



# WE ARE THE REALTOR ROOFERS!

• Tile • Shingle • Foam • Roof Certifications



*"AZ Roofing is a great company to work with, always on time & great prices on roofing replacement or repairs, I highly recommend them to anyone needing roof repairs."*

-JEFF B.  
Google Review



**AZ ROOFING WORKS**  
& RESTORATION  
**602.283.3383**

*"Experience You Can Trust"*

REQUEST A FREE ESTIMATE TODAY

Call **602-283-3383**

or visit: [www.azroofingworks.com](http://www.azroofingworks.com)



FOLLOW US ON



# Your new home starts here.



NMLS #212062, AZ # LO-0911709  
LSM NMLS #4474, LSM AZ #0908384

- ✓ Personal
- ✓ Local
- ✓ Fast Closing

Know another lender that can say all that?

I've been a neighbor and experienced lender for over 20 years. When you choose LendSmart, you're supporting local businesses that close most loans in 24 days\*. I personally manage every transaction, without the use of LOAs or out-of-state operational centers.



## Eric Kinneman

Branch Manager

Direct: 602-757-2171

Office: 480-477-8464

[www.erickinnemanloans.com](http://www.erickinnemanloans.com)

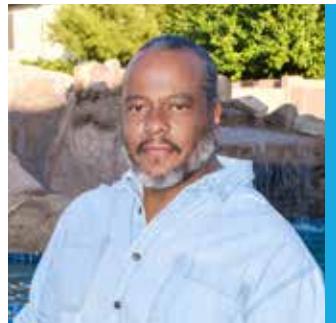
10429 S. 51st St. Suite #255

Phoenix, AZ 85044



\*\*Most loans close in 24 days. This is not a guarantee that every loan will close in less than 24 days. Every case is different, but we will do the best we can to meet this goal. \*\*\*

# TABLE OF CONTENTS



**10**

Sponsor  
Spotlight:  
Patrick  
McKinley



**16**

Featured  
Agent:  
Eric  
Brossart



**22**

Coaching  
Corner  
Make Your  
Perception  
Their  
Reality



**26**

Real Story:  
Laura  
Higgin  
botham



**30**

On the  
Rise:  
Jeremy  
Fuhrst



**34**

Book  
Review  
9 Dragons  
by Michael  
Connelly



**38**

Question  
of the  
Month



**40**

WeSERV  
Monthly  
Update



**41**

WeSERV  
President's  
Perspect-  
ive

## MEET THE EAST VALLEY REAL PRODUCERS TEAM



Jenni Vega  
Owner



Michele Jerrell  
Operations Manager



Sarah Wind  
Writer



Dave Danielson  
Writer



Joshua Lee Henry  
Writer



Roger Nelson  
Guest Writer



Dena Greenawalt  
Guest Writer



Chris Reece  
Guest Writer



Devin Egbert  
Photographer



Patrick McKinley-  
Photographer

**WATERMARK  
HOME LOANS**

**DEPENDABLE**

### NICK WATLAND

Mortgage Banker | NMLS# 325010

**(602) 821-5214**

[nick.watland@watermarkhomeloans.com](mailto:nick.watland@watermarkhomeloans.com)  
[www.watermarkhomeloans.com/nickwatland](http://www.watermarkhomeloans.com/nickwatland)



*"Very pleased with how smooth and easy it was to get my home loan refinanced with Watermark. They were able to lower my rate by 2%. Would absolutely recommend Watermark."*

Nancy K.



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

## AIR CONDITIONING

911 Air Repair  
Ray Nieves  
(480) 360-1234

Stratton Inspection Services LLC  
Paul Stratton  
(480) 215-7264

## LAWYER

Winsor Law Group, PLC  
Mark Winsor  
(480) 505-7044

## PROPERTY MANAGEMENT

Mark Brower Properties  
Mark Brower  
(480) 336-2556

## SENIOR HOUSING PLACEMENT AND TRANSITION

Caring Transitions  
Tina Patterson  
(480) 257-7127

## TITLE & ESCROW JOINT VENTURE PARTNER

Title Alliance  
Lindsay Smith / Jim Campbell  
(610) 637-6874

## TITLE AGENCY

Landmark Title  
Kristi Smith  
(480) 695-1585

Premier Title Agency  
Marla Calley  
(602) 491-9606

## VIDEO SERVICES

Permanent Estate  
Jason Crittenden  
(480) 999-9880

Virtual Property Shotz  
(480) 878-3585

## BUILDER

Mattamy Homes  
Katie Smith  
(480) 302-6080 x101

Taylor Made  
Inspection Service  
Patrick Taylor  
(480) 521-0054

## MORTGAGE

Cardinal Financial  
Matt Askland  
(480) 759-1500 x1001

## TCT Property

Management Services  
Jennice Doty  
(480) 632-4222

## CONSTRUCTION

Agape Construction  
Scott Warga  
(480) 599-2060

## HOME RENOVATION

Curbio  
(810) 300-9432  
Curbio.com

## Fairway

Jeff Quincey  
(602) 743-0434

## REAL ESTATE

Listing Ladder  
Patrick McKinley  
(480) 430-8353

## GLASS SERVICES

1st Glass Window Cleaners  
Justin Knapp  
(480) 440-2193

## HOME WARRANTY

Choice Home Warranty  
Sharp Chen  
(949) 426-5450

## LendSmart Mortgage

Eric Kinneman  
(480) 477-8464

## ROOFING

5 Guys Construction  
Jesse Stowell  
(480) 892-5311

## HEALTH INSURANCE

Insurance Experts Team  
Karla Flores  
(480) 650-0018  
InsuranceExperts.team

## First American Home Warranty

Kathryn Lansden  
(480) 338-1983

## MOVERS

Camelback Moving  
Chad Olsen  
(602) 283-3383

## AZ Roofing Works

Austin Gardener and  
Piper Lindenmuth  
(602) 283-3383

## HOME INSPECTION

AZ Choice Home Inspections  
Chad Ellis  
(480) 304-0114

## Old Republic Home Protection

(925) 963-4726  
www.orhp.com

## Donation Movers LLC

Paul Schmitt  
(480) 529-9586

## RoofStar Arizona Inc

(480) 426-1915  
RoofstarArizona.com

## INSURANCE

Farm Bureau Financial Services  
Nikki Schaal LUTCF, Agent  
(480) 279-1874

## Creepy Crawly Pest Control

Control Inc  
Holly Parker  
(602) 614-2415

## State 48 Roofing

Jason Payne  
(602) 527-8502

## PEST CONTROL

Creepy Crawly Pest Control Inc  
Holly Parker  
(602) 614-2415

## Devin Nicole Photography

Devin Egbert  
(480) 440-9997

## PHOTOGRAPHY

Devin Nicole Photography  
Devin Egbert  
(480) 440-9997

## JUNK REMOVAL

American Junkers  
John & Lindsay Morgan  
(480) 528-4335

## Devin Nicole Photography

Devin Egbert  
(480) 440-9997

10 Locations  
Throughout the Valley

## Title Alliance of Arizona

2919 S. Ellsworth Rd. #131  
Mesa, AZ 85212  
2500 S. Power Rd, Suite 121  
Mesa, AZ 85209

## Title Alliance Elite Agency

505 E. Plaza Circle Dr. Suite C  
Litchfield Park, AZ 85340  
1845 S. Dobson Rd, Suite 104  
Mesa, AZ 85202

## Title Alliance Professionals

10320 W McDowell Rd.  
Bldg. B, Suite B2006  
Avondale, AZ 85392  
15003 W. Bell Road Suite 125  
Surprise, AZ 85374

## Title Alliance of Phoenix

4858 East Baseline Rd., Suite 104  
Mesa, AZ 85206

## Title Alliance Infinity Agency

2450 South Arizona Ave  
Suite 5  
Chandler, AZ 85286

## Title Alliance Platinum Agency

18291 N. Pima Road, Suite A-115  
Scottsdale, AZ 85255

## Title Alliance of the Valley

4222 East Thomas Rd. Suite 390  
Phoenix, AZ 85018

Proudly Celebrating 5 Years of  
Servicing Agents in the Valley

Over 11,000 Escrows Closed

Over \$3.1B Properties Insured

Over 22,000 Agents Serviced



Contact Us Today to Experience the  
T.A. Way for Yourself and Your Clients



Leaders in Title and  
Escrow Joint Ventures  
Since 1983

Title Alliance Corporate Office  
4222 East Thomas Rd, Suite 390, Phoenix, AZ 85018  
titlealliance.com | 267.280.3213 | ryan@titlealliance.com



#### YOUR MARKETING BUNDLE INCLUDES:

- STUNNING WIDE ANGLE PHOTOGRAPHY: WE TELL THE STORY OF YOUR LISTING WITH PHOTOS!
- SIGN POST INSTALLATION NO RENEWAL FEES —EVER! • WE INVENTORY YOUR SIGNS & LOCKBOXES FOR YOUR NEXT LISTING! • WE HAVE SUPRA ACCESS— NO NEED TO MEET US AT THE PROPERTY. • MLS DATA ENTRY & PHOTOS uploaded TO MLS FOR YOU. • CRAIGSLIST AD • SINGLE PROPERTY WEBSITE (MULTIPLE LAYOUTS YOU CHOSE FROM) • PDF BROCHURES (MULTIPLE LAYOUTS YOU CHOSE FROM) - VIMEO SLIDESHOW VIDEO • VIRTUAL TOURS (BOTH A BRANDED VERSION WITH YOUR INFORMATION AND UNBRANDED FOR MLS COMPLIANCE)
- QR CODE GENERATION! • AERIAL PHOTOS & TWILIGHT SHOOTS AVAILABLE • SO MUCH MORE

HAVE QUESTIONS? GIVE US A CALL:  
480.799.2424

[www.ListingLadder.com](http://www.ListingLadder.com) | [ListingLadder@gmail.com](mailto:ListingLadder@gmail.com)



EAST VALLEY  
REAL PRODUCERS.  
PRESENTS

# Golden Nuggets



**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.”

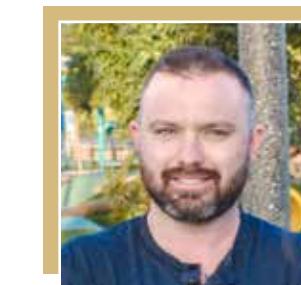
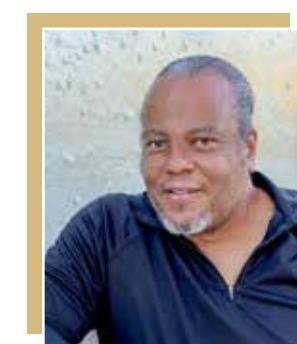


**Laura Higginbotham,**  
*Re Options*

“If it doesn’t challenge you it doesn’t change you.”

**Patrick McKinley,**  
*Listing Ladder*

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



**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.”





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."

If you haven't hired Listing Ladder to take photos before, give them a call at 480-799-2424. They offer Stunning photography, 3D Tours, virtual tours, signposts, marketing, and so much more.

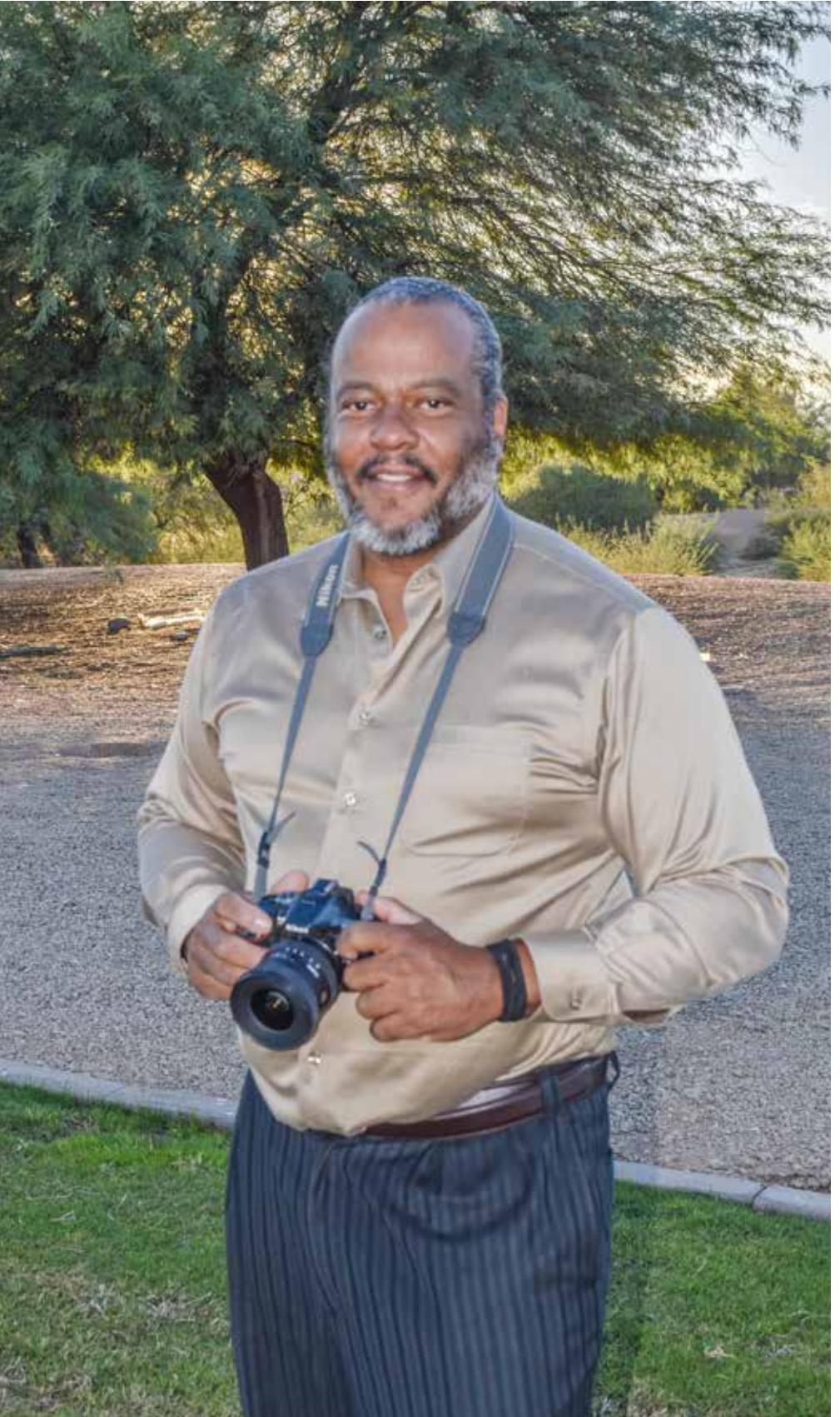
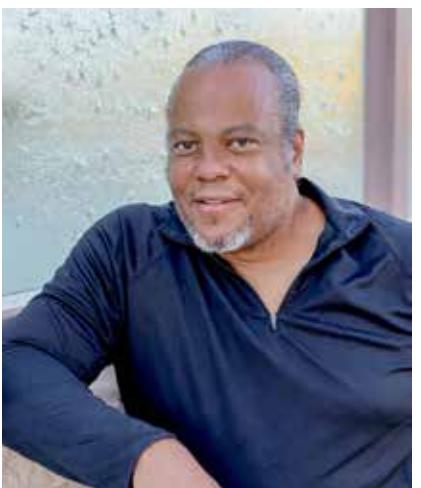
“

*We love what we do for our REALTORS®.*

**ONE CALL  
DOES IT ALL.**

*We promise you won't be disappointed.*

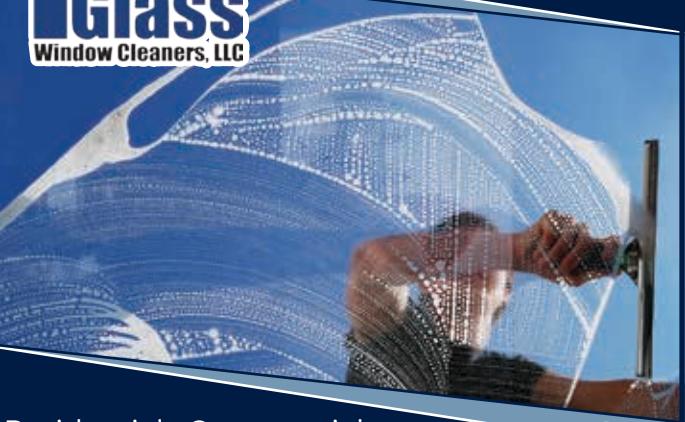
”



Call or text us for a quote!

**(480) 440-2193**

**1st Glass**  
Window Cleaners, LLC



Residential · Commercial  
Window & Sun Screen Cleaning

 **JUSTIN KNAPP**  
Owner/Operator

1stglasswindowcleaners@gmail.com  @1stGlassWindowCleaners

**PROTECT YOUR INVESTMENT**

**RESIDENTIAL  
INSPECTIONS  
STARTING AT  
\$325!**



MAKE AN  
APPOINTMENT  
ONLINE  
*Mention this ad for  
**\$40 off**  
your home inspection.*

 ARIZONA'S  
CHOICE  
HOME INSPECTIONS, LLC

CHAD@AZCHOICEINSPECTIONS.COM  
480-304-0114  
azchoiceinspections.com

**N2DIGITAL**

**BRING YOUR WEBSITE TO LIFE!**



Your business should be bringing in more leads but your website is holding you back!

[www.digitaln2.com](http://www.digitaln2.com)



PREMIER TITLE AGENCY

# LED BY INDUSTRY VETERANS

OVER 42 YEARS OF COMBINED EXPERIENCE



**JERRY CALLEY**  
PRESIDENT



**TANNER HERRICK**  
EXECUTIVE VICE PRESIDENT

## OFFICE LOCATIONS

**MAIN OFFICE: BILTMORE**  
2910 E Camelback Rd #100  
Phoenix, AZ 85016

**ARROWHEAD**  
17570 N 75th Ave, Suite E-580  
Glendale, AZ 85308

**BULLHEAD CITY**  
2580 Highway 95 #110  
Bullhead City, AZ 86442

**CHANDLER**  
2065 S Cooper Rd #1  
Chandler, AZ 85286

**COPPER POINT**  
3530 S Val Vista Dr #108  
Gilbert, AZ 85297

**LAKE HAVASU**  
2265 Swanson Ave, Suite A  
Lake Havasu City, AZ 86403

**SCOTTSDALE**  
14350 N 87th St #170  
Scottsdale, AZ 85260

Doing Business Looks Different These Days.  
**Let's work together.**

**Jeff Quincey**  
NMLS# 183810  
Scottsdale, AZ

602.743.0434  
[www.jeffquincey.com](http://www.jeffquincey.com)  
[jeff.quincey@fairwaymc.com](mailto:jeff.quincey@fairwaymc.com)

**FAIRWAY**  
INDEPENDENT MORTGAGE CORPORATION

YOUR HEADSHOT SAYS A LOT ABOUT YOU.  
*What does yours say?*

**CONFIDENT  
PROFESSIONAL  
FRIENDLY  
COURAGEOUS  
INNOVATIVE**

*Devin Nicole  
Photography*

CALL OR EMAIL TODAY AND SCHEDULE YOUR SESSION!  
(480) 440-9997 [DEVINNICOLEPHOTOGRAPHY@GMAIL.COM](mailto:DEVINNICOLEPHOTOGRAPHY@GMAIL.COM)

[@DEVINNICOLEPHOTOGRAPHY](http://@DEVINNICOLEPHOTOGRAPHY)

**AGAPE**  
CONSTRUCTION

INTERIOR RENOVATION | KITCHEN & BATH  
CABINETRY | DESIGN

**Call us via (480) 599-2060**  
[www.azagape.com](http://www.azagape.com)

Gofor Services DBA | Agape Construction  
AZ ROC #325591

# eric Brossart



Photo Credit Devin Nicole Photography

## M R . W H A T E V E R - I T - T A K E S

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.

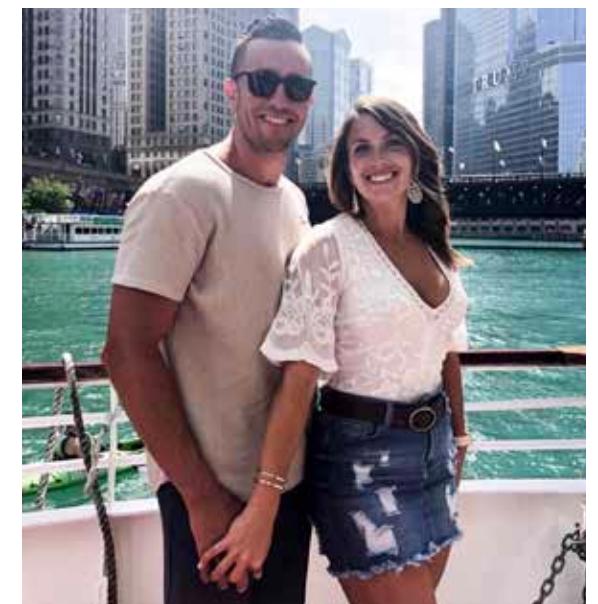
The answer is relentless creativity, energy and problem-solving — the same kind of expertise Eric Brossart applies to his work each day with Keller Williams Realty Phoenix.

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.

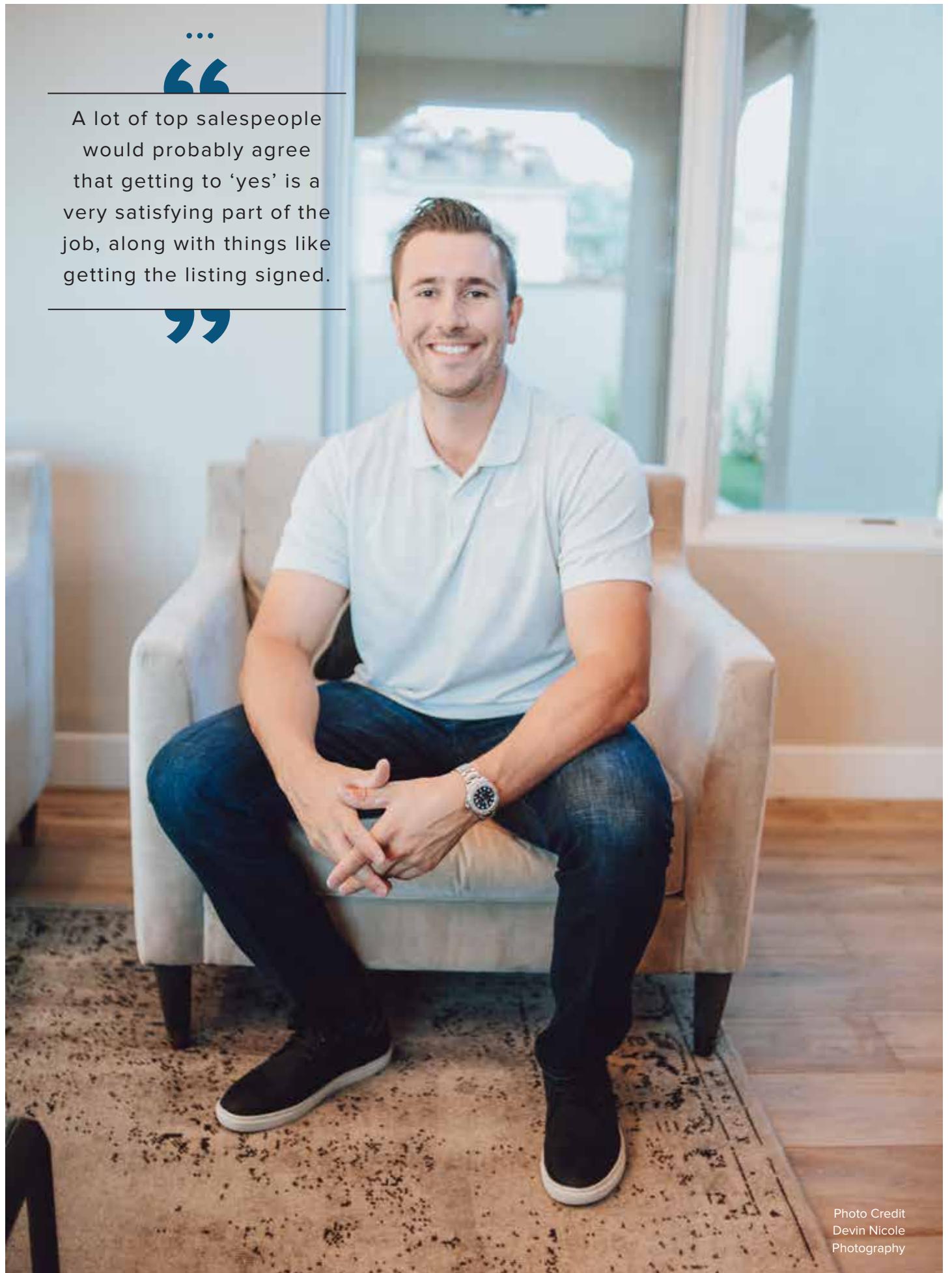
### Remarkable Results

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. •••



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.

#### 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.



Eric and Alisha



“

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.

**mattamyHOMES**

# Hand Them The Keys To A New Mattamy Home

Now more than ever, the space we call home has a new importance. It's not just where we live, but where we gather, play, learn, and grow. Let us help you find your clients the new home of their dreams. Whether they need a home to move into right away or desire a home they can design from the ground up, we have single-family home communities across the valley to meet a range of size, price, and timing needs.

Take an in-person or virtual tour of our models at any of our Mattamy Homes communities across Phoenix

**mattamyHOMES**

**Goodyear  
Crestwood At Canyon Trails**

832 S. 172nd Avenue,  
Goodyear, AZ 85338  
*From the upper \$200s*

**Azure Canyon  
Coming Soon**

Interest List Forming  
Goodyear, AZ

**Phoenix  
Vista Diamante At Camelback Ranch**

5672 N. 109th Avenue,  
Phoenix, AZ 85037  
*From the low \$300s*

**Avondale  
Roosevelt Park**

401 N. 109th Drive,  
Avondale, AZ 85323  
*From the mid \$200s*

**Buckeye  
Brookside At Arroyo Seco**

3020 N. 198th Lane,  
Buckeye, AZ 85396  
*From the upper \$200s*

**Solano At Sienna Hills**

2248 N. 212th Lane,  
Buckeye, AZ 85396  
*From the mid \$200s*

**Chandler  
Lofts at Haven**

703 W. Browning Place,  
Chandler, AZ 85225  
*From the mid \$300s*

**Retreats at Haven  
Brookside At Arroyo Seco**

1154 S. Tumbleweed Lane,  
Chandler, AZ 85225  
*From the upper \$300s*

**Queen Creek  
Malone Estates  
Coming Soon**

Interest List Forming  
Queen Creek, AZ  
*From the mid \$200s*



For more information, or to schedule your private or virtual appointment, contact our New Home Specialist at 602-638-3481  
[mattamyhomes.com/phoenix](http://mattamyhomes.com/phoenix)



All illustrations are artist's concept. All dimensions are approximate. Prices, specifications, terms and conditions subject to change without notice. E.&O.E. Builder ROC #249191B.  
©2020 Mattamy Homes All rights reserved. MATPHX188



(480) 892-5311 | [fiveguysroofing.com](http://fiveguysroofing.com)

## PRO<sup>5</sup>FESSIONAL EVALUATIONS SERVICE & REPAIR

- 24-Hour Turnaround on Reports & Proposals
- Straightforward Pricing Guide
- Instant Quotes from BINSRs & Home Inspection Reports
- Flexible Payment Options (Escrow/Financing)
- 17-Point Inspection with Live Video Explanation

EXPECT M<sup>5</sup>ORE.

**FREE ESTIMATES! VALLEY WIDE!**



**SPEND MORE TIME  
MAKING THE SALE**

**\$25 Off Any Pickup  
Must mention this ad**

**AMERICAN JUNKERS  
480.528.4335**

DEMOLITION CLEAN UP | REMODEL CLEAN UP  
PROPERTY CLEAN UP | GARBAGE CLEAN OUT  
ESTATE JUNK OUT | YARD DEBRIS | APPLIANCES  
HOME / OFFICE FURNITURE REMOVAL

# 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

### We can help you add at least six transactions to your business per year.

With our proven knowledge in these key areas:

- Farming Strategies
- Building a Team to Cater to Your Clients
- Database Management
- Technology Platforms



Call us today for a free e-business analysis!

**Matt Askland**  
Retail Producing Branch Manager  
NMLS ID: 168130  
**480.759.1500**  
Matt.Askland@CardinalFinancial.com  
MyArizonaLoan.com  
3105 S. Price Rd., Ste. 135, Chandler, AZ 85248

**CARDINAL**  
FINANCIAL COMPANY | LIMITED PARTNERSHIP  
MADE EASY

EQUAL OPPORTUNITY. This is not a loan commitment or guarantee of any kind. Loan approval and rate are dependent upon borrower credit, collateral, financial history, and program availability at time of origination. Rates and terms are subject to change without notice. Corporate Address: 3701 Arco Corporate Drive, Suite 200, Charlotte, North Carolina 28273. Cardinal Financial Company, Limited Partnership (NMLS ID: 66247, www.nmlsconsumeraccess.org) has the following licenses: AZ Mortgage Banker License #0925883. Additional licensing information can be found at: https://cardinalfinancial.com/licensing/.

*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
- Your 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.

That's the fastest way to increase your level of awareness. And it will ensure the way *you see you* really is the way *your clients see you*.

## Donation Movers is a small family owned company.

Paul Schmitt is the owner/operator and oversees all moves and services provided. He is a 12 year United States Army Veteran so he knows what it takes to move your belongings safely, either down the street or across the valley. All of his employees consist of immediate family members or very close friends. Donation Movers is properly licensed and insured against any and all problems that may arise. With over 5000 moves personally under his belt, you can guarantee a safe and smooth move. Please refer to our testimonials page and feel free to contact any of our prior clients. "Trust Our Family To Move Yours".



MOVING COMPANY - MOVERS - LOADING/UNLOADING - PACKING/UNPACKING - RELOCATION SERVICE



**(480) 529-9586**  
[info@donationmovers.com](mailto:info@donationmovers.com)

**Trust Our Family  
To Move Yours!**



LICENSED & INSURED  
**20+ YEARS  
EXPERIENCE**

**2850 South Country Club Drive, Mesa AZ • [donationmovers.com](http://donationmovers.com)**



# ROOFSTAR ARIZONA, INC.

We help our Real Estate® Agents meet deadlines and close sales! Quotes for home sale transactions are our priority.

Whether you are in need of a roof inspection for your buyer or a BINSR response for your seller, we have you covered.

**Call us today! (480) 426-1915**

**"We'll tell you the Truth about your Roof"**

480-426-1915

928 E Javelina Ave Mesa, AZ 85204

[www.roofstararizona.com](http://www.roofstararizona.com)



# \$3 MILLION

**DONATED THIS YEAR TO HELP BREAK THE CHAINS OF MODERN-DAY SLAVERY.**

Did you know there are more victims held against their will today than ever before? That's why N2 Publishing, the company behind this magazine, is financially committed to helping end human trafficking.

And through their advertising partnerships, the businesses seen within these pages are helping us break these chains, too. Learn more about our cause by visiting [n2gives.com](http://n2gives.com).

**N2 GIVES**

“ 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.





Detailed reports get better results. Find out why. [taylormadeinspection.com](http://taylormadeinspection.com)

**IT'S EASY!** Call us (480) 521-0054 or book online! [f](https://www.facebook.com/taylormadeinspectionservicepllc) [i](https://www.instagram.com/taylormadeinspectionservicepllc/)

LICENSE NUMBER: 57195 • InterNACHI Standards of Practice • InterNACHI Code of Ethics

You can't predict your future.  
But we can help you protect it.

I can help safeguard your family's future with life insurance and prepare you for a retirement that's financially secure.



Contact me today.

**Nikki Schaal LUTCF**  
2509 S. Power Rd., Ste. 106  
Mesa  
(480) 279-1874  
NikkiSchaal.com

**FARM BUREAU**  
FINANCIAL SERVICES

It's your future. Let's protect it.®

Farm Bureau Life Insurance Company®/West Des Moines, IA. \*Company provider of Farm Bureau Financial Services.  
M140 (4-20)

*New Year,  
New Pest Control Plan*



24 HOUR EMERGENCY PEST CONTROL  
NO CONTRACTS • FREE ESTIMATES  
RESIDENTIAL • COMMERCIAL • INDUSTRIAL • TERMITE  
WE CAN HELP KEEP YOUR HOME  
FREE OF PESTS THE REST OF THE YEAR.

**\$50 OFF**  
Termite Treatment  
Expires 1/31/2021

**480-969-2926**  
Creepy Crawly Pest Control Inc.  
7650 S MCCLINTOCK DR #103-410 | TEMPE, AZ 85284  
CREEPYCRAWLYPESTCONTROL.COM | FACEBOOK @ CCPESTCONTROL | EST. 1981 | LIC 5281



**WHEN YOU  
SEE THIS,  
CALL US.**

We renovate homes before you list them, and sellers don't pay until closing.

844-944-2629  
[www.curbio.com](http://www.curbio.com)

**curbio®**  
Renovate Now, Pay When You Sell



**Quality Property Management**  
TRUST | PROTECTION | PEACE OF MIND

**MARK BROWER**  
PROPERTIES  
**480-336-2556**  
[www.markrent.com](http://www.markrent.com)



We're grateful to support you and your clients with superior home warranty coverage.



Contact us to learn more.

**Yvette Myer**  
Senior Account Executive  
800.282.7131 Ext. 1246  
C: 480.244.8485  
YvetteM@orhp.com  
[my.orhp.com/yvettemyer](http://my.orhp.com/yvettemyer)



**Tara Carter**  
Senior Account Executive  
800.282.7131 Ext. 1243  
C: 480.707.7779  
TaraC@orhp.com  
[my.orhp.com/taracarter](http://my.orhp.com/taracarter)

*People Helping People*

This is a paid advertisement.

► on the rise

By Dave Danielson

# 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

#### 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.”

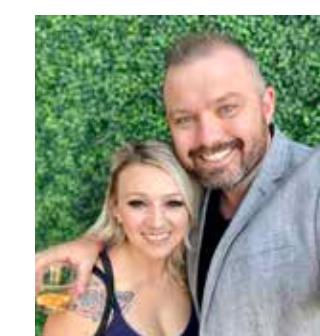
As Jeremy considers the future, he thinks about the ways he can bring value.

“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?"

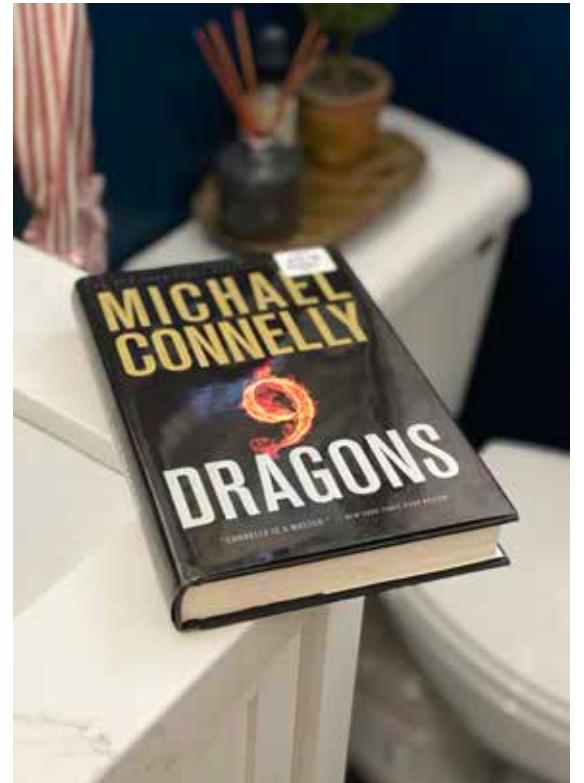
If you didn't say *9 Dragons* you're wrong. But of course, I know your answer is different than that. Have you ever asked yourself why your favorite novel is your favorite? Is it the story? The plot? A character you relate to or want to be like? Or is it what you're going through in life right now that 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 doo-ed. Real deep, I know. In a quick moment I saw this book on the bathroom countertop. *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*!

**POUNDERS ENGINEERING PLLC**  
Providing Quality Design, Inspection and Environmental Services to Commercial and Residential Clients

**Home Inspections By Professional Engineers**

Providing quality engineering services to residential clients.

**Services include:**

- ✓ Home Inspections
- ✓ HUD/VA Foundation Certifications
- ✓ Foundation Crack Evaluations

**Have your next home inspection performed by a Professional Engineer!**

**COMING SOON!** Inspectors corner: Ask a question to the editor to be answered by a professional engineer and certified home inspector!

**480-323-5314 | [www.poundersengineering.com](http://www.poundersengineering.com)**

Home Inspector Firm#: 20814      Civil or Structural Engineer#: 59460      Home Inspector#: 65439

**Your Local Resource**

**Kathryn Lansden**  
480.338.1983  
klansden@firstam.com

*"I'm your home warranty expert, so you don't have to be!"*

**Setting Goals for 2021?**

I can help you boost your production and reduce your marketing costs. Get your business off to a fresh start in the coming year.

**Let me show you how!**

[firstamrealestate.com](http://firstamrealestate.com)  
Phone Orders:  
800.444.9030

 **First American Home Warranty**  
©2021 First American Home Warranty Corporation. All rights reserved.  
AD\_JAN\_XLANSDEN\_MRP\_1.21

**TCT Property Management Services, LLC**

TCT is a full service property management company with a team that is big enough to handle all your commercial and residential needs, but small enough to deliver personal service.

**Contact us today**  
480-632-4222  
[info@tctproperties.com](mailto:info@tctproperties.com)



**What can we do for you?**

**ASSET PROTECTION**  
**BUSINESS LAW**  
**ESTATE PLANNING**  
**PROBATE**  
**REAL ESTATE LAW**  
**BANKRUPTCY**  
**LITIGATION**  
**LANDLORD TENANT LAW**

*Also Now Available*

**ONLINE TRUST PLATFORM**  
**ONLINE LLC PLATFORM**



**Joseph G. Urtuagostegui III, Esq.**  
Prosperity Attorney



**Mark A. Winsor, Esq.**  
Prosperity Attorney



**Matthew K. Palffreyman, Esq.**  
Prosperity Attorney

**WINSOR LAW GROUP**  
The Prosperity Law Firm

**480-505-7044 - [info@winsorlaw.com](mailto:info@winsorlaw.com) - [winsorlaw.com](http://winsorlaw.com)**

**Make the best choice for your family.**



**Caring Transitions**  
Senior Relocation • Downsizing • Estate Sales

**Contact us for a free consultation!**  
**480-257-7127**  
[caringtransitionscentralaz.com](http://caringtransitionscentralaz.com)

Relocation

Downsizing

Estate Sales & Online Auctions

Re-settling

Liquidation

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



**JANINE IGLIANE,**  
*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.

  
**STRATTON**  
INSPECTION SERVICES LLC



► Let Stratton Inspection Services make sure your buying, selling, or warranty inspection is done thoroughly and accurately from top to bottom.

**480-215-7264**

STRATTONINSPECTIONS@GMAIL.COM

WWW.STRATTONINSPECTIONS.COM

1757 E Baseline Rd. Bldg 2, Suite 107 | Gilbert, AZ 85233

Licensed & Insured | Supra Key (Lockbox) Access  
Professional, Dependable, and Reliable | Highly Recommended



## ► 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 exceptional, 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

**HAPPY NEW YEAR**  
if you missed Open Enrollment, contact me.

**Need Insurance Karla Can Help**

**Insurance Experts Team**  
kflores@ihcsb.com  
Call today 480-650-0018  
Individual, Families, Seniors, Small Groups

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.

**DIGITAL**  
ADVERTISING FOR  
REAL ESTATE  
PROFESSIONALS



**480-338-7744**

# 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	#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 11/30/2020	Total Unit Sales 01/01/2020 - 11/30/2020			
1	Rebecca Hidalgo Rains	Berkshire Hathaway HomeServices	91,540,149	227	35	Kathy Camamo	Amazing AZ Homes	26,091,966	66			
2	Kenny Klaus	Keller Williams Integrity First	76,269,229	221	36	Jonas Funston	Venture REI	25,650,440	59			
3	Mary Jo Santistevan	Berkshire Hathaway HomeServices	62,954,990	156	37	Renee' Merritt	Keller Williams Arizona Realty	25,156,867	44			
4	Beth M Rider	Keller Williams Arizona Realty	60,858,605	171	38	Dean Thornton	Redfin	24,717,450	61			
5	Karl Tunberg	Midland Real Estate Alliance	59,070,803	131	39	Diane Bearse	Realty Executives	24,647,600	52			
6	Heather Openshaw	Keller Williams Integrity First	54,621,954	135	40	Mike Schude	Keller Williams Integrity First	24,394,588	61			
7	Denver Lane	Balboa Realty	54,033,571	139	41	Kyle J. N. Bates	My Home Group	24,182,785	75			
8	Mindy Jones Nevarez	Keller Williams Integrity First	52,589,921	139	42	Jim & James Carlito	Hague Partners	24,127,446	66			
9	Rick Metcalfe	Canam Realty Group	52,179,213	178	43	David Arustamian	Russ Lyon Sotheby's International Realty	23,945,700	42			
10	Janine M. Igliane	Keller Williams Realty East Valley	49,718,455	112	44	Shawn Rogers	West USA Realty	23,826,675	67			
11	Carol A. Royse	Keller Williams Realty East Valley	49,490,921	125	45	Rob Hale	Elite Realty	23,689,055	74			
12	Shanna Day	Keller Williams Realty East Valley	43,943,519	74	46	Justin Cook	RE/MAX Solutions	23,438,095	56			
13	Jason Mitchell	Jason Mitchell Real Estate	41,818,253	130	47	Blake Clark	HomeSmart Lifestyles	23,435,125	62			
14	Shannon Gillette	Launch Real Estate	41,777,357	81	48	Beverly Berrett	Berkshire Hathaway HomeServices	23,277,508	53			
15	Jody Sayler	Just Selling AZ	41,197,900	94	49	Carey Kolb	Keller Williams Integrity First	22,740,100	56			
16	Tiffany Carlson-Richison	Realty One Group	40,169,408	62	50	Douglas Hopkins	Realty Executives	22,500,110	65			
17	Ben Leeson	Arizona Experience Realty	39,247,314	87	<b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
18	Sixto Aspeitia	Realty One Group	37,362,760	114								
19	Charlotte Young	Keller Williams Realty Sonoran Living	36,961,100	89								
20	Rodney Wood	Realty One Group	35,821,251	80								
21	Joanne Hall	Lennar Sales Corp	34,263,450	101								
22	Lacey Lehman	Realty One Group	33,115,315	95								
23	Frank Gerola	Venture REI	32,884,603	73								
24	Rachael L Richards	Rachael Richards Realty	32,619,155	87								
25	Randy Courtney	Weichert Realtors	31,506,600	61								
26	Jason Crittenden	Realty One Group	29,951,836	86								
27	David Morgan	HomeSmart Success	29,454,949	106								
28	Brian J Cunningham	AZ Flat Fee	29,057,394	71								
29	Damian Godoy	Argo Real Estate Professionals	28,453,826	81								
30	Shawn Camacho	United Brokers Group	27,749,548	67								
31	Robin R. Rotella	Keller Williams Integrity First	27,316,199	70								
32	Cheryl Kypreos	HomeSmart	27,057,200	95								
33	Bob & Sandy Thompson	West USA Realty	26,920,014	65								
34	Darwin Wall	Realty One Group	26,116,900	51								

**We can help you add at least six transactions to your business per year.**



With our proven knowledge in these key areas:

- Farming Strategies
- Building a Team to Cater to Your Clients
- Database Management
- Technology Platforms

**Call us today for a free e-business analysis!**

**Matt Askland**  
Retail Producing Branch Manager  
NMLS ID: 168130  
**480.759.1500**  
Matt.Askland@CardinalFinancial.com  
MyArizonaLoan.com

**CARDINAL**  
FINANCIAL COMPANY | LENDER PARTNERSHIP  
MAJOR MORTGAGE

EQUAL OPPORTUNITY. This is not a loan commitment or guarantee of any kind. Loan approval and rate are dependent upon borrower credit, collateral, financial history, and program availability at time of origination. Rates and terms are subject to change without notice. Corporate Address: 3701 Arco Corporate Drive, Suite 200, Charlotte, North Carolina 28273. Cardinal Financial Company, Limited Partnership (NMLS ID: 66247, www.nmlsconsumeraccess.org) has the following licenses: AZ Mortgage Banker License #0925883. Additional licensing information can be found at: <https://cardinalfinancial.com/licensing/>

# 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	#	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	85	Jared A English	Congress Realty	16,984,630	41			
52	Robert S Thompson	William Lyon Homes	21,887,990	52	86	Lorraine Ryall	KOR Properties	16,972,033	37			
53	Gordon Hageman	My Home Group	20,979,192	46	87	Nicholas R Kirby	Keller Williams Realty Phoenix	16,960,500	42			
54	Kristy Martinez	My Home Group	20,662,600	60	88	Danny Perkinson	Perkinson Properties	16,940,870	31			
55	Bonny L. Holland	Keller Williams Realty Sonoran Living	20,598,545	30	89	John A Sposato	Keller Williams Realty Sonoran Living	16,794,775	37			
56	Grady A Rohn	Keller Williams Realty Sonoran Living	20,579,472	44	90	Tyler Blair	My Home Group	16,774,699	49			
57	Russell Mills	Close Pros	20,539,062	54	91	Katrina L McCarthy	Realty One Group	16,670,867	31			
58	Henry Wang	eXp Realty	20,498,795	49	92	Timothy Ehlen	RE/MAX Alliance Group	16,437,266	37			
59	Brett Tanner	Keller Williams Realty Phoenix	20,430,500	68	93	Jason Vaught	Realty Executives	16,360,200	42			
60	Michaelann Haffner	Michaelann Homes	19,881,200	54	94	Stacia Ehlen	RE/MAX Alliance Group	16,305,000	36			
61	Benjamin Arredondo	My Home Group	19,522,800	57	95	Cynthia Ann Dewine	Russ Lyon Sotheby's International Realty	16,283,786	38			
62	Kirk Erickson	Schreiner Realty	19,451,390	53	96	Jennifer Dyer-Jenkins	Brokers Hub Realty	16,255,899	41			
63	Kelly Khalil	Redfin	19,426,220	49	97	Ben Swanson	Keller Williams Integrity First	16,007,760	51			
64	Mark Captain	Keller Williams Realty Sonoran Living	19,410,949	53	98	Gina McMullen	Redfin	16,007,515	48			
65	Alisha B Anderson	West USA Realty	19,232,585	52	99	Jody Poling	DPR Commercial	15,983,889	24			
66	Jennifer Felker	Infinity & Associates Real Estate	19,220,890	29	100	Jera M Banks	HomeSmart	15,964,790	40			
67	Shivani A Dallas	Keller Williams Integrity First	19,100,173	47	<b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
68	W. Russell Shaw	Realty One Group	18,831,140	60	<b>HOMETEAM INSPECTION SERVICE.</b>							
69	Lauren Rosin	West USA Realty	18,648,835	52	<b>IT'S THE QUICKEST WAY</b>							
70	Carole Hewitt	Homie	18,638,500	46	<b>TO GAIN A CLIENT FOR LIFE.</b>							
71	Daryl R Snow	Homie	18,632,948	48	<b>Your clients loved this house the moment they saw it. And you wanted them to get it. But you also knew this was about more than one house. It was about building trust that would live beyond this transaction. Trust that would make you the real estate agent they always turn to. So you turned to us, and we went to work. A team of professionals quickly completed the inspection and provided a thorough, thoughtful, and accurate report. Which gave you and your clients what you needed to move forward. With this house. And the next one. And the one after that.</b>							
72	Steve Hueter	eXp Realty	18,493,489	47	<b>(480) 702-2900</b>							
73	Phillip Shaver	eXp Realty	18,475,200	53	<b>hometeam.com/east-valley</b>							
74	Gus Palmisano	Keller Williams Integrity First	18,298,366	53								
75	Jamie K Bowcut	Hague Partners	18,269,070	54	<small>Each office is independently owned and operated. ©2020 The HomeTeam Inspection Service, Inc. All rights reserved.</small>							
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								

# 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	#	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	119	Heather M Corley	Redfin	14,668,989	38
102	Michael Kent	RE/MAX Solutions	15,830,400	52	120	Kelly R. Jensen	KJ Elite Realty	14,655,900	44
103	Timothy J Cusick	Homelogic Real Estate	15,699,202	35	121	Daniel J. Porter	RE/MAX Solutions	14,646,588	28
104	Cathy Carter	RE/MAX Alliance Group	15,668,920	25	122	James Bill Watson	Keller Williams Realty Sonoran Living	14,506,801	30
105	Michael J. D'Elena	North & CO	15,568,001	41	123	Bret Johnson	Realty Executives	14,481,676	39
106	Jason Zhang	Gold Trust Realty	15,549,000	34	124	Gina Donnelly	Prosmart Realty	14,448,900	31
107	Cindy Flowers	Keller Williams Integrity First	15,540,675	50	125	Bruno Arapovic	HomeSmart	14,400,650	54
108	Robyn Brown	Argo Real Estate Professionals	15,534,600	33	126	Angela Tauscher	West USA Realty	14,396,990	37
109	Bill Olmstead	Keller Williams Realty East Valley	15,424,600	40	127	Tiffany Mickolio	My Home Group	14,113,744	42
110	Thomas A Mastromatto	Mountain Lake Realty	15,365,150	63	128	Pamm Seago-Peterlin	Century 21 Seago	14,035,899	35
111	Annette E. Holmes	United Brokers Group	15,298,000	33	129	Scott Cook	RE/MAX Solutions	13,872,500	35
112	Scott R Dempsey	Redfin	15,246,010	38	130	Marci Burgoyne	Crown Key Real Estate	13,789,955	33
113	Kristy N Dewitz	Hague Partners	15,169,450	37	131	Andrew Cooper	Gentry Real Estate	13,707,000	32
114	Gary R Smith	Keller Williams Integrity First	15,127,240	37	132	Jesse Martinez	Rachael Richards Realty	13,657,622	33
115	Rebekah Liperote	Redfin	15,125,350	37	133	Carin S Nguyen	Keller Williams Realty Phoenix	13,620,400	38
116	Thomas M Speaks	West USA Realty	15,094,190	38	134	Frederick P Weaver IV	eXp Realty	13,587,411	38
117	Frank Merlo	Berkshire Hathaway HomeServices	15,006,200	30	135	Jennifer Wehner	eXp Realty	13,570,187	36
118	Jerry Thomas Beavers	Realty One Group	14,914,899	41	136	Benjamin Graham	Infinity & Associates Real Estate	13,547,162	31
<b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.									
<b>CHOICE</b> Home Warranty  <div style="display: flex; align-items: center;"> <div style="flex: 1; background-color: #339966; color: white; padding: 10px; margin-right: 10px;"> <b>Re-Key</b>            Multi-Year Discounts            Sellers Coverage         </div> <div style="background-color: #339966; color: white; padding: 10px; border-radius: 10px; text-align: center;"> <b>1 MONTH FREE*</b>  <b>PLUS \$100 OFF</b>            all Multi-Year Plans!  <small>*Available for a limited time.</small> </div> </div> <div style="text-align: center; margin-top: 10px;"> <b>#MAKETHESHARPCHOICE</b> </div>									
 <b>SHARP CHEN</b> Senior Account Executive <b>Email:</b> sharp@chopro.com <b>Cell:</b> (949) 426-5450 <b>Realtor Portal:</b> www.CHWPro.com <b>Real Estate Customer Service</b> 888-275-2980									
<small>© 2020 Choice Home Warranty, Inc. All rights reserved. CHWPro.com is a trademark of Choice Home Warranty, Inc.</small>									

# 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	#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 11/30/2020	Total Unit Sales 01/01/2020 - 11/30/2020			
151	Stephanie Cook	Haven Realty	12,658,956	21	185	Hilary C Sutter	My Home Group	11,708,656	28			
152	Richard Harless	AZ Flat Fee	12,642,400	33	186	Becky Bell	Keller Williams Integrity First	11,670,481	31			
153	Adam B Coe	Delex Realty	12,598,990	35	187	William Carter	Keller Williams Realty Phoenix	11,633,500	34			
154	Elizabeth A Stern	Springs Realty	12,586,128	37	188	Jason G. Williams	HomeSmart	11,577,423	28			
155	Leila A. Woodard	My Home Group	12,572,200	37	189	Heather Werner	Ravenswood Realty	11,572,371	31			
156	Benjamin Eberhard	HomeSmart Lifestyles	12,530,692	32	190	Mo Yaw	Realty Executives	11,557,774	28			
157	Tara Hayden	Redfin	12,523,900	28	191	Katie Lambert	eXp Realty	11,522,300	34			
158	Daniel Callahan	RE/MAX Classic	12,520,315	42	192	Barbara Schultz	Coldwell Banker Realty	11,487,086	35			
159	Andrew Watts	Coldwell Banker Realty	12,516,540	26	193	April McNeil	United Brokers Group	11,467,980	27			
160	Michael McCabe	My Home Group	12,459,090	35	194	David Newman	Hague Partners	11,417,000	21			
161	Becky Engstrom	Coldwell Banker Realty	12,458,477	27	195	Tara R Keator	Keller Williams Integrity First	11,414,500	29			
162	Geoffrey Adams	Realty One Group	12,453,200	37	196	Kaushik Sirkar	Call Realty	11,387,100	27			
163	Mike Mendoza	Keller Williams Realty Sonoran Living	12,410,800	30	197	Jill Vicchy Heimpel	RE/MAX Classic	11,376,950	38			
164	Jon Sherwood	Crossroad Brokerage	12,396,190	37	198	Nicole Stevens	West USA Realty	11,346,317	26			
165	Nick Bastian	Realty Executives	12,378,000	31	199	Ivy Coppo	Realty Executives	11,302,194	13			
166	Terra A. McCormick	HomeSmart Lifestyles	12,337,275	39	200	Mondai Adair	Keller Williams Realty Sonoran Living	11,271,928	32			
167	William Ryan	Infinity & Associates Real Estate	12,327,110	26	<b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
168	Kirk A DeSpain	Call Realty	12,238,700	29								
169	Thomas Popa	Thomas Popa & Associates	12,159,000	19								
170	Edward J. Surchik	Realty Executives	12,150,250	35								
171	Elmon Krupnik	Stunning Homes Realty	12,135,425	36								
172	Roger Marble	Marble Real Estate	12,087,083	23								
173	Curtis Johnson	eXp Realty	12,007,450	39								
174	David Courtright	Coldwell Banker Realty	11,966,900	30								
175	Tina M. Sloat	Tina Marie Realty	11,962,200	35								
176	Rachel Krill	eXp Realty	11,907,329	28								
177	Pat A. Lairson	The Maricopa Real Estate Company	11,873,600	40								
178	Adam Prather	Russ Lyon Sotheby's International Realty	11,872,900	31								
179	Darlin L Gutteridge	RE/MAX Fine Properties	11,862,499	28								
180	Vincent Fumusa	HomeSmart	11,828,425	29								
181	Robin M. Drew	SWMR Property Management	11,825,095	38								
182	Danielle M. Nichols	The Maricopa Real Estate Company	11,758,092	39								
183	Krysten Jones	Homie	11,743,750	27								
184	Lauren Sato	West USA Realty	11,725,400	32								



**LANDMARK**  
TITLE ASSURANCE AGENCY

**WHERE EXPERIENCE MATTERS**

**as·sur·ance**  
*/ə shooərəns/*  
*noun*

a positive declaration intended to give confidence; a promise.

**Our promise to you is to use our experience to make yours exceptional.**



**KRISTI SMITH**  
Executive Vice-President  
(480) 695-1565  
Kristi.Smith@LTAZ.com



**BETH CLAUSER**  
Business Development Manager  
(480) 599-7820  
Beth.Clauser@LTAZ.com



**NIKKI LEONARD**  
Unit Manager/Escrow Office  
(480) 476-8166  
F: (480) 682-3399  
Nikki.Leonard@LTAZ.com

**KIERLAND**  
7047 E. Greenway Parkway  
Suite 100  
Scottsdale, AZ 85254  
**480-476-8200**

**RAINTREE**  
14500 N. Northgate Boulevard  
Suite 208  
Scottsdale, Arizona 85260  
**480-977-1300**

**SOUTHEAST VALLEY**  
3303 East Baseline Road  
Bldg 5, Suite 111  
Gilbert, Arizona 85234  
**480-476-8165**

**BILTMORE LAKES**  
2920 E. Camelback Road  
Suite 130  
Phoenix, Arizona 85016  
**602-775-5990**

**ESPLANADE**  
2555 E. Camelback Road  
Suite 275  
Phoenix, Arizona 85016  
**602-748-2800**

**ARROWHEAD**  
1750 N. 79th Avenue  
Suite 105  
Glendale, Arizona 85308  
**623-259-8300**

# 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
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 Kimmers	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

**Disclaimer:** Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.

## DID YOU KNOW?

An AC unit should have preventative maintenance performed **every year**. Get homes sold faster by getting systems repaired **before** the inspection.

**MAINTENANCE • REPAIR • INSTALLATION**

**IN-HOME ESTIMATES FOR ALL SYSTEM REPLACEMENTS**



**911-ac.com • 480.360.1234**

**WE OFFER DISCOUNTS FOR MILITARY,  
FIRST RESPONDERS AND TEACHERS.**

**0% Financing For All New Systems!**



# 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	#	Full Name	Office Name	Total Volume Sales 01/01/2020 - 11/30/2020	Total Unit Sales 01/01/2020 - 11/30/2020
251	Brian Kingdeski	Gentry Real Estate	9,739,700	34	269	Richard Collins	Keller Williams Integrity First	9,408,603	27
252	Jaime R Robinson	DRH Properties	9,710,377	29	270	Melanie Nemetz	Keller Williams Integrity First	9,404,640	24
253	Erik Geisler	West USA Realty	9,687,300	25	271	Dawn M Forkenbrock	Keller Williams Realty Sonoran Living	9,392,450	32
254	Randy Duncan	Realty Executives	9,635,700	25	272	Kelly Jean Oxford	Conway Real Estate	9,384,240	23
255	Joseph J Carroll	HomeSmart	9,616,800	21	273	Steven Coons	Springs Realty	9,361,399	27
256	Amanda Pinkerton	Realty One Group	9,607,850	23	274	Kristen Hekekia	Premier Real Estate Opportunities	9,353,600	23
257	Peter Kamboukos	eXp Realty	9,601,380	32	275	Michael Mazzucco	My Home Group	9,347,000	23
258	Debi Gotlieb	Key Results Realty	9,599,488	23	276	David C. Rose	Infinity & Associates Real Estate	9,339,300	14
259	Michelle Biagi Bauer	Realty Executives	9,591,300	23	277	Shawneil Lange	Keller Williams Realty East Valley	9,330,790	21
260	Daniel Moon	United Brokers Group	9,585,300	24	278	Ryan A Milkwick	United Country	9,300,800	22
261	Adam Lee	My Home Group	9,529,300	30	279	Mark W. Burright	Coldwell Banker Realty	9,295,423	24
262	Kevin Weil	RE/MAX Excalibur	9,513,200	25	280	Kerry Garcia	HomeSmart	9,291,800	22
263	Stephanie Wyatt	Coldwell Banker Realty	9,481,209	21	281	Lindsay M Bingham	My Home Group	9,289,176	23
264	Tammy L Chapman	Visionary Properties	9,477,200	25	282	Jason Dawson	North & CO	9,281,000	22
265	Aimee N. Lunt	RE/MAX Solutions	9,473,500	17	283	Jeremy A Wilson	Russ Lyon Sotheby's International Realty	9,278,490	20
266	Kristi Jencks	eXp Realty	9,462,814	27	284	Andrea Feyen	Berkshire Hathaway HomeServices	9,263,633	24
267	Skyler Keyser	Keller Williams Realty Sonoran Living	9,443,700	28	285	John A Hetherington	Just Selling AZ	9,251,408	24
268	Zachary A Markee	Balboa Realty	9,419,004	22	286	Lisa M. Blanzay	Blanzay Realty	9,230,426	21

**Disclaimer:** Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.





# PERMANENT ESTATE

MEDIA & MARKETING



SPECIALIZING IN CINEMATIC ULTRA-HD VIDEO  
FOR LISTINGS, BIOPICS, & TESTIMONIALS

P: (602) 999-9880

W: [VIMEO.COM/PERMANENTESTATE](http://VIMEO.COM/PERMANENTESTATE)

**\$108,000**

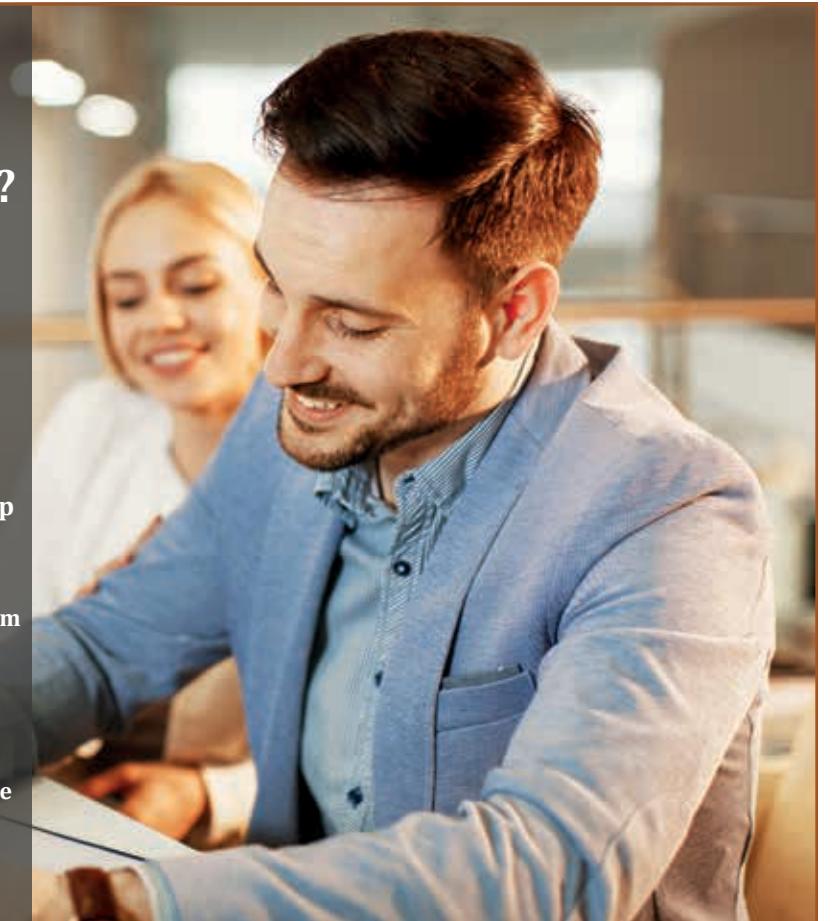
How much is your  
lender relationship worth?

*The traditional loan officer  
takes leads and buys your business  
by paying for advertising  
while being completely passive.*

• • • •

If you want more from your lender relationship  
consider a BUSINESS PARTNER that actively

- Brings Contract Ready Buyers To Your Doorstep Through My Consumer REALTOR® Matching Program
- Builds Your Database With You
- Maximizes Every Clients Lifetime Value
- Takes Pride In Giving Your Clients That WOW Experience They Deserve Not Just Closing On Time
- A Business Partner That Works With You In Developing Your Business Not Just Closing Loans



**\$108,000 = 12 \$300,000 transactions with a 3% commission each.**  
**Yes we do FHA, VA, DPA, Commercial, USDA, Jumbo, and Fresh Start.**

If you want a relationship with your lender worth  
over \$100,000 call me at 480-204-2675.

Bill Borkowski, Mortgage Advisor | NMLS - 1638303  
AZ Mortgage Brokers License # 0943323  
Mobile: 480-204-2675 | Pre-qualification Line: 480-788-4240  
Email: BillB@CamelbackMortgage.com

\*Camelback Mortgage 7600 N 16th St. Suite 218, Phoenix, AZ 85020. (NMLS # 145368) 1-877-276-1974. Copyright 2015. All Rights Reserved. This is not an offer to enter into an agreement. Not all customers will qualify. Information, rates, and programs are subject to change without prior notice. All products are subject to credit and property approval. Not all products are available in all states or for all loan amounts. Other restrictions and limitations apply.

**CAMELBACK  
MORTGAGE**



## VIP *Realtor®* Program

Become a VIP Realtor Member  
and give your client's special savings  
and some peace of mind. If a closing  
is delayed, 3 days, 2 nights, storage is FREE.

That's one reason our motto is  
“Preserving Sanity One Move at a Time.”

(Membership is Free to Licensed Realtors®)



**CamelbackMoving.com**  
**Enroll Online today or call**

**602-564-6683**  
US DOT #1635834



We have 615  
5 Star Reviews



PROUDLY SERVING ARIZONA FOR OVER 10 YEARS



Sell homes **faster** with  
**#SEXYROOFSTATUS**



- ✓ Maintenance
- ✓ Repairs
- ✓ Refelts
- ✓ Replacements
- ✓ Installs
- ✓ New Construction

Complimentary inspections & appointment scheduling | [state48roofing.com](http://state48roofing.com)

602-527-8502

@State48Roofing