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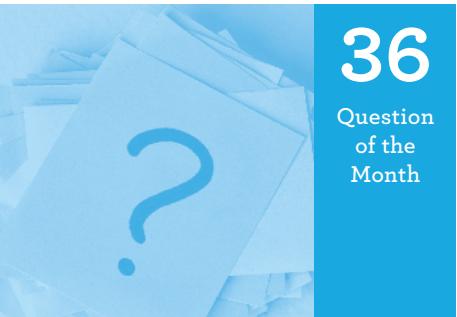


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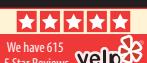


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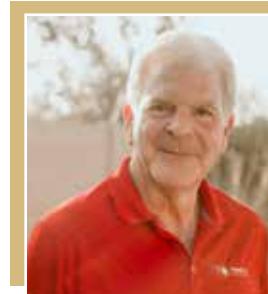
## Golden Nuggets



**Kathy Camamo**

*Amazing AZ Homes*

"In everything, do unto others as you would have them to do unto you." Matthew (7:12). I live by this is dealing with customers.



**Ron Riley**

*HomeTeam Inspection Services*

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

- Maya Angelou



**Mike Skokic**

*Keller Williams Realty Sonoran Living*

A quote that my business runs by is. "*We work for you!*" This comes from over 15 years of public service throughout the military, executive security, and law enforcement.



**Justin Mercer**

*Keller Williams Realty*

"The person who follows the crowd will usually go no further than the crowd. The person who walks alone is likely to find himself in places no one has ever seen before."

- Albert Einstein

A spiritual quote that I always use also is. "*No obstacle is too great to conquer as my faith is great for the Lord walks with me.*" This comes from the trials and tribulations over the last 39 years of my life and the moments I thought I would not make it.

## ► sponsor spotlight

By Dave Danielson



Ron Riley and son Jeff Sagers of HomeTeam Inspection Service.

Photo Credit: Devin Nicole Photography

# HomeTeam INSPECTION SERVICE

**EVERY PATH IN LIFE COMES WITH THE EXPECTED AND UNEXPECTED. THE KEY TO MOVING AHEAD IS HANDLING THE JOURNEY WITH A BALANCED APPROACH, KNOWLEDGE, AND EXPERIENCE.**

That's the spirit at work when you partner with HomeTeam Inspection Service.

Ron Riley is the owner and president of the company. He takes his role in the process very seriously.

"We're there to perform a vital service. In the process, we are a piece of a much larger puzzle. The buyer's

agent is responsible for everything from A to Z. Our job is an important one ... to uncover the things in a home that a buyer is buying, and to tell them the things that might be wrong with it. We have to be thorough, concise, and precise in the way we present those findings," Ron explains.

### KEY QUALITIES

As Ron points out, a good home inspector takes the time to be thorough and balanced in the inspection and in communicating with a buyer.

"We peel the layers of the onion for them, and yet we don't overemphasize a small issue to scare a buyer, or

de-emphasize a large issue so the buyer doesn't understand that's something that needs to be addressed right away. We let them know the things that are wrong with the house and yet understand the issues and the path forward as opposed to just scaring the heck out of them and having them be afraid of purchasing a home that is inconsequential and something they have built up because they didn't understand."

### ONGOING BONDS

That approach goes beyond the day of the inspection, too.

"During the inspection, we take the time during the inspection and we



Photo Credit: Devin Nicole Photography

## SUPPORTING THE PATH FORWARD

let each buyer know that if they have any questions or if they see anything in the report they don't understand, we want them to pick up the phone and call us," Ron points out. "My job doesn't end when I deliver the report. My job is to provide them with the information they need to help them make an informed decision."

### EXPERIENCE AT WORK

Before entering the home inspection business, Ron developed a wealth of valuable experience during his 35 years in corporate America. There, he served as a Regional Sales Manager for an automotive parts manufacturer and oversaw a team of 18 salespeople.

As he says, "In 2016, after spending those years in that industry, I wanted

to do something that would keep me home. So I started this business."

### TEAM APPROACH

Those who work with HomeTeam Inspection Service benefit from the company's team approach.

"One thing that makes us different is we always bring more than one

inspector to an inspection. We have two inspectors... my son and I," Ron says. "My son, Jeff Sagers, has 28 years of experience as a journeyman plumber. We each have our own responsibilities. He handles the parts of a home that touch the plumbing and internal systems of the home, while I do the exterior, roof, attic, and garage."

As Ron says, having a two-person team provides important benefits.

As he says, "Having two people pays big dividends on the homes that are 4,000 to 5,000 square feet. Because of the specialization that we have during the process, we're able to provide a higher quality inspection in a shorter period of time."

### SUPERIOR SERVICE

From the start, Ron has placed an extreme emphasis on providing superior service.

"When I got into home inspection, I had to figure out what was going to differentiate the experience with us from any other inspector. With my background in sales, I see sales as customer

...

service. Our emphasis is on that. We're there to take care of the needs of the buyer's agent," Ron explains.

"With the way the market is now, we've seen inspection periods shortened from 10 days to 5 days. We do everything we can to accommodate the Buyers Agents and their timelines and meet their needs. Our job is to meet the needs of the client and provide a high-quality inspection and a high level of experience for their client."

#### FAMILY FOUNDATIONS

Away from work, Ron looks forward to time spent with his wife, Carol.

"I couldn't do this without her. She is a Vice President of a corporation. Without her support and diligence keeping us fed and on the road, we couldn't do what we do," Ron smiles. "We know it's important to be available so we work 363 days a year... all days except Thanksgiving and Christmas because we know that's the life for REALTORS®, as well."

Ron and Carol have four children — Jeff, who works with Ron in the business, along with a son in Vermont, a daughter in Michigan, and a son in Salt Lake City. They also cherish time with their 10 grandchildren.



The Riley family

Away from work, Ron has a passion for golf. He and Carol also enjoy exploring local restaurants.

"We are foodies. During our 37 years of marriage, we've moved eight times. As part of that process, whenever we move, one of the things we enjoy is finding great local food that you can't find anywhere else."

Those who know Ron count on his willingness to go the extra mile and his honest, helpful nature.

"I know how stressful it is for clients and how much work REALTORS® go to set up just one showing. I keep that in mind. I'm not looking to gloss over things that are important, and, at the same time ... the last thing I want is for a client to walk away from a deal because of something they heard or misunderstood from my inspection," Ron says. "I know how hard it is and how much time, energy, and effort is involved. I want to do my part to keep that on track."

**FOR MORE INFORMATION ABOUT HOMETEAM INSPECTION SERVICE:  
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THE BUYER'S AGENT  
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OUR JOB IS AN IMPORTANT  
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## 7 Questions You Need to Ask Your Home Inspector



By Curtis Kloc, Inspections Over Coffee

### Does the inspection include thermal imaging?

This is vitally important, since it allows an inspector to see behind walls. A thermal camera uses temperature differences to find hidden water leaks, electrical issues and missing insulation! It is so sensitive that you can see your handprint on a wall long after your hand is gone, or the heat from your footprints as you walk on carpet. Every inspection from Inspections Over Coffee includes commercial grade thermal imaging of the entire interior and exterior.

### How do you categorize the issues you find?

If you are stuck reading through an 80 page pdf with the word, serviceable, and little checkmarks everywhere, you might overlook something important, or over-react to something small. Inspection Over Coffe's modern software allows them to color code defects: Blue, Orange, and Red, so you and your client are focused on what is important; right now. You won't see serviceable and 'inspected' in our reports.

### Do the reports include videos?

Most modern inspectors are smart enough to request that the clients attend the inspection at the end for the summary walkthrough; this allows them to focus on the house as they inspect it. This makes videos vital in telling the story of what was visible on the day of the inspection. They also provide unequivocal evidence of issues or the lack of an issue on the day of the inspection. Bonus: clients buying the property from another state can see everything they would want? Videos of the roof, the attic, in-side the electrical panel, all the plumbing being operated, etc. are essential for your client to feel comfortable with their new home. One last bonus: a video provides clear data to allow a warranty company to cover a new issue, without calling it pre-existing.

### Is the inspection guaranteed?

Providing protection long beyond the inspection is so affordable, that not doing so is just an inspector who wants to pocket more money. Inspections Over Coffee provides

\$100,000+ of warranties, guarantees & extras with their 360° Home Protection Plan included with every residential inspection. With the same basic price structure, why would you let your clients get an inspection that doesn't protect their financial interest to the fullest extent?

### Do you provide a property history report?

If you were buying a used car, for 1/10th the price of a new house, you'd want to see the Carfax, wouldn't you? Well, Inspections Over Coffee includes the same kind of report with every property they inspect. Knowledge is power.

### Do you provide recall data on all the appliances and mechanical items?

Don't you think it is important that your client be informed that the dishwasher is known to start on fire, and the manufacturer will send out a technician to fix it for free? Inspections Over Coffee provides a recall report on any mechanical item they can get a serial and model number off of. And your client gets it monthly as long as they own the house. Bonus: if you put your headshot and contact info into our system, it looks like it is coming from their agent. Boom! Now the relator is staying in front of their clients with valuable information.

### Do you act as an advisor & an advocate or an alarmist?

You should want your client to have the most thorough inspection available, without all the scare tactics. It isn't the job of an inspector to act like an sports referee. At Inspections Over Coffee, they act as a Home Buyer Advisor, sharing information in a non-alarmist way. You won't find a more thorough inspection, but the information is always delivered in way that is easily digestible, and actionable.



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# Kathy Camamo

►featured agent

By Sarah Wind

**Kathy Camamo's caring, dependable, diligent spirit has been winning her business one client at a time since 2003. It's no wonder that 99.9% of her business comes through repeat clients and referrals.**



Kathy and her sons ski and snowboard together.

want a REALTOR® who is dedicated to serving them 24/7?

Kathy's work ethic came from watching her parents. Her dad still works as a farmer at 93 and her mom worked three part-time minimum-wage jobs while raising five children. Seeing

**Raising three boys as a single mom has been my greatest achievement. They are all respectful young men and I've never had discipline issues so I have been very blessed in that department.**



Photo Credit: Devin Nicole Photography

“

The best advice I've ever received is that you should **create your own destiny** by creating your own business and work hard at building it.

**Choose something that you love and be the best at it** whether it be a window cleaner, a roofer, a welder, etc. then you will always be in control of your own **success**.

”



Photo Credit: Devin Nicole Photography

...

her mom and dad work so hard made Kathy go to college and build a career that would enable her future family to have a life very different from her own childhood.

After putting herself through college while working full-time and taking night classes, Kathy helped grow start-up companies. Then she held several executive sales positions and the last one required her to travel. Once she adopted 3-month-old identical twin boys from South Korea, she didn't want to miss out on their childhood so she activated her real estate license and never looked back.

Now, her twin boys are 26 years old and her youngest son is 20. One of the twins (Cody) has his real estate license and Jordan is almost ready to take the exam. Her hope is that one day they will be able to run the business with her since she doesn't currently have full-time backup, so she can take some days off.

When we asked Kathy what her greatest achievement has been, she said, "Raising three boys as a single

mom. They are all respectful young men and I've never had discipline issues so I have been very blessed in that department."

Kathy's number one piece of advice to first-time homebuyers is, "Don't sell your homes. As soon as you buy, start saving for the "move-up" home. When you buy the next home and move, rent the prior home. Then when you retire, you'll have several homes, being paid off by tenants, providing rental income for retirement."

"My boys follow that advice too. They own their own homes and I told them they can't sell them. I wish someone would have told me that when I was younger.

"The best advice I've ever received is that you should create your own destiny by creating your own business and work hard at building it. Choose something that you love and be the best at it whether it be a window cleaner, a roofer, a welder, etc. then you will always be in control of your own success."



Kathy with her three boys at a Suns game.

by **Jeff Rising**, Hero Nation Coaching (and broker/owner)



# FIVE CLUES YOU ARE READY TO HIRE AN ASSISTANT

I get asked this question all the time as a broker and coach:

When should I hire an assistant?

This question usually comes after several 60+ hour work weeks, missed summer vacations, missed holidays with family, and complete exhaustion. You probably already know the answer, but check out these quick tips to get off the fence.

Here are the top 5 clues to know when you're ready...

## 1. You Don't Have Time to Keep Up with "Paperwork"

This one is simple. Do you find yourself writing offers, doing CMAs, etc at 9 pm at night? We've all been there. We are cleaning up all the administrative tasks like it's a part-time job...because it is and it should be someone else's part-time job, not yours.

## 2. Your Clients Are Complaining

*Did you get my email about that house? Why didn't you answer my text? You came out to my house five days ago...did you come up with a listing price yet? I've heard it all! If you are hearing these too...then it's time.*

## 3. The Quality of Your Services Is Suffering

Did you miss that new listing that came online for your buyer and didn't show it before it sold? Did you "phone it in" in that last price analysis completely missing the market by overpricing it, and now it's just sitting on the market? You know who you are...hire someone.

## 4. You Can't Find Time For A Vacation Or Maybe Just A Sunday Off

It's frustrating, I know. How many times are you going to tell your partner "*I can't afford to take a week off; are you crazy!?*" or "*Sorry, I have to miss your uncle's retirement party.*"

Stop making excuses. You *can* afford it; you just don't do it!

This final sign is probably the most important...

## 5. Your Business Isn't Growing (or only growing in a real estate boom!)

If you've been stuck at the same production/sales level for multiple years, even though you feel like you're working harder, then this is you! There is only so much time in the day, only so much you as an individual can do. I don't care how many systems you have in place, you are maxed out. You will simply not grow to your full potential without some help. So do it!

Wherever you are on this journey, just know that someday you may need to hire someone. Whether it's part-time, full-time, or a virtual assistant - get the help you need and get your life back.

Jeff Rising is a real estate broker and owner in Southeast Michigan. Jeff started his real estate career in 2001 and opened his brokerage in 2014. Focused on agent success and accountability, his agents average 35-40 transactions per year, in an average workweek and without sacrificing their family time or health. Jeff is excited to bring his 20 years of real estate knowledge, social media skills, systems, and accounting experience to the Hero Nation Coaching Community. In his spare time, he enjoys spending time with his family traveling, snowboarding, camping, and going to his children's sporting events.

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# JUSTIN



# MERCER

strengths beyond the surface

► real story | By **Dave Danielson**

WE EACH OFFER THE WORLD UNIQUE GIFTS ...  
EXPERIENCE AND EXPERTISE THAT MAKE A REAL  
IMPACT ON THE LIVES OF OTHERS.

If you look close enough, you see those unique abilities come out in powerful ways.

A powerful example of that truth is Justin Mercer.

As the self-proclaimed Tattooed REALTOR® with Keller Williams Integrity First, Justin embraces the artwork on his body that forms a creative outward expression. But as his clients and those who know him attest, Justin's impact goes way beyond what's on the surface.

"I like when people describe me in ways that have nothing to do with my tattoos ... when they see my other qualities and say something like, 'He's a great guy,'" Justin emphasizes. "I like the relationships I build with people."

#### REWARDS THROUGH EXPERIENCE

The road to rewards is paved with life's experiences. And Justin has continued to learn and grow through time. Along the way, a common ingredient in his success story has been good, old-fashioned hard work.

"I spent a number of years working with children. From the time I was a teenager, I worked with children as part of a before and after school program. I also got very involved in intramural sports, as well as tutoring students," Justin remembers.

As Justin came of age, he worked a delivery route for PepsiCo for 13 years.

"It was very hard work and the days were long," he recalls. "It took a toll on my body and my life. I was working so much that I didn't have time for anyone. As a result, it affected two marriages."

Real estate had been in Justin's mind for a while.

"I had always wanted to go into real estate, but with my look, I wasn't sure that I would be able to do it. After my second divorce, I knew that I needed to make a change," Justin says. "I just thought I was ready to give it a try. Even if I failed at real estate, I knew I wouldn't be in a worse position than I was already."

#### HOLDING NOTHING BACK

As Justin embarked on his real estate journey, he dove in with all he had. In turn, he embraced the thing that he had felt was a barrier.



...

"I decided to market myself around my look. So I started highlighting it with my branding and marketing," he says. "I figured I would put it out there and be proactive about it before anyone else could say anything."

Next Justin went on a relentless pursuit of his goals — and he reached remarkable results.

"My goal during my first year was to sell five houses," he says.

That goal was quickly surpassed. In fact, Justin finished his first year with 22 deals.

"I just had a plan in my mind. I was planning this for years. I decided that I was going to approach my business by thinking like a consumer," he explains.



"I was trying to appeal to people like me. I had bought and sold two houses, so I had picked up some experience from a client's perspective. I also started making funny videos as part of my off-the-wall branding and marketing. When I market, it's to get my name out there. Then, when I meet people I give them my value proposition."

#### PASSION AND POSSIBILITY

Today Justin's passion for the profession pours out of him.

"There are a lot of people who dread Sundays. They think about having to get up and go to work on Monday. But that's not me now. It's like every day is a Saturday for me. I don't ever feel like I'm going to a job. It's just a day for me," he smiles. "It's crazy. I almost feel guilty that I have a life like this. This is what I absolutely love doing."

Justin's rapid rise in the business continues. In fact, in 2021, he's projected to complete about 42 deals, representing about \$15 million in sales volume.

Justin's active pursuit of his goals extends to his life beyond the business, too.

"I don't like sitting at home. I like spending time with my kids, being out with friends, and I also do some acting in Los Angeles," Justin says.

There's a good chance you may have seen Justin's on-screen work. In fact, he's appeared in Sons of Anarchy, along with some other movies and television projects.

#### HEART FOR HELPING

When it comes to his community, Justin has a heart for helping. His favorite holiday is Thanksgiving. Last year, he filled his truck with 100 rotisserie chickens, water, blankets, and other food and drove the city's streets — finding and feeding the homeless.

For Christmas, you could find Justin in Walmart filling several shopping carts with toys to give to foster care children.

"The feeling of being able to do this is amazing," he emphasizes. "I had never been in a position where I could do something like that. It feels so good. I just like giving to the less fortunate, especially children."

Whether he's helping a buyer or seller, mentoring newer agents, or giving back to the community, Justin makes an impact. In turn, every person who sees him knows he carries a wide range of strengths that go way beyond the surface.

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# MIKE SKOKIC

Photo Credit: Patrick McKinley

## A MINDSET TO MAKE THINGS HAPPEN

► rising star | By Dave Danielson

**THE POWER TO ACHIEVE ISN'T SOMETHING THAT IS BESTOWED UPON SOMEONE. IT'S NOT A GIFT THAT SOME HAVE AND OTHERS DON'T.**

The truth is that power comes from within. And it lives in all of us.

Mike Skokic is one of those who actively pursues possibilities.

As team lead and REALTOR®, Mike definitely has a mindset to make things happen.

### RAPID RISE

About a year ago, in December 2020, Mike earned his real estate license. And by the time his first full 12 months in the business end, he will have recorded nearly 35 deals representing around \$15 million in sales volume.

"I've always been very driven and motivated. I've always had an entrepreneurial mindset. I'm not scared to take a risk and take a chance," Mike says. "I don't mind meeting people and putting myself out there ... bypassing those roadblocks that a lot of people have in their heads."

Mike was born and raised in Vancouver. In 2000, he moved to Arizona to pursue a future in what he thought would be architectural design.

"I did that for about four years. Then I joined the military in 2006," he remembers. "My dad, Lou, was from Serbia. He raised me with an old-school approach to life ... with the idea that it's good to serve the nation you decide to call your home. Part of me always wanted to be in the military and make a difference."

Mike did just that. As a member of the U.S. Army, Mike rose through the ranks to be a team leader and squad leader, working in operations around the globe.

### NEXT STEPS

In time, Mike's military service reached an end and he worked in the world of protective security, which required significant travel. He did that for three years while he and his first wife started a family.

"When my son, Jackson, was born, I decided to stop traveling and worked in law enforcement with the Salt River Police Department," he remembers.

In the process, Mike was involved in a wide range of police work that put him in harm's way.

"I had some close calls with situations. During that time, one of my good friends, Officer Townsend, passed away in 2019 when he was hit by a texting driver. I was also involved in a bad pursuit with a guy. I was also put in situations where I had to literally fight for my life."

While he excelled in his work and was honored to make a difference for his community, Mike knew he needed a different path.

"I decided to step away. I had a lot on the line and I had a new son, Silas, who had just come into the world," Mike says. "The last thing I wanted to do was leave my sons alone in the world."

So he worked for the State of Arizona fighting financial crime. •••



Photo Credit: Patrick McKinley

•••

"About a year into that, the bug bit me. I have a couple of friends in real estate who thought I'd be really good as a REALTOR®, he says. "They said I should give it a shot. That's what I did. I got my license and started in December 2020."

#### REWARDING RESULTS

Within two weeks, Mike had his first two properties under contract as a member of the Evensen Fisher Group at eXp Realty. He kept learning and growing from there. In time, he decided to build his own team, joining Keller Williams.

Today, Mike has six agents on his team, with hopes to grow his team to eight to 10 by the end of the year. In addition, he is also speaking, mentoring, and training others.

He thrives on the opportunity to meet and work with people each day.

As he says, "I really enjoy figuring out problems and giving people real-life solutions, knowing that through the way we do business, we can change their lives. 'We work for you' is our slogan."

The slogan is natural, given Mike's extensive history of serving the nation and the public in a variety of ways through 15 years before entering real estate.

"If I can be there to assist people, take care of them and protect them through the process that's what's important for me," he says.

#### FAMILY FOUNDATION

Family is at the heart of life for Mike. In addition to his immediate family, including his sons, Jackson and Silas, Mike is very close to his father, Lou.

"He's been a big influence on me, and him having the belief in me has meant so much. When I left the police, I had people question me. But my dad was there to support me. I remember him telling me that the ones who take chances are the ones who move forward and leave a legacy. If you want something, you work for it ... and in time, it will come to you."

Away from work, Mike looks forward to time with his children. He also likes to exercise and stay in shape, spending time with friends and traveling.

When it comes to giving back to the community, Mike has a big place in his heart for police and military causes. In one case, he was part of a fundraising effort to raise \$33,000 for two officers who were killed recently in the area. In addition, he was also part of an effort to raise money to support homeless veterans.

#### WORKING TO FIND A WAY

Those who work with Mike appreciate the way he works for them.

"I'm straightforward. I take care of and protect my clients. I treat them all like family. I wouldn't let them take a deal that I wouldn't want for myself or my family," he says.

Faith is also a central pillar in Mike's life.

"I've seen the worst and best of life. I've seen people get hurt and killed. For me, it's about having that faith and knowing that no matter what happens, God will guide me," he says.

Believing ... having faith in what might be is truly powerful.

"Whether you're in real estate or somewhere else, what I like to say to people is don't be afraid to take a chance. Failure is part of success. Being willing to fail helps you succeed ... taking chances and seeing where life takes you ... none of us know when the finish line happens to make the most out of it."



Photo Credit: Patrick McKinley

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# What is the most annoying question people ask you?

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**JEANIE TEYECHEA**

*Opportunity 2 Own RE*

It would have to be "Are you willing to share some of your commission toward closing costs?" I think the general thought for most people that are not REALTORS® is that we have all of this huge commission that we can share with them and that is just not the case. I recently overheard some folks talking about how we make 6% or more on every deal and they don't realize that it's split between brokerages and now the going rate for a lot of REALTORS® is 2.5% for each side. They also don't seem to take into effect that we have overhead, offices, bills, etc. just like they do. Would they want to "share" part of their paycheck with, say, their professional associate, such as a financial planner or car salesman or anyone else that is commission-based? I don't think so.



**DAN CALLAHAN**

*RE/MAX Classic*

"I know it is a hot market, but do you think they will take \$40,000 under asking price?" And these are not investors asking.



**ANNETTE HOLMES**

*United Brokers Group*

The most annoying question is "Are we in a bubble?" The answer is "no!" The current market is nothing like the market just before the bubble busted in 2008!



**CHRIS TILLER**

*Russ Lyon Sotheby's International Realty*

"When do you think the market will crash?" I've had this question for well over five years now, and it has cost a lot of renters and sideline buyers substantial wealth.



**LEILA WOODARD**

*My Home Group*

"Does this pile of cash count as proof of funds?" This one has been asked forever. Though buyers can certainly use cash to buy a home, they must provide proof on paper, such as a bank statement. I once had a client take me to his bank to get me proof of funds. I thought we were having them print out a statement. I was mistaken, he took me to his safe deposit box filled with bars of gold and full of silver and gold coins. Yes, that was proof, but unfortunately not enough to make the purchase and no way to determine its actual value exactly.



**BECKY KOLB**

*Keller Williams Integrity First*

"What's your commission?" Without regard to value.



**GRETCHEN SLAUGHTER**

*Corcoran Platinum Living*

"I have not been prequalified, but can I see the house to see if I like it first?"



**BECKY BELL**

*Keller Williams Integrity First*

"Is my house worth \$\$\$? My neighbor said my house is worth \$\$\$." We call those neighbors the "unlicensed real estate professionals."



**GORDON HAGEMAN**

*My Home Group*

"How much did they pay for this house when they bought it?" Getting this question from buyers drives me nuts. They can't wrap their heads around that the sellers have a right to make money on the sale of their home and want to make their offer based on the seller's purchase price. "Do you think they will take \$XXX since they bought it for \$XXX...."



**MIKE MAZZUCCO**

*My Home Group*

"Are your twins identical?" For the record, it's impossible to have boy/girl identical twins!



**MINDY JONES**

*Keller Williams Integrity First Realty*

The most annoying thing people ask me is how I do it all. The truth is, I don't do it all – but I do a lot. Sometimes it's loud, messy, and a bit of a cluster – but I'm a firm believer in setting a goal and then one-upping yourself. I get asked a lot about balance, how I balance being a mom and a business owner, how I balance giving back and giving to myself – and to be honest, I don't do that either. I think we all have buckets that need to be filled – and at the end of the day, some of those buckets are fuller than others. That's when you sit back and evaluate which of your buckets need a little extra in the coming days, coming weeks, or coming months – and you schedule the time to get them filled back up. It takes constant checking in with yourself on what you need, what you are missing, and which buckets are overflowing enough to energize you to use the extra in other areas. Let's pull away the curtain; no one does it all, we all just do our best.

# REWORK

by Jason Fried and David Heinemeier Hansson

I'm not gonna lie, I only picked this book up because I kept finding it on a ton of "must-read" lists for entrepreneurs. Okay, and I was a little intrigued by the title. Then I saw Seth Godin's quote "Ignore this book at your own peril," and I knew I had to read it!

Once Amazon delivered it I was immediately intrigued by the witty graphics that graffitied each chapter. All of the ideas written in it were concise and to the point. I don't think one chapter is more than a few pages long. I found each idea the authors penned gave me a new way of looking at how I can run my own personal business. Within an hour's time, I found myself halfway through the book. Trying to slow down I couldn't. I also found myself texting pictures of one-page ideas to friends that own their own businesses.

Take a look at the titles of some of these chapters:

- Ignore the real world.
- Learning from mistakes is overrated.
- Enough with "entrepreneurs."
- Throw less at the problem.
- Focus on what won't change.
- Building a flip is building to flop.
- Meetings are toxic.
- Make tiny decisions.
- Who cares what they're doing?
- Let your customers outgrow you.
- Emulate drug dealers.

...Now if you're not intrigued by that last chapter title we will probably never like the same books.

Overall my favorite chapter was in the Progress section titled, "Throw

By Chris Reece



Less at the Problem," and I am going to share that whole chapter below:

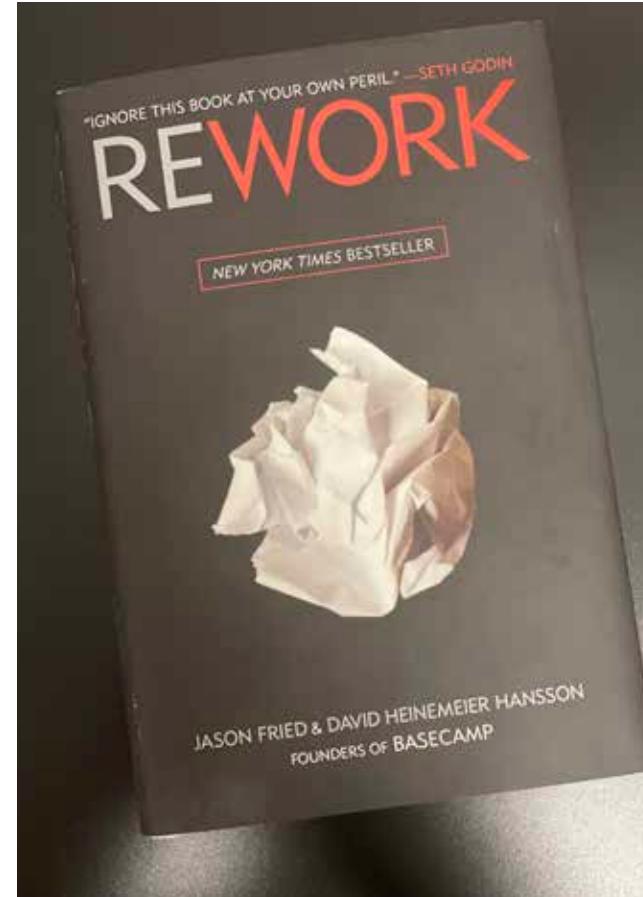
"If you watched chef Gordon Ramsay's show *Kitchen Nightmares*, you would have seen a pattern. The menus at failing restaurants offered too many dishes. The owners thought making every dish under the sun would broaden the appeal of the restaurant. Instead, it made for crappy food (and created inventory headaches).

That's why Ramsay's first step was nearly always to trim the menu, usually from thirty-plus dishes to around ten. Think about that. Improving the current menu didn't come first. Trimming it down came first. Then he polished what was left.

When things aren't working, the natural inclination is to throw more at the problem. More people, time, and money. All that ends up doing is making the problem bigger. The right way to go is the opposite direction: cut back.

So do less. Your project won't suffer nearly as much as you fear. In fact, there's a good chance it'll end up even better. You'll be forced to make tough calls and sort out what really matters.

If you start pushing back deadlines and increasing your budget, you'll never stop."



conventional wisdom that is constantly thrown at business owners. I am certain *ReWork* will be truly helpful in the exact moment you are currently in.

If you find yourself stuck in an operational rut and would like a fresh perspective on running a business (both big or small), pick this book up right now. It is worth the \$27 you'll spend. You will find stuff you can implement now, things you can stop doing immediately. Things for five years from now as well as things you should have taken care of last year. It is very well thought out and I would bet I find myself re-reading *ReWork* once a year.



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### weserv monthly update

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



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The fall season is finally upon us, and this is honestly my favorite part of the year. Like many, the end of the year provides the opportunity for celebration and reflection. During this precious time, we can come together to reflect on what was, appreciate what currently is, and envision what's to come. Here at the West and SouthEast REALTORS® of the Valley, there are no exceptions to reflection and visualizing our future goals.

One thing I'm most proud of is our continued efforts to be more inclusive to other cultures and demographics through our Global Business and Alliance Council initiatives. The council has been hard at work all year formulating international relationships with Ghana, Canada, and Mexico. These relationships provide a bridge between WeSERV and these countries to enhance the understanding of global real estate.

The end of the year poses as a time for WeSERV to look for new leaders who not only want to move the association forward but are focused on bettering their communities. Developing new leaders is where our Leadership Program comes into play. The program was first designed in 2004 as a unique educational opportunity not only about making better REALTORS®; it's also about building communities and developing successful leaders. Many of our previous graduates continue to be involved with WeSERV by serving on our numerous committees. Some have the pleasure of serving on our board, and others become ambassadors for the association. It's a program near and dear to many due to the camaraderie built by each graduating class.

As this year comes to its end, WeSERV still has a few celebratory and community involvement projects to wrap up. Currently, our annual Festival of Trees is in full swing. The donation drive allows WeSERV members to donate holiday trees to less fortunate families. In January, WeSERV will host our annual installation ceremony to thank and acknowledge all of our exceptional leaders for an incredible year. We can't wait to see what the future holds. One thing is for sure: our future is beaming.

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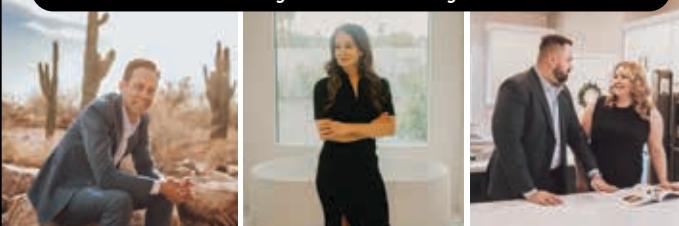


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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - September 30, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 09/30/2021	Total Unit Sales 01/01/2021 - 09/30/2021	#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 09/30/2021	Total Unit Sales 01/01/2021 - 09/30/2021			
1	Andrea Groves	Opendoor Brokerage	95,859,425	209	35	Jim & James Carlisto	Hague Partners	29,275,149	67			
2	Kenny Klaus	Keller Williams Integrity First Realty	95,836,851	216	36	Steve Hueter	eXp Realty	28,974,839	57			
3	Cheryl Kypreos	HomeSmart	90,061,875	233	37	Tiffany Carlson-Richison	Realty One Group	28,468,400	45			
4	Bruno Arapovic	HomeSmart	89,009,547	223	38	John L. Hrimnak	Hague Partners	28,055,375	63			
5	Rebecca Hidalgo Rains	Berkshire Hathaway HomeServices	72,254,867	157	39	Jody Saylor	Just Selling AZ	27,956,900	55			
6	Mary Jo Santistevans	Berkshire Hathaway HomeServices	71,575,709	142	40	Joshua Strong	HomeSmart	27,254,485	67			
7	Sixto Aspeitia	Realty One Group	71,030,400	188	41	Thomas Storey	My Home Group	26,908,091	80			
8	Carol A. Royse	Keller Williams Realty East Valley	59,509,923	107	42	Dean Thornton	Redfin	26,829,779	55			
9	Karl Tunberg	Midland Real Estate	58,230,222	118	43	Bob & Sandy Thompson	West USA Realty	25,929,360	45			
10	Darwin Wall	Realty One Group	56,219,350	92	44	Jamie K Bowcut	Hague Partners	25,836,500	59			
11	Shanna Day	Keller Williams Realty East Valley	55,710,694	94	45	Justin Cook	RE/MAX Solutions	25,813,096	44			
12	Kristy N Dewitz	Hague Partners	53,757,099	109	46	Brett Tanner	Keller Williams Realty Phoenix	25,246,449	66			
13	Charlotte Young	Keller Williams Realty Sonoran Living	50,924,900	104	47	David Morgan	HomeSmart Premier	25,215,579	70			
14	Denver Lane	Balboa Realty	49,777,613	114	48	Scott R Dempsey	Redfin	25,111,150	43			
15	George Laughton	My Home Group	47,823,099	127	49	Henry Wang	eXp Realty	25,004,087	46			
16	Mindy Jones	Keller Williams Integrity First Realty	44,851,718	100	50	Ben Leeson	Keller Williams Integrity First Realty	24,995,225	51			
17	Beth M Rider	Keller Williams Arizona Realty	42,308,310	92	<b>Disclaimer:</b> Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.							
18	Jason Mitchell	Jason Mitchell Real Estate	40,205,000	100								
19	Janine M. Igliane	Keller Williams Realty East Valley	40,064,190	73								
20	Bonny L. Holland	Keller Williams Realty Sonoran Living	37,669,899	26								
21	Rodney Wood	Realty One Group	37,482,240	66								
22	Shannon Gillette	Launch Real Estate	37,454,818	49								
23	Matthew S. Potter	Stunning Home Realty	36,775,676	99								
24	Richard Harless	AZ Flat Fee	34,356,900	65								
25	Jennifer Wehner	eXp Realty	33,503,716	65								
26	Damian Godoy	Argo Real Estate Professionals	33,371,468	74								
27	Heather Openshaw	Keller Williams Integrity First Realty	33,160,334	66								
28	Randy Courtney	Weichert REALTORS - Courtney Valleywide	32,302,050	51								
29	Jason Crittenden	Realty One Group	32,080,700	70								
30	Rachael L Richards	R House Realty	31,580,892	66								
31	Rick Metcalfe	Canam Realty Group	31,254,638	91								
32	Frank Gerola	Venture REI	31,237,100	55								
33	Lacey Lehman	Realty One Group	30,581,700	68								
34	Mike Schude	Keller Williams Integrity First Realty	29,537,850	56								

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Teams and Individuals Closing Dates From January 1 - September 30, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 09/30/2021	Total Unit Sales 01/01/2021 - 09/30/2021
51	Kathy Camamo	Amazing AZ Homes	24,696,580	46
52	Russell Mills	Close Pros	24,353,445	43
53	Mark Captain	Keller Williams Realty Sonoran Living	24,339,350	49
54	Channing H Roth	Opendoor Brokerage	24,137,478	56
55	Nathan D Knight	ProSmart Realty	23,436,672	44
56	Carey Kolb	Keller Williams Integrity First Realty	23,369,456	48
57	Thomas Popa	Thomas Popa & Associates	23,331,500	21
58	Shawn Rogers	West USA Realty	23,206,650	53
59	Amy Laidlaw	Realty Executives	22,689,100	41
60	Blake Clark	Limitless Real Estate	22,507,950	46
61	Alan Aho	Atlas AZ	22,271,200	60
62	John Gluch	eXp Realty	22,034,786	46
63	Eric Brossart	Keller Williams Realty Phoenix	21,803,900	41
64	Robin R. Rotella	Keller Williams Integrity First Realty	21,709,450	46
65	David Newman	Hague Partners	21,575,789	43
66	Shivani A Dallas	Keller Williams Integrity First Realty	21,361,091	44
67	Curtis Johnson	eXp Realty	21,071,100	60
68	Dean Selvey	RE/MAX Excalibur	20,913,992	54
69	Jason LaFlesch	Results Realty	20,894,500	35
70	Kerry Kretchmer	Opendoor Brokerage	20,800,683	51
71	Carin S Nguyen	Keller Williams Realty Phoenix	20,679,500	53
72	Diane Bearse	Realty Executives	20,605,000	32
73	Douglas Hopkins	Realty Executives	20,387,521	53
74	Rob Hale	Elite Results Realty	19,672,300	45
75	Robyn Brown	Argo Real Estate Professionals	19,364,800	26
76	Katrina L McCarthy	Hague Partners	18,853,650	38
77	Allen R Willis	Ensign Properties Corp	18,834,011	38
78	Mike Mendoza	Keller Williams Realty Sonoran Living	18,697,257	31
79	Lorraine Ryall	KOR Properties	18,688,514	30
80	Jared A English	Congress Realty	18,452,206	36
81	David Arustamian	Russ Lyon Sotheby's International Realty	18,380,056	28
82	Heather Werner	Ravenswood Realty	18,248,005	40
83	Shawn Camacho	United Brokers Group	18,210,000	40
84	Angela Larson	Keller Williams Realty Phoenix	17,927,125	63

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 09/30/2021	Total Unit Sales 01/01/2021 - 09/30/2021
85	Jason L Penrose	RE/MAX Excalibur	17,918,283	44
86	Michael J. D'Elena	North&Co	17,898,400	28
87	Jacquelyn E. Shoffner	eXp Realty	17,352,497	30
88	James Bill Watson	Perfect Choice Real Estate	17,332,500	31
89	Benjamin Arredondo	My Home Group	17,270,100	34
90	Velma L Herzberg	Berkshire Hathaway HomeServices	17,255,200	26
91	Ivy Coppo	Realty Executives	17,125,172	13
92	Alisha B Anderson	West USA Realty	17,049,900	42
93	Natascha Ovando-Karadsheh	KOR Properties	16,954,000	21
94	Geno Ross	West USA Realty	16,883,200	23
95	Gina McMullen	Redfin	16,873,900	37
96	Richard Johnson	Coldwell Banker Realty	16,866,898	37
97	Thomas A Mastromatto	Mountain Lake Realty	16,636,800	37
98	Tyler Monsen	Offerpad	16,397,410	30
99	Chris Lundberg	Redeemed Real Estate	16,324,500	29
100	Beverly Berrett	Berkshire Hathaway HomeServices	16,068,145	27

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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - September 30, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 09/30/2021	Total Unit Sales 01/01/2021 - 09/30/2021	#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 09/30/2021	Total Unit Sales 01/01/2021 - 09/30/2021
101	Amy N Nelson	Keller Williams Realty East Valley	16,037,943	32	119	Andrew Cooper	Gentry Real Estate	14,221,673	25
102	Michael Widmer	Keller Williams Integrity First Realty	16,024,300	30	120	Jill K Dames	Realty One Group	14,165,975	38
103	Jason Zhang	Gold Trust Realty	15,954,690	30	121	Erik Geisler	West USA Realty	14,163,800	26
104	Karen C. Jordan	Thomas Popa & Associates	15,850,500	15	122	Heather M Corley	Redfin	14,145,550	30
105	Michael W Cunningham	West USA Realty	15,812,661	27	123	Richard Ferguson	Coldwell Banker Realty	14,119,574	26
106	Jody Poling	AZ Seville Realty	15,466,000	15	124	Daniel Brown	My Home Group	14,084,400	28
107	John A Sposito	Keller Williams Realty Sonoran Living	15,404,390	29	125	Benjamin Graham	Infinity & Associates Real Estate	14,062,800	26
108	Kimberly Dempsey	KD Realty	15,362,900	26	126	Cindy Flowers	Keller Williams Integrity First Realty	14,058,500	43
109	Cynthia Worley	Keller Williams Realty East Valley	15,235,499	21	127	Pamm Seago-Peterlin	Century 21 Seago	14,008,090	29
110	Tyler Blair	My Home Group	15,064,620	37	128	David Barney	Call Realty	13,893,500	29
111	Rebekah Liperote	Redfin	15,061,800	26	129	Braden Johnson	Results Realty	13,821,990	27
112	Robert E Salmons Jr	Enteria Realty	15,044,550	40	130	Grady A Rohn	Keller Williams Realty Sonoran Living	13,748,499	27
113	Kelly Khalil	Redfin	14,894,111	31	131	Mondai Adair	Keller Williams Realty Sonoran Living	13,713,940	28
114	Michael Kent	RE/MAX Solutions	14,837,026	35	132	Jill McFadden	Delex Realty	13,713,800	25
115	Ying Lin	The Housing Professionals	14,627,470	29	133	Lee Courtney	West USA Realty	13,595,000	11
116	Tiffany Mickolio	My Home Group	14,498,430	31	134	Nicholas R Kirby	Keller Williams Realty Phoenix	13,593,900	28
117	April McNeil	United Brokers Group	14,322,500	29	135	Jeffery Chesleigh	HomeSmart	13,569,700	32
118	Ty Green	Coldwell Banker Realty	14,235,510	29	136	Danielle Bronson	Redfin	13,564,890	29
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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - September 30, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 09/30/2021	Total Unit Sales 01/01/2021 - 09/30/2021
151	Cynthia Ann Dewine	Russ Lyon Sotheby's International Realty	12,864,385	23
152	Jason Vaught	JK Realty	12,848,300	27
153	Brian Christopher McKernan	ProSmart Realty	12,845,700	42
154	Jennifer Dyer-Jenkins	Broker Hub Realty	12,797,253	28
155	Elizabeth Rolfe	HomeSmart	12,762,500	19
156	Keith M George	Coldwell Banker Realty	12,602,370	42
157	Carole Hewitt	Homie	12,600,400	27
158	Eric Dixon	On Q Property Management	12,578,500	16
159	Jennifer Felker	Infinity & Associates Real Estate	12,570,800	19
160	Christine Anthony	Keller Williams Arizona Realty	12,556,805	20
161	Michelle Mazzola	Berkshire Hathaway HomeServices	12,465,500	21
162	Gus Palmisano	Keller Williams Integrity First Realty	12,461,028	31
163	Leila A. Woodard	My Home Group	12,444,100	29
164	William Ryan	Infinity & Associates Real Estate	12,383,175	22
165	David Harvey	Hague Partners	12,359,000	25
166	Jaime L Blikre	My Home Group	12,353,499	35
167	Erik Wiest	Sparrow	12,347,910	30
168	Kristy Martinez	My Home Group	12,285,290	33
169	Kiran Vedantam	Kirans and Associates Realty	12,276,289	21
170	Tyler D Whitmore	O48 Realty	12,190,000	23
171	Sheryl D Willis	eXp Realty	12,105,660	22
172	Frank Merlo	Berkshire Hathaway HomeServices	12,101,800	25
173	Kyle J. N. Bates	My Home Group	12,083,175	28
174	Angela Tauscher	Rover Realty	12,030,495	29
175	W. Russell Shaw	Realty One Group	12,002,450	31
176	Bill Olmstead	Keller Williams Realty East Valley	11,996,500	26
177	William R Nager	My Home Group	11,921,000	20
178	Katie Lambert	eXp Realty	11,918,198	28
179	Timothy Ehlen	RE/MAX Alliance Group	11,908,375	22
180	Kirk Erickson	Schreiner Realty	11,866,790	24
181	Benjamin Marquez	eXp Realty	11,855,000	23
182	Renee Merritt	Keller Williams Arizona Realty	11,843,305	19
183	Joseph J Carroll	HomeSmart	11,788,250	23
184	Barbara Schultz	Coldwell Banker Realty	11,655,001	23

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 09/30/2021	Total Unit Sales 01/01/2021 - 09/30/2021
185	Kris Cartwright	Locality Real Estate	11,614,900	20
186	Gina Donnelly	ProSmart Realty	11,589,797	21
187	Elizabeth Ellen Melichar	My Home Group	11,561,490	19
188	Annette E. Holmes	United Brokers Group	11,525,000	21
189	David Courtright	Coldwell Banker Realty	11,426,180	26
190	Elizabeth A Stern	Springs Realty	11,347,400	30
191	LaLena Christopherson	West USA Realty	11,309,500	12
192	Geoffrey Adams	Realty One Group	11,302,000	25
193	Michael Mazzucco	My Home Group	11,295,477	27
194	Bret Johnson	Realty Executives	11,265,265	26
195	Lauren Rosin	eXp Realty	11,237,500	27
196	Alan Brown	HomeSmart	11,222,000	21
197	Thomas Wiederstein	Redfin	11,172,435	24
198	Matthew G Murray	Realty One Group	11,090,000	23
199	Stacia Ehlen	RE/MAX Alliance Group	11,075,400	19
200	Kevin Barry	Keller Williams Integrity First Realty	11,045,500	28

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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - September 30, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 09/30/2021	Total Unit Sales 01/01/2021 - 09/30/2021
201	Michelle Biagi Bauer	Realty Executives	11,030,000	20
202	Jerry Thomas Beavers	Realty One Group	10,992,424	23
203	Tara Hayden	Redfin	10,952,000	23
204	Aimee N. Lunt	RE/MAX Solutions	10,903,000	20
205	Shar Rundio	eXp Realty	10,898,000	21
206	Jason L Bond	My Home Group	10,889,299	22
207	Heather Taylor	ProSmart Realty	10,869,268	18
208	Charles P. Turner	Keller Williams Integrity First Realty	10,812,915	21
209	Mike Haller	Ashby Realty Group	10,784,750	12
210	Brian J Cunningham	eXp Realty	10,764,500	21
211	Michael J Dingman	Platinum Service Realty	10,735,794	23
212	Jill Vicchy Heimpel	RE/MAX Classic	10,732,475	29
213	Sarah Anderson	RE/MAX Alliance Group	10,696,602	21
214	Troy Holland	HomeSmart	10,685,000	18
215	Steven Bernasconi	Keller Williams Integrity First Realty	10,591,470	25
216	Suzy Steinmann	Realty One Group	10,548,000	23
217	Mary Newton	Keller Williams Integrity First Realty	10,498,675	32
218	Elmon Krupnik	Stunning Home Realty	10,492,362	25
219	Monica C Monson	The Noble Agency	10,470,000	6
220	Mike Olberding	Berkshire Hathaway HomeServices	10,459,100	30
221	Adam B Coe	Delex Realty	10,389,700	23
222	Max Dewitt	Realty One Group	10,385,500	18
223	Sheila M Popeck	RE/MAX Classic	10,328,626	19
224	Michael McCabe	My Home Group	10,307,000	19
225	Susan Lynn Jordan	United Brokers Group	10,294,000	14
226	Bryan W Pankau	Keller Williams Integrity First Realty	10,170,900	27
227	Jenna Williams	Realty Executives	10,167,500	21
228	Kerry Jackson	Arizona Gateway Real Estate	10,104,190	26
229	Karrie Law	RE/MAX Foothills	10,087,500	15
230	Mark Brower	Mark Brower Properties	10,066,044	26
231	Suzanne M Rabold	West USA Realty	10,000,190	7
232	Holly Poty	My Home Group	9,990,500	20
233	Jeremy A Wilson	Russ Lyon Sotheby's International Realty	9,957,217	19
234	Charlene Bare	HomeSmart	9,951,000	14

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 09/30/2021	Total Unit Sales 01/01/2021 - 09/30/2021
235	Edward Durham	North&Co	9,948,000	14
236	Peg E Bauer	Cactus Mountain Properties	9,924,000	20
237	Brian Kingdeski	Gentry Real Estate	9,876,900	27
238	Hilary C Sutter	My Home Group	9,867,630	21
239	Brian Judy	Mesa Verde Real Estate	9,849,796	13
240	Marci Burgoyne	Crown Key Real Estate	9,835,318	18
241	Andrew R Bloom	Keller Williams Arizona Realty	9,826,500	11
242	Ryan Meeks	My Home Group	9,812,490	16
243	Rachele M. Oram	HomeSmart Lifestyles	9,778,900	17
244	Devin Guerrero	Realty One Group	9,770,500	16
245	Melanie Nemetz	Keller Williams Integrity First Realty	9,759,100	18
246	Adam Lee	My Home Group	9,728,650	19
247	Stephanie Sandoval	HomeSmart Lifestyles	9,714,750	19
248	Mary Almaguer	Apache Gold Realty	9,705,900	33
249	Torie Ellens	My Home Group	9,696,000	21
250	Jon Sherwood	Crossroad Brokerage	9,675,200	22

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# TOP 300 STANDINGS

 **Teams and Individuals Closing Dates From January 1 - September 30, 2021**

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

A photograph of a man and a woman smiling and hugging. The man is wearing a light-colored shirt, and the woman has long, straight hair. They are in front of a blurred background of a house and trees, suggesting a happy home ownership.

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



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