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Welcome to the
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Real Producers**
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At *Scottsdale Area Real Producers*, we love to love on REALTORS®! This whole publication every month is dedicated to you and about you. This is my little corner to share insights and get to know me a little better.

Real Producers started as a concept in 2015 and is spreading across the country like wildfire as we are now in over 100 cities. We're changing the way the real estate community interacts across America.

My first exposure to Real Producers Magazine was in the small resort town of Coeur d' Alene Idaho in 2018. Coeur d' Alene Idaho is my hometown of 35+ years where my wife Lauren and I first met as Real Estate Agents. We transitioned into owning a small digital media business in North Idaho that supports the local real estate industry. We were approached by Real Producers in 2018 as a media partner and the rest is history.

It had always been my dream to move to the southwest as I love the warm weather and constant sunshine. Arizona quickly made our top pick and we purchased a home sight unseen and moved our family in the summer of 2019. When the Real Producers organization opened up the Scottsdale Franchise in the Fall of 2020, I jumped at the opportunity. Having watched first hand the success of the program in another luxury market. It was a perfect fit!

Thank you to all the preferred partners who without this magazine would not be sitting in your hands today. They love to love on REALTORS® too! A very special thanks to my wife Lauren Gettman who is now handling Red Hog Media in two states by herself and also found the time to provide all our digital content for the Features in the Magazine.

**HERE ARE SOME QUICK FACTS
ABOUT REAL PRODUCERS:**

DISTRIBUTION:

This magazine is sent monthly FREE of charge to the top 500 agents in the Scottsdale area based on MLS volume. Within our area there are over 10,000 agents, so everyone who received this publication is part of an elite group. You are remarkable in your own right and to be in this group is truly a badge of honor! I get asked a lot is it just Scottsdale Agents. No, We define the Scottsdale area of agents to include East Phoenix all the way to Cave Creek, CareFree and Fountain Hills. As a fellow active real estate licensee and member of the MLS, I'm able to access the most recent sales data to do our best in determining the top 500 agents.

CONTENT:

This is all ABOUT YOU – Scottsdale area REALTORS®. Each month we feature personal and unique stories, giving you a platform to inspire others. This is not content on their webpage or googled and found on LinkedIn – we interview each REALTOR® for the feature articles. As we grow, we will add fresh content and sections focused entirely on you. It costs absolutely nothing for a real estate agent to be featured, they must be nominated by a peer or leader in the Scottsdale area real estate community.

OUR PARTNERS:

Anyone listed as “preferred partner” at the front of this publication is an integral part of this community as well. They will have an ad in every issue, sponsor our private events and join you in our private online community. Every one of these partners was nominated by YOU! **This magazine is their gift to you! So feel free to introduce yourself to them directly to say thank you and support them in any way you can.**

EVENTS:

Along with the monthly publication, we will host various events where the best of the best in Scottsdale area real estate get together at local venues to rub elbows, mastermind, have a good time, and strengthen the bonds that make our real estate industry great.

CONTRIBUTION:

Got ideas? I want to hear them. From nominating REALTORS®, suggesting content, updating your address to recommending top-notch affiliate partners, future event locations (or even your favorite places to shop) who should be a part of our community. Or please reach out just to say hello and let me know how I can be of service to you.



Sincerely,
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CHRIS KARAS

(RP) Welcome Chris and thank you for being a part of our first magazine.

(Chris Karas) My pleasure and thank you for having me!

(RP) Let me get your official title because you wear a few different hats.

(Chris Karas) I do, yes. I am one of the founders of Launch Real Estate

and I'm also the president of the Karas Group.

(RP) The Karas group is also a family affair, right? I had the pleasure of meeting your wife here at the office.

(Chris Karas) She is definitely behind the scenes. But you know, every one of our agents is like part of our family and a number of them have been with us for many years. That's how we go about it. It feels like a tight little

family, and we all hang out together, go dinners together, go to events together, and it's a fun experience.

(RP) I can tell just having met your team, your team has great synergy.

(Chris Karas) That's what it's all about. If you can't get together without bashing heads—that's something that we never want. Synergy is so important to us. Every one of the agents all respect each other and are

•••



Photo credit Red Hog Media

always backing each other up. And like I said, it's like that little family that we're all a part of, a home away from home.

(RP) Family truly is really important to you, isn't it?

(Chris Karas) That's the first and foremost thing when I wake up every morning and why I go about every day. It's all about the family.

(RP) Tell us about your family. I hear you married your high school sweetheart?

(Chris Karas) I did, yes. Jennifer, my wife. We've been best friends since high school and then together for 20+ years. We have two beautiful kiddos that keep us on our toes. That's why we're here today. I mean, the world revolves around them, basically.

my 20th birthday, I purchased a home and I rented it out to my friends. The rest is history.

(RP) So technically You were a real estate investor in college.

(Chris Karas) Looking back now—yes, I guess I was.

(RP) What makes the Karas group different?

(Chris Karas) You know, when I started in real estate, I wanted to really make a change. The way that we do things differently, the way that we go about everything with our clients and take care of our clients and bring a unique approach to every one of our clients, is truly customized. I watched a lot of my mentors over time and saw what they were doing and what they weren't doing. And I molded it into

WE KEEP ON HAVING FUN—OTHERWISE, I WOULDN'T BE IN THIS BUSINESS. **IT'S THAT PERSONAL ATTENTION, ALWAYS TAKING GREAT CARE OF THEM AND PUTTING THEM FIRST HAS GOT US TO WHERE WE ARE TODAY.**

our own little package. It's worked, it's been great, it's been fun. We keep on having fun—otherwise, I wouldn't be in this business. It's that personal attention, always taking great care of them and putting them first has got us to where we are today.

(RP) You mentioned a mentor. I know you love helping people and so, obviously, in the position that you're in now, do you find yourself getting to be a mentor to not only the team, but people within the brokerage? How's that experience?

(Chris Karas) I love helping others. I get excited and I light up when I go into a room with all these brand new agents that are out there asking questions. There isn't a right or wrong pressing or silly question—they're all great questions. That's how I learned: by asking questions. So, whenever given the opportunity to do a panel or to be a part of teaching a class or something of that nature, or sitting down one-on-one with an agent just to help them understand dynamics, that's fun for me. I love sharing my story. I'm an open book and I've never not helped somebody. I want everyone around me to do better. I want them to change the world of real estate.

(RP) That's the perfect segue into what Scottsdale Real Producers Magazine is all about.

(Chris Karas) Yes, you know we all have to take care of each other. This is a really big small town right? We always have to look out for each other. The success of real estate is only going to be based upon the success of the individuals and if we can all work well together, that sky's the limit.

(RP) What are the changes you've seen since you grew up here?

(Chris Karas) Real Estate's a really interesting business. I mean, 20,000 agents, give or take, in the state of

Arizona that are working for us for free, right? Relationships are key. And that's how I've grown my business, taking good care of our clients and nurturing those relationships. But just as important on the agent side, I've always picked up the phone whenever an agent calls or if they ever have a question on your referral or "Hey, who's your photographer? Who's your Inspector?" I'm always willing to help them out; especially now, in the market that we are today. New opportunities as homes come on the market, and really helping out those agents and making sure that we take great care of them. In return, they've been really good to us. And it's easy to do a transaction when you have somebody that you know on the other side of the table. You're able to put the deal together. You're like-minded and level-headed individuals.

lifetime. When we moved here going north of Shea in Scottsdale, it was the desert. We used to go ride out there, and used to drive to the boulders and you would pack a lunch because it was so far. Now we have business meetings out there, our coffee out there in the morning. We're back in town by late morning. So, it's changed tremendously. The growth has been amazing. I love development and I love how I've seen the town develop and communities being built—from Desert Mountain being developed to some of the high rises going into downtown Scottsdale and downtown Phoenix to seeing how homes transition from these 1950 ranch-style homes and now they're these big estates. Everyone has put their thumbprint to make their home reflect what they are. I think that's really, really neat to see how this community has come together through 2020. We have all stuck together, which is really neat. And it's a beautiful place to live.

(RP) You're a golfer, is that correct?

(Chris Karas) I try. I think it's an amazing game. Now that my nine-year-old son is getting into it and is passionate about it, it's really fun to go out there on the course. We don't get to do it as much, but whenever given the opportunity, yes.

(RP) Do you like to travel?

(Chris Karas) When we're not working, which tends to be a good amount

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of time, we love traveling. I love giving my family different experiences.

(RP) What has been your favorite travel moment?

(Chris Karas) A couple years back we had an incredible opportunity. We were sitting at dinner one day with some friends and we said, "What should we do? Easter break's coming soon," and we decided to go to Guatemala. I didn't know anything about Guatemala. My wife lived in Spain for a little bit, so to have those similar cultures and everything like that. We went to Antigua, Guatemala for Easter and it was the most incredible experience ever.

There were 24-hour parades that went through the streets celebrating the Easter holiday, and it went on for multiple days, and we are right in the thick of it. To give our kids experience and let them see how other countries live, how they celebrate, what family meant to them. And it was really eye opening for our children to see how poor some cities are. Very humbling. Something very rewarding for us to share with our kids and really show them what life is like outside of Arizona. It was amazing.



(RP) Tell me about what kinds of charities you're involved in?

(Chris Karas) Whenever we get involved with a charity, we always

want to try to make a change, break a cycle, help them hit their goals, and really make a difference. We've been very blessed to have a lot of different opportunities. Children's charities and local children's charities are big to us—and medical research.

We got involved with Panda, which

is a benefit of the Steele Children's Research Center down in Tucson and throughout our time at the University of Arizona, my wife was president of that. It is really near and dear to us. That's the best feeling you can ever have and that's why we do it. That's why we give back. That's why it's so important to our lives and teaching

our children about that as well. Really letting them realize what the community is all about. To see the community come together is one of the coolest feelings ever.

(RP) What's in store for Chris Karas and your group? What's 2021 going to bring?

(Chris Karas) We will see. We're having lots of fun, everything looks great. We have a lot of exciting stuff coming out this year, and we're excited to share with everyone.

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What work (school, etc.) did you do before becoming a real estate agent?

I attended high school at Scottsdale Christian Academy. I graduated from Grand Canyon University in three years with a Degree in Business Entrepreneurship and a minor in Finance. I worked at the Nike retail store in Scottsdale Quarter during

high school and college where I was the Women's Product Expert. My responsibility was to train the store staff in the new technology in women's products and services as well as attend the Nike Women's summit every year for training at Nike WHQ. I was one of the youngest associates in attendance every year.

What were the life events that led you to become a real estate agent?

I grew up in a real estate household. My mom is a real estate broker in Arizona and my parents own an electrical contracting business, so I was around houses and in and out of them my whole life. I saw my parents create wealth through real estate by buying the houses that needed all the work, and then putting in the work and improving them. I remember being in middle school and high school, and over the weekends I'd have to help my parents clean out the next house they just bought and were going to flip. It always fascinated me. Combine that with a lack of recognition and no incentive to do better work at Nike with terrible pay, and I knew I couldn't work a normal 9-5 job. I knew that in order to live the life I wanted, earn the money I wanted, and receive the recognition I desired, real estate was my best opportunity.

Tell us more about that. Why did you become a real estate agent?

At the beginning, it was the opportunity to earn as much money as I wanted on my terms without having to answer to anyone. However, I became a real estate agent so I could like my life by design and not by default, which is so ingrained in our culture at Keller Williams. The opportunities being a real estate agent are endless. Secondly, I knew the only way to build real wealth in my life was through owning real estate and other investments. Being a real estate agent, I have my finger on the pulse of the market and it gives me a huge advantage when it comes to investing in real estate myself.

What do you find most fulfilling about your work?

The most fulfilling thing about my work is serving my clients and helping them achieve their real estate goals. Buying and selling a home can be a very emotional, time-consuming, and tedious thing to do. I love being my clients' rock through a transaction and the steady force they can rely on—knowing that I am there for them and helping them make the best

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decision for their family. One of the most fulfilling things is when one of my clients, who can literally talk to me anytime, thank me again and again for helping them either buy a home or sell a home, and commend me for the amazing work I did for them. That truly makes all the hard days worth it.

What makes your business different?

Being a second-generation Arizona native and realtor, I provide a unique experience to my clients with the knowledge and understanding I have of both real estate and my local knowledge of the Scottsdale and Phoenix area. I'm always a professional and act as my clients' fiduciary, ensuring they make the best decision for them and their family. Because, at the end of the day, it's all about my clients, not me. I ensure that they have an exceptional and seamless experience during one of the most stressful times in their lives because, let's be honest, moving is a pain and you only do it, on average, every 10 years. Personal

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 Scottsdale, AZ. I am a second-generation Arizona Native. I attended high school at Scottsdale Christian Academy and college at Grand Canyon University.



Photo courtesy of Red Hog Media

How has your past shaped who you are today?

My family, life experiences, and faith has really shaped who I am today. All the successes and failures have made me who I am and have gotten me to where I am today. I look at every experience, journey, and relationship as a stepping stone in becoming who I am meant to be.

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

When I hired my first business coach.

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

I went from being just a real estate agent to a serious business owner with high accountability and coaching/mentoring. I believe if you want to get anywhere in life—especially the top of your field or the best version of yourself—you need mentors, coaches, and support. That's what my business coach did for me and it transformed not only my business but my personal life as well.

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

Both my parents and my brother live in Scottsdale. We enjoy doing Sunday night dinners as a family with my grandparents, who are also in Scottsdale. My dad, brother, and I are always at



Photo courtesy of Red Hog Media

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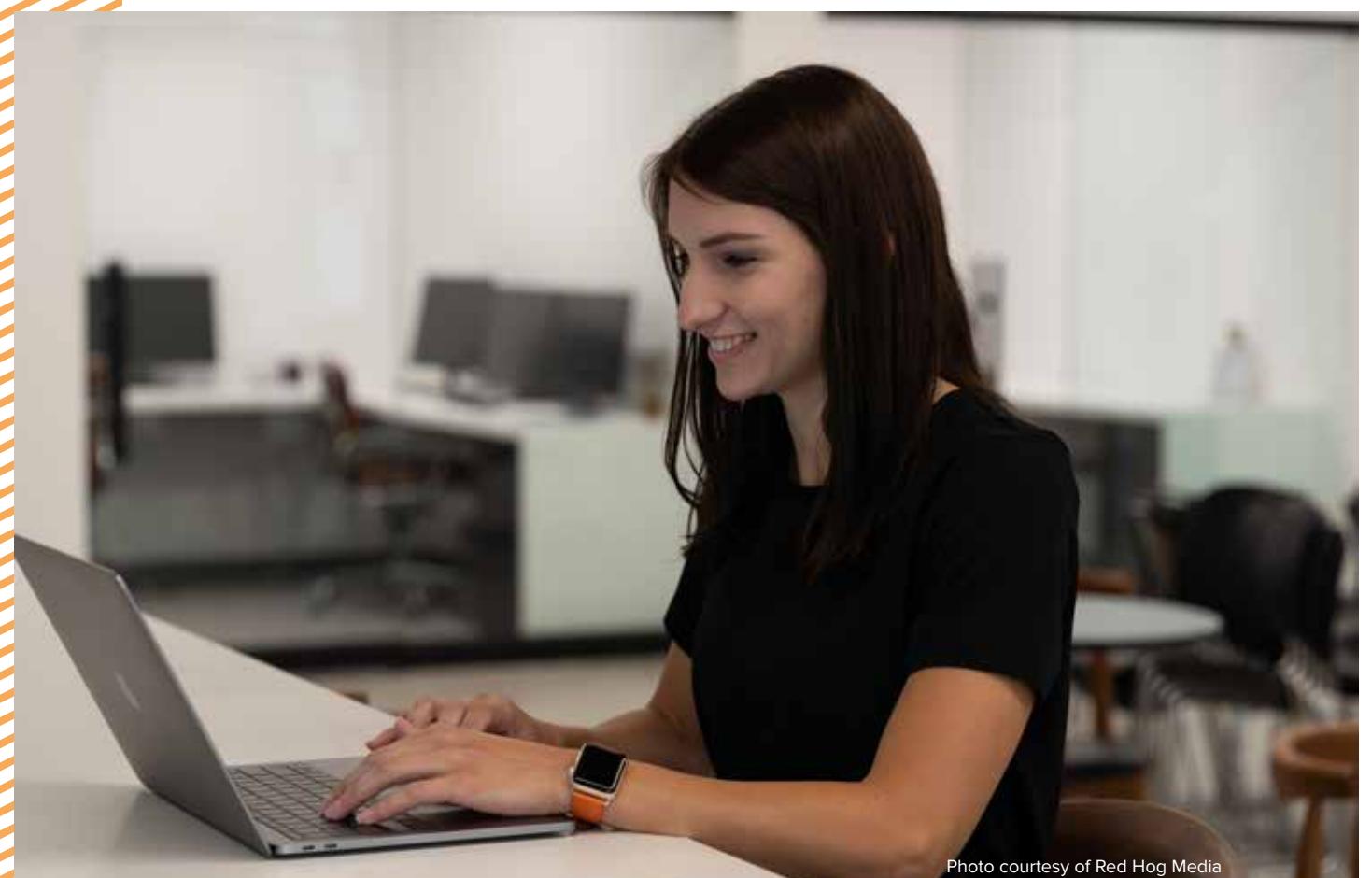


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the car shows, like Barrett-Jackson and Goodguys, every year and it's something we all enjoy doing together. Or spending time in Christopher Creek at my parents' cabin.

When you aren't working, what's your favorite way to spend time?

My favorite way to spend time is with my dog Maui. She is an Australian Shepherd mix that I adopted as a puppy two years ago. I love teaching her new tricks and going on long walks with her. I also enjoy hanging out with friends and trying out new local restaurants in Scottsdale and Phoenix!

What is something that not many people know about you, something that can't be found in your bio online or that people can't Google about you?

I'd say it is my love for Tesla. Anyone close to me knows I am a Tesla fangirl. It was actually my first goal in real estate to buy my first Tesla. I am currently on my second Tesla and have transformed my garage to look like a Tesla showroom. I've attended the Tesla Model Y Launch Event at SpaceX Headquarters in Hawthorne, CA. I've done two factory tours in Fremont, CA, as well as attended many local Tesla Meetups in Arizona. It's funny because I tried to get a job at Tesla twice and they wouldn't hire me even with employee recommendations. Guess it just wasn't meant to be.

What is your favorite quote?

"Life shrinks or expands in proportion to your courage...courage is not the absence of fear, but moving forward despite fear" - John Maxwell

What do you want to be remembered for?

I want to be remembered for being a light in people's lives and always making them laugh. I want to be remembered as a positive and optimistic person. Someone who gave more than they took and really cared about others over myself.

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

Who knows what the future holds for me. I do see myself being in real estate in some fashion my whole life, whether that's through sales, investing, or development. I hope to start my own family someday.

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HOME TEAM INSPECTION SERVICE OF SCOTTSDALE

TRACY ANDREWS

Tracy Andrews / owner of Home Team inspection services of Scottsdale. Home Team was founded in 1993

Phone number is **480-546-8040/**
email is **Scottsdale@hometeam.com**

Briefly describe what your company does/the services it provides. What sets your business apart from similar ones?

Home Team inspection services of Scottsdale performs home inspections, along with pool and spa, termite, sewer scopes, mold, and other inspections. What sets us apart from other companies is we use two inspectors instead of one for a better and more comprehensive inspection in a shorter amount of time.

What did you do before getting into this line of work? How and why did you decide on this particular industry? Briefly describe key factors that led you to where you are now professionally.

For many years I worked in the automotive industry as a service advisor at new car dealerships. Now, I love not being behind a desk all day and getting to be outdoors while I'm working. I got very sick of the corporate world and all the complications that come with it.

I also wanted to be my own boss and have a chance to grow my own business from the ground up. It was to the point where I got very frustrated with watching other people get wealthy from my hard work and they never really seemed to appreciate me.

What do you most want the top producing Realtors to know about your business?

We are a family-run business that cares very much about what realtors do and we understand how hard they work to make their clients happy. We also know what it takes to make agents and clients happy and excited about their new home. We will never use alarming language about any concerns we find on an inspection report. It is very important to relay the information to the client in a friendly non-alarming manner.

What do you find most fulfilling about your work?

The most fulfilling aspect of our work is making sure homebuyers know everything there is to know about their new home prior to the purchase, so they are confident in their decision to move forward in the homebuying process. If there are major things wrong with the house, I want them to know



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Photos courtesy of **Red Hog Media** and the **Andrews Family**

about it, so they can honestly decide if the home is still right for them.

Tell us about your personal background. Where are you from? What is your educational background? What's your story?

I was born in Decatur, IL, and lived there until I was 10 years old. Our family moved to Arizona in 1978 to help my brother with his very difficult asthma problems—the dryer climate has helped tremendously with that. After college, I had various

jobs, but always came back to the car business because of my father's love for cars; and he also owned a couple car dealerships when I was growing up. This eventually led to my becoming a service advisor for a large new car dealership in the valley. After 20 years of doing that—and I did love the relationships I made with customers—I was not fond of the corporate red tape involved and how much the customer satisfaction index affected employees' pay. I wasn't happy and

my wife could tell; I would come home after a long day's work and be in a bad mood or just unhappy, so this led me to look for a new path in my work career. I needed to be my own boss and one of the businesses that is both very needed and does not fluctuate in growth due to economic circumstance is real estate. The home inspection business goes hand-in-hand with real estate growth. I don't really love what I do all day, but I love helping people in the homebuying process, helping make

them feel better about their decision. I also love helping real estate agents grow their businesses.

How has your past shaped who you are today?

My father taught me the meaning of hard work and responsibility, and that has always stayed with me. He worked very hard his entire life to support the family and five kids. He was also not afraid to try a new



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

My wife, Joy, and I have been together for 16 years. Joy is a physician's assistant and loves her career helping people with their pain problems. She is so amazing at her job and her patients love her for that. She is the most amazing mother to our son, Tommy, who will be 10 years old in July. We like to travel around the state locally and find new parks and places to hike or explore. We also love to sit down at night and play a good board game or a card game right before bed. We also love to go out to eat and try to find new restaurants and foods. There are so many amazing restaurants in the valley and we're always looking for new tasty foods.

“

I make sure a day doesn't go by where I don't tell my wife and son how much I love them. **I try to never take things for granted.**

When you aren't working, what's your favorite way to spend time?

My absolute favorite thing to do when I'm not working is going off-roading in the desert or in the sand dunes in my Polaris RZR Turbo S. This is a hobby that I have loved since I was six or seven years old. I have gone from riding dirt bikes to three-wheelers to quads and now to side x sides. They say with age comes a cage, and that is very true.

I have found many trails around the state that range from low desert all the way up to high pine trees in northern Arizona. I enjoy the scenery, along with the change in weather, so much. During the winter months I make several trips over to the sand dunes near Glamis, CA with a very large group of people that also love this hobby. It is my ultimate escape from all the worries and trials of life.

...

business model or just try a new business. He was an entrepreneur from a very young age and wasn't afraid to try something new.

Can you share the story of one pivotal moment or time in your life? How did that event shape you into the person you are today?

A pivotal moment in my life was when my son was born. Having a child gives life a new meaning and

purpose. And it also reminds you how much responsibility there is in not only raising a child the right way, but also passing on everything you've learned from your own parents.

Having a child taught me to be even more responsible with my time and money. It also definitely shows you how precious time is and how fast it goes by. I make sure a day doesn't go by where I don't tell my wife and son how much I love them. I try to never take things for granted.



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

I really don't like any seafood, whatsoever. I hate being in the dark and still use a night light to sleep. I love animals of all kinds and would someday love to own a rescue to help homeless and sick animals. I very much enjoy making people feel better about themselves whenever they are sad or depressed or just feeling down. I also love making people laugh.

Personal and professional

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 really, truly want to make real estate agents and their clients very happy. I know the home inspection process can be a nerve-racking, scary time in the homebuying process and I want to make the client feel relaxed during the inspection review. I always try to make them laugh a little bit. I want both the agent and the client to be amazed at how good we are at what we do. I want them to leave the home inspection review process smiling no matter how many problems we found with the house. I always tell them everything can be fixed! It's better to find a problem now than six months after you move in. That's why we try to be so comprehensive and take our time with the actual inspection.

What is your favorite quote?

“Life is short, enjoy every second!”

What do you want to be remembered for?

I love helping people and animals when they need it the most—especially animals, because they can't help themselves.

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

In the future, I hope to keep growing and expanding my company until I feel I can step away from it and it will continue to grow itself. I want to spend more time traveling with my family all over the United States and making amazing memories together with them.

Tracy Andrews, Owner
Hometeam Inspection Services
of Scottsdale 480-546-8040
Hometeam.com/Scottsdale

FAQ ABOUT THIS MAGAZINE

Real Producers magazine started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. Scottsdale Area *Real Producers* has officially launched in June of 2021. Name a large city and we are there or will be soon!

In every market, we take the Top 500 agents, based off of the MLS production, and we build an exclusive magazine around those agents. We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication.

We strive to inform and inspire the top producing real estate agents in the local market and connect them socially. The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: WHO RECEIVES SCOTTSDALE AREA REAL PRODUCERS MAGAZINE?

A: The top 500 agents in Scottsdale and North East Phoenix-based off their MLS productions for the year. Approximately 10,000 agents are licensed in this territory. We cut the list off at #500, and the distribution was born.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple — everyone you see featured, has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the Top 500 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email me at Brett.Gettman@realproducersmag.com with the subject line, "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be they have an amazing

story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photoshoot.

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of real producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top agents has recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you know and want to recommend a local business that works with top REALTORS®, please email us to let us know at Brett.Gettman@RealProducersMag.com

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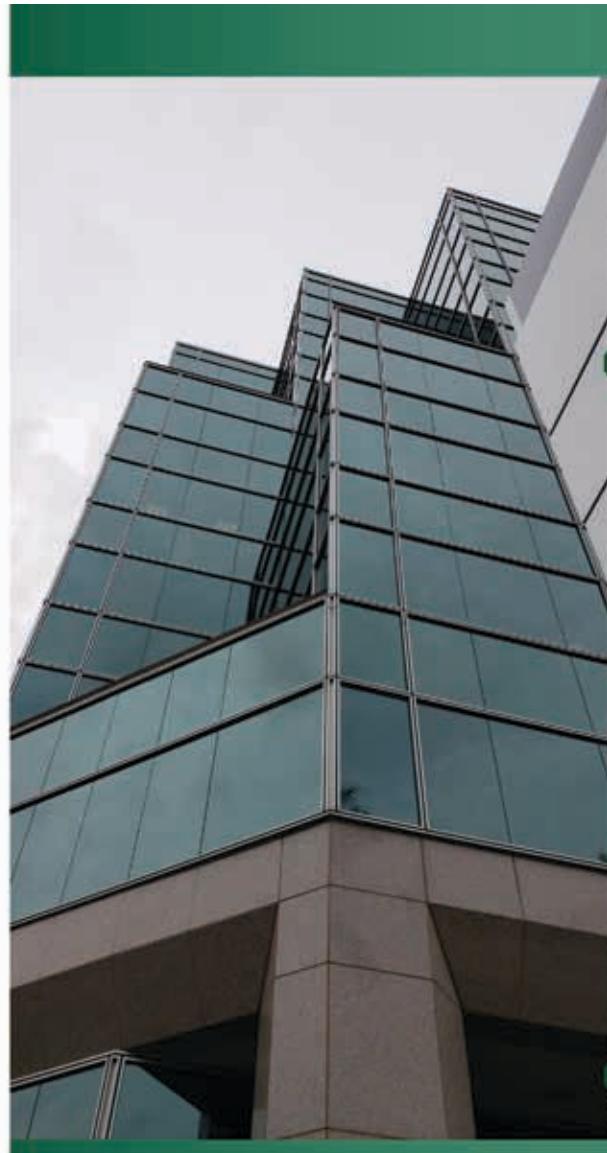
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