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Publisher's Note

Rising Star

Todd Sechrest

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►► publisher's note

CONNECTING WITH

Events & Social Media!

Well, it's hard to believe the summer is behind us. For those of us that have kids returning to school, the season is benchmarked with memories that will last a lifetime. It's surreal for me to sit here writing my fourth publisher's note as it seems like yesterday we just got started.

I say this almost daily but I have the best job on Earth, getting to meet you all. There's something about people in the real estate industry, agents, and the businesses that support them alike. There's a certain grit combined with charm that unites us all in the same direction. As we turn the page into fall, I wanted to devote this article for reflection to those that got us here and thus have propelled us into the last half of 2021. Thank you to all the agents that have sat down with me and shared your stories. I'm honored I could help in some small way tell your amazing stories about who you are.

I want to mention an important date in our future. Our first event was tentatively scheduled for September 15. I've decided to push that date to mid-October for a multitude of reasons. The weather in October is much more conducive to indoor/outdoor event venues and will not only be more comfortable but also better for any social distancing issues with all the recent media coverage over the C-19 variants.

Speaking of important dates: Let us not forget the sacrifices of those who paid the ultimate price on September 11, 2001. My thoughts and prayers go out to their survivors as well as all first responders that continue to put themselves in harm's way for our safety.

Lastly: I've updated mailings lists to be a combination of office addresses and home addresses. If you need your address updated for any reason please email me directly at Brett.Gettman@realproducersmag.com. As always if you want to nominate a Realtor for an article let me know. Reminder: There's no charge to be featured in our magazine. It's your free gift paid for by our amazing business partners contained within this magazine. Feel free to reach out to them directly and say thank you!



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Todd Sechrest

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Todd Sechrest has his eye on the future. For him, it “holds tremendous growth in our lives through personal development, business development, and creating success with others! One day at a time, we will be taking steps to live a bigger, more impactful life.”

Todd and his wife run Sechrest Property Group and they’re making a name for themselves. She means the world to him and because of her partnership, they’ve pushed their life & business to even greater successes than he could have imagined, and it’s because they’re a proactive dream team. Todd’s ready to rise up, be honest, and get his clients into their perfect homes. What sets him apart is his insight and understanding of how the market means more than just closing sales. “Oftentimes we forget just how much *actually* goes into a real estate transaction. We’re not only talking about dollars and cents, the age of a roof, or even the property at all sometimes...we’re dealing with people’s reality—their life and what they’ve worked hard for!”

It took a while for Todd to find his footing in his own life; he had a hard time deciding on what he wanted to do with it. “After 16 years of formal education, graduating from business school with honors, I still had no real grasp on one of the most important aspects of our lives on earth, which is a roof over our heads. I made it my mission to learn as much as I could—to understand real estate like the pros do. Although I was unaware at the time how my previous experiences in life would allow me to serve

people at this level, it was important for me to be able to use this education for more than just myself.”

And just what were the past experiences that primed Todd for a life in real estate? “Competitiveness from sports, grit from odd jobs and manual labor growing up, entrepreneurship from knocking on doors of neighbors with out of control lawns,” he remembers, “strategy and game face from years of beating the old guys in Texas Hold ‘em, and genuinely relating to people from my years in

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“We’re not only talking about dollars and cents, the age of a roof, or even the property at all sometimes...**we’re dealing with people’s reality**—their life and what they’ve worked hard for!”



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hospitality. All of it and more have shaped me to thrive in my role in serving people in real estate and business.” Throughout his life, during every seemingly mundane moment, it was as if he was adding building blocks to his set of skills and it all culminated into the perfect combination for this industry. “We are just the type of people that leave no choice but to get it done.”

Todd was born on the coast of California, where he lived until moving to Arizona in 1998. “We lived in Peoria for the majority of my youth, and I had the best childhood spending most of my time outdoors, playing sports, and enjoying time with friends.” He even met his wife when they were freshmen in high school, but it wasn’t until years later, after college, that a romantic spark ignited. “We reconnected at a virtual gun range where she shot me with Cupid’s arrow.” They were smitten with one another and it was only a matter of time before they tied the knot. “We were engaged at sunrise atop Camelback Mountain, got married a year later, and just welcomed our first baby girl into the world.”

Now, in his free time, he loves to simply watch his daughter as she grows up a little more each and every day. “My favorite thing to do is spend time

watching my daughter learn and grow,” he says, thinking about her. “It’s an incredible process and provides me a lot of joy.” But when he finds himself alone, he likes to get out and experience life to its fullest, whether that means camping, sports, dirt biking, or just planning for the future—it’s the little things that enable his positive, fun, and adventurous perspective on life. Also, as a way to keep his all-state drum skills sharp, he uses the best drum set alternative in the world: his car. “Nowadays you can find me jamming at my steering wheel on the way to my next appointment, celebrating my client’s accepted offer on their home.”



It certainly seems like Todd has chiseled out a pretty perfect life for himself: a beautiful daughter, a wife he loves who doubles as his business partner, and a career he feels proud to work in. He continually pushes himself so people can obtain that same kind of contentment within their own homes. These are “the places where they share memories with loved ones, the house they retired in, or the home they brought their first baby home to. What I love most about serving people in real estate is getting the opportunity to share moments during the brief yet monumental season in their life, all while given the challenge and excitement to do what I’m good at—making things happen!”

“My favorite thing to do is spend time watching my daughter learn and grow. **It’s an incredible process and provides me a lot of joy.**”

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



KELLY Cook

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Kelly Cook has a competitive nature about him. This makes sense because he's a former University of Nebraska football player, competing in four bowl games and a National Championship in 2001. Kelly pointed his life in this direction because it provided him a way to work toward something better. "I grew up in middle America, very poor. I played a lot of sports and was always outside doing something. I had the good fortune to choose a college to play football."

His love of the game carried him past his years of playing and Kelly started coaching at the collegiate level. He was the graduate assistant coach at Nebraska and the University of Mississippi, but after putting in long hours he didn't feel like he was making much headway financially. "I



was making \$800 a month working 95 hours a week," he said, "and was broke." Kelly knew this wasn't a sustainable path forward, and after being part of a coaching staff that was let go, he opened up his options. "I thought, 'In most professions, anyone who worked 95 hours a week would be very successful; in college football coaching, you get fired for it.' So, I decided to take matters into my own hands and try something different." He struck up a conversation with his sister's landlord, where he learned about the kind of money he could be making in real estate. "The money he told me he was making floored me because how I grew up, making \$20k a year was normal," he said. "I became a real estate agent to be in control of my own destiny and help people. I love to coach, whether it's sports or in business. I am always educating myself to be better and I want to be surrounded by like-minded people."

His interest in the business isn't just about the money. "I have always been interested in real estate investing. I read several books—*Rich Dad Poor Dad* [by Robert T. Kiyosaki] started it all for me—and my stepfather at the time had several rental houses." After he lost his coaching job, he realized he could go anywhere he wanted. At this point, Kelly was essentially putting the puzzle pieces together. "I had played in the Fiesta Bowl in 1999 when we played Tennessee and loved Arizona. After we were fired the first week of December in 2004 at Ole Miss, I decided to move out to Arizona to see if I could find

something I enjoyed overall better than college football coaching."

Kelly's past feels like it could be painful to think about, full of ups and downs like being fired from a job he loved or growing up poor, but he acknowledges that he wouldn't change anything about it. "My past taught me to work for everything I wanted. Everything had to be earned, nothing given. That work ethic, drive, and determination were instilled through my experiences growing up and I used that to always outwork my competition," he said. "I wasn't always the best at a sport, but if I wanted it, no one was going to outwork me. The one downside of this is the fact that it may have taught me to work hard, but not really to work smart. Working smart was something I had to learn at a later age."

“**I BECAME A REAL ESTATE AGENT TO BE IN CONTROL OF MY OWN DESTINY AND HELP PEOPLE. I LOVE TO COACH, WHETHER IT'S SPORTS OR IN BUSINESS.**”

He's the kind of guy who takes life as it comes. He's extremely grateful for every day God gives him on this planet and continually works to be more for other people, making impacts on their lives. "The fact that I get to put together a deal that is best for my

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client. And that they get to *win* by achieving their goal. Seeing or hearing them when I get to deliver the good news is the best feeling on planet earth.”

He’s blunt about what makes Kelly Cook Real Estate Group different, “Customer service and experience. Quality over quantity. We would rather focus on treating the clients we have the absolute best we can, rather than spending our energy searching for new people to obtain as clients.” Seeing his success proves this is an admirable and smart approach to the business.

Even though Kelly has moved past professional coaching, he still finds time to volunteer at local high schools and even gets to coach both his son’s football teams (one tackle and one flag). He loves spending time with his beautiful family and is open about them being his *why* behind everything he does. It’s great to see how giving and loving Kelly is and how he consistently puts people first. This approach to life shines through in how he runs his business. “I will always put my clients first. Our business exists to help people first and foremost. I love the famous Zig Ziglar quote, ‘You get what you want by helping enough people get what they want.’” And it certainly sounds like Kelly is getting what he wants.

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Dennis Nobley

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Dennis Nobley
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As a lifelong Arizonian, Dennis Nobley has continually put his heart and soul into this community, and Horizon Inspection Service is just the next way he's providing great services to the area he loves. "Horizon Inspection Service is a family-run small business. We provide top-tier real estate inspections in Arizona, including Scottsdale, Paradise Valley, Fountain Hills, Carefree, Cave Creek, Phoenix, Anthem, Glendale, Peoria, the East Valley, and all of Maricopa County. We pride ourselves on our strong relationships with our customers and agents. Our services include home, pool/spa, termite, and commercial inspections."

Dennis was a high school math teacher and coach for many years. He's driven by the opportunity and the love of educating people, so moving from the classroom to the home inspection business allows him to continue teaching people, only now it's about

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their new homes. “One of Horizon Inspection Service’s core values is a focus on communication and education. Effective communication and sharing knowledge are the reasons we maintain such personal and powerful relationships with our agents.”

His passion for real estate, remodeling, and handyman work prompted the move from a career in education to home inspections, which inevitably led to him starting his own business. The aptitude he gained from working with his hands and a strong background in construction gave him an understanding about how things are built. This made home inspections a natural and logical career shift. “I spent nearly three decades teaching high school math and coaching sports, and the transition has been a blessing because I get to do what I love, and I get to provide education along the way,” he said. “I love that I am able to pursue this exciting line of work, and I appreciate the value provided by my experiences as an instructor.”

But he admits that the shift into home inspections was a decision he didn’t take lightly. “Taking the leap and deciding to start this family business was risky, and it took a lot of faith, perseverance, and dedication to bring Horizon Inspection Service to where it is today,” he says, thinking back to the early days.

“When I started doing inspections back in the nineties, the business was different and not nearly as competitive. Buyers and agents have many options now, so we set ourselves apart from other companies with our commitment to spending the time necessary to complete thorough inspections.”

Dennis goes on, expanding on the success they’ve seen over the years, “This rewarding experience has only been possible due to perseverance and commitment to maintaining incredible person-to-person relationships. I always focus on doing everything I can to help other people, as I know kindness will always be reciprocated.” Then, thinking more about what sets Horizon Home Inspections apart: it’s the focus on serving every buyer and agent with exceptional personal attention. “The

greatest gift we can give is our time, so we commit to our objectives of taking time and delivering outstanding personal service. This commitment has led us to develop strong and healthy business relationships and has naturally drawn us into the luxury home market, where buyers truly desire and appreciate our style of service.”

And now, much to Dennis’s pleasure, Horizon has turned into a family business with his oldest son taking on an even larger role. “Family and relationships are the foundation of everything I do, both personally and professionally. Horizon Inspection Service is actually a father-son business now.

My oldest son Garrett recently completed five years of active duty service in the U.S. Air Force and is now joining the business as an inspector and operations lead. He grew up in Scottsdale and attended Horizon High School. He went to college at the Air Force Academy and served five years as an Active Duty Air Force Officer. He brings a fresh, exciting attitude to the business and loves the excitement of working with high-flying and fast-paced performers.”



In the end, it’s about the people and the community that drives Dennis to work so hard. “No matter what, I want to leave a legacy of generosity, patience, and kindness. Treating others with respect and building solid relationships will lead to a positive future for my family and my company. I care for others, and I trust that such care and kindness make life more valuable and enjoyable for everyone.”

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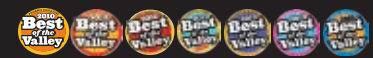
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▶ summer in review
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