few extra bathroom breaks just to turn a few pages as well. Along the way you find out Bosch was married a long time ago (now divorced) and they had a daughter. His daughter is now a teenager and lives with her mom in Hong Kong. While interviewing a suspect in custody about his newest homicide case, Bosch finds out his daughter is kidnapped in Hong Kong and it’s linked to this suspect in LA! My heart is pounding just writing about it.

On the last day of owning that house, I remember clearing the last few things out and taking videos of kids’ rooms. I had painted those rooms and built cribs and baby furniture in those rooms. I brought them home as newborns from the hospital to that house. I broke down. I was going back on a promise I had made to repay a loan. I felt like I was letting my family down. We were poor, tired, and using vacation time to move in August in Arizona. Harry Bosch’s struggle was vastly different from my own, but there was a sense of urgency about him and how it was written that moved me. Bosch had to keep moving no matter how hard it was or what obstacle he had to face to find his daughter. His momentum helped me move and get settled in our rental that week. I finished the book in our tiny little Chandler rental.

Bosch’s mission in *9 Dragons* is completed but at a great loss to him and his daughter. They’re left to make a new start. Everything was going to be different now.

Everything was different for me as well. I was still a manager at Starbucks, I was still a dad of two amazing kids and husband to a hot and wonderful wife. Only my address changed. I was going to be saving money because rent was less expensive than owning, and now I lived 30 minutes closer to work. It was time to be different, it was time to be new.

Hungry for more *new*, I flipped open the cover of *9 Dragons* thinking about reading it for a second time because it was so good. I saw a long list of other Harry Bosch novels that I’d missed the day I picked it up. Being strapped for extra cash after the move as well as short selling our home, my heart wept a little bit because I knew going and buying new books wasn’t really in our budget. The exact details escape me but somehow within a few days of this Heidi, my bride, came home from Goodwill with two other Connelly novels. Each of them were \$2 or \$3! She had never seen me rip through a novel like I did with *9 Dragons*. As long as I’ve known her, she has been an avid reader always pushing me to pick up a novel she’d just gone through so we could talk about it. I tore through those Connelly books over the next few weeks with a hunger I’d never experienced before. We found ourselves at Goodwill on the “half-off” Saturdays and I would hunt the book section trying to grab all of the Connelly novels. It truly felt like each week I would grab a few I didn’t have. In those years of renting while my wife was gone for work as a flight

attendant and the kids would want to watch *Disney’s Cars* or *Bubble Guppies* for the fourth time in a day, Bosch led me through many crimes and thousands of pages.

So how did *9 Dragons* make it to my bathroom counter that day for me to just happen to pick it up? On airplanes when passengers or crew are done with a book or a magazine, sometimes they will leave it there for the next passenger or will simply hand it to a crew member. *9 Dragons* just happened to be left with Heidi and she brought it home. She had not read it. Her leaving it on the counter the day she did and me finding it cannot be coincidence. Think of all that would have to come together for me to find that book. All it would have taken for me to not pick it up would have been to have my phone with Tetris on it in my pocket. That day I found a missing clue to my life that I didn’t know I was looking for.

While my wife and I rebuilt our credit and savings for our new house I eventually caught up and read all 20 of the novels Connelly had put out. For three years I plowed through Bosch’s adventures. I have re-read a few of my favorites over the past few years.

Connelly’s Bosch series was a huge part of my growth these past 10 years. I now have another daughter; I own a home I never thought I would as well as another home in the mountains. As I thought about *9 Dragons* from the Facebook post the other day, I knew it was time to go through it again. I found new things. His daughter was 13 when she was kidnapped. My oldest is now 13 and a few conversations he had with her are some I’ve recently had with mine. They’re both reading *The Lightning Thief*. All those years ago it probably took me the course of a week to read a 450-page paperback book. This time it only took two and half days and possibly a few long bathroom breaks.

Do you have characters that have been with you for a long time? Who has moved you? Bosch novels are still coming out — a little less than about one a year. He’s getting older. But he still has the mission to bring justice to those it was taken from. I believe Bosch has helped me in my mission too. Ten years ago, it was simply providing a secure roof over my family’s heads, putting food on the table, and paying off my debts. I’ve now paid most of those debts and have a new mission of helping others do the same thing. Bosch isn’t a motivational speaker or a money guru. He’s a fictional character that’s simply been a guide to me for the past 10 years.

One specific day in the rental, Heidi was gone on a four-day trip. Both kids were sick and throwing up. I had to cover my shifts at Starbucks and take care of them (if you ever had to cover shifts in a restaurant, you know how stressful that is) then add two sick kiddos with momma out of town you can imagine how that day was. Emma and Graham’s only comfort were their shows, chicken noodle soup, and snuggling me. It was a Wednesday. I read a whole Bosch novel in one day: *Angels Flight*. I’d never done that. Sure enough, there is a connection between *Angels Flight*

and *9 Dragons*, even though they were years apart. It was like a gift from the author. It was small, but it was important.

When was the last time a book found you? Let it happen. You know you have a novel lying there. You have no idea what the characters want to teach you. Turn the TV off. Please know I'm telling myself that too. We're being squeezed by the world around us. Go visit the characters who have been with you through the thick and thin. This year, I have learned more about mental health than I ever have. I'll be vulnerable and say I've not been very sympathetic about "mental health days" in the past, but this year I've come to realize that all along Bosch has been part of my mental health. Revisiting his cases in these past few weeks has invigorated me to get back out there even after receiving lots of bad news from day in and day out. In *9 Dragons*, Bosch had to go

find and save what was most important to him. Nothing was going to stop in his pursuit of his daughter, Maddie. We've all heard the term "to move hell and earth" well Bosch went halfway across the Earth and then went through hell to find her. It leaves me asking myself, what Earth can I cross to make life a little less hellacious for the people I care about? I want to believe I have Harry Bosch's same drive for who and what I love! Of course, I know Bosch is pushed to an unfathomable extreme in a fiction novel, but I have a 13-year-old too. Does Emma know I will come find her no matter what? Do Heidi, Graham and Jules know? Which characters move you!? It's okay to lose yourself in a book, so long as you come back.

If you need to lose yourself in LA or Hong Kong or find a character to love, go get *9 Dragons*!



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Have you ever hired a coach for your real estate business, and how has it impacted your business?



JANINE IGLANE,
KELLER WILLIAMS REALTY EAST VALLEY

I am currently in a coaching program. What I love about it is the accountability, the encouragement, and the guidance. I started at the first of the year, and I've already noticed an improvement in my business. It's been helpful for me because I like to make a list and check things off my list, so doing the "homework" that has been assigned to me gives me a feeling of accomplishment. Even though the tasks I'm doing I have always done in some shape or form, this gives me a clear picture of what my tasks should be. And then when I've done them, I get to check them off my list! Also, being able to bounce ideas off of my coach, share with her my frustrations, or lean on her for her experience have been really great, too. It feels like I have someone in my corner, cheering me on!



ANDREA LUPO,
WEST USA REALTY

Yes, I have used a coach more than one time. I find it always pushes me to work smarter and be accountable. I have been a sales and process coach for over 15 years. Coaches always need a coach!



JAMES AND REBECCA HIDALGO RAINS,
INTEGRITY ALL-STARS

Yes, we've invested in coaching! There are many forms of coaching and of investing, not just money but time must also be invested in growing and developing your real estate business. Even the top CEOs invest in coaching, as we are all here to learn and experience and grow.

That all said, we are currently in the "Limitless Project" with Steve Valentine, which is an eight-week coaching course on providing solutions for your clients, increasing wealth, and stop chasing "the commission." We decided we needed the fresh perspective and to open our mindsets to new options for both ourselves and our sphere. Last year, we had been coached by Debbie DeGrote's company, and it was instrumental in streamlining our processes and roles on our team. It definitely helped us work smarter but not harder.

Currently, and many times in the past, we're participating in mastermind groups, which don't require a lot of finances (should be free) but only some time investment. Your colleagues can be wonderful coaches when these groups are done



MARIANA BENNER,
MOVINGAZ REALTY

I hired a coach a year after being in the business when I realized I was having difficulty with time blocking and letting my business run me. I will have a coach as long as I'm in this business for the accountability, help to reach my goals, and work on myself. She has helped pushed me outside of my boundaries of what I would have been able to do without her guiding me. My business tripled from when I first started and continues to improve yearly. I have been able to live a more balanced life with the systems she is teaching me.



LEILA WOODARD,
VISION REALTY

Yes, I hired a consultant for both my personal business and my brokerage. This helped me triple my personal business and go from \$4,000,000 to over \$13,000,000 and go from six agents to 23 agents at our brokerage. It is good to have someone who thinks differently than you do and who challenges you. I remember getting tasks and assignments and doing them right away as I never wanted to disappoint my coach. This is great for accountability. I don't think coaching is for everyone. You have to really be driven and adaptive and good with change. Coaching has helped me streamline my database. It helped me keep track of where my business was coming from. It helped me develop time blocking and systems.



CHRIS DUNHAM,
KELLER WILLIAMS REALTY EAST VALLEY

Yes, coaching created additional opportunities with lead generation, a better understanding of repeat and referral business, and stronger follow-up systems.



KENNY KLAUS,
KELLER WILLIAMS INTEGRITY FIRST

Yes, I've had a coach for about four years now. Like every great team, player, or most successful business people, we are our own worst accountability partner. We need someone to keep us focused on our goals and someone to give us honest feedback on our ideas (and there is no shortage of those). Having a coach has kept me on track so that I am focused and driven to reach my goals. It has also given me honest feedback on ideas, challenges, and P&I. Sometimes, we have healthy conflict, and I say "healthy" because we're going in the same direction. Sometimes, he just has to rattle my cage a little to keep me focused. I know he has a vested interest in my success. I encourage everyone to consider hiring a qualified coach.



KIMBERLY TOCCO,
EXP REALTY

Yes, I am part of an exclusive think tank. We meet monthly, and I get one-on-one sessions and weekly webinars. It keeps me on my feet and also helps me problem solve. I absolutely love the group and my coach.



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► weserv monthly update

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

Live, Learn, & Love

Like many of you, I am so excited about the opportunities that 2021 will afford all of us. In that spirit of looking forward to what will make the year 2021 exception, I am working on several items that correlate with the work of WeSERV. Those items are live, learn, and love.

If I have learned anything from the past year, life changes can happen in a minute. The more I laugh, the more new things I experience, the better everything seems to go. I hope to make a special effort to stop often and enjoy that experience. From something as simple as reading a book to spending time with family and friends, I plan on making a conscious effort to be present in life. As an

association, there is always an effort to make everything we do fun for the individuals that participate. If you haven't already, join a committee, participate in a WeSERV charity event, or mentor a new REALTOR®. Enjoy this experience and live life to the fullest.

To be a positive person, a person must always be learning. The Pandemic has opened up a whole host of learning opportunities that did not exist two years ago. Online education has exploded, whether we wanted it to or not. I plan on taking advantage of this opportunity in my own life. Those who have made a career out of association management can learn and receive designations for this field. I plan on completing one of those designations this year. I would also encourage each of you to take advantage of the opportunities WeSERV has in education. A member can now also get designations from online classes that WeSERV offers to improve skills, provide a better experience for their clients, and ultimately make money.

I love working with REALTORS®. I have a great passion for helping REALTORS® make the American dream a reality for people in Arizona. I love to protect each of the members from excessive regulation that makes doing the job of being a REALTOR® more difficult. I love being able to drive in Arizona's neighborhoods, knowing we had a part in protecting the rights of all things related to the home. I hope you find that same love for the work you do each day. From helping find the first home to the dream home, helping tenants and landlords in the rental process. The job of a REALTOR® is a noble profession that makes a difference in the lives of everyone they touch. I hope you find that love every day.

While I know that 2021 will have its challenges, I am excited to face those challenges and make a difference in my life of those I am around. I will make a special effort to live, learn, and love. I hope you each take advantage of this opportunity and make 2021 memorable.

weserv president's perspective ◀◀

By **Dena Greenawalt** – 2020 WeSERV President



THANK YOU!

This is my final article as the 2020 WeSERV President. I want to formally thank all the members and staff who spent countless hours on a project, a committee, workgroup, PAG (Presidential Advisory Group) to make our first year as WeSERV a successful year. We accomplished so much and most of it via Zoom vs. in person meetings.

We are always looking for great volunteers and hope you'll find one of the committees or projects something that fuels your passions. I invite you to check out the website for all our events, classes, and volunteer opportunities.

Have a Happy and Safe Holiday Season! Best wishes for a fabulous 2021!

Take Care,
Dena G.

We were recognized for the by AAR for our Community project of raising money (\$17,600) for the Arizona Food Bank Network, and by the Phoenix Business Journal as the Largest Local Professional Association in Arizona. This distinguished award was made possible by all our outstanding members. Our Global Alliance committee was recognized by NAR receiving the Silver Global Achievement Program award.

We gave back to our community by raising funds for various charities including veteran's organizations. Our lockbox program provided over 160 lockboxes to those homebound allowing first responders to more easily gain access if needed. We award \$3250 in scholarships to high school Seniors throughout our jurisdiction. These are just a few examples of how we gave back.

We have some great things planned for next year to bring more education, benefits, and programs to enhance our members businesses and lives. We are planning in-person events for 2021 provided it is safe to do so.

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Teams and Individuals Closing Dates From January 1–November 30, 2020

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1–November 30, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 11/30/2020	Total Unit Sales 01/01/2020 - 11/30/2020
51	Eric Brossart	Keller Williams Realty Phoenix	22,272,700	48
52	Robert S Thompson	William Lyon Homes	21,887,990	52
53	Gordon Hageman	My Home Group	20,979,192	46
54	Kristy Martinez	My Home Group	20,662,600	60
55	Bonny L. Holland	Keller Williams Realty Sonoran Living	20,598,545	30
56	Grady A Rohn	Keller Williams Realty Sonoran Living	20,579,472	44
57	Russell Mills	Close Pros	20,539,062	54
58	Henry Wang	eXp Realty	20,498,795	49
59	Brett Tanner	Keller Williams Realty Phoenix	20,430,500	68
60	Michaelann Haffner	Michaelann Homes	19,881,200	54
61	Benjamin Arredondo	My Home Group	19,522,800	57
62	Kirk Erickson	Schreiner Realty	19,451,390	53
63	Kelly Khalil	Redfin	19,426,220	49
64	Mark Captain	Keller Williams Realty Sonoran Living	19,410,949	53
65	Alisha B Anderson	West USA Realty	19,232,585	52
66	Jennifer Felker	Infinity & Associates Real Estate	19,220,890	29
67	Shivani A Dallas	Keller Williams Integrity First	19,100,173	47
68	W. Russell Shaw	Realty One Group	18,831,140	60
69	Lauren Rosin	West USA Realty	18,648,835	52
70	Carole Hewitt	Homie	18,638,500	46
71	Daryl R Snow	Homie	18,632,948	48
72	Steve Hueter	eXp Realty	18,493,489	47
73	Phillip Shaver	eXp Realty	18,475,200	53
74	Gus Palmisano	Keller Williams Integrity First	18,298,366	53
75	Jamie K Bowcut	Hague Partners	18,269,070	54
76	Julia Spector-Gessner	My Home Group	18,075,834	39
77	Jason LaFlesch	Results Realty	17,949,505	41
78	Amy Laidlaw	Realty Executives	17,905,110	52
79	John & Natascha Karadsheh	KOR Properties	17,634,690	31
80	LaLena Christopherson	West USA Realty	17,448,800	27
81	John Gluch	eXp Realty	17,234,488	46
82	Johnny Nicholson	Redfin	17,148,695	45
83	Jason L Penrose	RE/MAX Excalibur	17,077,950	47
84	Richard Johnson	Coldwell Banker Realty	17,032,200	41

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 11/30/2020	Total Unit Sales 01/01/2020 - 11/30/2020
85	Jared A English	Congress Realty	16,984,630	41
86	Lorraine Ryall	KOR Properties	16,972,033	37
87	Nicholas R Kibby	Keller Williams Realty Phoenix	16,960,500	42
88	Danny Perkinson	Perkinson Properties	16,940,870	31
89	John A Sposato	Keller Williams Realty Sonoran Living	16,794,775	37
90	Tyler Blair	My Home Group	16,774,699	49
91	Katrina L McCarthy	Realty One Group	16,670,867	31
92	Timothy Ehlen	RE/MAX Alliance Group	16,437,266	37
93	Jason Vaught	Realty Executives	16,360,200	42
94	Stacia Ehlen	RE/MAX Alliance Group	16,305,000	36
95	Cynthia Ann Dewine	Russ Lyon Sotheby's International Realty	16,283,786	38
96	Jennifer Dyer-Jenkins	Brokers Hub Realty	16,255,899	41
97	Ben Swanson	Keller Williams Integrity First	16,007,760	51
98	Gina McMullen	Redfin	16,007,515	48
99	Jody Poling	DPR Commercial	15,983,889	24
100	Jera M Banks	HomeSmart	15,964,790	40

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1–November 30, 2020

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 11/30/2020	Total Unit Sales 01/01/2020 - 11/30/2020
101	Suzanne M Rabold	West USA Realty	15,955,000	8
102	Michael Kent	RE/MAX Solutions	15,830,400	52
103	Timothy J Cusick	Homelogic Real Estate	15,699,202	35
104	Cathy Carter	RE/MAX Alliance Group	15,668,920	25
105	Michael J. D'Elena	North & CO	15,568,001	41
106	Jason Zhang	Gold Trust Realty	15,549,000	34
107	Cindy Flowers	Keller Williams Integrity First	15,540,675	50
108	Robyn Brown	Argo Real Estate Professionals	15,534,600	33
109	Bill Olmstead	Keller Williams Realty East Valley	15,424,600	40
110	Thomas A Mastromatto	Mountain Lake Realty	15,365,150	63
111	Annette E. Holmes	United Brokers Group	15,298,000	33
112	Scott R Dempsey	Redfin	15,246,010	38
113	Kristy N Dewitz	Hague Partners	15,169,450	37
114	Gary R Smith	Keller Williams Integrity First	15,127,240	37
115	Rebekah Liperote	Redfin	15,125,350	37
116	Thomas M Speaks	West USA Realty	15,094,190	38
117	Frank Merlo	Berkshire Hathaway HomeServices	15,006,200	30
118	Jerry Thomas Beavers	Realty One Group	14,914,899	41

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#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 11/30/2020	Total Unit Sales 01/01/2020 - 11/30/2020
119	Heather M Corley	Redfin	14,668,989	38
120	Kelly R. Jensen	KJ Elite Realty	14,655,900	44
121	Daniel J. Porter	RE/MAX Solutions	14,646,588	28
122	James Bill Watson	Keller Williams Realty Sonoran Living	14,506,801	30
123	Bret Johnson	Realty Executives	14,481,676	39
124	Gina Donnelly	Prosmart Realty	14,448,900	31
125	Bruno Arapovic	HomeSmart	14,400,650	54
126	Angela Tauscher	West USA Realty	14,396,990	37
127	Tiffany Mickolio	My Home Group	14,113,744	42
128	Pamm Seago-Peterlin	Century 21 Seago	14,035,899	35
129	Scott Cook	RE/MAX Solutions	13,872,500	35
130	Marci Burgoyne	Crown Key Real Estate	13,789,955	33
131	Andrew Cooper	Gentry Real Estate	13,707,000	32
132	Jesse Martinez	Rachael Richards Realty	13,657,622	33
133	Carin S Nguyen	Keller Williams Realty Phoenix	13,620,400	38
134	Frederick P Weaver IV	eXp Realty	13,587,411	38
135	Jennifer Wehner	eXp Realty	13,570,187	36
136	Benjamin Graham	Infinity & Associates Real Estate	13,547,162	31
137	Bryce A. Henderson	Four Peaks Brokerage Company	13,540,400	37
138	Beth Rebenstorf	Realty One Group	13,414,700	29
139	Danielle Bronson	Redfin	13,401,980	35
140	Nathan D Knight	Prosmart Realty	13,389,410	39
141	Stephanie Sandoval	HomeSmart Lifestyles	13,199,895	32
142	Harlan A Stork	Realty Executives	13,167,150	25
143	Cristen Corupe	Keller Williams Realty Phoenix	13,049,500	29
144	Angela Larson	Keller Williams Realty Phoenix	12,869,700	55
145	Dawn Matesi	United Brokers Group	12,864,616	29
146	Kevin Barry	Keller Williams Integrity First	12,794,400	43
147	Erika Uram	Keller Williams Realty Sonoran Living	12,776,906	29
148	Nate Hunsaker	West USA Realty	12,754,425	22
149	Scott Morgan	eXp Realty	12,722,996	33
150	Amy N Nelson	Keller Williams Realty East Valley	12,692,282	39



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Teams and Individuals Closing Dates From January 1–November 30, 2020

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TOP 300 STANDINGS

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201	Michele Keith	HomeSmart	11,219,885	21
202	Andrea Deely	Redfin	11,190,665	28
203	Michael Barron	Infinity & Associates Real Estate	11,152,390	24
204	Joshua Asanovich	Keller Williams Realty Phoenix	11,098,000	31
205	Marie Nowicki	West USA Realty	11,092,400	26
206	Jill McFadden	Delex Realty	11,056,450	22
207	Ronald Bussing	Realty One Group	10,932,400	30
208	Mark David Sloat	Realty One Group	10,927,890	24
209	Kathleen M Lanci	Toll Brothers Real Estate	10,913,905	25
210	Kiran Vedantam	Kirans and Associates Realty	10,884,800	21
211	Kristie Falb	HomeSmart	10,875,300	36
212	Chris Lundberg	Redeemed Real Estate	10,835,225	29
213	Ashley McKee	Realty Executives	10,799,100	32
214	Rachele M. Oram	HomeSmart Lifestyles	10,781,300	23
215	Michael J Shimono	eXp Realty	10,770,511	30
216	Robert Reece	United Brokers Group	10,703,500	32
217	Heather Rodriguez	Coldwell Banker Realty	10,685,150	23
218	Allen R Willis	Ensign Properties Corp	10,668,880	28
219	Thoman L Wiederstein	Redfin	10,599,004	26
220	Troy Holland	HomeSmart	10,573,050	28
221	Jill K Dames	Realty One Group	10,572,900	31
222	Carol Gruber	eXp Realty	10,547,800	33
223	Matthew S. Potter	Stunning Homes Realty	10,525,599	31
224	Dean Selvey	RE/MAX Excalibur	10,493,338	32
225	Cara Wright	Superlative Realty	10,471,500	14
226	Becky Blair	Keller Williams Integrity First	10,441,100	27
227	Braden Johnson	Results Realty	10,437,490	26
228	Stacie C Whitfield	Flat List RE	10,435,378	28
229	Mark Newman	Newman Realty	10,390,900	27
230	Jaime L Blikre	My Home Group	10,353,399	34
231	Michelle Mazzola	Berkshire Hathaway HomeServices	10,353,150	27
232	Lisa Miguel	West USA Realty	10,333,515	20
233	Beth S. March	Woodside Homes Sales	10,301,580	24
234	Elizabeth Rolfe	HomeSmart	10,271,400	25

#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 11/30/2020	Total Unit Sales 01/01/2020 - 11/30/2020
235	Jacquelyn E. Shoffner	eXp Realty	10,255,500	25
236	Trevor Bradley	My Home Group	10,174,840	30
237	Matthew G Murray	Realty One Group	10,139,990	28
238	Maureen Waters	RE/MAX Foothills	10,083,615	23
239	David Hans Kupfer	Keller Williams Realty Sonoran Living	10,083,430	22
240	Lorraine A. Moller	Keller Williams Realty East Valley	10,065,250	24
241	Lisa Wunder	Keller Williams Realty Sonoran Living	10,056,600	27
242	Caryn L Kommers	Bold Realty	10,040,300	30
243	Alondra Churcher	Conway Real Estate	10,003,216	30
244	Alan Aho	Atlas AZ	9,899,300	36
245	Jon S. Englund	HomeSmart	9,884,700	20
246	Michael Hargarten	Highgarden Real Estate	9,835,374	24
247	Karen C. Jordan	Thomas Popa & Associates	9,813,000	15
248	Gigi Roberts-Roach	Coldwell Banker Realty	9,812,200	24
249	Gabrielle Riddle	Revelation Real Estate	9,807,350	24
250	Ty Green	Coldwell Banker Realty	9,765,200	28

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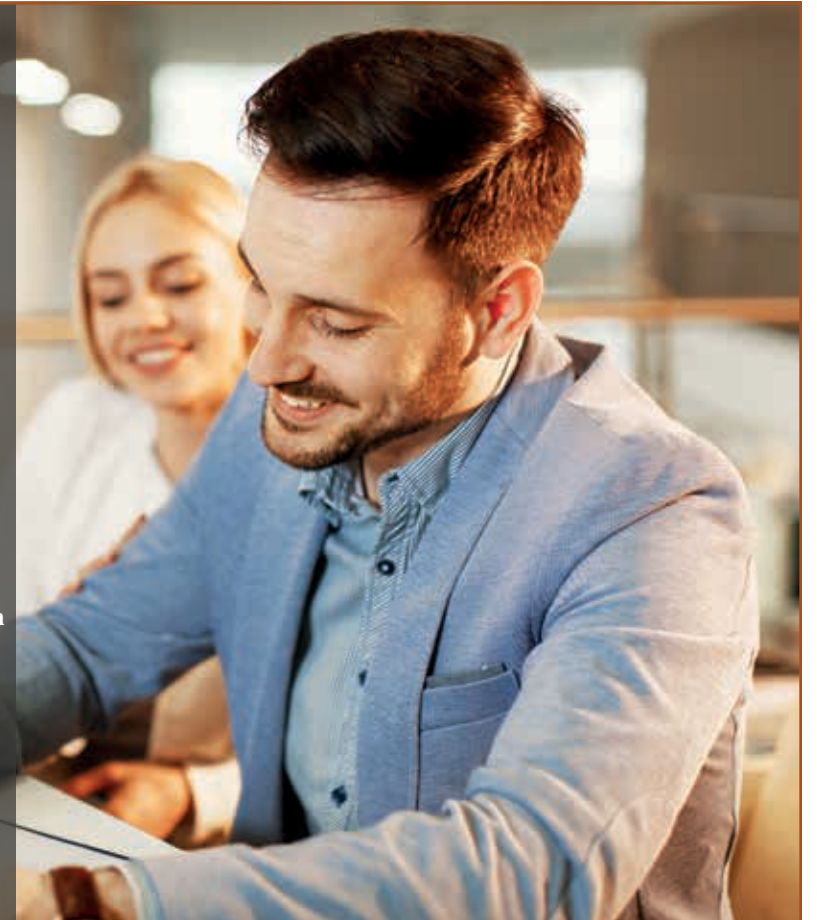
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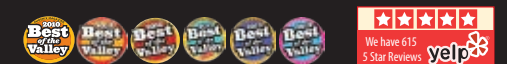
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