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TABLE OF CONTENTS



10

Sponsor
Spotlight:
State 48
Roofing



14

EVRP
2020
Third
Annual
Awards
Winners



18

3RD
Annual
EVRP
Awards
Event



26

Coaching
Corner:
How to
Create
Your Own
Luck



28

On the
Rise:
Kim Weber



34

Book
Review:
The Five to
Start With



36

Question
of the
Month



39

WeSERV
Monthly
Update



40

Top 300
East Valley

RP

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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



Chris Reece
Guest Writer



Devin Egbert
Photographer



Patrick McKinley
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Randy Courtney

Courtney Valleywide

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Lindsay Mozena-Krater

Realty One Group

Sometimes you just have to stop worrying, wondering, and doubting. Have faith that things will work out, maybe not how you planned but just how it's meant to be.



Janine Iglione

Keller Williams Realty East Valley

Challenges are great opportunities for growth. 2020 brought many challenges and therefore many growth opportunities. For example, in my business, we do a lot of events. But with all that 2020 brought us, we found that we had to get creative in place of our usual events. We came up with some pretty cool ways to connect with our clients in a more personal manner, part of which led to my best year in Real Estate. Challenges are good. I'm thankful for that reminder, so when the next challenge comes my way, I can look forward to the good that will come from it!



Peter Kamboukos & Keith Anderson

KP Elite

Growth is the number one most important factor when building anything. If you aren't moving forward then you are moving backward. Being in growth mode is essential for the success of any business. What got us here today won't be what takes us to our goal tomorrow.



Rebecca and James Rains

Berkshire Hathaway

"The answer is always No if you don't ask!"



Jeremy Fuhst

Keller Williams Integrity First

Bring more value, always. 2021 is going to be a year where all were forced to level up! We all need to focus on different and creative ways to bring more value to everyone we come in contact with. Including clients, friends, family, past clients...or there will be someone right behind us who will.



Kim Weber

Russ Lyon Sotheby's International Realty

"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make." -Jane Goodall

STATE 48 ROOFING

» sponsor spotlight

By Dave Danielson



CEO Jason Payne smiles when people ask about his #SexyRoofStatus hashtag that has become an integral part of branding at his company, State 48 Roofing.

The smile comes from an endearing story that began with a satisfied client.

“As we got started with this business, we had finished a roofing job for an older lady,” he remembers. “We finished the work, and as she came out to look at her new roof, she smiled with excitement and said, ‘Hey, that’s a sexy-looking roof.’”

That genuine comment of joy stuck with Jason. It represents the kind of feeling he and his team go after — when clients know without a doubt that they have received quality and value.

That’s the very clear vision Jason had in mind when he applied 10 years of roofing industry experience and opened State 48 Roofing 18 months ago.

Since then, the signs of success have been impressive. In fact, during that time, the company has already cleared in excess of \$5.2 million.

Rewarding Results

Growth has been tremendous. In fact, State 48 Roofing delivers its honest, straightforward brand of roofing expertise with six crews, including three full roofing crews, and three repair crews, along with two other sales representatives in addition to Jason, three office staff members, a two-person production team, and about 20 crew members in the field.

“Our team is very, very good, and they are paid more than other roofers. The reason for that is that they

#SEXYROOFSTATUS



“

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are really the cream of the crop. Each of our team members has been in the roofing business for at least 10 years.”

Jason and his team take their role in protecting the interests of their clients very seriously.

“I love working with people and finding solutions to their problems. Very seldom do people call and say I want a new roof. About 90 percent of the time, when they call us, they have a real need,” he explains. “Roofs are expensive. The average roof runs between \$10,000 and \$15,000, which really makes it the biggest investment that a homeowner will make besides the house itself. We take pride in being the one that people feel comfortable calling.”

Making It Easy

Reaching out and involving the State 48 Roofing team is easy.

“People can call or visit our website to contact us. We’ll come out to the property, get up on the roof, take images and video, produce a report/proposal and send it to the client. And we do all of that with options,

with a range of shingles that match the owner’s plans for the property,” Jason emphasizes. “We don’t offer a one-size-fits-all approach. We’re honest and straightforward. If the roof is shot and needs to be replaced, we’ll say that. If, on the other hand, it needs a few repairs, that’s the message a client will hear.”

Adding Up the Benefits

State 48 Roofing completed 1,100 jobs in 2020. Of that number, 300 were new roofs, while about 800 involved repairs or maintenance.

In addition, Jason emphasizes that he stands behind his team’s work — with what he promises is the best warranty in the state.

That’s just the start. All inspections State 48 Roofing complete are done for FREE. And, to make things even more attractive and value-filled, clients who are selling their property who need roofing work done can pay for their repairs/replacement through escrow.

Jason enjoys what he does. At the same time, he also has a passion for discussing it and educating other

people, including REALTORS®. In fact, he routinely posts video content that covers a full range of informative topics addressing everything from roofing types and materials to how to figure ballpark pricing for an impending deal. You can follow Jason (@State48Roofing or @JasonTheRoofers) on Facebook, Instagram, YouTube and TikTok.

Away from work, Jason and his wife, Heidi, enjoy time spent with their five children in his hometown of Gilbert. In fact, Jason is a third-generation native of Arizona.

Free-time favorites for Jason and his family include trips to Mexico, Disneyland, the dunes, camping the mountains and, as he says, “any sport with a ball.”

With a desire to grow, be the best and deliver quality, Jason and the team at State 48 Roofing are making a difference that is truly a game-changer.

For More Information About

State 48 Roofing:

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LEADING THE WAY

By Dave Danielson | Photo Credit Devin Nicole Photography

East Valley Real Producers 2020 THIRD ANNUAL

AWARDS WINNERS



One of the most gratifying parts of what we do at *East Valley Real Producers* is celebrating your success.

As part of that, it's a distinct pleasure for us to recognize those who go above and beyond with a level of results that are truly special. That's definitely the case now as we announce our winners in our Third Annual Awards Event that was held in January at Whisky Row.

Winners were nominated by members of the Real Producers' community, and chosen based on 2020 sales numbers, as well as and community and industry involvement.

Congratulations to these 2020 Annual Awards Winners!

Male REALTOR® of the Year – Randy Courtney
Female REALTOR® of the Year – Janine Iglione

Male Rising Star of the Year – Jeremy Fuhst
Female Rising Star of the Year – Lindsay Mozena-Krater

Team of the Year – KP Elite Team – Pete Kamboukos and Keith Anderson
Duo of the Year – Rebecca and James Rains

Male REALTOR® of the Year – Randy Courtney , Courtney Valleywide



Randy set himself apart with a range of impressive accomplishments.

- Having 35 years of experience with a vast array of builder and product knowledge, having experience with putting over 5,500 transactions successfully together, being a premier broker with Zillow, Realtor.com, Homes.com and other notable sites.
- Building homes, remodeling and owning a successful fix-n-flip company.
- Having the experience of handling just about any type of residential transaction a client could need.

Randy says his greatest challenges include balancing work and family. He's also been very involved, participating in a number

of groups, including Rotary International, Tempe South Past President and Tempe South Foundation President. He is a current board member of Tempe Police Foundation Board Member, Rancho Feliz Charitable Organization, Guardian Warrior Member, and an AZ Highway Patrol Association Contributor.

From Nov 1, 2019, to Nov 1, 2020, Randy recorded 72 deals representing \$38,465,100.

As Randy says, "I love what I do and have a passion to serve my clients that keep coming back and referring others to me. I feel very blessed to have the success I have had but have worked long and hard to achieve."

Female REALTOR® of the Year – Janine Iglione, Keller Williams Realty East Valley

Janine Iglione has recorded an impressive record of growth and contribution to her clients and community through time.

"I have done this through consistent work. I have built my business around geographic farming and am number one in my farms and have stayed number one. I also pride myself on providing the best service to my clients before, during and after the process of buying and selling real estate. Even with my geographic farming, the majority of my business still comes from referrals."

Community involvement has been a major part of life for Janine, too. She is involved in the annual House of Refuge food drive, as well as supporting elementary school supply drives. She also supported Thanksgiving meal efforts, as well as a girl's softball team's fundraising goals and more.

Janine has received the 40 Under 40 Award from Weserve, and was named as one of three top REALTORS® in the city of Gilbert. Her team also ranks at the top of production charts for small teams in the area.

From Nov. 1, 2019, to Nov. 1, 2020, Janine recorded 139 deals representing just under \$60 million.

...





Male Rising Star of the Year – Jeremy Fuhst, Keller Williams Integrity First

...

Jeremy Fuhst has a drive to be his best.

As he says, “I think like most of us in the industry, I really want to bring value not only to my clients but to the agents I surround myself with. Also, I just want to have fun. I want to make people laugh and smile as often as I can.”

Jeremy has been deeply involved in a wide range of community efforts, including helping the homeless, having collected hundreds of blankets, buying 100 rotisserie chickens, rolls and water bottles, then delivering them to people in need around the Valley.

Jeremy has set himself apart in a number of ways, including earning the Keller Williams Culture Award, as well as being named the January 2021 Rising Star.

From Nov. 1, 2019, to Nov. 1, 2020, Jeremy recorded 41 deals representing \$13,948,558.

Female Rising Star of the Year – Lindsay Mozena-Krater, Realty One Group



Lindsay Mozena-Krater takes pride in putting her heart and soul into her work.

As she says, “I truly believe in helping people and striving to go beyond their expectations. The secret to my success would be infusing my love of real estate and others into one so that it truly comes across in everything that I do.”

Lindsay has an impressive record of community involvement, including volunteering extensively at her children’s school. She also donated \$3,500 to the Tour De Force Charity which provides money to the families of fallen officers locally. Additionally, she conducted a St. Mary’s Food Bank Drive, and filled 25 large boxes for the food bank. Also, she took part in a Coats for Kids drive to help the homeless through the UMOM Shelter.

Lindsay has earned a range of accolades. She was part of the Million Dollar Club for several months at her brokerage. She also received her Certified Luxury Home Marketing Specialist designation through the Institute for Luxury Home Marketing for superior performance and achieved the distinct GUILD recognition seal.

From Nov. 1, 2019, to Nov. 1, 2020, Lindsay recorded 51 deals representing \$13,948,558.



Team of the Year – KP Elite Team – Pete Kamboukos & Keith Anderson, eXp Realty

The KP Elite Team (led by Pete Kamboukos and Keith Anderson) is our Team of the Year.

The team was established in 2016, and includes these individuals:

Peter Kamboukos	Salvatore Pupillo	Bryan Lawrence	Jason Stout
Keith Anderson	Adam Martin	Brandon Austin	Amy Ashcroft
Darby Albertson	Brett Martin	Anthony Fortuna	Kelli Wells
Garrett Lyon	Destany Henning	Sarah Morales	Jack Bitter
Brett Zieske	Cynthia Jensen	Jesse Morales	Pejman Elahi
Rob Russman	Aly McKeehen	Antonio Austin	Brittany Ramirez
Lisa Houlihan	Janine Torres	Anne Kooinga	Melissa Ward
Anna Anderson	Dallas Cain	John McIsaac	Tommy Wray
Jim and Caroline Wood	Emily Cook	Bryan Doom	Jason Zorad
Kelly and Garrett Lyon	Shirley Eller	Sara Reid	Hala Shams
Nicole Kamboukos	Vance Nielson	McKall Cameron	Nicole Gonzalez
Keith Dechristina	Keith Nicholson	Sherry Gijon	Jessica Kirkland
William Fortenberry	Nicole Burns	Eduardo Gijon	
Dylan Wampler	Armando Sample	Aiesha Miller	

The KP Elite Team has been involved in a number of community efforts. These include partnering with Central Christian Church and Chick-fil-A to host a Christmas party for kids in the foster system, as well as volunteering to pack meals at Feed My Starving Children. In addition, the KP Elite team also supports various local churches, ASA Now and Helping Hand of AZ.

From Nov. 1, 2019, to Nov. 1, 2020, the team recorded 385 deals representing \$122,720,738.

Duo of the Year – Rebecca and James Rains, Berkshire Hathaway

Our Duo of the Year Award goes to Rebecca and James Rains.

As Rebecca says, “I think the secret to my success is a very loving and supportive husband and a great team. We all work really well together and love what we do. We treat each deal the same no matter the price point. In the end, our goal is to have happy clients that are eager to share our name with their family and friends.”

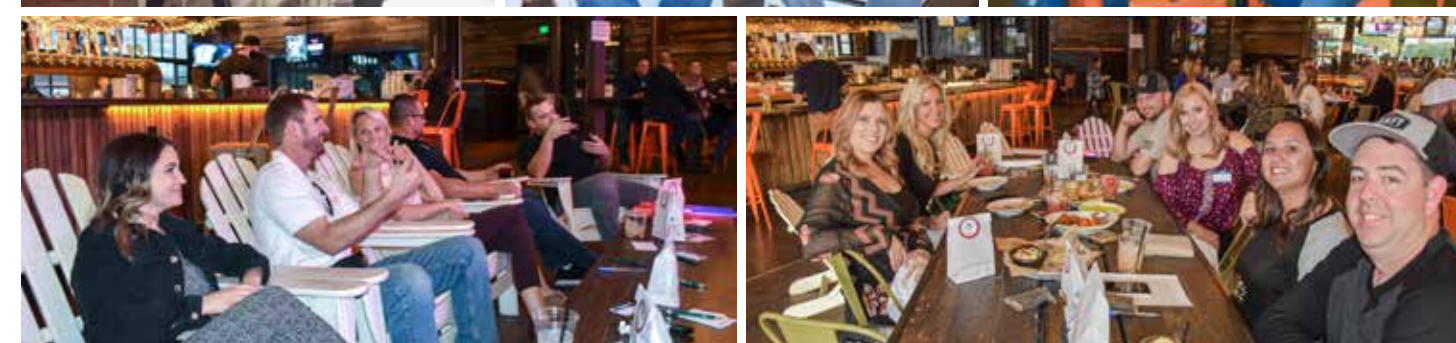
Rebecca and James have been very involved in giving back. They support the Scotty D Foundation. Rebecca also has made local media appearances to support real estate education, and she also has a podcast to boost awareness and education.

From Nov. 1, 2019, to Nov. 1, 2020, they recorded \$86,379,118.



3RD ANNUAL *East Valley Real Producers*

Photo Credit **Patrick McKinley**





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Eric Kinneman is the Branch Manager for the Ahwatukee office of LendSmart Mortgage has been with them for over seven years and in the business for over 21 years. Eric is a sponsor for Real Producers and has been serving as an Affiliate Member at WeServe, formerly known as SEVRAR, for nearly 10 years. LendSmart Mortgage is a Direct Lender with operations based out of Phoenix, keeping the experience organic.

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HOW TO CREATE YOUR OWN Luck:

**3 Steps to More Sales, More
Income and More Control
in Your Life**



**Suppose it's a Friday afternoon.
You happen to be downtown and you decide to walk
across the square to grab some lunch.**

As you cross the street, you notice a piece of paper blow past you.
No big deal, litter is common.

But now suppose that instead of a piece of trash, that
paper is a **\$1.00** dollar bill. Do you pick it up?

What if it were a **\$10.00** dollar bill?

And if a **\$100.00** dollar bill?

Assuming no one else was around, if you were like
most people, you'd probably make the extra skip and
ensure yourself a C-note richer. Wouldn't you?

That's the thing. Success usually requires you to
stretch. And most people are unwilling to do that.
That's why if you can grasp the principle inside this
article, it will be as if...

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Before I took over operations and the ownership for the
Advanced Home Marketing Institute. I was Vice Presi-
dent of a national financial marketing organization.

While in the financial brokerage business, one of the
management best practices I taught bank CEOs and
investment executives, was the use of PERT charts.

PERT is an acronym for "Program Evaluation Review
Technique." It's a visual form of project management
that was developed by the Navy in 1958. PERT is ef-
fective because it allows you to see your exact location
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Think of it like those giant "You Are Here" maps you see at outlet malls and airports. This type of visual representation allows you to quickly see **where you are** in relation to **where you want to go**. It's basically a...

**"Treasure Map" to Greater
Productivity And Higher Income...**

Key Performance Indicators or "KPIs" are a perfect complement to PERT. KPIs are the vital few activities that **MUST** be done in order for you to achieve your goal. They are the essential tasks or "building blocks" on which everything else rests.

Sometimes KPIs are called Critical Result Areas. And my friend and former client, David Horsager, refers to them as "DMAs." For Difference Making Activities in his bestselling book, *The Daily Edge*.

It doesn't matter if you call them "KPIs," "CRAs," or "DMAs." The important thing is that you identify these items and you follow them daily.

So in your real estate business, these might be things like securing listing appointments, working your referrals, and attending closings.

With that in mind, here are the...

3 Steps to Creating Your Good Luck

1. Clarify Your Goals

I've written about goals before. You can find a whole seven-step process in the December 2020 back-issue of Real Producers if you want.

But here's the short version:

- *Decide what you want.*
- *Write it down someplace where you'll see it.*
- *Do something every day to take you closer to reaching it.*

2. Decide on Your Marketing Strategy
Money certainly isn't everything in life. But having it tends to make the other things more comfortable. So once you know your financial goals, decide the best strategies in your real estate practice to reach them.

For instance, you can ask yourself questions like:

- *What ratio do you want of buyers and sellers?*
- *Do you have a particular demographic or niche you serve?*
- *Are you working in a team, using a buying agent, or have an assistant?*
- *Do you want to focus on higher-priced homes or concentrate on volume?*
- *What do you need to adjust in your current marketing plan to meet your goals?*

3. Reverse-engineer Your Sales Process

This is the process of beginning with the end in mind and working backward. In his bestselling book, *The 7 Habits of Highly Successful People*, Stephen Covey says:

"To begin with the end in mind, means you start each day, task, or project with a clear vision of your desired direction and destination. And then continue by flexing your proactive muscles to make it happen."

The best way to do this is to take your financial goal for the year and figure out how much production you'll need in order to reach it.

You can divide your goal by your average commission. That answer will give you an approximate number of transactions you'll need to make.

Then work your sales process backward to determine your closing ratio. Once you have this number, you'll know how many new introductions you'll need to secure a set number of first appointments.

From there, you calculate how many of those appointments will turn into listing presentations and proposals. And then how many of those you'll actually get a signed contract for.

Once you have the homes listed, you can follow this same process for selling the home quickly and at a fair market value.

You'll know how many open houses you'll need to host, how many showing requests you'll typically need to get, and how many days on market you can expect.

No Shamrocks Needed...

Beginning with your goal in mind and working backward will give you more control and consistency in your business. You'll be able to manage your pipeline with confidence. And you'll never have to worry about when the next referral will come.

The Roman philosopher Seneca once said, *"Luck happens when preparation meets opportunity."* So you can create your own luck by getting absolutely clear about what you want. And then making the commitment to do whatever is necessary to achieve it.

Life isn't a lottery ticket. And luck isn't about finding a magic charm or leaving things to chance...

Luck is a Conscious Choice to Change

It's about taking control of your circumstances and improving your situation. Yes, it'll take some work. But success, however you define it, is possible for you if you believe and take action.

KIM WEBER

Going the Distance

ONE OF THE MOST REWARDING ASPECTS OF REACHING GOALS IN LIFE IS KNOWING THAT YOU HAVE HELPED OTHERS IN THEIR TIME OF NEED AND THAT YOU’VE MADE A DIFFERENCE. ONE WHO KNOWS THAT FEELING WELL IS KIM WEBER.



As a REALTOR® with Russ Lyon Sotheby’s International Realty, Kim takes pride in going the distance on behalf of those she serves.

“Giving to other people is a key part of my life,” Kim emphasizes. “Going the extra mile for people and keeping their needs in front of your own really makes a difference for them. Closing on a house is an incredible feeling because you know you’ve helped people reach their goal and achieve their dream.”

SOUTHWEST BY NORTHWEST

Kim’s real estate journey began just over a year ago, but her story got its start when she was a girl growing up in the small town of Ontario in Eastern Oregon.

As she came of age, Kim went to Gonzaga University in Spokane, Washington, and earned her Bachelor’s of Business Administration degree.

“That launched my career and I started working with The Boeing Company in Seattle,” she recalls. Through time, Kim held several positions with the avia-

tion giant in finance, procurement and category management.

“During my time at Boeing, I also went back and got my MBA at Seattle Pacific University,” she says.

Having her MBA and additional work experience enabled her the opportunity to secure a position at Microsoft. She worked as a Senior Procurement Business Development Manager developing procurement strategies and supporting large business groups.

Two and a half years ago, Kim and her husband, Kris, moved to Arizona for his job with Boeing in Mesa.

“At that point, I decided to focus on family and choose a different career path. I had always been interested in real estate, but when you have four kids, it makes it difficult to do all those things,” Kim remembers.

REVEALING A NEW PATH

Around that time, as part of their corporate relocation, Kim and Kris worked with a REALTOR® who introduced Kim to Cathy Green, who would become her Managing Broker. It wasn’t long before Kim earned her real estate license and jumped into the business.

As she made her start in a new career, and in an area where she had few contacts, Kim applied her skills and disciplined work ethic.

...



“GIVING TO OTHER PEOPLE IS A KEY PART OF MY LIFE

Kim and her husband Kris



The Weber Family on vacation in Mexico.



NOW I KNOW WHAT FOLLOWING YOUR PASSION IS. WHEN YOU HAVE A JOB WHEN YOU DON'T FEEL LIKE YOU'RE AT WORK EVERY DAY, THEN THAT'S THE RIGHT PATH

...

"A lot of my contacts are out of state. So I had to figure out how to get the ball rolling and figure out what I needed to do to be successful," she recalls. "In the process, I've had a lot of agents who have helped mentor me along the way."

There was no holding back. Kim made a plan to get rolling.

"I was two or three weeks in and I decided I was going to throw myself in with both feet and start doing open houses. I had to get past feeling uncomfortable about the what-ifs, and not knowing all of the answers," she says. "I thought I'm just going to do it and figure it out."

In the process, Kim looked for ways to be a resource for her peers, looking for agents who were extremely busy and needed help.

"I did open houses every Saturday and Sunday from mid-January to mid-March until COVID-19 really hit. Working alongside other agents has really helped me learn," Kim emphasizes. "For me, the best strategy to move forward was jumping in and doing the work, instead of being worried about whether my website was created, social media profiles were perfect and many other lists I had come up with. I knew if I got sidetracked with things like that, I wouldn't be out working with people, which is what I really needed to be doing."

GRATIFYING RESULTS

In a short time, Kim has hit the ground running. The results have been gratifying.

"I love when you're working with clients on the buying side, and you see the look in their eyes that they found the perfect house ... feeling the joy they feel," Kim smiles. "Along the way, of course I've made mistakes and have learned so much in the last year ... learning on the fly and figuring it out as I go. One thing that I think has helped me is my corporate background. It gave me the skills in areas like contract negotiations, along with being a trusted advisor, business and people skills and overall project management."

FULFILLING LIFE

Away from work, Kim and Kris enjoy time with their children — their son, Chase, and their daughters Alayna, Karlee and Alison.

Free time is an active pursuit for the family, as well. They enjoy skiing, traveling, supporting their children

in activities, walking their two dogs (Cooper and Bear) and boating.

"We've been most of the major lakes in Arizona, and our favorite is Lake Powell," Kim points out. "It's fun just being able to take the time off and go up there. That's definitely one of our favorite places and it feels like you are in a different world."

Kim is also involved with Make-A-Wish and supporting groups like Sunshine Acres. She also volunteers in her children's classrooms as often as possible. She has several community and neighborhood events planned this year as well.

As Kim continues to build forward in her career, she does so with a deep sense of gratitude.

"A lot of people tell me that I have an old soul or a servant's heart. I love helping people through real estate," she says. "In the process, I really respect the company, the owners and the leadership at Russ Lyon Sotheby's International Realty. Working for such a strong brokerage in the Valley has been a huge key to my success. And, if it wasn't for Cathy and the way she leads our team and her beliefs, I wouldn't be where I am. She is amazing."

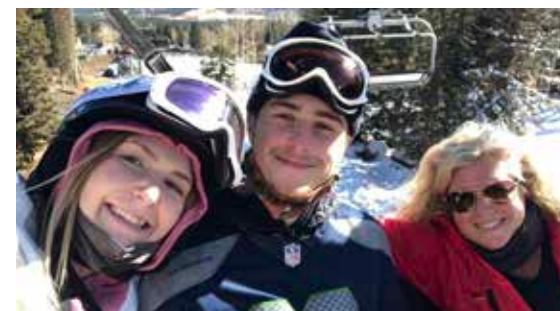
Day by day, Kim finds joy in what she does.

"Now I know what following your passion is. When you have a job when you don't feel like you're at work every day, then that's the right path," she smiles. "It's been a journey, but I'm very thankful and grateful that things worked out the way they have."

Her clients are grateful, too ... because they have someone they can count on who will go the distance for them.



Alayna, Chase and Kim skiing.



Alison and Karlee

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THE FIVE TO START WITH



GO-GIVER, COMPOUND EFFECT, DREAM BIG, UNMARKETING, BUILDING A STORYBRAND

My bride and I went on a double date with some friends for sushi a little while back. In our conversation, the husband, Mike, told me he was committing to reading 15 books this year. He knew that I enjoy reading, so he asked me what are the first five books I would recommend to him. Wow! What a compliment. But honestly, he stumped me and he had his Notes App open ready to take my suggestions! I told him to give me a couple days to think about his question and allow me to get back to him.

Has anyone asked you this question before? Man, I thought I was prepared for this question! Turns out I had to give it some thought.

That night we had had a great conversation about his business. Mike is just starting his journey into personal development books, so jumping right

on to Simon Sinek and Malcom Gladwell books are probably not a great suggestion (my personal opinion), I enjoy each of those authors, but found them to be a little high minded when I was just getting into these books. I also think it's important to know what that person does or is wanting to get out of it. In Mike's case, he trains people in sports safety. He helps athletes become stronger, safer, and healthier, and he wants to spread his message. So when I recommend a book or books to him, I think it's important to know what a person is looking for in the book or books. So I didn't want to just rattle off the big hitters, like *How to Win Friends and Influence People* By Carnegie, or *Think and Grow Rich* by Hill. There are ones closer to home — definitely a place for those just mentioned, but not yet. I remember jumping into those early in my personal development path and found them hard to chew or comprehend. We could get closer to what Mike was looking for.

Then as the list formed, I thought, you know these would be good or universal for almost any business with clients. Or a business that serves! Below is my list for Mike, for me, and for you if you'd like.

The two that came to me right off the bat were *The Compound Effect* and *Dream Big*. Two almost complete opposite books, but they both make you dig deep into your heart and brain and help you define what you want out of life! *The Compound Effect* by Darren Hardy is a straight-to-the-point book about achieving your Big Hairy Audacious Goals (aka B-HAG) by grinding out the details and logging everything. It is a short read, but not one to rush. It gives processes and formulas for systems on how to achieve your B-HAGs. The second is more recent by Bob Goff. A whimsical author and speaker that loves Jesus and talks about getting your mind in line with who you were created to become and achieving your big life goals by really understanding who you are at the core of your humanity. Two books; both are about achieving or reaching your big goals and dreams. They have very different approaches, but they tap into amazing parts of your brain in a way I believe they can work in unison! Darren Hardy is a very polished and great speaker as well! I wouldn't miss an opportunity to listen to either of them speak.

Book three is an “Oh duh!” moment. *The Go-Giver* is a book I found on the condiment station while I was managing a Starbucks. The name intrigued me so much that I read it in a matter of days. The weirdest thing about that was that I wasn't all that into reading back then. The authors David Mann and Bob Burg tell a quick parable that packs a big punch about how it's the people around you that matter. It is a gift I give out about five or six times a year and I give it a read every other year or so. This is the one I would start with for sure no matter what profession you're in!

Book four is *UnMarketing* by Scott Straten. He's a great keynote speaker as well, so I also encourage you to watch any of his clips on YouTube. That might help to understand some of the sarcasm he lists in the *UnMarketing* sub-notes. He's got a great quote, “If building relationships is your business, make building them your business.” He goes through a plethora of ways some companies have marketed really great; others not so great and are almost cringe-worthy. I like this book because he talks about real things that are relatable and not needing millions of dollars to market to your potential clients. There are way too many examples of bad marketing all around us, and this book provides a path to put the humanity — and sometimes some humor — back into marketing!

Then book five is a book called *Building a Storybrand* by Donald Miller. He too is a wonderful speaker. The message of this book is for you as the business

owner to be the guide. Allow your client to be the hero of your business. This book gets really deep into the structure of how a good story is told. The main point of the book is to simplify your marketing so that the consumer is not looking at you-you-you (talking to you REALTORS®), more so looking at how your company compliments them-them-them. The client should always be the hero. Your company should solve a problem they have. I liked this book on Audible.

If someone were to ask me again what books should I start with? I am pretty sure this is the road map I would give them. If you haven't read *The Go-Giver*, I'd buy two, tie a blue bow around one of them, and go give it to someone! Then read it together. That speaks to the premise of the book. New books come out every week, and it seems like every podcast I listen to is promoting a new book that just came out and I am impulsive enough to buy it. But if I had to narrow it down on where to start for someone in any business. These would be my five.

I am so glad Mike asked me that question. It really made me think and boil it down to just these five. There are a few books I enjoy more and got more out of, but the point of his question was where to start. Believe me, I have found myself asking that question more than once. Where will you start?

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If you could sell real estate anywhere else in the country, where would it be?



STEPHANIE SANDOVAL
HOMESMART LIFESTYLES
I would love to sell Real Estate in Maui – I’ve been dreaming of moving to Hawaii one day or just about every day, so you never know. The island life intrigues me for many reasons from outdoor life and beauty to being on the water and living in a climate that has great weather year-round like Arizona.



MARGE PECK
EXP REALTY
My answer is simple – NOWHERE ELSE. Having moved to the East Valley in 1978, after visiting Arizona and falling in love with the Blue Skies and the weather (even when it is over 100 degrees), there is no place I would ever rather be! Back then, my friends could see how much I loved living here – it was all of them telling me to get into real estate because they could see how much I loved the Blue Skies...almost every single day!

Some people say we do not have seasons, yes we do. There has never been anything I have ever missed about Illinois. I feel like I was born here!



EVA AMERY
BERKSHIRE HATHAWAY HOMESERVICES
New York, I’ve never been there and it would be an amazing, challenging experience to understand their address system.



JIM PLUMMER
MY HOME GROUP
Columbus, Ohio...It’s home for me.



TIFFANY MICKOLIO
THE ATLAS HOME TEAM
Hawaii



JEN CAKEBREAD
KELLER WILLIAMS ARIZONA REALTY
Hawaii – any island but mostly Oahu.



NICOLE MIRAGLIA
SERENE LIVING AZ
NYC, Long Island, Chicago, Texas and California.



BARBARA EGBERT
KELLER WILLIAMS INTEGRITY FIRST REALTY
I love the Carolinas! My father grew up in North Carolina so as kids we traveled all over the Carolinas! From the beaches to the mountains, to the history, the amusement parks, the state parks... there’s just so much to do and see. The people are always so friendly and the food! Oh, there’s nothing better than southern cooking! If I could somehow convince my kids and grandkids to move there, I’d be in the beautiful Carolinas in a minute!



KATHY CAMAMO
AMAZING AZ HOMES
That’s easy...Tennessee because I already own homes there so it’s my home away from home!



BECKY KOLB
KELLER WILLIAMS INTEGRITY FIRST REALTY
It would be Hawaii. On the island of Kauai – one of the most beautiful and spectacular places. Who couldn’t sell that view?



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Culture



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

Culture is a buzzword that seems to be everywhere from the board rooms of the largest corporations to the office of the small mom and pop company. As much as anywhere we hear the word culture in the real estate industry. But what does all this mean? Is culture the end all be all of each of the different real estate brands, companies, teams, and agents. How can you tell if you have a good culture or bad culture, and should you care? I recently attended a CEO symposium discussing culture and learned some very valuable lessons that helped me to understand better culture and how to incorporate that into the ever-growing community of REALTORS®.

According to the Merriam-Webster Dictionary, one of the definitions of culture is the set of shared attitudes, values, goals, and practices that characterizes an institution or organization. Robert Richman, the author of *The Culture Blueprint*, defined culture as a feeling.

As I look at these definitions, I think about organizations whose culture people generally admire. Companies like, Southwest Airlines, Walt Disney, Starbucks, and Apple often come to mind. Each of these companies sits atop the Fortune Magazine World's Most Admired Companies. What makes these companies generally so admired? What about the culture of these companies allows them to thrive continually? What is the feeling that a

person thinks of when thinking of the companies mentioned above?

Robert Richman further explained that if culture is a feeling then what creates feelings. His answer to what creates feelings is that experiences create emotions or feelings.

Let's look at the companies above again. When you go to Disneyland, does the experience live up to the happiest place on earth? Ask any seven-year-old, and the answer is a resounding yes. When you take a trip on Southwest Airlines, do the employees look like they are really happy to be in the airline industry? Most people who fly Southwest would say that not only do the employees look happy; the employees look like they are enjoying their jobs to the fullest. The fun that the employees have, provide for a travel experience that can be memorable for its customers. All it takes is a quick search of Southwest Airlines on YouTube to verify this.

What is interesting about both these companies is that both of the founders are no longer with us. It is through the culture that both Walt Disney and Herb Kelleher, with the employees and customers alongside them, that each of these companies has stood the test of time. The feelings and experiences that create those feelings were both born by Walt and Herb and have been passed on to and

further created by future generations.

Now the important question for those of us in the real estate industry is how do we create the experience for our real estate practitioners and their customers? The experience that leaves our community excited about real estate. While I don't yet have the answer for the real estate practitioner, I am grappling with the experience at the REALTOR® association.

As the organization, I have been asked to lead, grows, expands, and changes I ask the following questions. How do we create an organization that develops such a wonderful feeling through the experiences it provides that members are excited to be a part of it? How do we make a difference in the lives of our members? While the leaders of the REALTOR® association grapple with these questions, I hope that you take a moment to think about the cultures you are around. What experiences are you experiencing and what is the experience you are providing. Analyze if this is the culture you want to be associated with and if not, how you are going to work to improve that culture or find another culture that gives you pride.

As we together work and focus on the American Dream of homeownership, we by default improve the culture of the communities we serve not just now but for years to come.

TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1–January 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 01/31/2021	Total Unit Sales 01/01/2021 - 01/31/2021
1	Shanna Day	Keller Williams Realty East Valley	8,283,400	13
2	Rebecca H. Rains	Berkshire Hathaway HomeServices	7,290,722	16
3	Randy Courtney	Weichert Realtors - Courtney Valleywide	5,723,900	9
4	Sixto Aspeitia	Realty One Group	5,552,000	16
5	Jamie K Bowcut	Hague Partners	5,220,500	10
6	Amy Laidlaw	Realty Executives	5,137,900	5
7	Kenny Klaus	Keller Williams Integrity First Realty	4,985,907	14
8	Charlotte Young	Keller Williams Realty Sonoran Living	4,903,800	11
9	Dean Thornton	Redfin	4,885,900	12
10	Beth M Rider	Keller Williams Arizona Realty	4,837,850	12
11	Denver Lane	Balboa Realty	4,711,303	12
12	Rick Metcalfe	Canam Realty Group	4,659,100	16
13	Kelly Khalil	Redfin	4,206,500	7
14	Carol A. Royse	Keller Williams Realty East Valley	4,121,700	9
15	Adrian Heyman	The Agency	3,800,000	1
16	Karl Tunberg	Midland Real Estate	3,787,900	14
17	Blake Clark	HomeSmart Lifestyles	3,748,400	5
18	Mindy Jones Nevarez	Keller Williams Integrity First Realty	3,731,900	10
19	Maria Henderson	A & M Management of Arizona	3,708,500	14
20	Robin R. Rotella	Keller Williams Integrity First Realty	3,680,800	8
21	Damian Godoy	Argo Real Estate Professionals	3,680,000	5
22	Frank Gerola	Venture REI	3,630,000	7
23	Richard Johnson	Coldwell Banker Realty	3,628,000	9
24	Thomas Storey	My Home Group	3,484,000	11
25	Nathan D Knight	Prosmart Realty	3,437,000	8
26	Shannon Gillette	Launch Real Estate	3,403,492	7
27	Cara Wright	Superlative Realty	3,400,050	4
28	Rachael L Richards	Rhouse Realty	3,366,900	8
29	Geno Ross	West USA Realty	3,290,000	4
30	Mary Jo Santistevan	Berkshire Hathaway HomeServices	3,232,400	10
31	John A Sposato	Keller Williams Realty Sonoran Living	3,143,390	7
32	Mike Schude	Keller Williams Integrity First Realty	3,129,000	6
33	Ben Leeson	Keller Williams Integrity First Realty	3,013,000	7
34	Cheryl Kypreos	HomeSmart	3,001,500	9

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 01/31/2021	Total Unit Sales 01/01/2021 - 01/31/2021
35	Jim Sobek	Weichert Realtors - Lake Realty	2,979,000	5
36	Pamm Seago-Peterlin	Century 21 Seago	2,963,990	7
37	Alan Aho	Atlas AZ	2,916,400	9
38	Scott Cook	RE/MAX Solutions	2,906,000	7
39	Leila A. Woodard	My Home Group	2,893,000	5
40	Jennifer Felker	Infinity & Associates Real Estate	2,853,800	4
41	Barbara Schultz	Coldwell Banker Realty	2,832,600	5
42	Kelly Clauss	Kristopher Realty	2,757,900	5
43	Henry Wang	eXp Realty	2,719,000	6
44	Jaime L Blikre	My Home Group	2,670,999	9
45	Julie Grahmann	RE/Max Excalibur	2,668,000	4
46	Michael Kent	RE/MAX Solutions	2,629,500	5
47	Michelle Mazzola	Berkshire Hathaway HomeServices	2,610,000	4
48	Tara R Keator	Keller Williams Integrity First Realty	2,566,000	6
49	Kimberly Dempsey	KD Realty	2,562,500	5
50	Shar Rundio	eXp Realty	2,514,000	4

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Teams and Individuals Closing Dates From January 1–January 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 01/31/2021	Total Unit Sales 01/01/2021 - 01/31/2021
85	Daryl R Snow	Homie	2,066,000	6
86	Ryan Melville	Keller Williams Realty Phoenix	2,059,500	3
87	Thoman L Wiederstein	Redfin	2,038,500	5
88	Sarah H Abdelrasul	My Home Group	2,030,000	5
89	William P Lewis	Sterling Fine Properties	1,996,600	2
90	Jason LoGiudice	Realty One Group	1,994,900	6
91	Dorrie J Sauerzopf	Homie	1,991,500	5
92	Michael Smith	Professional One Realty	1,985,000	2
93	Tiffany Gobster	My Home Group	1,979,950	3
94	Jim Dahlin	HomeSmart	1,976,900	3
95	Kenneth Ortiz	HomeSmart	1,958,390	4
96	Xochitl A Johnson	Home Centric Real Estate	1,935,000	2
97	Diane M Byrne	United Brokers Group	1,930,000	3
98	Shawn Camacho	United Brokers Group	1,930,000	3
99	Lacey Lehman	Realty One Group	1,926,500	5
100	David B. Goldberg	My Home Group	1,925,000	3

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

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1–January 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 01/31/2021	Total Unit Sales 01/01/2021 - 01/31/2021
101	William Ryan	Infinity & Associates Real Estate	1,920,675	4
102	Mark Captain	Keller Williams Realty Sonoran Living	1,918,000	4
103	LaLena Christopherson	West USA Realty	1,910,500	3
104	John Marselis	Century 21 - Arizona Foothills	1,909,100	5
105	Colby McMahon	Stunning Homes Realty	1,898,500	4
106	Cheri Mingst-Smith	Keller Williams Integrity First Realty	1,893,900	5
107	Danielle M. Nichols	The Maricopa Real Estate Company	1,892,844	7
108	Mike Haller	Ashby Realty Group	1,892,250	2
109	Kim Webster	HomeSmart	1,869,300	7
110	Amy T Myers	Arizona Best Real Estate	1,867,500	2
111	Robert A Gomez	Homlinc	1,859,500	6
112	Eric Brossart	Keller Williams Realty Phoenix	1,855,000	3
113	Penny L. Gould	Keller Williams Realty East Valley	1,854,900	3
114	Ryan A Milkwick	United Country Real Estate	1,848,500	4
115	Arti Iyer	Aartie Aiyer Realty	1,840,500	5
116	Melva Windsor	Delex Realty	1,825,500	3
117	Lee Courtney	West USA Realty	1,815,000	1
118	Donna Jeffries	HomeSmart	1,799,800	3

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#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 01/31/2021	Total Unit Sales 01/01/2021 - 01/31/2021
119	Chris Lundberg	Redeemed Real Estate	1,798,000	5
120	Scott R Dempsey	Redfin	1,797,500	5
121	John L. Hrimnak	Hague Partners	1,794,000	4
122	Brian K Ivener	Nexthome City to City	1,783,000	2
123	Richard T Stinebuck	HomeSmart	1,781,000	4
124	Jason Crittenden	Realty One Group	1,774,050	5
125	Jared A English	Congress Realty	1,770,000	3
126	Andrew Watts	Coldwell Banker Realty	1,750,000	3
127	Kristy N Dewitz	Hague Partners	1,742,400	5
128	Kirk Erickson	Schreiner Realty	1,733,990	4
129	Gwendolyn Miriani	eXp Realty	1,729,900	3
130	Mike Mendoza	Keller Williams Realty Sonoran Living	1,725,000	4
131	Bonny L. Holland	Keller Williams Realty Sonoran Living	1,710,000	1
132	Heather Openshaw	Keller Williams Integrity First Realty	1,710,000	5
133	Jessica Bischof	Libertas Real Estate	1,710,000	1
134	Lori Blank	MAZ Realty Professionals	1,710,000	3
135	Tamra K Yelavich	Berkshire Hathaway HomeServices	1,708,250	2
136	James Erickson	Balboa Realty	1,703,990	4
137	Brett Tanner	Keller Williams Realty Phoenix	1,700,500	6
138	Rita L. Stevenson	The Hogan Group	1,700,000	1
139	Patrick Julius Niederdrenk	America One Luxury Real Estate	1,695,000	2
140	Shalini R. Iyer	DPR Commercial	1,685,000	2
141	Pamela L Stevenson	HomeSmart	1,672,000	2
142	Allyn B Barnum	Realty Executives	1,670,000	2
143	Beverly Idle	HomeSmart	1,667,000	2
144	Erika Uram	Keller Williams Realty Sonoran Living	1,661,000	4
145	David Arustamian	Russ Lyon Sotheby's International Realty	1,659,900	2
146	Richard Harless	AZ Flat Fee	1,652,500	4
147	Jarrold Lamb	Value Link Realty	1,652,000	3
148	Jason LaFlesch	Results Realty	1,650,000	3
149	Kyle J. N. Bates	My Home Group	1,640,000	4
150	Asif Choudhery	HomeSmart	1,635,000	1



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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1–January 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 01/31/2021	Total Unit Sales 01/01/2021 - 01/31/2021
151	Douglas Hopkins	Realty Executives	1,635,000	3
152	Grady A Rohn	Keller Williams Realty Sonoran Living	1,635,000	3
153	Joyce Kelton-Smith	Club Realty	1,629,000	3
154	Shivani A Dallas	Keller Williams Integrity First Realty	1,615,000	5
155	Shane L Dodd	Realty One Group	1,613,500	4
156	Terra A. McCormick	HomeSmart Lifestyles	1,603,200	4
157	Lorin K. Hatch	West USA Realty	1,600,050	2
158	Manjeet S Bhatia	HomeSmart	1,599,990	3
159	Johanna 'Joby' Clauss	DPR Commercial	1,595,200	4
160	Bradley Stiehl	Realty One Group	1,595,000	3
161	Kari Potts	My Home Group	1,586,500	4
162	Leann M Landberg	West USA Realty	1,582,000	3
163	Andrew Cooper	Gentry Real Estate	1,580,500	3
164	Erika Hilyard	Select Realty	1,576,000	4
165	Julia Spector-Gessner	My Home Group	1,575,000	2
166	Heather M Corley	Redfin	1,573,000	4
167	Toni L Johnson	Cactus Mountain Properties	1,557,900	3
168	Spencer J Lindahl	Main Street Renewal	1,552,000	5
169	Annmarie Johnson	eXp Realty	1,550,000	4
170	Lindsay Barnes	Realty Executives	1,545,000	3
171	Brianna K Crumb	HomeSmart	1,535,000	1
172	James Bill Watson	Perfect Choice Real Estate	1,535,000	5
173	Zachary A Markee	Balboa Realty	1,517,750	3
174	Frank Aazami	Russ Lyon Sotheby's International Realty	1,515,000	1
175	Gretchyn Ranger	West USA Realty	1,515,000	1
176	Jesse Martinez	Rhouse Realty	1,505,000	3
177	Anna Heron	eXp Realty	1,502,000	4
178	Diane Fitzsimmons	Delex Realty	1,502,000	3
179	Shelly Albetta	West USA Realty	1,485,000	3
180	Christopher Irish	Keller Williams Integrity First Realty	1,475,000	3
181	Mark Gunning	West USA Realty	1,464,000	3
182	Deena Fischer	DPR Commercial	1,462,000	3
183	Ben Swanson	Keller Williams Integrity First Realty	1,460,000	4
184	Jason Vaught	Realty Executives	1,460,000	3

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 01/31/2021	Total Unit Sales 01/01/2021 - 01/31/2021
185	David A Brzezinski	Coldwell Banker Realty	1,458,000	2
186	Mary Newton	Keller Williams Integrity First Realty	1,452,000	5
187	Marci Burgoyne	Crown Key Real Estate	1,451,000	3
188	Eric Loan	Keller Williams Integrity First Realty	1,450,000	5
189	Jeremy A Wilson	Russ Lyon Sotheby's International Realty	1,439,000	2
190	Nicholas R Kibby	Keller Williams Realty Phoenix	1,434,000	4
191	Cynthia L Stevens	Help U Sell Central Properties	1,433,000	3
192	Maggie Anderson	HomeSmart Elite Group	1,418,500	2
193	Sam Vega	Infinity & Associates Real Estate	1,418,000	3
194	Max Dewitt	Realty One Group	1,413,000	3
195	Keith M George	Coldwell Banker Realty	1,412,000	6
196	Tara Hayden	Redfin	1,411,000	3
197	Shane A Peck	Keller Williams Realty Phoenix	1,410,000	1
198	Alex J Thomas	EPL Realty Group	1,400,000	2
199	Jamison Briley	Phoenix Property Group	1,396,000	3
200	Jeannette Sessego	DPR Commercial	1,391,000	3

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1–January 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 01/31/2021	Total Unit Sales 01/01/2021 - 01/31/2021
201	Pam Eagan	Realty Executives	1,390,000	1
202	Brenda Fowler	Long Realty Partners	1,389,800	4
203	Rodney Wood	Realty One Group	1,386,900	3
204	Carey Kolb	Keller Williams Integrity First Realty	1,386,000	3
205	Danielle Bronson	Redfin	1,382,000	3
206	M. Laurin Hendrix	Hendrix Properties	1,380,500	3
207	Paul Christoffers	American Realty Brokers	1,377,000	4
208	Court C. Kleinman	Realty One Group	1,375,000	1
209	Gina Donnelly	Prosmart Realty	1,369,897	2
210	Kerri A Burke	Keller Williams Integrity First Realty	1,366,000	3
211	Ron Chambal	West USA Realty	1,365,000	2
212	Barbara Tillis Tietz	HomeSmart	1,362,900	3
213	Monica Timpani	Realty One Group	1,362,000	3
214	Jodi Anderson	Corcoran Platinum Living	1,360,000	2
215	Steven D. Drew	SWMR Property Management	1,348,000	3
216	Durand Berg	Russ Lyon Sotheby's International Realty	1,345,000	3
217	Kristie Falb	HomeSmart	1,342,200	5
218	Richard Park	West USA Realty	1,342,000	4
219	Christine Huebsch	Cactus Valley Realty	1,337,400	3
220	Carin S Nguyen	Keller Williams Realty Phoenix	1,335,000	4
221	Laura Vasiliki Chomokos	RE/MAX Solutions	1,335,000	3
222	Jennifer Dyer-Jenkins	Brokers Hub Realty	1,331,000	3
223	Bryce A. Henderson	Four Peaks Brokerage Company	1,328,400	4
224	Rita J Weiss	Desert Canyon Properties	1,321,700	5
225	Jeffrey T Hubbell	West USA Realty	1,320,000	1
226	Bob Turner	HomeSmart	1,320,000	2
227	Carole Hewitt	Homie	1,317,000	3
228	Sheri Espinosa	The Real Estate Firm	1,301,900	4
229	Ann Hickman	RE/MAX Alliance Group	1,300,000	2
230	Meredith Griffith	My Home Group	1,294,000	4
231	Ronald E. Hendrix	Realty One Group	1,288,000	3
232	Atif Musharbash	Keller Williams Realty Sonoran Living	1,281,900	2
233	Russell Diehl	Arizona Network Realty	1,280,000	2
234	Nicole W. Hamming	Glass House International Real Estate	1,272,500	4

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 01/31/2021	Total Unit Sales 01/01/2021 - 01/31/2021
235	Angela Harrolle	Fed Realty Group	1,270,500	2
236	Mary Montague	Hunt Real Estate ERA	1,264,000	3
237	Courtney Yaw	Realty Executives	1,263,000	1
238	Libby M Miller	Realty Executives	1,263,000	1
239	Sharon A Moncur	Haven Realty	1,263,000	2
240	Angela Larson	Keller Williams Realty Phoenix	1,262,400	7
241	Jeff Gritzmacher	The Agency	1,262,000	3
242	Steven Zajdzinski	eXp Realty	1,258,900	3
243	Katrina K Deist-Zemar	Realty One Group	1,256,000	4
244	Benjamin Wolfe	My Home Group	1,255,000	3
245	Drew Guarneri	United Brokers Group	1,255,000	2
246	John Evenson	eXp Realty	1,255,000	3
247	David C. Rose	Infinity & Associates Real Estate	1,246,000	3
248	Danny Kallay	Launch Real Estate	1,237,000	3
249	Aaron Stradling	Weichert Realtors - Home Pro Realty	1,235,000	3
250	Paulina Matteson	Realty One Group	1,232,000	3

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1–January 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 01/31/2021	Total Unit Sales 01/01/2021 - 01/31/2021
251	Stephen Jackson	Presidential Realty	1,230,500	5
252	Laura L. Oman	West USA Realty	1,226,000	3
253	Holly Mettham-Mattouk	HomeSmart	1,225,000	1
254	Richard Collins	Keller Williams Integrity First Realty	1,225,000	1
255	Suzanne M Rabold	West USA Realty	1,225,000	1
256	Sangeetha Sethia	United Brokers Group	1,225,000	1
257	Chrystal Wolff	Delex Realty	1,221,630	1
258	Michael Hansen	Aim Realty	1,221,630	1
259	Patrick Lee Kaiser	RCP Real Estate	1,219,000	3
260	Thomas Dempsey Jr	DPR Commercial	1,219,000	4
261	Aimee N. Lunt	RE/MAX Solutions	1,215,000	2
262	Pat A. Lairson	The Maricopa Real Estate Company	1,213,000	4
263	Beverly Berrett	Berkshire Hathaway HomeServices	1,212,005	3
264	Jasson Dellacroce	My Home Group	1,210,000	3
265	Patrice Holmes	HomeSmart	1,210,000	2
266	Terry Brock	Russ Lyon Sotheby's International Realty	1,205,000	1
267	Toni Connors	eXp Realty	1,205,000	1
268	Jason Zhang	Gold Trust Realty	1,201,000	3

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#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 01/31/2021	Total Unit Sales 01/01/2021 - 01/31/2021
269	Rebecka L Bahr	HomeSmart	1,200,000	3
270	Heidi Serrano	HomeSmart	1,199,000	1
271	Michael H Kitlas	My Home Group	1,199,000	3
272	Patrick Harfst	Realty Executives	1,199,000	1
273	Christopher Hopewell	The Maricopa Real Estate Company	1,196,000	4
274	Nick Bardyga	eXp Realty	1,195,000	2
275	Alisha B Anderson	West USA Realty	1,193,000	3
276	J Marty Flowers	Realty One Group	1,191,000	2
277	Thomas Wang	Golden Bull Realty	1,191,000	2
278	John Karadsheh	KOR Properties	1,189,000	2
279	Marjorie Anne Devermann	Revelation Real Estate	1,189,000	2
280	Barbara A Shadoan	RE/MAX Classic	1,188,800	5
281	Debi Gotlieb	Key Results Realty	1,186,000	3
282	Austin J LeBaron	Stunning Homes Realty	1,183,700	3
283	Lori A Cowin	Realty Executives	1,178,500	3
284	Thomas Popa	Thomas Popa & Associates	1,175,000	1
285	John Capriotti	The Daniel Montez Real Estate Group	1,174,000	3
286	Jim Rock Nawrocki	RE/MAX Alliance Group	1,174,000	3
287	Kathy A. Campbell	Coldwell Banker Realty	1,172,500	2
288	Brian Doherty	RE/MAX Fine Properties	1,170,000	1
289	David Courtright	Coldwell Banker Realty	1,170,000	3
290	Michelle Biagi Bauer	Realty Executives	1,170,000	3
291	Snigdha Yerramilli	HomeSmart	1,170,000	1
292	Andrea Deely	Redfin	1,169,990	3
293	Deborah Lemmon	AZ Home Seekers	1,169,000	3
294	Jeff Jones	AZ Home Seekers	1,169,000	3
295	Matthew R Firek	Realty Executives	1,168,000	4
296	Roger Garcia	Sonoran Vista Properties	1,163,500	4
297	Barton Haiduk	Haiduk Realty Experience	1,161,500	3
298	Richard Bazinet	West USA Realty	1,157,900	2
299	Lisa Lombardo	Camelback Executive Realtors	1,157,000	2
300	Bryce Lugo	My Home Group	1,156,000	3

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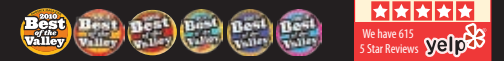


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