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Golden Nuggets



Mike Mazzucco
My Home Group

I am a firm believer in making small sacrifices, in the beginning, that lead to huge returns and success later. Although I am not a Ramsey guy per se, these words have always resonated with me: "If you will live like no one else, later you can live like no one else." -Dave Ramsey



Jeff Quincey
Fairway

Something that resonates with me in an industry that can be very lucrative but, at times, come at a cost of being on 24/7 is this quote: "Never get too busy making a living that you forget to make a life."



Stephanie Sandoval
HomeSmart Lifestyles

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Paulina Matteson
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"I think the biggest thing for me and the foundation of my business is taking an educative approach, not just with my clients but with my referral partners, knowing that there's a different way to approach the mortgage than the traditional 30-year-fixed with X amount down. For example, I help them understand that there are ways you can buy out your mortgage insurance, which increases a buyer's purchasing power and investment options.

"There are two categories of buyers that this helps. The first category is first-time homebuyers, and especially in Arizona right now with the increased prices, a lot of first-time homebuyers are getting priced out of the housing market completely. So when we get creative with those mortgage insurance buyouts or rate buy downs, this will increase their purchasing power so they can be competitive in this market.

"The second category is move-up buyers; that is, people who have bought four or five homes. A lot of move-up buyers come to me and say, 'I want to put 20% down.' And the question I ask is, 'Why?' Their reason is that they don't want to pay mortgage insurance, which is very wise. It's realistic to say that someone could wind up paying \$200 a month in mortgage insurance for not putting 20% down. What they don't understand is you can buy that mortgage insurance out with single premium mortgage insurance for much less than the 20% down amount.

"I routinely will show somebody that instead of putting \$60,000 down, they could put \$15,000 down and buy out the mortgage insurance for \$5,000. Then they will have \$40,000 in their pocket to invest. If they haven't started planning for retirement yet I will connect them to a financial planner that can help them invest that \$40,000 and turn it into a few hundred thousand dollars 20 or 30 years down the road. And if I'm still alive then, they might call and thank me for structuring their mortgage today in a way that creates long-term wealth and a retirement strategy. People in this category say, 'Jeff, I've learned more about how to look at a mortgage in 10 or 15 minutes with you than I have in four or five complete transactions in the past.'

"My favorite part of the business is changing the trajectory of somebody's life, whether it's a first-time buyer breaking the cycle of never owning or a move-up buyer who is finally able to see a way of building wealth through real estate that they previously haven't done because of lack of advice on different ways to structure the mortgage. Truthfully, this educative approach adds hours to the mortgage process. A lot of loan officers just turn and burn, trying to get as much volume in as possible. And you can't do that when you're taking extra time to educate every single client.

partner spotlight

By Sarah Wind

Photo credit: Cyndi Hardy



Bailey, Jaycee and Bella



Jeff and Cece in Bora Bora



Jeff and Cece in Las Vegas

“

I like to be **HONEST** and **FORTHRIGHT** with my clients very early on in the interview process. My favorite line is,

**I'M ALWAYS GOING TO TELL YOU
WHAT YOU NEED TO HEAR,
NOT WHAT YOU WANT TO HEAR.**

Photo credit: Cyndi Hardy

•••

“I like to be honest and forthright with my clients very early on in the interview process. My favorite line is, ‘I’m always going to tell you what you need to hear, not what you want to hear.’ Sometimes clients come to me and say, ‘Another lender told me I didn’t qualify because of X, Y, Z.’ And then I run their application and tell them, ‘It actually has nothing to do with X, Y, Z. This is exactly why you don’t qualify. This is how we fix it. Let’s get you on the path to get you there.’ That’s the only way we get from point A to point B, which is accomplishing the goal of closing on a house.

“We hear so often in our industry that communication is lacking, and I agree with that. I would add that it is important that we deliver good news fast and deliver bad news faster. From time to time we have to deliver bad news, and so many people shy away from that because it is uncomfortable. My first boss taught me to take five or ten minutes to uncover every resource you can to find the solution, and as soon as you know there is no solution, deliver the bad news. The reaction is not going to be fun, but it’s going to be much better than if they knew you could have provided that same answer a week earlier.

“The best advice I ever received is to treat every client the same. I get agents that approach me and say, ‘You’re not going to like me for this, but I have somebody looking at \$80,000 or \$100,000 manufactured homes out in Florence.’ And my answer is always, ‘I don’t care. I will not treat this client differently than I would someone who is buying a \$600,000 house.’ Yes, I get paid less, but my focus is on providing great customer service.”

In addition to Jeff’s excellent customer service skills, he has a heart for youth to make healthy choices. “I was a board member for Release The Fear and I still financially support them. They are a great organization that a lot of people in the Valley don’t know about. Their whole mission is to reduce recidivism: helping kids that have entered the correctional facilities from repeating those behaviors and empowering youth to make better life choices through programs in schools.”

When Jeff and his wife (who happens to be his loan officer assistant) are not hard at work in the office, they enjoy taking vacations near the water. He also has fun traveling to different sporting events, often on the spur of the moment.

Now that you’ve learned a bit more about how Jeff Quincy operates, don’t hesitate to reach out and refer your homebuyers to him! jeff.quincey@fairwaymc.com

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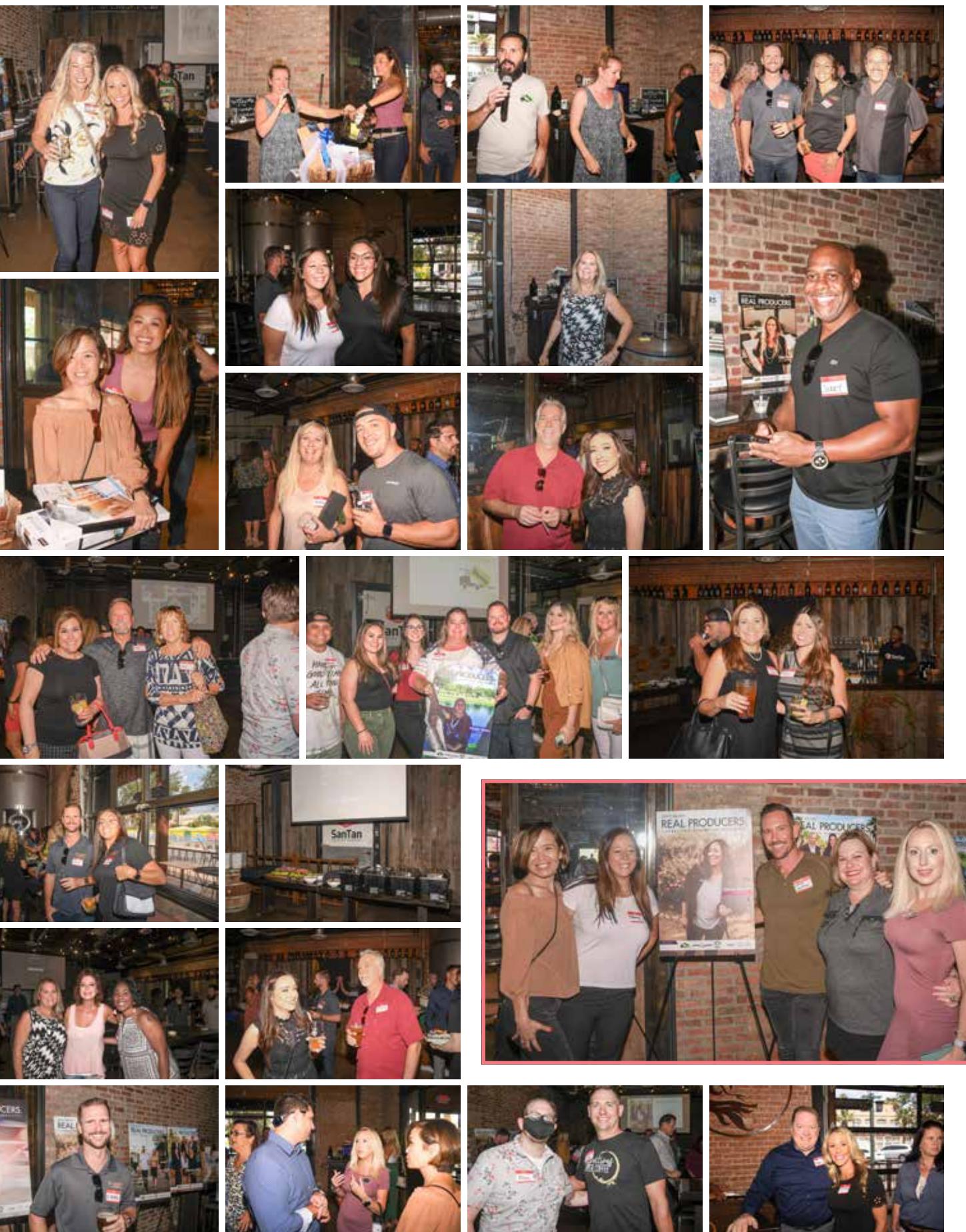
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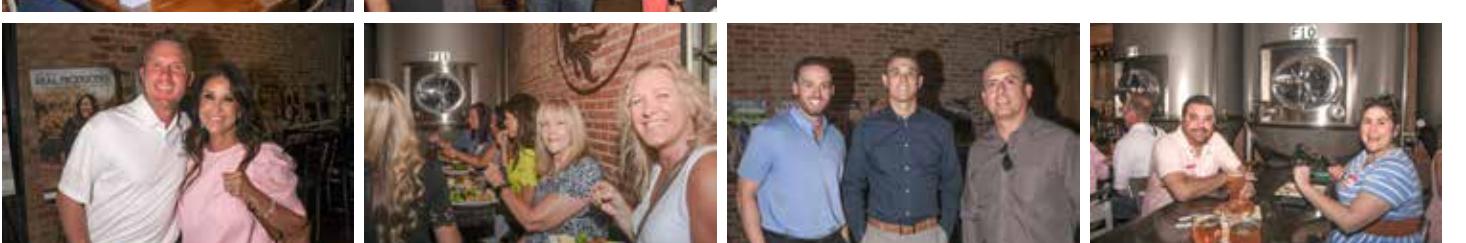
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Chris Lawler and NOVA Home Loans take pride in offering the best combination of rates, service, and fees. Starting as a receptionist for NOVA in 2009, he has excelled to become a Senior VP, Team Lead for the Lawler Team, and Branch Manager of the Chandler Arizona location for Nova Home Loans. Chris is professionally coached and takes pride in his sales process and understands what you, as REALTORS®, need in order to close more transactions and have more repeat clients and referrals. They have a very strategic follow-up process with clients that includes a two-year-long lead to pre-approval drip campaign. They also have a seven-year follow-up plan for all past clients. Give Chris a call so he can show you how to elevate your business to the next level.

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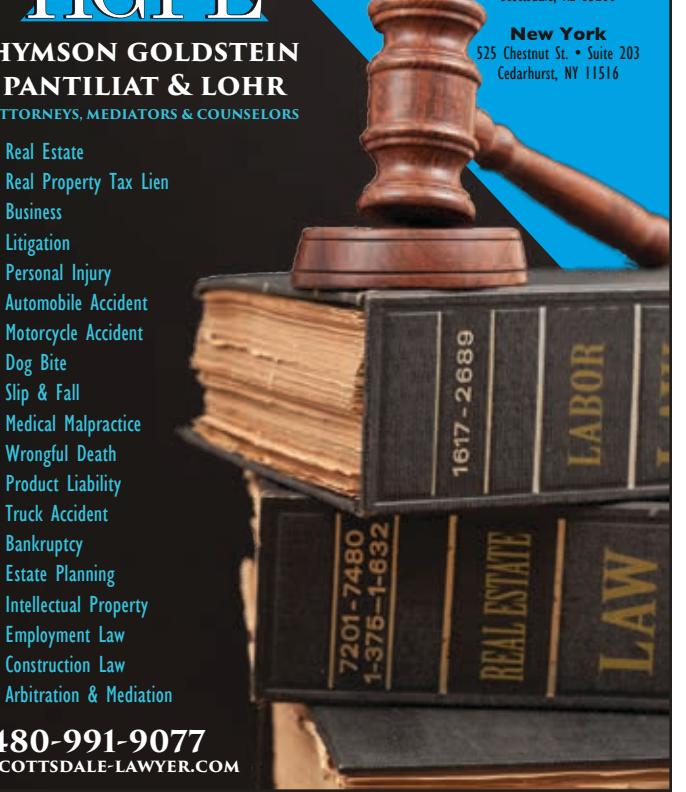
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MIKE Mazzucco

ENGINEERING EXCELLENCE

► featured agent

By **Dave Danielson**

One of the most gratifying parts of the business is there are many approaches to reaching success. What works for one may not work for another. The key is finding the steps that are meant for you.

Mike Mazzucco is a prime example of finding and following your own path.

As team lead of the Copper 48 Team with My Home Group, Mike takes a systematic and heartfelt path to engineering excellence.

A BLUEPRINT FOR SUCCESS

As Mike came of age and graduated college with a bachelor's and master's degree in mechanical engineering, he worked in the aerospace industry — with giants like Boeing, Raytheon, Orbital ATK, and Northrop Grumman.

As Mike says, "After working in the corporate world for 8 years, I soon began to recognize that I was on a relatively pre-determined trajectory for the next 30-40 years...Working 40-60 hours a week, surviving on two to three weeks of PTO a year, and working to outperform peers for a 2-3 percent raise did not seem like the way I wanted to 'enjoy' life. So I did something about it."

In 2017, he had his sights set on investing in real estate, so he got his license to ease the process a bit.

"I wanted to start building residual income to start chipping away my dependency on a consistent paycheck," explained Mike.

"I have always been fascinated by real estate and I always had a knack for sales, so I knew I would absolutely love working in the industry. However, I knew I would not have enough confidence to go all-in without building up some residual income and a reliable pipeline first. So that's what I did, I worked a full-time engineering job and sold real estate until my real estate business was too big to fail. Even when I was ready, it took a lot to overcome doubts. Walking away from a dependable, well-paying, eight-year engineering career after investing six years of college took a lot of courage."

ADDING UP EXPERIENCE

As time went on, Mike delved deeper into his real estate career and investing. At the same time, during his second year with his license, he ended up completing 13 transactions.

"When my twins were born in 2019, that was really the tipping point for me," he says. "After coming back to work after taking three-month paternity leave, I just couldn't bear working eight to 10 hours a day in a room with no windows, no cell service, no internet, and writing code all day. I told myself that when I hit 20 transactions in a year, I would be ready to go full time," Mike remembers.

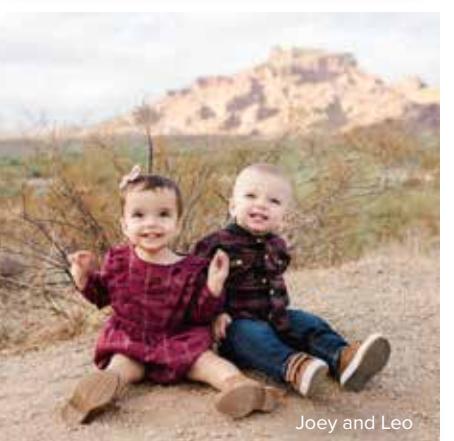
In 2020, Mike's third year of being licensed, Mike recorded an astounding total of 43 transactions.



The Mazzucco family: Mike, Samantha, Leo, and Joey



Chaz and Mariah Fate christening their new home!



Joey and Leo



...



Photo credit: Devin Nicole Photography

66

I really enjoy the relationships I get to build with my clients and colleagues. ...

My favorite part of a transaction is picture day, specifically when we get to take the infamous champagne shower photo where my clients christen their new home!

”

...

Mike said, "I don't think any of my clients or colleagues knew I was working a full-time engineering job."

The momentum continues. As of September 2020, he is now full-time in real estate and on track to complete 60 personal deals for 2021.

TINY HOMES AND BIG STEPS

In November 2019, Mike started the Copper 48 Team. It was a big move forward that started on the "tiny" side.

"I had been looking for an Airstream to rent out as an Airbnb. Instead, I saw a tiny house pop up on Offerup and bought it the same day. I remember thinking, I don't know what I am going to do with this, but somehow I will find a way to use this for my real estate business," Mike explained.

It wasn't long before Mike started becoming known as the Tiny House REALTOR®.

"We used it as a unique short-term accommodation for those who were buying or selling a house," Mike remembers.

As Mike's Tiny House project was gaining a lot of attention on the news, radio, and social media, he had the drive to start his own team. And so the Copper 48 Team was born in November 2019. As of now, Mike is supporting a roster of 16 agents.

"I chose the Copper 48 Team name because I wanted to have a faceless brand. I didn't want it to be named after me, as many people in my shoes opt for."

I wanted this to be a team for all of our members, and I want the team members to see me as their

partner" he says. "The design of my brand is obviously Arizona-centric, with copper being one of Arizona's cash crops and Arizona being the 48th state, but the logo itself is a play into my engineering background by resembling the table of elements."

FAMILY FOUNDATION

Family is paramount for Mike. He looks forward to time with Samantha, and their children — their son, Leo, and their daughter, Joey. In November, the family also plans on welcoming a new baby.

Away from work, Mike leads an active life. Favorites include playing hockey, hunting, and fishing.

As he considers the success and strong team he has built within just four years in the business, Mike thinks about the elements of his work that keep him engaged.

"I really enjoy the relationships I get to build with my clients and colleagues. Buying a house is such an emotional high for a lot of people, and it's so rewarding to be part of the process. My favorite part of a transaction is picture day, specifically when we get to take the infamous champagne shower photo where my clients christen their new home!"

Those who know him count on his communication and his analytical approach to his work.

"While I'm definitely more social and outgoing than your typical engineer, I am still very much an analytical and creative person, and I appreciate how this profession allows me to be a problem solver, whether it comes to negotiating a deal, strategic financing, or putting out fires," he says.

Day by day, Mike makes a difference with heart, hard work, and a relentless commitment to engineering excellence for those around him.



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THE 96-MINUTE SECRET TO AMPLIFY YOUR RESULTS

The greatest lever we have to change our lives is how we choose to use our time.

Time is the great equalizer. It is our scarcest resource. Everybody is given a brand new bottle of 24 hours at the beginning of each day. Some fall into the trap of concluding they don't have enough time. There is always enough time for the most important things in life. We simply need to be intentional with how we use our precious time.

Wouldn't it be wonderful if you had a magic wand that instantly gave you more time?

Take a moment and think about what you would do if you had an extra day each week. Would you spend more time with your family? Would you go on vacation? Would you create a better business? How would you invest your extra time?

coach's corner

By Wayne Salmans



There is a magic wand that gives you extra time. You'll gain the power to have as much time as you want once you learn how to wave it properly.

The magic wand is called the Pareto Principle, more commonly known as the 80/20 rule. The Pareto Principle states that we achieve 80% of your results from 20% of our work.

While the 80/20 rule on its surface is powerful, it becomes more powerful when leveled up the 80/20 rule. We achieve 80% of our results from 20% of our work. When we level up the 80/20 rule, we get 64% of our results from 4% of our work. Just think about this for a moment. We get the majority of our results from just 4% of our efforts.

Here's how the math works.

$$80\% \times 80\% = 64\% \quad 20\% \times 20\% = 4\%$$

Let's look at the 80/20 rule applied to our time. If we work 40 hours in a week, 20% of our time is eight hours which equals one day. We can get 80% of our results from how we use one day a week.

When we level up the 80/20 rule, we look at how we use our time during that one day. 20% of our time in a day is 1.6 hours or 96 minutes.

Think about that for a moment. Ninety-six minutes out of the 2,400 minutes we have in our 40-hour workweek. Ninety-six minutes is a mere 4% of our weekly time.

How would your life change if you got the majority of your results in just 96 minutes each week?

The reason most people don't get the results they want is they don't harness the power of the way they use their time. Not you. You're different.

Let's amplify this and assume you only have 96 minutes to work this week.

If you only had 96 minutes to work this week, what would you do? What would be the critical MUST?

TAKE ACTION: Block out 96 minutes to work on those items in the next week. During those 96 minutes block out any distractions and lean in. Let me know what results you get.

Download the 30-Day Momentum Toolbox at <https://www.theheronation.com/relaunch>. All the tools you need to gain momentum.

WAYNE SALMANS is an author, speaker and business coach. In the past decade, he has coached and trained over 5,000 entrepreneurs, awarded 30 under 30 by REALTOR® Magazine, and ranked one of the top coaches in the world. His passion is to help real estate business owners build, grow and scale their business, faster and with less bruises. www.TheHeroNation.com; Text 469-500-3642 to get a free discover coaching call.

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Stephanie SANDOVAL

► real story

By Dave Danielson
Photo credit: Patrick McKinley

COMMITMENT AND CONNECTION

Out of all the strengths someone could have in a relationship-based business, two that lead the list include commitment and connection. That's what Stephanie Sandoval hones each day as broker/franchise owner with HomeSmart Lifestyles.

"I love my agents and I am energized so much by working with them. Our realtors are what we call *bamily* ... our business family," Stephanie says. "We really promote a connection among our agents. We're more of a family. We run a mentorship program here. We pair new agents with a lead mentor. When they get out of the program, they're successful, selling and moving on to starting their own teams. I like helping them and leaving a legacy."

Heading Skyward

Stephanie's story began in her native California. As she came of age, she served as a flight attendant for United Airlines for 10 years.

In time, she explored real estate. In turn, as she made her transition into the business, she had a built-in sphere of influence.

"I lived in Long Beach at the time and sold real estate to pilots and other flight attendants," Stephanie says. "It had all started with an interest I had in real estate. I started investing in my early 20s with condos. I decided

I would buy a couple of rentals. In the process, I thought I would get my license and do it myself. I ended up selling real estate for five years there. I had a partner and we called ourselves the Downtown Divas."

Finding Her Arizona Home

During her last year as a California REALTOR®, Stephanie amassed \$23 million in sales volume in 2005. Stephanie and her husband had started their family and welcomed twins into the world.

About that time, they moved to Arizona. In 2006, Stephanie got her broker's license. "I had a boutique brokerage for a few years in Queen Creek. At any one time, I had seven to 17 agents. I also did property management," she says.

Crucial Conversation

Fast forward to 2017. Stephanie received some pivotal visitors.

"I remember that day vividly," she says.

"Three guys walked in and said, 'Have you ever thought about working for HomeSmart?' I said 'no, I'm perfectly happy.' Our real estate sales were strong and we had 80 properties we were managing."

Stephanie's visitors made her two offers. The first was for her to work for them. The second was for her to buy them out of their franchise.

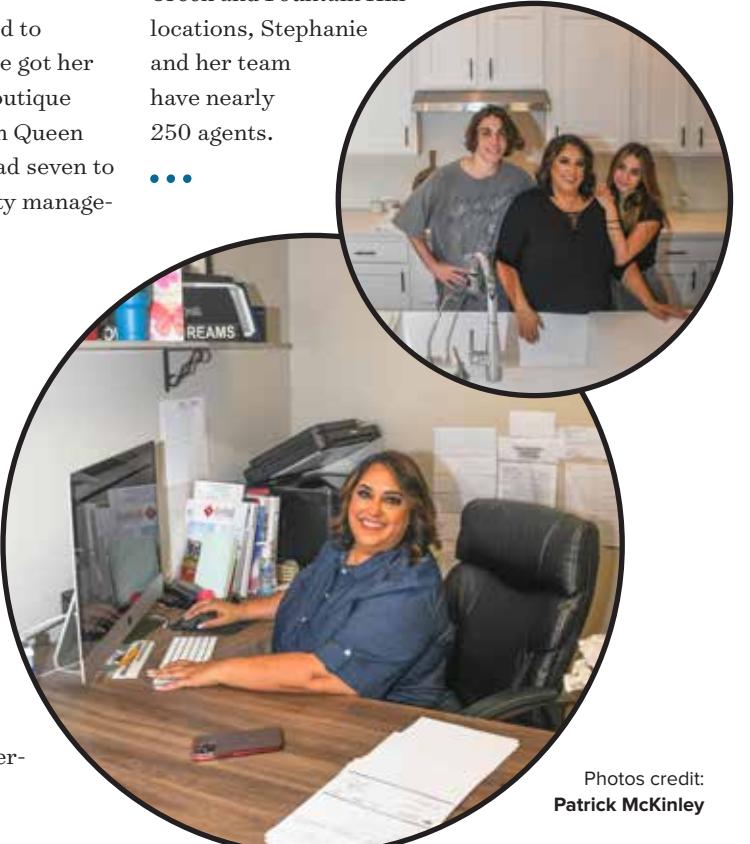
"I chose the second option," Stephanie smiles. "In the process, I went from having my boutique with 17 agents to having 38 agents overnight."

That was just the start.

Signs of Success

In the summer of 2018, Stephanie acquired and bought out the Fountain Hill franchise with 50 agents. Today, between the Queen Creek and Fountain Hill locations, Stephanie and her team have nearly 250 agents.

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Photos credit:
Patrick McKinley



Photo credit: Patrick McKinley

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As she humbly says, "I think I got lucky ... being in the right place at the right time."

The impact Stephanie and her team have has also grown. In the year before acquiring her first HomeSmart franchise, they had recorded 200 transactions. In 2020, that number swelled to more than 1,600 sides with HomeSmart. In turn, Stephanie's HomeSmart franchise ranks in the Top 10 among the company's 175 franchises nationwide.

Rewarding Existence

Away from work, Stephanie cherishes time with her family, including her 17-year-old twins — Mason and Makenzie, who are seniors at Queen Creek High School.

In her free time, Stephanie loves to travel, with Hawaii being a favorite destination. She also has a passion for shopping, sushi, and playing slots at the casino.

As she considers the passion she has for the profession, Stephanie offers advice for those looking to level up in the business.

"I think one of the best ways to take the next step forward is to surround yourself with like-minded people and have a mentor you can learn from within your brokerage," she says. "I have been involved with Tom Ferry Coaching, where I was coached by another Broker in San Francisco. I continued to do coaching with him until I was over 200 units. Coaching holds you accountable, gives you ideas, and gives you someone to bounce ideas off of. Invest in yourself by doing coaching. I do the same with our agents. At the end of the year, I set up time to go over their business plans for the following year. I like that opportunity to do some one-on-one coaching with them."

That's what it looks like when a spirit of commitment and connection is moving full speed forward.

“

I LOVE MY AGENTS AND I AM ENERGIZED SO MUCH BY WORKING WITH THEM. OUR REALTORS ARE WHAT WE CALL **BAMILY** ... **OUR BUSINESS FAMILY**



Photo credit: Patrick McKinley
Stephanie with her 17-year-old twins — Mason and Makenzie



Stephanie and Makenzie at cheer event

HomeSmart event with HomeSmart Lifestyles REALTORS®

Stephanie Sandoval, Cindy White, and Cara Odowd Rice at QC Business Event

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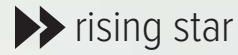
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Scott Warga,
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By **Dave Danielson**

Paulina Matteson

trusted guide



Photo credit: **Devin Nicole Photography**

6526 N 66th Place in Paradise Valley, built by Wall & Sons

The chain of events has started. The buyer or seller has made the decision. They're moving forward with their property journey.

But where do they begin? Where do they turn?

Like you, Paulina Matteson is there ... informing, educating, and encouraging ... making all the pieces lock together and work.

As a REALTOR® with the Darwin Wall Team with Realty ONE Group, Paulina savors her role as her clients' trusted guide.

"I love helping people achieve their goals, moving them from point A to point B in their lives and being a part of their journey ... really having them put their trust in me and guiding them through the process," Paulina says. "Many of my clients have become good friends through the process. The key is delivering exceptional client service ... making sure that, in every way, I'm

going above and beyond and providing them the most outstanding home buying or selling experience."

Making Her Way Forward

Before entering real estate five years ago, Paulina immigrated to the U.S. with her family from Russia. After settling in New York, Paulina finished high school and then attended Arizona State's School of Business where she earned a degree in marketing.

"All along the way, I've had a passion for real estate," she says.

In time, Paulina followed her passion into the business. And along the way, she has found trusted guides that have helped her realize success in real estate.

"Michelle Mazzola mentored me for four years at Berkshire Hathaway. I credit so much of my growth to her. It meant a lot to be able to work with such a successful agent" Paulina recalls with a smile.

About a year ago she moved to the Darwin Wall Team.

"As I considered moving to the Darwin Wall Team, I loved how forward-thinking and collaborative they are. Plus, how involved they are in the community and all the outreach they do" she says. "They are a very high-energy, fun team. I have learned so much, especially from Darwin himself, and because of it my business has really evolved."

The evolution of Paulina's business continues to rocket skyward. In fact, through July 2021, Paulina has already amassed close to \$10 million in sales volume.

Family Foundation

Away from work, Paulina's world revolves around her family, including her husband, Eric, and their two children — a 13-year-old daughter, Alexa, and a 9-year-old son, Nicholas.

One of her highlights in the business over the past year came with the assistance of Alexa. As she says, "She introduced me to TikTok. She had an idea to TikTok one of my listings at an open house. Now, we have TikTok Thursday, where I show a

• • •

...

home in less than 30 seconds. It's been a fun, fresh way to market myself and my properties."

In her free time, Paulina has a passion for supporting Alexa and Nicholas in their sports and activities. She is a Little League sponsor and also enjoys supporting her daughter in dance.

Paulina also enjoys good food, creative fashion, traveling, and reading. In fact, she devours two Audible books a week on topics ranging from business growth to sales.

Paulina has a heart for helping her community. One Darwin Wall team event she has a love for is the upcoming Second Base Pub Crawl for Breast Cancer Awareness.

"We're looking for sponsors and are expecting about 350 people this year ... with all proceeds going to a local person fighting breast cancer. Last year we raised \$15,000," she says. "We also work with other charities like Phoenix Children's Hospital and iCan."

On Their Side

Those who have benefitted from Paulina's care appreciate her work ethic and the way she totally dedicates herself to their journey in buying or selling.

"I try hard to go above and beyond for my clients and deliver more than they expected. I want to do the best job I can for people," she says with a warm smile. "They trust me with such a milestone in their lives. I try to be positive and have high energy."

Congratulations to this month's Rising Star. Truly, Paulina Matteson is a trusted guide for a growing number of area residents.

The Matteson family at a Cardinals football game



Photo credit: Devin Nicole Photography



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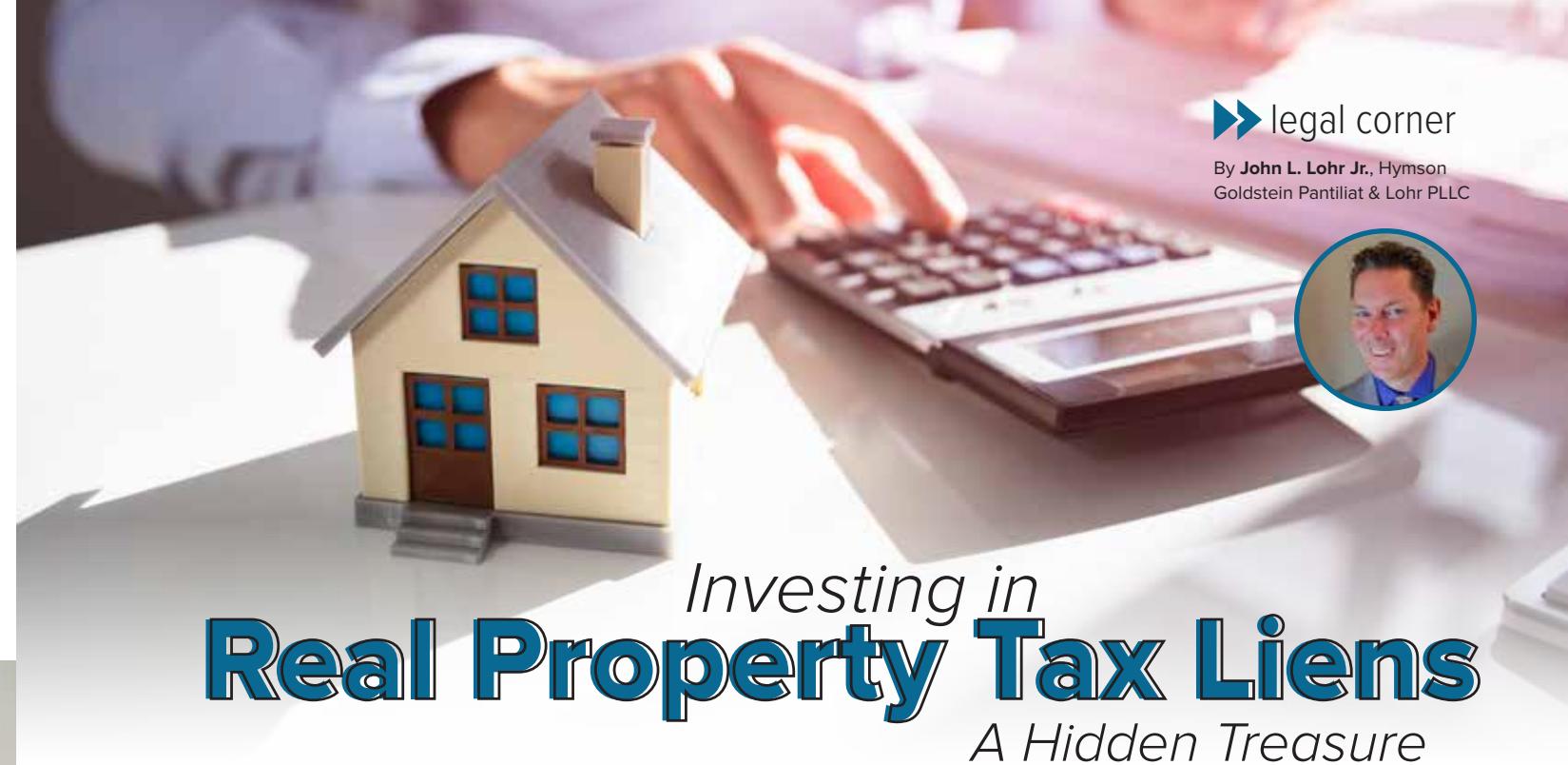
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Investing in Real Property Tax Liens A Hidden Treasure

There is a not-so-well-known real estate investment in Arizona that potentially could be very profitable for Arizona investors. This hidden gem is buying real property tax lien certificates.

What is a real property tax lien? When a property owner neglects to pay their property taxes, the county will place a lien on that property for those unpaid taxes. In order for the counties to replace those lost tax revenues, they will sell those liens to investors.

How can I buy a tax lien? Three years after the taxes become due, if the taxes are not paid, the county will sell those liens to investors at a tax lien certificate auction. The investors, through a blind bidding process bid on the interest rate for each lien. The lowest interest rate bidder wins. If there is only one bidder, the bidder automatically wins the tax lien with an interest of 16% per annum. The bidder then pays the outstanding property taxes to the county and steps into the shoes of the county for lien purposes. Typically the last few years, in larger counties like Maricopa, Pima, and Pinal, the average interest rate that wins in the auction is around 4%. That's still a better return than sticking the money in a savings account, buying a certificate of deposit, or hiding it under your mattress. For any tax liens that did not sell at the auction, an investor can also buy left-over tax lien certificates over the counter with the county treasurer after the conclusion of the auction. The third way to buy a tax lien is to find out who owns an existing tax lien and offer to buy them out through an assignment.

What are the advantages of buying real property tax lien certificates? There are two advantages to buying tax liens. When and if the property owner or another beneficial holder of the property eventually pays the property taxes, the county will redeem the tax lien certificate to the investor by sending the investor a check for the tax lien certificate purchase price plus the interest they bid (up to 16 percent interest per annum). If the property owner does not pay off his tax liens, the investor stands to gain even more. Generally, a real property tax lien certificate is the first lien on any real estate, which takes priority even over mortgages and deeds of trust. This is the real incentive for buying these tax liens. If a property owner does not redeem, the tax lien holder has the right to file a judicial foreclosure action and foreclose the property three years after purchasing the tax lien at the auction. If the tax lien holder successfully forecloses the property, they can then turn around and sell the property for a large profit.

Are there risks to buying tax liens? Just like any investment, there are some risks but they are minimal. For example, unless an investor misses the statute of limitations and waits longer than 10 years to foreclose their tax lien, an investor should get their investment back plus interest. I typically hold seminars in December and January of every year for people who want to learn more and most risks are further explained in those seminars.

When are the auctions? Most counties sell the tax liens through online tax lien auctions in February and March of every year. Unfortunately, you missed the auctions this year but next year's auctions are coming up soon.

Buying a tax lien certificate as an investment could be a safe and profitable investment during our troubled economic times.

The information contained herein is general information, not legal advice.

legal corner

By John L. Lohr Jr., Hymson
Goldstein Pantiliat & Lohr PLLC



What is something you had to unlearn?



BETHANIE MADEWELL

Keller Williams Realty Phoenix

That I don't need to be everything to everyone all the time. As a people pleaser, I felt like I was letting people down. However, by creating boundaries around my schedule, it allowed for my personal and professional life to flourish.

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Russ Lyon Sotheby's International Realty

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BRENDA AMANS

Homesmart Success

I certainly had to unlearn not everyone is truthful or loyal and I need to be true to myself. I'm responsible for my actions and not the actions of others.



CHRIS TILLER

Russ Lyon Sotheby's International Realty

Experience does not equate to knowledge. Some of the best agents I've worked with are brand new and some of the worst transactions were with agents who had decades of experience.



KARL TUNBERG

Midland Real Estate Alliance

Early on in my career, I was an executive with several large public homebuilding companies. The job was highly demanding and required a massive amount of energy, time, and dedication! In retrospect, I wish I would have spent more time hanging out with my family instead of working long hours and weekends. Unlearning those behaviors was much harder than I ever thought. Being a workaholic is a tough addiction to overcome! Work-life balance, managing work, giving your family and yourself quality time is paramount to long-term success and becoming your best self!



CAROL GRUBER

EXP Realty

I had to unlearn that I'm not a salesperson. For years I said, *I'm not a salesperson*. Guess what... I'm a salesperson and that's not a bad thing!



NICK KIRBY

Keller Williams

I had to unlearn saying "yes" to everything.



PAMELA HUGGINS

My Home Group

Well, one thing specifically I had to unlearn is not to just run and show a new lead a house and get back to actually meeting a new client face to face to introduce myself and go over the home buying process and to discuss their needs and wants. I have made it a point to do this more in 2021 just as I had learned when I got into real estate. With Covid, I developed a bad habit and I have strived to turn that around! Clients are less likely to work with anyone else once you've taken the time with them from the beginning.



LEILA WOODARD

My Home Group

Clearly, 2020 has been a year of unlearning and relearning for everyone, both in and outside homes the world over. Many businesses were brought to an abrupt halt. Other businesses have struggled and continued to struggle to stay afloat. With the pandemic I had to change and unlearn how I had done things the last 12 years and adapt, quickly having to embrace new technology (zoom and virtual showing tools.) When I had previously done everything face to face. I made it a goal to find ways to connect with the clients at the same level I had done before in new ways. Habits are what make you who you are. They're hard to form, hard to break, and there's a wealth of advice telling you which ones to add to your daily routine. But sometimes some of your "good" habits are actually holding you back? The truth is, you may need to drop existing habits to move forward in life, even ones you thought were, or ones that used to be, helpful. To unlearn, you need to: Recognize that your current actions no longer serve your needs. Identify or create a habit that works better. Practice to ingrain the new habit.



JEANIE TEYECHEA

Opportunity 2 Own Real Estate

I had to unlearn in real estate that you don't have to rely on any particular "brand name" real estate company to make you successful. You are who makes *you* succeed in this industry! I started out as a Re/Max agent and also worked with HomeSmart (loved them both) but quickly realized that my clients did not care if I was with

a large franchise or not – they chose to work with me because of who and what I am and the service I provided to them throughout the sale and thereafter! This is one of the reasons I decided to become a broker and start my own business with my own brokerage name and love what I am doing to this day! Moral of the story: Go for your dreams and don't let the brand name brand *you*!



MIKE MAZZUCCO

My Home Group

Coming from the engineering industry, I came into this industry with a very direct and straight-to-the-point approach with how I interfaced with clients. I quickly realized I had to unlearn those tendencies as this business is all about building relationships. Making a personal connection is always the first priority in this business and small talk matters!



MINDY JONES

Keller Williams Integrity First Realty

I have had to unlearn a leadership style that no longer served me or was authentic to the team that I was trying to build. Regardless of whether you are building a team, running a family, or engaging your community – check in often with yourself about who you want to be (not just what you want to be!) and what skills or attributes you'll need to become that person. In order to build a big life you need to be honest with yourself about what will fulfill you, who you want to have in your world and along your journey as you strive to get there, and commit to yourself not just motivation but self-discipline to learn, or unlearn, how to get there.



ANNETTE HOLMES

United Brokers Group

Coming from a teaching and then a corporate background, I had to unlearn that work happened on a set schedule! Flexibility and adaptability became two of my greatest strengths as I navigated the world of real estate when I was a new agent. It took a while to build up the stamina to work most days. Clients often ask me (every REALTOR® in real estate gets this question, no doubt), "When do you have a day off?" I laugh! I have learned to take the time off when the clients' schedules allow and be happy when I can work from the beach or the mountains and enjoy some time off in between taking care of clients. I love our clients so it makes the job not a job at all!



► weserv monthly update

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

WeSERV

FOCUSSES ON STRATEGIC PLAN FOR THE FUTURE

With only a few months left in 2021, the remaining days provide WeSERV the opportunity to reflect not only on the accomplishments and strides that were made throughout the year but a chance for our association to embark on a greater future. During these times, our leaders can band together and develop benchmarks that will enhance the WeSERV vision and foster various ways to increase member prosperity.

Recently, the National Association of REALTORS® (NAR) released its 2022 Strategic Priorities. The five pillars of the strategic priorities consist of:

- Champion REALTORS® as consumers' best source of information on the real estate transaction
- Use the power and strength of the REALTOR® voice to advance policy priorities, community development, and private property rights
- Expand equal housing opportunity and affordability
- Enhance member engagement and the member experience
- Lead on sustainability among members, associations, industry groups, and communities

It's refreshing to read over NAR's Strategic Priorities and see how important they view REALTORS®. Our REALTORS® are the foundation that we stand upon. Their hard work, drive, and determination continue to move our industry beyond heights that we couldn't imagine. It's through championing their voices that we can ensure a better tomorrow.

Here at WeSERV, our volunteers worked diligently to create a strategic plan that will be utilized now through 2023. The goal for our plan is simple: Ensure that we focus on being an association that values our people more than the process. It's through this system that WeSERV can better serve our members. By doing so, our "WeSERV Experience" will fundamentally hone on our members' needs. It's essential for us to provide members with value and support. In addition, growing the WeSERV brand is vital, and our volunteer leaders are the perfect brand ambassadors for our association. They champion the fantastic opportunities that we have to offer members and the community.

If you're interested in joining our team of amazing volunteers and want to make a difference in our industry, be sure to visit www.weserv.realtor to learn how to get involved.

PAID ADVERTISEMENT

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.

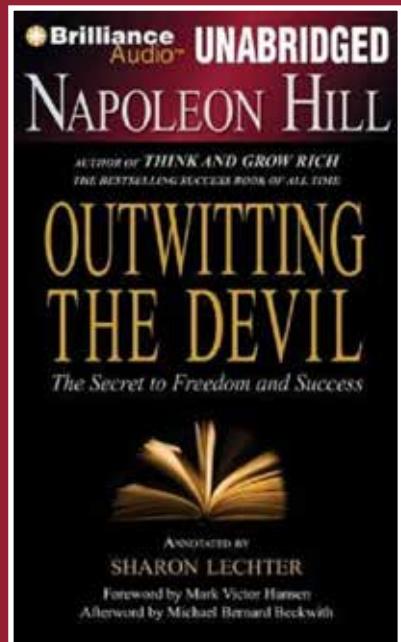


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OUTWITTING THE DEVIL,

BY NAPOLEON HILL



Many of you are familiar with Napoleon Hill by his book *Think and Grow Rich*, a must read for any businessperson. In his book *Outwitting the Devil*, Napoleon Hill addresses the source of self-limiting beliefs that keep us from creating and achieving the success we deserve. He utilizes a parable of interrogating the devil to identify how fear that paralyzes us keeps us from moving forward. He shares that you, the reader, can believe he is talking to the real devil or an imaginary man-made devil, but either way he challenges you to derive benefit from what he shares.

Drifting and Self-Limiting Beliefs

The devil introduces the concept of "drifting." To me it means going with the flow, or following other people, or simply letting yourself be distracted from your task at hand. It is implied that if you drift in more than one area of your life, for example, financially and health-wise, you will be pulled to drift in other areas as well.

Hill points out that people who have definiteness of purpose know what they want to achieve and are focused in their actions to be successful. Many successful people's lives are disciplined in what they

do daily. They act despite fear and self-limiting beliefs.

The devil is very clear that he enjoys messing with drifters, but he doesn't even try to toy with non-drifters because they are in control of their own thoughts and actions. For example, agents that do their 10 before 10 calls, pop-bys, and prospecting every single day, are typically very successful. However those with excuses are not.

I strongly encourage you to read and or listen to this book, but warn that the first third of the book is a bit dry as it gives history and context. However, like most worthwhile tasks, you must get through the first part to get the reward at the end.

This book pulls no punches. It was written in 1938, but Hill's wife and then his family would not allow it to be printed until 2011, partly because it blames schools and churches for not teaching people how to be free thinkers. The family was worried that they would be ostracized. In my opinion, this book could not have been printed at a better time.

Scott Warga – For a list of Scott's favorite books, go to <https://scottwarga360.com/reading/>.



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Thanks to the businesses within these pages, our Area Directors, and readers like you, we're able to break the chains of this horrible reality.

Visit n2gives.com to learn more about our fight.

N2
GIVES

TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - August 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 08/31/2021	Total Unit Sales 01/01/2021 - 08/31/2021	#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 08/31/2021	Total Unit Sales 01/01/2021 - 08/31/2021
1	Kenny Klaus	Keller Williams Integrity First Realty	83,819,139	190	35	Tiffany Carlson-Richison	Realty One Group	26,423,400	41
2	Bruno Arapovic	HomeSmart	75,079,248	188	36	Frank Gerola	Venture REI	26,423,100	47
3	Mary Jo Santistevan	Berkshire Hathaway HomeServices	70,180,309	126	37	Thomas Storey	My Home Group	25,599,841	76
4	Cheryl Kypreos	HomeSmart	68,755,530	181	38	John L. Hrimnak	Hague Partners	25,310,475	58
5	Rebecca Hidalgo Rains	Berkshire Hathaway HomeServices	65,973,729	138	39	Steve Hueter	eXp Realty	25,113,149	49
6	Sixto Aspeitia	Realty One Group	59,822,400	159	40	Jim & James Carlito	Hague Partners	25,042,051	57
7	Carol A. Royse	Keller Williams Realty East Valley	56,107,592	101	41	Jamie K Bowcut	Hague Partners	24,201,500	56
8	Karl Tunberg	Midland Real Estate Alliance	55,157,242	112	42	Mark Captain	Keller Williams Realty Sonoran Living	23,979,350	48
9	Darwin Wall	Realty One Group	50,362,850	81	43	Bob and Sandy Thompson	West USA Realty	23,368,800	42
10	Shanna Day	Keller Williams Realty East Valley	50,287,089	84	44	Brett Tanner	Keller Williams Realty Phoenix	23,255,849	61
11	Kristy N Dewitz	Hague Partners	47,803,099	97	45	Russell Mills	Close Pros	23,048,445	40
12	Charlotte Young	Keller Williams Realty Sonoran Living	46,985,000	96	46	David Morgan	HomeSmart Premier	22,930,579	64
13	George Laughton	My Home Group	46,283,099	122	47	Carey Kolb	Keller Williams Integrity First Realty	22,414,456	46
14	Denver Lane	Balboa Realty	44,435,385	103	48	Kathy Camamo	Amazing AZ Homes	22,087,290	40
15	Mindy Jones	Keller Williams Integrity First Realty	40,790,308	89	49	Dean Thornton	Redfin	22,079,379	46
16	Andrea Groves	Opendoor Brokerage	39,774,975	87	50	Ben Leeson	Keller Williams Integrity First Realty	21,862,325	44
17	Jason Mitchell	Jason Mitchell Real Estate	36,611,510	91	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
18	Matthew S. Potter	Stunning Home Realty	36,123,197	97	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
19	Bonny L. Holland	Keller Williams Realty Sonoran Living	35,795,899	24	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
20	Janine M. Igliane	Keller Williams Realty East Valley	34,672,190	62	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
21	Rodney Wood	Realty One Group	34,169,940	61	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
22	Beth M Rider	Keller Williams Arizona Realty	33,146,810	75	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
23	Shannon Gillette	Launch Real Estate	32,979,473	53	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
24	Heather Openshaw	Keller Williams Integrity First Realty	31,479,245	63	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
25	Randy Courtney	Weichert Realtors - Courtney Valleywide	30,558,550	47	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
26	Jason Crittenden	Realty One Group	29,584,700	64	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
27	Rick Metcalfe	Canam Realty Group	29,078,138	83	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
28	Damian Godoy	Argo Real Estate Professionals	29,034,368	64	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
29	Rachael L Richards	R House Realty	28,195,092	59	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
30	Richard Harless	AZ Flat Fee	28,011,900	55	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
31	Lacey Lehman	Realty One Group	27,901,200	63	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
32	Mike Schude	Keller Williams Integrity First Realty	27,486,100	51	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
33	Jennifer Wehner	eXp Realty	27,479,856	55	Disclaimer: Information is pulled directly from the Cromford Report. New construction and sales outside of the East Valley are not included.				
34	Jody Sayler	Just Selling AZ	27,281,900	54	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 - August 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 08/31/2021	Total Unit Sales 01/01/2021 - 08/31/2021
51	Henry Wang	eXp Realty	21,302,387	41
52	Justin Cook	RE/MAX Solutions	21,024,282	34
53	Thomas Popa	Thomas Popa & Associates	20,888,500	19
54	Shawn Rogers	West USA Realty	20,789,650	47
55	Shivani A Dallas	Keller Williams Integrity First Realty	20,613,091	42
56	Scott R Dempsey	Redfin	20,529,150	37
57	Amy Laidlaw	Realty Executives	19,501,100	35
58	John Gluch	eXp Realty	19,493,286	40
59	Kerry Kretchmer	Opendoor Brokerage	19,179,948	47
60	Joshua Strong	HomeSmart	19,131,585	48
61	Robyn Brown	Argo Real Estate Professionals	18,679,800	25
62	Eric Brossart	Keller Williams Realty Phoenix	18,656,400	34
63	Carin S Nguyen	Keller Williams Realty Phoenix	18,626,500	48
64	Blake Clark	Limitless Real Estate	18,553,050	40
65	Diane Bearse	Realty Executives	18,552,500	29
66	Nathan D Knight	Prosmart Realty	18,504,334	37
67	Robin R. Rotella	Keller Williams Integrity First Realty	18,331,450	40
68	Douglas Hopkins	Realty Executives	18,018,521	48
69	Curtis Johnson	eXp Realty	17,686,600	50
70	Rob Hale	Elite Results Realty	17,377,300	40
71	Ivy Coppo	Realty Executives	17,125,172	13
72	Jason LaFlesch	Results Realty	17,064,500	31
73	Dean Selvey	RE/MAX Excalibur	16,975,972	48
74	Natascha Ovando-Karadsheh	KOR Properties	16,954,000	21
75	Alan Aho	Atlas AZ	16,942,300	47
76	Jared A English	Congress Realty	16,857,206	33
77	Jason L Penrose	RE/MAX Excalibur	16,837,283	41
78	Shawn Camacho	United Brokers Group	16,765,000	37
79	Angela Larson	Keller Williams Realty Phoenix	16,637,225	59
80	David Arustamian	Russ Lyon Sotheby's International Realty	16,555,056	27
81	Jacquelyn E. Shoffner	eXp Realty	16,484,497	28
82	Alisha B Anderson	West USA Realty	16,384,900	40
83	David Newman	Hague Partners	16,340,000	33
84	Gina McMullen	Redfin	16,313,900	36

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 08/31/2021	Total Unit Sales 01/01/2021 - 08/31/2021
85	Michael J. D'Elena	North & CO	16,116,400	25
86	Heather Werner	Ravenswood Realty	15,898,005	36
87	Mike Mendoza	Keller Williams Realty Sonoran Living	15,896,257	27
88	Tyler Monsen	Offerpad	15,869,250	29
89	Lorraine Ryall	KOR Properties	15,865,014	25
90	Karen C. Jordan	Thomas Popa & Associates	15,850,500	15
91	Thomas A Mastromatto	Mountain Lake Realty	15,684,800	34
92	James Bill Watson	Perfect Choice Real Estate	15,560,000	29
93	Geno Ross	West USA Realty	15,508,200	22
94	Jody Poling	AZ Seville Realty	15,468,500	15
95	Richard Johnson	Coldwell Banker Realty	15,445,998	34
96	Velma L Herzberg	Berkshire Hathaway HomeServices	15,245,200	24
97	Beverly Berrett	Berkshire Hathaway HomeServices	14,842,645	25
98	Benjamin Arredondo	My Home Group	14,770,100	28
99	Jason Zhang	Gold Trust Realty	14,759,690	28
100	Michael Widmer	Keller Williams Integrity First Realty	14,620,900	26

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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Teams and Individuals Closing Dates From January 1 - August 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 08/31/2021	Total Unit Sales 01/01/2021 - 08/31/2021	#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 08/31/2021	Total Unit Sales 01/01/2021 - 08/31/2021
101	Allen R Willis	Ensign Properties Corp	14,527,111	28	119	Benjamin Graham	Infinity & Associates Real Estate	12,945,800	24
102	Jill K Dames	Realty One Group	14,165,975	38	120	Chris Lundberg	Redeemed Real Estate	12,926,000	24
103	Richard Ferguson	Coldwell Banker Realty	14,119,574	26	121	Jennifer Dyer-Jenkins	Homie	12,796,753	28
104	Kelly Khalil	Redfin	14,031,111	29	122	Heather M Corley	Redfin	12,720,550	28
105	David Barney	Call Realty	13,804,200	28	123	Jill McFadden	Delex Realty	12,713,800	23
106	Ying Lin	The Housing Professionals	13,672,470	27	124	Frank Merlo	Berkshire Hathaway HomeServices	12,701,500	28
107	Lee Courtney	West USA Realty	13,595,000	11	125	Tyler Blair	My Home Group	12,692,520	31
108	Andrew Cooper	Gentry Real Estate	13,571,673	23	126	Erik Geisler	West USA Realty	12,647,300	22
109	Michael W Cunningham	West USA Realty	13,570,413	23	127	John A Sposato	Keller Williams Realty Sonoran Living	12,557,390	24
110	Cynthia Worley	Keller Williams Realty East Valley	13,480,499	18	128	Jason Vaught	Realty Executives	12,513,400	26
111	Michelle Rae Colbert	Keller Williams Integrity First Realty	13,477,100	29	129	Gordon Hageman	My Home Group	12,483,519	25
112	Mondai Adair	Keller Williams Realty Sonoran Living	13,194,740	26	130	Michelle Mazzola	Berkshire Hathaway HomeServices	12,465,500	21
113	Jeffery Chesleigh	HomeSmart	13,187,700	31	131	Brian Christopher McKernan	Prosmart Realty	12,450,700	41
114	Kimberly Dempsey	KD Realty	13,110,000	22	132	Amy N Nelson	Keller Williams Realty East Valley	12,426,943	26
115	Michael Kent	RE/MAX Solutions	13,058,666	32	133	April McNeil	United Brokers Group	12,317,500	26
116	Pamm Seago-Peterlin	Century 21 Seago	13,003,590	27	134	Braden Johnson	Results Realty	12,295,490	24
117	Cindy Flowers	Keller Williams Integrity First Realty	12,998,500	41	135	Grady A Rohn	Keller Williams Realty Sonoran Living	12,258,499	25
118	Danielle Bronson	Redfin	12,949,890	28	136	Eric Dixon	On Q Property Management	12,223,500	15
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 - August 31, 2021

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151	Jaime L Blikre	My Home Group	11,307,499	33
152	Ty Green	Coldwell Banker Realty	11,296,010	23
153	Jonas Funston	Venture REI	11,220,000	20
154	Kris Cartwright	Locality Real Estate	11,136,000	19
155	Katrina L McCarthy	Hague Partners	11,121,250	24
156	Channing H Roth	Opendoor Brokerage	11,092,202	26
157	Kaushik Sirkar	Call Realty	11,057,000	18
158	Carole Hewitt	Homie	11,030,400	24
159	Elizabeth A Stern	Springs Realty	10,952,400	29
160	Michael Mazzucco	My Home Group	10,945,477	26
161	Barbara Schultz	Coldwell Banker Realty	10,940,001	21
162	W. Russell Shaw	Realty One Group	10,917,450	28
163	Scott Cook	RE/MAX Solutions	10,860,990	25
164	Cynthia Ann Dewine	Russ Lyon Sotheby's International Realty	10,848,885	19
165	Shar Rundio	eXp Realty	10,793,000	20
166	Robert E Salmons Jr	Enteria Realty	10,786,550	29
167	Darlin L Gutteridge	RE/MAX Fine Properties	10,763,835	25
168	David Harvey	Hague Partners	10,689,000	21
169	William R Nager	Stunning Home Realty	10,681,000	18
170	Thoman L Wiederstein	Redfin	10,677,435	23
171	Michaelann Haffner	Michaelann Homes	10,653,300	23
172	Jerry Thomas Beavers	Realty One Group	10,647,424	22
173	Gina Donnelly	Prosmart Realty	10,639,797	19
174	Steven Bernasconi	Keller Williams Integrity First Realty	10,591,470	25
175	Michelle Biagi Bauer	Realty Executives	10,575,000	19
176	Kiran Vedantam	Kirans and Associates Realty	10,563,789	18
177	Bill Olmstead	HomeSmart	10,551,500	23
178	Heather Taylor	Prosmart Realty	10,497,268	17
179	Kirk Erickson	Schreiner Realty	10,475,990	21
180	Monica C Monson	The Noble Agency	10,470,000	6
181	Geoffrey Adams	Realty One Group	10,367,000	24
182	Mike Haller	Ashby Realty Group	10,354,750	11
183	Susan Lynn Jordan	United Brokers Group	10,294,000	14
184	Renee Merritt	Keller Williams Arizona Realty	10,268,305	18

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 08/31/2021	Total Unit Sales 01/01/2021 - 08/31/2021
185	Gus Palmisano	Keller Williams Integrity First Realty	10,134,816	25
186	Jill Vicchy Heimpel	RE/MAX	10,067,575	27
187	Suzanne M Rabold	West USA Realty	10,000,190	7
188	Brian J Cunningham	eXp Realty	9,999,500	20
189	Holly Poty	My Home Group	9,990,500	20
190	Keith M George	Coldwell Banker Realty	9,980,370	34
191	David Courtright	Coldwell Banker Realty	9,975,180	23
192	Aimee N. Lunt	RE/MAX Solutions	9,943,000	18
193	Michael McCabe	My Home Group	9,927,000	18
194	Christine Anthony	Keller Williams Arizona Realty	9,901,805	17
195	Bret Johnson	Realty Executives	9,878,265	24
196	Brian Kingdeski	Gentry Real Estate	9,876,900	27
197	Hilary C Sutter	My Home Group	9,867,630	21
198	Michael J Dingman	Platinum Service Realty	9,835,794	21
199	Christopher S. Tiller	Russ Lyon Sotheby's International Realty	9,832,700	13
200	Ryan Meeks	My Home Group	9,812,490	16

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 - August 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 08/31/2021	Total Unit Sales 01/01/2021 - 08/31/2021
201	Kerry Jackson	Arizona Gateway Real Estate	9,811,690	25
202	Jennifer Felker	Infinity & Associates Real Estate	9,802,800	14
203	Adam B Coe	Delex Realty	9,774,700	22
204	Mary Newton	Keller Williams Integrity First Realty	9,718,675	29
205	Sarah Anderson	RE/MAX Alliance Group	9,701,602	19
206	Zachary Cates	eXp Realty	9,632,900	12
207	John Karadsheh	KOR Properties	9,623,499	13
208	Larry K Cheuk	Gold Coast Realty	9,574,000	18
209	Troy Holland	HomeSmart	9,554,000	15
210	Joseph J Carroll	HomeSmart	9,548,250	18
211	Peg E Bauer	Cactus Mountain Properties	9,537,000	19
212	Mary Almaguer	Apache Gold Realty	9,510,900	32
213	Katie Lambert	eXp Realty	9,510,198	23
214	Jenna L. Williams	Realty Executives	9,507,500	20
215	Angela Tauscher	Rover Realty	9,483,495	24
216	Edward Durham	North & CO	9,443,000	13
217	Elizabeth Rolfe	HomeSmart	9,442,500	15
218	Lauren Rosin	eXp Realty	9,390,500	23
219	Brian Judy	Mesa Verde Real Estate	9,371,796	12
220	Charlene Bare	HomeSmart	9,371,000	13
221	Karrie Law	RE/MAX Foothills	9,356,500	14
222	Charles P. Turner	Keller Williams Integrity First Realty	9,347,915	18
223	Annette E. Holmes	United Brokers Group	9,340,000	18
224	Jon Sherwood	Crossroad Brokerage	9,295,200	21
225	Suzy Steinmann	Realty One Group	9,294,200	20
226	Mark Brower	Mark Brower Properties	9,286,044	24
227	Gina McKinley	RE/MAX Fine Properties	9,246,500	24
228	Elmon Krupnik	Stunning Home Realty	9,205,362	22
229	Sheila M Popeck	RE/MAX Classic	9,173,626	16
230	Stacia Ehlen	RE/MAX Alliance Group	9,154,400	16
231	Maria C Williams	North & CO	9,152,055	14
232	Erik Wiest	Sparrow	9,098,000	22
233	Tara Hayden	Redfin	9,092,500	19
234	Julie Thompson	West USA Realty	9,066,500	21

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 08/31/2021	Total Unit Sales 01/01/2021 - 08/31/2021
235	Bryce A. Henderson	Four Peaks Brokerage Company	9,064,100	24
236	Pat A. Lairson	The Maricopa Real Estate Company	9,035,650	27
237	Andrew J Carter	Zion Realty	8,979,200	19
238	Kelly Saggione	eXp Realty	8,969,000	18
239	Marci Burgoyne	Crown Key Real Estate	8,946,318	16
240	Stephanie Sandoval	HomeSmart Lifestyles	8,895,750	17
241	Gigi Roberts-Roach	Coldwell Banker Realty	8,853,277	19
242	Jason Dawson	North & CO	8,852,500	15
243	Katie Baccus	Keller Williams Realty Sonoran Living	8,834,940	20
244	Steven D. Drew	SWMR Property Management	8,797,000	15
245	Elizabeth Ellen Melichar	My Home Group	8,796,490	13
246	Caleb Janus	Keller Williams Realty Phoenix	8,785,000	8
247	Rosann Williams	HomeSmart	8,755,500	11
248	Melanie Nemetz	Keller Williams Integrity First Realty	8,749,100	16
249	Kevin Weil	RE/MAX Excalibur	8,738,600	18
250	Jon Littlefield	West USA Realty	8,737,131	14

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From January 1 - August 31, 2021

#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 08/31/2021	Total Unit Sales 01/01/2021 - 08/31/2021	#	Full Name	Office Name	Total Volume Sales 01/01/2021 - 08/31/2021	Total Unit Sales 01/01/2021 - 08/31/2021
251	Ronald Charles Tompkins	Realty One Group	8,734,500	12	269	Robin M. Drew	SWMR Property Management	8,514,499	22
252	Rachele M. Oram	HomeSmart Lifestyles	8,713,900	15	270	HuaFang Helen Zhang	West USA Realty	8,486,900	18
253	Travis Dutson	Premier Real Estate Opportunities	8,704,481	19	271	Jamison Briley	Phoenix Property Group	8,437,582	20
254	Andrew R Bloom	Keller Williams Arizona Realty	8,701,500	10	272	Kevin Barry	Keller Williams Integrity First Realty	8,386,500	22
255	Shawneil Lange	Keller Williams Realty East Valley	8,663,500	15	273	Michelle Shelton	Life Real Estate	8,373,979	15
256	Ronald Bussing	Realty One Group	8,657,000	18	274	Alan Brown	HomeSmart	8,367,500	16
257	Timothy Ehlen	RE/MAX Alliance Group	8,644,875	19	275	Cristen Corupe	Keller Williams Realty Phoenix	8,355,000	19
258	Torie Ellens	My Home Group	8,638,000	19	276	Christy Rios	Keller Williams Integrity First Realty	8,314,000	11
259	Jon S. Englund	HomeSmart	8,567,350	17	277	Uy Tran	HomeSmart	8,263,495	19
260	Sarah Morales	eXp Realty	8,560,046	19	278	Devin Guerrero	Realty One Group	8,246,500	14
261	Samantha Allen	WJH	8,550,690	31	279	Ben Swanson	Keller Williams Integrity First Realty	8,239,500	21
262	Milan Skokic	Keller Williams Realty Sonoran Living	8,544,000	18	280	Johnny Pryor	Coldwell Banker Realty	8,236,050	14
263	Jason L Bond	My Home Group	8,536,299	18	281	Eleazar Medrano	HomeSmart	8,166,900	16
264	David C. Rose	Infinity & Associates Real Estate	8,531,500	16	282	Jeff S Setlow	eXp Realty	8,155,500	11
265	Adam Prather	Russ Lyon Sotheby's International Realty	8,527,900	18	283	Christie Ellis	Locality Real Estate	8,109,500	14
266	Bryan W Pankau	Keller Williams Integrity First Realty	8,527,400	23	284	William Carter	Keller Williams Realty Phoenix	8,080,958	18
267	Bob Turner	HomeSmart	8,522,500	12	285	Michael Burk	Offerpad	8,079,000	19
268	Dawn A. Dziezynski	Realty One Group	8,520,000	10	286	George Socrates Trezos	The Maricopa Real Estate Company	8,074,997	23
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