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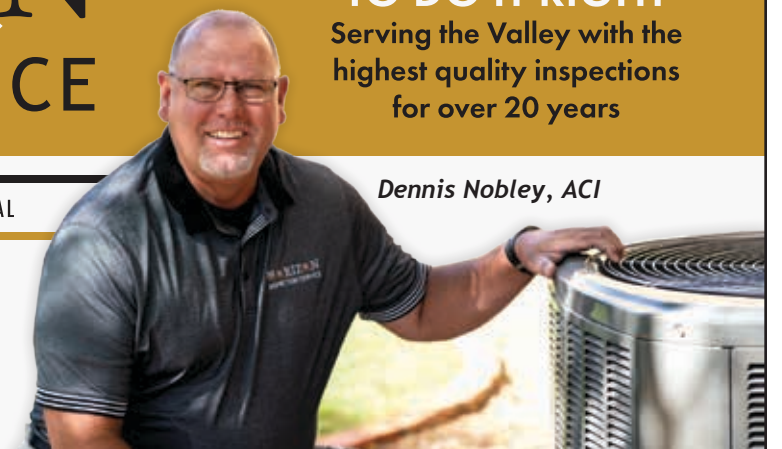
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# MEET THE WEHNER GROUP

CEO Jennifer Wehner with eXp Realty

## ►► team spotlight

Jennifer Wehner, the CEO and team lead at The Wehner Group at eXp Realty, deeply understands what people need from a real estate agent. “We aren’t ‘All Business,’ a micro-management, checklist-driven team. People aren’t numbers, they are human beings who need guidance and support on this path in real estate.” She brings this personal touch to her business, navigating her company to a truer and more authentic place for each and every client they work with. “As a leader,” she says, “it is my job to create a safe and vulnerable environment for agents to grow both personally, professionally, and spiritually. Our mission is to always leave somebody in a better place than when they found us. The Client Experience remains our Team’s top goal, but as our team has grown, The Agent Experience is like a child of mine. Being able to see the transformation in other agents’ mindsets, seeing them get through depression, anxiety, jealousy, fear, shame, and limiting beliefs rewards my soul in a way that money never can.”

Jennifer came to this approach to her business and life through her own trials and errors. Since

she’s been financially independent since the age of 16, she’s worked a myriad of jobs: Dairy Queen, Spencer’s, McDonald’s—for just a short six-hour stint—telemarketing, and Staples. “As a kid, I was ambitious, yet naive. I tried to sell my art or publications on the street in Riverside where I grew up,” she pauses, then says with a wink, “that was not a profitable business.” It’s this drive and ambition that makes it clear Jennifer was bound for success, but the journey wasn’t without heartache.

“I grew up feeling very different; not accepted by my peers, and even family, due to my thoughts and beliefs. I first tried to run away when I was two, then a few more times after that, always believing I’d find a way to create my own experience—one without judgment, shame, or control.” Later, shortly after her parents divorced, she crashed her motorcycle, resulting in fourteen stitches and a severe concussion that led to her first suicide attempt. “Since nobody seemed to understand me, and quite frankly I still have a hard time understanding myself at times, I knew I wanted freedom, and money was the commodity to get me there.”

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During her freshman year at college, weeks after meeting her now-husband of twenty-five years, she found herself pregnant. They welcomed a beautiful daughter into this world and Jennifer's entire world shifted for the better. In this monumental moment, she knew she couldn't be the selfish person she'd been up to that point. "I now had a daughter to provide for, and had an overwhelming feeling of love I hadn't experienced before."

Looking at the success Jennifer has found in this industry, it's a wonder that she ever treated it as a plan B. Nearly twenty years ago, she was a young mom finishing up business school at Cal State, Long Beach, California while working as a server. She saved her tips and was working hard to provide for her daughter. "I



always wanted to be a leader of some sort ever since I was a kid. At the time, I started pricing out hair and beauty salons. Simultaneously, my husband connected with longtime friends who were flipping homes here in Arizona. It was much more practical for a young family starting out to do it in the desert compared to the high cost of living in Orange County."

So they made the move. "I saw the opportunity that my results were on me, but believed that with my heart and work ethic, I could make anything happen," she says. "So I jumped in, all in, real estate, buying two homes to flip in Chander—both mortgages were less than our rent in Huntington Beach. I got my first client from an open house, and he referred me to who is now a longtime client



and friend. The rest launched off from there like a rocket into space."

Looking back on her upbringing, Jennifer can see her life's path more clearly. "I had a purpose to change the generational wealth and health pattern for my family," she admits. "I spent twenty years without God, without surrender, and an addiction to alcohol. But after The Great Surrender of 2018; the forgiveness, love, compassion, and beliefs from God have been received, and I know I am capable of even more than I believe in today."

This new lease on life pushes her to put her whole self into all of her endeavors. "Through this journey of life, and adopting a mindset of abundance—meaning taking 100% ownership in every situation I find myself in—I have been able to overcome

depression, suicide, a severe case of ulcerative colitis," which is a condition of an inflamed and ulcerated colon, "and past the direst of financial circumstances." She sought the power and freedom to break out of these negative patterns to overcome past trauma. But she also knows the importance of paying it forward. "Transferring all these life lessons to the next generations of realtors, of humans, of entrepreneurs, the leaders, the thinkers, the believers—the love and the light." She wants to make the world a better place, both in her personal and professional life.

Jennifer has also come to not take any moment for granted. When we asked her what the future holds, she responded with an insight we've come to expect. "Wow, well ask me next week or the year after. All I know today is going to be magical."

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If you want to nominate a team for a feature, please email [Brett.Gettman@realproducersmag.com](mailto:Brett.Gettman@realproducersmag.com), and remember, it's free to be featured!





# MEET Tara Carter

OLD REPUBLIC HOME WARRANTY

## » sponsor spotlight

“People helping people” isn’t just the Old Republic Home Protection motto, it’s the very foundation this long-standing company is built on. Tara Lynne Carter, an ORHP Senior Account Executive, has been making her mark in the home warranty market for over a decade. She’s spent her career in the real estate industry helping realtors grow their own businesses with the ORHP complimentary marketing tools as well as providing great products that help homeowners save money when repairing or replacing systems and appliances in their homes.

Tara is a real estate veteran, representing ORHP since 2005. She fully understands what a home warranty needs and is able to rise up to any challenges that may arise. As a proud member of the Scottsdale Area Association of REALTORS®, the White Mountain Association of REALTORS®, and the Central Arizona Board of REALTORS®, you



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...

can trust that Tara understands all the aspects of this business and is able to make sure you're covered no matter what life tosses your way.

Although she was born in Parkersburg, WV, Tara had to move to Pennsylvania in high school after her parents died far too young. She moved in with her older sister, seventeen years her senior, and even in this extremely difficult moment in life, Tara's sister was able to provide her an environment where she learned how to navigate through this world as a good person. Throughout her life, Tara has been surrounded by hardworking family members who were able to impart the importance of having a great work ethic. "I learned quickly to be kind to people," she says. "Be honest and you will have lots of friends and business in life."

This personal approach to life falls right in line with the culture Old Republic Home Protection has cultivated over the years. They believe that people are what makes the difference, so they value every single member of their company's family. Their success depends on effective collaboration and honest communication. They encourage their team members to harness the ability to recognize the goal, embrace their role, keep it simple, and then do the right thing.

In her twenties, Tara found herself in South Florida, but after Hurricane Andrew, she moved to Fountain Hills, AZ where she met her future husband, Scot. They married in 2015 and she now has a stepson and beautiful granddaughter. Life has been good to Tara as they now live in Terravita with their Maltipoo, Carlie. In her free time, Tara takes advantage of

the great weather Scottsdale is known for—notably for nine months out of the year. Whether that means hiking, playing tennis, or swimming, she loves it all. She also enjoys spending time with friends and family and can't get enough of the friendly people that live in her community, the beautiful mountains, and the stellar restaurants Scottsdale offers. It's not lost on her that she's only a two-hour drive away from the snow or four hours away from the beach, making Scottsdale a true dream spot to live.

Old Republic Home Protection is the number one business of its kind in Arizona, covering more homes than any other company. It has had a consecutive A+ Better Business Bureau rating for over twenty years. Tara thrives in this fast-paced environment and has even been awarded the ORHP Circle of Stars. "Personally, I care about every realtor and every client. I pride myself on customer service. I have a passion to help." All the moments leading up to this have been bright, but we can only imagine this star shining even brighter in the future.

Give Tara a call for any questions about home warranties.



“

Personally, I care about every realtor and every client. I pride myself on customer service. I have a passion to help.





Meet  
**DALLAS  
GRIFFIN**  
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## ► rising star

Photos courtesy of **Red Hog Media**

Take one look at Dallas Griffin's path in life and you can easily see getting into the real estate business was inevitable. It was simply part of this Scottsdale, AZ native's destiny.

Both her father and step-father are home builders and renovators, and her mother has been a realtor since 2010. "I have always looked up to my mother's work ethic and sales skills, so it was only a matter of time that I would decide to join forces with her." And like the go-getter she is, Dallas took it upon herself to team up with her mom. "I hired myself to work with her. True story!" She says, knowing the leverage kids can use to their advantage. "How could she say 'no' to her daughter?" Dallas laughs, "Three and a half years later and our real estate business is thriving and our relationship is better than ever, even though it's always been great."

From the start of her working life, Dallas has always enjoyed being in the service industry. "My first job interview at 16 was to be a barista at Starbucks," she reminisces. "I went into it thinking, 'I won't get this job because I don't like coffee.' I wasn't going to pretend I did or lie—don't worry, I love coffee now. I nervously shared my disinterest in the taste of coffee with the interviewer, but I

followed it up with how I love what Starbucks has created, which is a great atmosphere that brings people together—that it's not just about coffee. To my surprise, I got hired on the spot." From there she saw the power of honesty. Dallas continued working through her education and further defined her love for meeting and serving people. But throughout high school and college she did learn one important aspect about herself: "Working from a desk all day was not going to be a fit."

Right after college Dallas worked at Fidelity National Title as their North Scottsdale Sales Executive for two and a half years. "In addition to my family being in real estate, Fidelity taught me a lot about the 'behind-the-scenes' of a real estate agent, which made my decision of joining forces with my mother an easier one." Now, with a keen eye for the inner workings of the business, Dallas strives to be a larger factor in the Scottsdale real estate scene. "What makes myself and [our business] different is that we have a 'whatever it takes' mindset for our homebuyers and sellers. We think of and execute 'out of the box' strategies to win for our clients and connect them to the best resources out there for their home needs. This makes their experience with us an enjoyable one."







Photo Credit Red Hog Media

PROFESSIONALLY,  
I SEE MYSELF AS  
A LEADER FOR MY  
GENERATION IN  
THE REAL ESTATE  
COMMUNITY.

...

Dallas's personality and honest outlook on life are infectious and she's able to bring her positive energy to those around her. She, in turn, makes it a point to surround herself with people who influence her for the better. "Throughout my 20's I have intentionally put myself around individuals and groups that have accomplished more," she says, describing one key to her success. "I love to connect and learn from others. We have all heard it, 'If you are the smartest person in the room, then you are in the wrong room.' Always learning. Always growing." She understands that the things we mentally ingest make up the people we turn out to be. "The places I have gone, the content—books, podcasts, media—I consume, and the people I meet and spend time with are who shaped me today and continue to do so. I grew up with a big family and that has given me the gift of being flexible and open-minded on whatever comes my way."

At this point in her life, the sky's the limit. She wants people to remember her as a woman who was fearless, authentic, full of love and life, and kind.

"Professionally, I see myself as a leader for my generation in the real estate community," she says. "Getting involved with my local Realtor association, giving back to those that are not as fortunate, and to continue to be innovative and knowledgeable for my clients in the real estate market."

With the drive and determination we've seen from Dallas since she graduated from Arizona State University in 2015, we'd say she's on the right track to make all her dreams come true. Definitely sooner than later.

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# Meet EVE TREGER

## Launch Real Estate

“I learned to only rely on myself,  
and to work hard and to never let myself down  
having to depend on anyone besides myself.”



Eve Treger was born in Johannesburg, South Africa, and as a girl, she learned about the kind of drive and determination needed to carve out a path to an amazing life. Eve watched her mom's strength on full display as she raised her children. “Watching my mom look after her four children motivated me by her struggles,” she says, “I learned to only rely on myself, and to work hard and to never let myself down having to depend on anyone besides myself.”

Later, Eve connected with the man of her dreams. “I met my husband on a blind date just three weeks before he was leaving for New York. Luckily, he never made it to the United States before calling me to join him.” She left South Africa for the states, where she would become a licensed realtor in 1998. “We then moved to Scottsdale, 23 years ago, with the intent to stay a short time and ultimately join his family in California.” But they ended up falling in love with the Arizona area and never left. “I call Scottsdale ‘Sunny Scottsdale!’ I love living here because the sun is shining, and when the sun shines people are smiley and happy.” She loves seeing the joy of others in their everyday lives, and because of this positive attitude prevalent in this Arizona community, she never plans on leaving.

“My first job was working for Elna Sewing machines at 15 years old,” she says, thinking back. Eve sold sewing machines, with a tongue-in-cheek approach, “I couldn’t sew then and I can’t sew now, but I learned at an early age that I could sell. I worked weekends, summers, holidays, as well as all the trade shows. I also worked for an Italian restaurant in the evenings while attending high school.” Then, after she graduated, Elna offered Eve a store of her own to run. This might seem like a lot of responsibility for a recent high school graduate, but for Eve, it was the logical next step in her professional career. She ran this Elna store while studying for her BCom, and eventually moved on at the age of 20 to learn more about the real estate business.

Eve’s uncle now has the largest real estate company in South Africa. Back when she was just entering into the business, he told her she needed to become an assistant to one of the local agents to better





understand the business from the inside. Having already earned her real estate license from studying at the collegiate level, Eve had the drive and determination to make her mark in the industry. And really, it was a natural next step because the real estate business runs through her veins.

“Real estate is in my blood,” she explains. “My older brother has his own real estate company in South Africa. My mom left teaching to sell real estate, and,” slightly breaking the mold, “I am thankful to my dad, who is now a retired dentist, for looking after my teeth growing up—floss every night is the best advice I can impart. I thank my mom for teaching me to be tough yet sensitive! I watched her work every single day of her life, never to be lazy, and her motto that she imparted to me that I try my hardest to live by is ‘always be light-hearted and fun.’” Eve’s uncle taught her the thrill of the deal and guided her through the industry until she was ready to take on her own area, and all the preparation paid off. “I am still friends and in contact with some of my very first clients I met and repped over twenty years ago. I knew once I started selling houses that this was where I was meant to be!”

There are numerous aspects of this business that Eve absolutely loves, but one stands out. “My favorite is when I am given a listing,” she says, thinking about the specific moment in the process. “To be able to market someone’s home for them is such an honor and I put my heart and soul into every aspect from the list to the sale.” She is captivated by seeing her clients fall in love with their homes. “I love working with people, all kinds, from all over,



but I believe one of my greatest achievements—and could be the hardest—was working from the bottom up, representing one of Scottsdale’s most prolific investors, MwM Vicsdale. I was given a chance in the investor world of real estate, which is not for the faint-hearted. This is a specific, demanding, dog-eat-dog sect where one needs to go up against the biggest, toughest, and fastest.” To compete at this level, Eve had to prove herself to be stronger, tougher, and faster than everyone else. In the end, her positive nature and drive proved to everyone exactly who she was.

Eve’s approach to the business now? “I live one day at a time,” she considers the question. “I always say, ‘you’re only as good as your last deal,’ which is the biggest motivator to always be better and do more. I am a realtor for life!”

If you know a great agent that you think would like to be featured as a rising star, please email [Brett.Gettman@realproducersmag.com](mailto:Brett.Gettman@realproducersmag.com). There’s no cost to be featured in Scottsdale Real Producers.

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# HONORING NATIONAL WOMEN IN BUSINESS MONTH

## THE WOMEN OF SCOTTSDALE REAL PRODUCERS

Did you know that October is National Women in Business Month? According to NAR, 65% of all REALTORS® are female, with an average age of 52.

First, let's start by looking back at how far women in business have come and how that has transformed our business environment in ways we might take for granted. And, of course, we're going to showcase the ladies that support our platform as well as the women we have featured thus far.

According to the American Express State of Women-Owned Business Report, in 1972, only 4.6% of businesses were owned by women. Fast-forward to today, and over 42% are women-owned. Until 1988 some states required women to have a male relative cosign business loans.

So how do we celebrate Women in Business Month? There are several ways, but in this article, I'll focus on showcasing our female business sponsors, plus a great networking opportunity. Here at *Scottsdale Area Real Producers*, let's take a minute to devote some awareness to all the great women who have quickly become the backbone of the real estate industry here in Scottsdale.

Did you know about the Women's Council of Realtors? Their 80-year history includes a nationwide membership of over 12,000 real estate professionals. The council hosts phenomenal networking events that offer a great way to network with other women in the business. With a chapter right here in Scottsdale, WCR.org is the best way to find and join any local chapter.

Thank you, ladies, for all that you do! Here are some photos of the incredible women that help make this platform possible for all of us. Also included are the women in Scottsdale that have been featured in *Scottsdale Area Real Producers* thus far.

A sincere thank you to all the women featured or not for their tremendous efforts, sacrifices, and dedication to hard work that make everything we do possible.

Cheers to you all!

Sincerely  
Brett Gettman



Danielle Bernzen  
Geneva Financial



Margo Rockas and Laura Painter  
Bell Bank Mortgage



Cionne McCarthy  
Cover Feature, August



Eliza Kiburz  
Rising Star, August



Jamie Steimer Hughes  
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