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MEET THE SCOTTSDALE AREA REAL PRODUCERS TEAM



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► publishers note

Happy Independence Day!

Social Media:

If you've watched our videos on social media you've heard me say over and over at the end. Scottsdale Real Producers Magazine is way more than just a magazine. It is a movement. Beyond a branding slide at the end of a video what do I mean by this? Ok and if you have not idea what I'm talking about, you need to find me on social media. If you're receiving this magazine by mail, Congratulations, as it means you're in the top 500 realtors in the Scottsdale area.

Private Facebook Group:

Find me on Facebook "Brett Gettman" so I can invite you to our private Facebook group as well as the public Facebook group "Scottsdale Area Real Producers". Through our social media we will be posting/tagging our of our feature agent videos. Here you will be invited to our private meetings at various times and locations in Scottsdale.

Meetings:

Yes we meet. We are blessed to live in a state that not only provides us with great weather most of the year and beautiful outdoor spaces. We are also hopefully putting meeting restrictions behind us. We will meet as an entire

group quarterly as well as we will have small magazine reveals at the end of every month.

What's in it for the Realtor?

So let's get real for a minute. You're already successful or you wouldn't be getting this magazine. In fact, you're in the top 500 which works out to be in the top 2% which a production level over 15 million a year. If you're featured in the magazine you obviously get a really nice article that can be shared in your office and even mounted on the wall. Yes we can get you extra copies or "reprints" which are copies of just your article. They make great tools for listing appointments/buyer packets. But beyond the print, we also as mentioned above incorporate Digital media and social media to get you maximum exposure to your sphere, thanking past clients for getting you to where you are, and a nice video to boost if you want more future clients. Not to mention you get a free photoshoot out of it.

I often get asked... **Why would I go to an event in a room filled with my competitors?** Well, obviously we're in a super sellers market where there's a different strategy on getting the word

out for your next listing face to face rather than digitally. However, human nature is to do business with people that you feel comfortable with. That's why your clients chose you, because they like you and feel comfortable with you on some level. When you're the listing agent and you have multiple offers and you work with your client to pick the best offer... You see what I mean?

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Blake St John



Photo by Red Hog Media

► feature agent

"I always knew that if golf never worked out that I would find a way into real estate in some fashion."

Blake St John was an introverted blue collar kid from Glasgow, Scotland. He grew up, living with rough Scottish weather for years, and then moved to the US to attend the aptly named St. John's University in Queens, NY—but it wasn't long before he realized this particular school wasn't for him. He transferred to Oklahoma Christian University in Edmond, OK, promptly joining their golf team, which consisted of fourteen players from eleven countries. With their deep talent, they went on to win the National Championship in 2008. After Blake graduated in 2009, he decided to hit the road, chasing his dream of playing on the PGA tour.

In late 2014, Blake was at a charity golf event when he met a local real estate agent who was also from Glasgow. This man's path was similar to Blake's: playing collegiate and professional golf with an interest in real estate. He told Blake if the urge to fully jump into the business beckoned to reach out. Then, tragedy struck. "Two weeks later I developed a second back injury," Blake recalls. "I decided to take the final exam for my license and worked alongside [my Glasgow friend] for two years, learning the ins and outs of luxury real estate. I broke off on my own in 2017 and within six weeks closed \$6,000,000 in sales." Blake took an unfortunate situation, and turned it into an opportunity to cultivate a satisfying future.

Growing up, Blake's father was a successful entrepreneur. Ranging from hair salons, to bars, to restaurants, to night clubs in the seventies and eighties, and eventually owning his own successful commercial lighting company, his dad seemed to do it all. Blake's mother was also a real estate agent for over fifteen years, but he acknowledges the Scottish industry operates in a vastly different manner than the US. With the influence from his parents, it seems like the drive to succeed runs in the family, along with the innate desire to help people find homes.



...

Blake likens luxury real estate to New York City, because it never sleeps. Luckily, his travel schedule from when he played golf primed him for this lifestyle. When he was competing, "Monday was my travel day, Tuesday and Wednesday were practice days, and then Thursday thru Sunday were competition days. It was nonstop, seven days a week, and so is real estate." He understands this kind of job isn't everyone's cup of tea, but he admittedly loves it. He lives for meeting successful people and helping them buy or sell beautiful desert homes. In fact, a lot of the time, he becomes friends with his clients and they get to hit the golf course together. In the end, it's all about strengthening relationships. "Real estate, for me, is a way of life, not a job. I live and breathe the job; I am 100% all in."

Even if Blake doesn't find himself on the green full-time, he continues to see the influence of his golf career. He remembers traveling across the US, meeting people before tournaments while getting to know the local areas. He threw himself into new experiences, finding the idiosyncratic culture each city had to offer, which is a lot like meeting new clients and locating new homes. Every day, real estate presents a new challenge, so keeping the career fresh with the ability to continually challenge himself isn't a problem.

This, again, ties into his experience with golf and the strong competitive nature that is required to play at a high level. "Over the last seventeen years, my journey throughout the US has really helped me grow and meet so many diverse groups of people and cultures," he says. "My travels became all about meeting new people and learning about their lives, their goals, and their dreams. Over time, I became less of an introvert and truly enjoyed the journey and the people."

He remembers a standout moment in his life from his sophomore year of college. The house a friend and

he were renting was taken back by the bank, which left them potentially homeless, unless they could figure out an alternative. Blake's teammate, Kyle, took it upon himself to offer his old room at his parent's house until Blake could figure something else out. After five months of living with this family—including Thanksgiving and Christmas celebrations during a frigid Oklahoma winter—he was able to move out. That was enough time for Blake to come to know his friend's parents as his "American parents," and better yet, they'll call him their number one son (jokingly). As fate would have it, his first deal in real estate was helping his American parents buy a vacation home here in Scottsdale, Arizona.

Living with Kyle's family was pivotal in Blake's life because it proved that not only could he fit into a different country, but also that he was going to find great people with generous spirits everywhere he went. Being a good person isn't designated to one part of the world, and if you're willing to open yourself up and take risks, you'll get the opportunity

to witness how great people can be. "Due to these friendships from Oklahoma, I have been able to do over \$17,000,000 worth of transactions, just from my fellow Okies."

Growing up as a blue collar kid from Scotland pushed him to appreciate the small moments in life, but also made him extremely driven by strict process that delivers results. For him, working in the real estate field isn't about chasing the money. "I am a firm believer that money and success come as a byproduct of hard work and dedication." He then goes on to say, "I think we are born good people and it's our life experiences and choices that define who we become. I would like to think that matching up the right clients with the right homes help them create their happy memories and that's what's special to me."

“
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3. What did you do before getting into this line of work?

This is my second career, I retired as a homicide detective with the Chicago Police Department in 1990.

4. How and why did you decide on this particular industry? Briefly describe key factors that led you to where you are now professionally.

While a cop, I was buying and fixing up homes on my days off for sale or rentals—so looking at dead folks full time and looking at homes part-time morphed into looking at homes full time.

5. What do you most want the top producing REALTORS® to know about your business?

We have a stellar reputation within the REALTOR® community, not only because we do a great job inspecting, but also because we are *not* known as being deal killers—however, some homes commit suicide, which is beyond our control.

6. What do you find most fulfilling about your work?

We really strive to be a full partner with you in that we want to make the deal work and, as a result, you will have very happy clients.

Personal

1. Tell us about your personal background. Where are you from?

What is your educational background? What's your story?

I was born and raised in the Chicago area. I received a bachelor's degree in Administration of Criminal Justice, although in today's climate, the "justice" part should be dropped as it has no relation to what is going on now.

2. How has your past shaped who you are today?

I like to eat dessert first because you never know if you will be around to enjoy it.

3. Can you share the story of one pivotal moment or time in your life?

As a young man and trying to figure out what to do for work, I considered pursuing a career as an eye-closer in a sardine factory, but decided that—as a business—it was way too fishy.

4. How did that event shape you into the person you are today?

I decided to become a homicide detective instead, even though the work was murder.

5. Tell us about your family and what you enjoy doing together.

My lovely wife Dolly is my best friend and also my marketing director.



Dolly currently owns her own custom cookie business. She bakes and hand decorates every one of them and she actually got started doing this about two years ago. We have always visited and spoke to REALTORS® at open houses, and she decided that a gift of some freshly baked cookies would be a plus after doing her short sales presentation. (BTW she never interferes with the REALTOR®'s business—she will only engage them when they are free.) Many of the realtors were then interested in giving out the decorated cookies at their open houses and to give to new buyers as housewarming gifts. Now she has really honed her skills and now she makes all sorts of cookies for holidays, graduations, birthdays

or any special occasions. Visit www.MissDollysDelights.com to get an idea of what she can do.

We love to travel, exercise, play golf, and enjoy cooking and dining out together.

6. When you are not working, what's your favorite way to spend time?

Golfing, bowling, projects around the house—those kinds of things.

7. What is something that not many people know about you, something that cannot be found in your bio online that people can't google about you?

I live for defects.

Personal + Professional

1. If there is one thing you want to be sure the article captures about you as a person or how you run your business, what would that be?

I'm very professional, yet have a

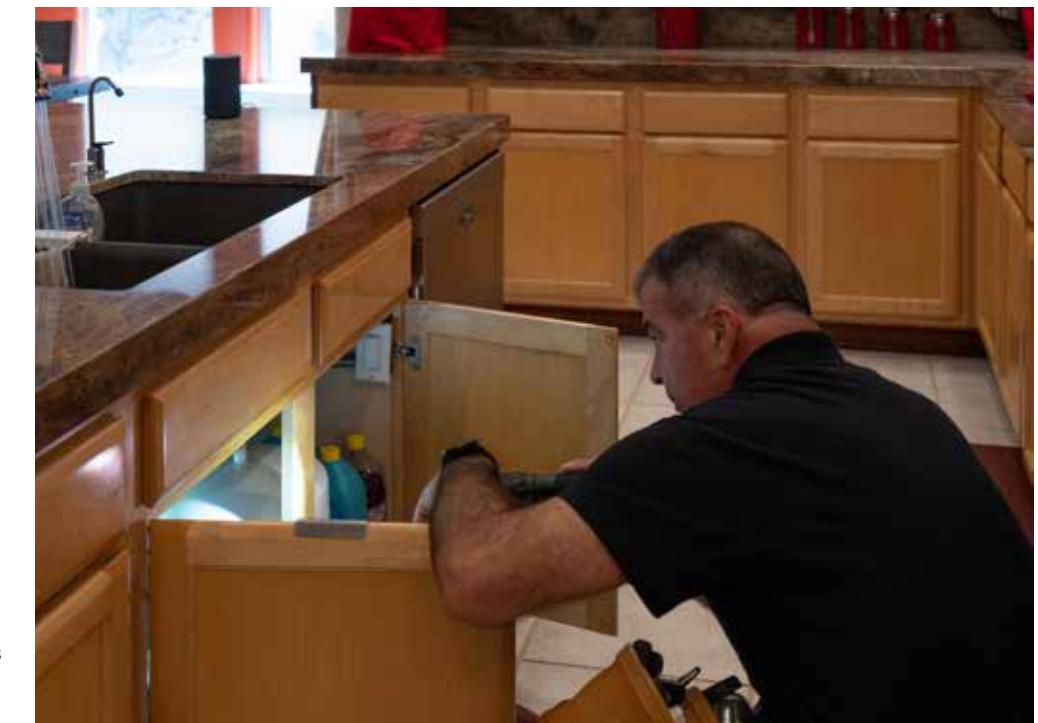


Photo by Red Hog Media

sense of humor that is occasionally sick, given what I used to do.

2. What is your favorite quote?

"Never give up on your dreams because all things are possible."

3. What do you want to be remembered for?

Being someone that was always counted on to show up on time, do a good job, and impress your people, so they will always call you for any future real estate needs. After all, referrals are what we are all working for.

4. What does the future hold for you, personally and professionally?

Personally, trying to stay vertical.

Professionally, I would like to expand my referral base as much as I can because this work is very gratifying for me and my crew.

Jamie Steimer Hughes

3rd GENERATION ARIZONAN

► rising star

Jamie Steimer Hughes, Real Estate Agent with the Steimer Team at Realty Executives
“In life, you reap what you sow.”

Jamie Steimer Hughes is a third-generation Arizonan and REALTOR®, aiming to be the best wife, mother, and real estate agent she can be. Growing up, there was always talk around the dinner table about the housing market and everything that made it tick. At the time, she didn’t know that those meals were imperative for her future, they were giving her a masterclass from experts in how buying and selling homes worked.

In July of 2019, the birth of Jamie’s son prompted her to step away from her position as the Director of Events and Programs for an international trade association, one she held for nearly a decade. Her husband and she decided that this life-changing event presented her with the opportunity to devote herself to the family business. Although, having a child is a major life change, as is changing careers. Experts say you should avoid making multiple life changes



Photo by Red Hog Media

in the same year, but none of this dissuaded Jamie from following her dreams. Changing up your career like this is already difficult, but having a seven-week-old baby at the same time makes it astronomically difficult. Jamie found herself in this exact situation, but it didn’t slow her down. She persevered by staying up late to complete her classes, continued the grind after her son’s 2:00am feedings, and made sure everything for her family was set and ready to go for the next day. Through her hard work and determination, she was able to succeed and achieve her dream becoming a real estate agent.

“Helping people with what can be their largest purchase or sale of their life—it’s a huge decision for our clients,” Jamie says, “and to be part of that and

REALTY EXECUTIVES

“When you hire one of us to work for you, you hire all of us.”



though my REALTOR® grandparents have passed away, their stories and knowledge were passed down. When you hire one of us to work for you, you hire all of us.”

The birth of her son was, of course, a pivotal moment in her life. “Once he arrived everything changed!” She says. “He gave me a new perspective and meaning on life.” Jamie believes when someone has a child it completely changes them. Having one of your own presents a whole new viewpoint on your present-day life as well as your past and the people who helped shape you. “You understand what your parents went through and have a whole new respect for them. It also makes you look at the world differently—now, my mission in life is to help people. I want to set a good example for my son to show him what

help someone and offer guidance—is an honor and a privilege.” She adopted this worldview by watching her dad work throughout her youth, putting in the long hours and hustling to build his own business. She saw firsthand that what you get out of

•••

hard work looks like and if you keep going, good things will happen."

What is Jamie's main objective?
Helping people achieve their real estate goals, while making it a positive experience for them.

Jamie's husband and son are her favorite people. She met her husband in college, and having gone on their first date twelve years ago, they're soon going to celebrate their eighth wedding anniversary. They look at welcoming their son into the world as one of the major highlights of their life together. They're outdoorsy and love visiting the different beautiful spots Arizona has to offer, but she says because their son is so little, they rely on walks around the neighborhood to get out. But a bonus: seeing the world through his new eyes makes even these small excursions an adventure.

Positive thinking and planning go a long way in Jamie's life. "Every morning I take five to ten minutes to write down three things I'm grateful for and five to eight goals that I have set for myself and my intentions for the day. They may be a goal for the day or a long-term goal for the future." These moments of self-reflection fuel her desire to be successful. She told us that her favorite quote comes from Henry Ford: "Whether you think you can, or you think you can't— you're right." It's this kind of fortitude and mental strength that pushes Jamie to continue the legacy of success, professionalism, and hard work her grandparents started back in the 1970s.

"Being in business with my family makes it possible for me to make other people's dreams come true, which is why I became a REALTOR®."





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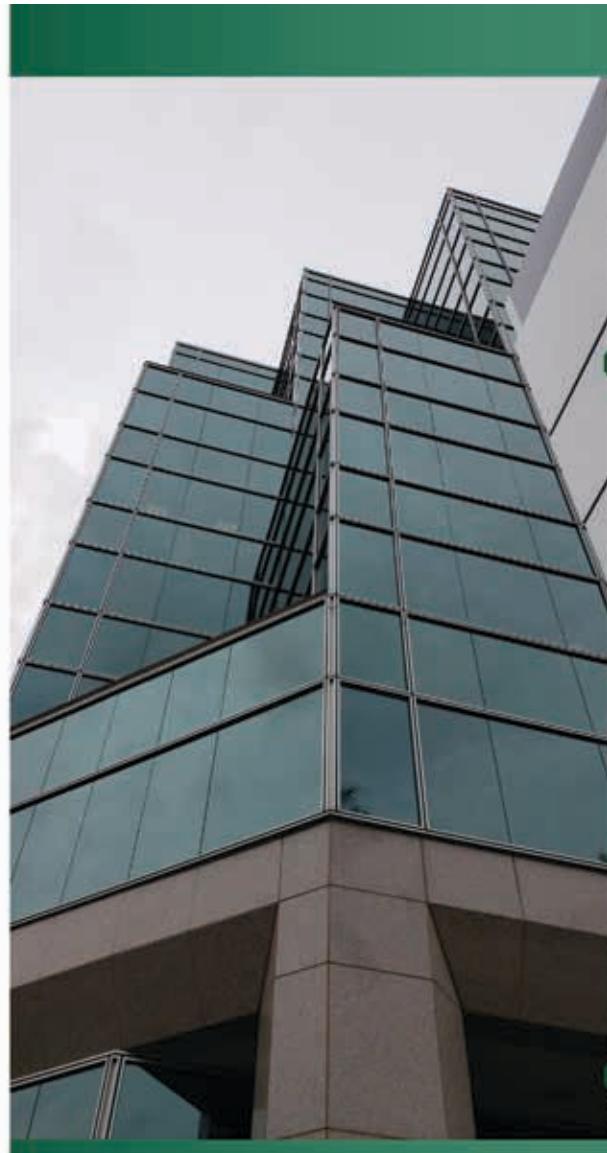
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