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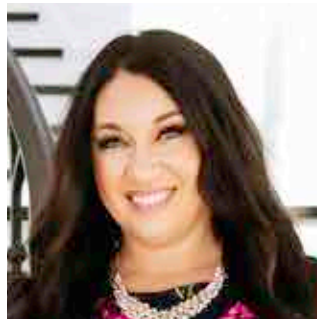
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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at Brett.Gettman@realproducersmag.com

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► publisher's note

As the Seasons Change!

Hello, everyone!

We're officially in the middle of spring. While it's much shorter of a season than what I'm used to, I celebrate the slight change as I scrambled to get all my outdoor projects done before the heat kicks in. I also look forward to pool season and boating season.

Speaking of heat, I know many of you reading this are dealing with the *hot* real estate market. You've all done a fantastic job of navigating the fast-paced environment and handling changes as they come.

Relationships in the industry are always a huge help to you and your clients. Developing a great relationship with a REALTOR® on the other side of the contract is a huge advantage, preferably before the contract is submitted. It may even help determine the strength of the offer on your next listing.

The other side of that is if you're the buyer's agent and are looking for inventory or competing against many other agents for your client's acceptance. In any event, relationships in the industry do matter.

At the core of everything we do here in *Scottsdale Real Producers* is building community amongst all those in and around real estate. You're reading this because you are amongst the best of the best. We want to celebrate your success and ability to adapt to changing times and changing markets. Thank you for all you do!



PS. We would love to hear your story! Call me to set up an interview for the magazine. 208-920-3336

Sincerely
Brett Gettman, owner,
Scottsdale Real Producers



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ROCKAS PAINTER TEAM

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Unparalleled Knowledge and Experience

In a market filled with uncertainty, clients and their REALTORS® need to have strong mortgage lender partners they can rely on in the homebuying process. The Rockas Painter Team at Bell Bank Mortgage in Scottsdale is poised to take the stress out of the mortgage part of the equation.

Margo Rockas and Laura Painter, both senior loan officers at Bell Bank Mortgage, have worked together for over 15 years and have teamed up to form the Rockas Painter Team.

“Margo and I have known each other and worked together for about 15 years and would cover for each other when one went on vacation,” says Laura. “She was the only one I’d ever trust with my business ... and I was the only one she would ever trust with her business. And after a few years of doing that, we thought, ‘Well, why don’t we just work together?’”

The pair has been with Bell Bank Mortgage for about two and a half years now and can’t see ever working anywhere else. Between the powerful resources they have access to, being backed up by a strong private bank, and the company’s employee-centric model (their motto is “Happy employees! Happy customers!”), both Margo and Laura are extremely grateful to be part of the Bell Bank family and can’t sing their praises enough.

Private Bank Backing

Bell Bank has remained privately owned since it was chartered in 1966.

With \$10 billion in assets, Bell is able to offer clients tremendous lending flexibility and a host of banking products that other mortgage lenders simply can’t.

They offer VA/FHA/down-payment assistance and direct Fannie Mae and Freddie Mac conventional loans, along with some of the best Jumbo loan programs in the state. They specialize in relocations and medical professional loans and are able to assist clients with lot loans, construction loans, rehab loans, and bridge loans.

According to Margo, agents like to know that the Rockas Painter Team is local. Processing, underwriting, and closing are all done in Arizona, and because Bell is privately owned, Margo and Laura can talk directly to the underwriter and loan committee. ...



Meet Margo Rockas

Margo Rockas grew up in Tempe, and her family has a long history in Arizona. Her great grandfather and grandfather helped build the El Tovar Hotel at the Grand Canyon, and her grandfather was one of the original mule guides to the bottom of the Canyon.

Margo's father was also a mortgage banker, a real estate appraiser, and a REALTOR®. After college, Margo's first temp job was with a mortgage lending company. "I fell in love with the business and never looked back," she says.

In her 33 years in the mortgage business, Margo has done everything: processor, closer, underwriter, and worked on the wholesale side. "I can pretty much look at someone's tax return and tell them right away if they qualify," she says.

Outside of work, Margo is a busy single mom spending time attending her children's sporting events. Her daughter, Alexa (22), attends UC Davis in California, where she is a star volleyball player. And her son, Devin (17), is a junior in high school and plays soccer. The family has two dogs — a 120-pound Red Fox Labrador and a little Jack Russell mix rescue pup. Margo enjoys skiing, and the dogs love the snow at the house she has in Flagstaff.

Meet Laura Painter

Originally from Seattle, Laura Painter's father opened a real estate firm when she was 17 years old. Laura worked for her father part-time as his secretary during college, working her way up the ranks to become his office manager. She loved the work but eventually broke off and got her residential real estate license. Laura raised her own family in Seattle but eventually grew tired of the rain.

When Laura moved to Arizona in 1999, she obtained a job as a loan

officer until she could transfer her real estate license ... but got hooked on mortgage lending and has been in the business ever since.

When she's not working, Laura and her husband Mike enjoy getting out on his motorcycle or in her '72 Nova drag car. They share their home with two cats and a small rescue Chihuahua/pug mix.

Laura has three grown, married daughters who have moved back to Seattle with their families. Laura travels as often as she can to see their families, including two grandchildren and a third on the way.

Laura is also a longtime health and fitness buff and has been a master's figure competitor (bodybuilding) for over 20 years. Laura admits that she is a pretty intense person. Clients know she'll bring that same intensity to her work with them on their loan needs.

The Rockas Painter Team Advantage

Margo and Laura are some of the most experienced lenders in the area and, as they both emphasize, have the advantage of the privately-owned Bell Bank behind them. "I'm so grateful to work for such a generous employer and with my amazing business partner, Laura, and processor, Moira," says

Margo. "I couldn't do this job without them. Laura's strong suit is on the transactional side; she sends the most amazing updates throughout the transaction."

Laura says of Margo: "I've worked in this field a very long time. She is the best loan officer I've ever seen in my life. She can think through things like nobody I've ever seen."

Clearly, REALTORS® and clients are in the best hands with Margo and Laura. "Due to our many years of expertise with complex borrowers, we're able to let REALTORS® and their clients know upfront what kind of loan and terms they qualify for," Margo explains. "Our REALTORS® will always know the status of the transaction without having to ask. We will work as hard as they do and will only make them look good to their clients."

"We have a saying," Laura shares. "If you haven't chosen us as your trusted mortgage advisor ... you just don't know us yet."

For more information, call Margo Rockas at 602-315-2575 or Laura Painter at 602-451-2844, email them at info-margoandlaura@bell.bank, or visit www.rockaspainterteam.com.



Laura Painter has a '72 Nova drag car and has been a master's figure competitor for over 20 years.



Bell Bank Mortgage

“IF YOU HAVEN'T CHOSEN US AS YOUR TRUSTED MORTGAGE ADVISOR ... YOU JUST DON'T KNOW US YET.”



Photo by Red Hog Media

BRANDON SCHNEIDER

Photo by Red Hog Media



» rising star

THE SKY IS THE LIMIT

Brandon Schneider might be one of the newer kids on the real estate block, but it helps he's a chip off the old block. His first full year as a licensed agent, Brandon closed almost \$7 million in sales with the MoJo Team at Realty ONE Group in Scottsdale, earning him Rookie of the Year in 2020. When asked how to explain his quick path to success, Brandon didn't hesitate to credit his diligent father, Ed Schneider.

"My dad still works day and night. I truly feel like I got all, if not most, of my work ethic from seeing him work hard consistently from such a young age. He had the number 1 roofing company in the nation at one point and also inspected homes... My dad also ran a car dealership when he was 25 and sold 380 cars in one year!"

Originally from Fort Collins, Colorado, Brandon played varsity basketball in high school and notes he was always the shortest player on the court. "That height disadvantage meant I had to work harder on the court than everyone else. I took advantage of that energy and that mentality in the business world."

Brandon was more than willing to put in long days, but he bounced from job to job selling solar panels and cars, working at a restaurant, and driving for Lyft. Nothing seemed to satisfy his entrepreneurial spirit, and he wasn't a big fan of being told what to do.

After graduating from Colorado State with a bachelor's degree in communications and business, a friend in Arizona invited him to be his roommate in Scottsdale. Brandon figured he'd give real estate a shot since it was on his list of professions where he might succeed as an independent type anyway.

Brandon went to work for a small team in Gilbert, AZ, but it didn't take long for him to realize he had bigger ambitions than just doing open houses — he wanted to sell high-end, luxury homes and write multimillion-dollar contracts while being taken seriously at a young age.

So he struck out on his own, but not for long... One day he was calling on an open house when he reached Josh Hintzen on the other

end of the line. Before long, he met up with Josh and his business partner Morgan Hodges, and it was 'love at first sight,' as Brandon describes it. The pair invited Brandon to join The MoJo Team and immediately made him feel at home.

"Josh and Morgan are such amazing mentors... a lot of people in this business are focused on the success of themselves and whatnot. But Morgan and Josh really go out of their way to make sure I succeed."



Brandon's continued Team MoJo support translated into closing almost \$9 million with 15 sales in 2021. While MoJo has now ballooned to 35 members from the original 10 to 12 when he first joined, Brandon says it still feels "very much like a close-knit family." He looks forward to leading bi-weekly Motivational Mondays to see everyone on his team that can make it. ...



Late last fall, Brandon was on vacation at his family’s rental home in Florida when he met his now-girlfriend, Kimberly, at the beach. The two talked, and Brandon learned that Kimberly also happened to be a REALTOR® based in Cape Coral. The two have been dating ever since, spending almost half of their time together despite the fact they live across the country.

“I love to travel, and I think real estate fits that bill. It’s nice to see my girlfriend in Florida, who is also a REALTOR®, and she has the ability to travel too.”

It may be the early days of their relationship. Still, Brandon says he is looking forward to what his real estate career will mean for freeing up time for a future family, traveling the world, and how he will be able to provide, much like his father did for his family. Brandon would also like to run his own team someday and help other hard-working agents progress in the business, just as his terrific mentors at MoJo helped him succeed.

“There’s no ceiling about this job. I enjoy the personal freedom to do what I like... but no one will outwork me. I eat, sleep, and breathe this. I’m available at midnight to answer a phone call, and I wake up at 4:30 every day, and I’m the first one in my office. My clients are everything to my business.”

Besides a strong work ethic, Brandon encourages new agents to have faith in their abilities and ask lots of questions while being honest and transparent. “Don’t be afraid to put yourself out there and make mistakes. Have a very strong ‘why’ for your vision, ask questions, find a good mentor, and really listen when they speak and take time out of their day to help you.”

As Brandon settles into his third year in real estate, his goal is to hit \$20 million in sales this year. Pretty fitting for a guy with “The Sky is the Limit” tattooed on his back.



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cover story
By Ellen Buchanan

ERIN ETHRIDGE

DRIVEN TO HELP OTHERS SUCCEED

become top performers themselves — and she has a strong drive to do just that. In June of 2021, Erin left Realty One and brought half her team with her to eXp Realty, where she felt there was a great opportunity to collaborate with other top-producing agents and more room to grow and support her team. She added several new agents once she joined eXp Realty and now runs a high-performing team of 16 agents she is immensely proud of.

“We have some real rockstars coming up,” Erin smiles. “We’re not afraid to work. We hit the ground running and just outwork a lot of people.” And not only does The

Ethridge Team work hard ... they work smart. Erin has hired a director of operations, a transaction coordinator, a videographer, and a social media manager to leverage the team even more.

“Social media has played a big role for us,” Erin explains. “Video will continue being a big deal for reaching clients where they are, so we utilize a lot of videos. I put out a lot of content on Instagram, and we just hired our own videographer.”

Clearly, Erin is a master at marketing herself and her team and is absolutely thriving in the big Phoenix metropolis. But she got her start in a very different environment, where small-town values shaped who she is today. ● ● ●

**“If not me, then who?
If not now, then when?”**

A good leader is one who, drawing on their own experience and success, can show others how to succeed. A *great* leader is someone who cares deeply about having others succeed. One such caring and accomplished leader is Erin Ethridge, team leader of The Ethridge Team at eXp Realty in Chandler.

In the real estate business for 22 years, Erin is in the top 1 percent

of agents in the Phoenix metro area and was named Top 40 Under 40 in 2017, 2018, and 2019. In the past year alone, Erin and her team closed on 105 homes for a total of \$49 million in sales volume. In addition to her impressive sales achievements, Erin has truly mastered the art of social media, creating a huge online presence (she currently has over 11,600 Instagram followers).

These accomplishments put Erin in a great position not only to lead but teach her fellow agents how to



...

“I was born and raised in the small town of Princeton, Minnesota,” she says. “I knew everyone in my class and am still in touch with them today.”

Erin’s parents were buying and selling properties while growing up and had a strong influence on her eventual love of real estate and her entrepreneurial spirit. Erin grew tired of the Minnesota winters, though. So after she graduated from Concordia College in Moorhead, MN, she headed to The Grand Canyon State, where her parents had a home in Tucson. Erin then attended the University of Arizona and obtained an MBA.

“After college,” Erin recalls, “I got a ‘real job’ and hated it. I only lasted a month. I always had an entrepreneurial spirit ... I think real estate is what I was always supposed to do.”

Erin obtained her real estate license in 2000 and hasn’t looked back.

“I can’t imagine doing anything different,” she says. “Real estate is a perfect fit for me. There aren’t many jobs where there’s no ceiling, and you can make whatever you want to make.”

What Erin finds most fulfilling about her career in real estate is winning for her clients.

“It never gets old,” she says with a smile. These days, though, she derives a lot of satisfaction from her role as team lead, teaching and training agents who are getting started or who want to become better agents.

When she isn’t busy selling and running her team, Erin enjoys family time with her husband, Brandon, their three children, Braylon (12), Brielle (9), and Baby Ethan (2), and the family’s French bulldog, Dottie. They love going to Disney, taking the kids to the park, watching movies, and hitting happy hour or dinner with friends. They especially love to travel — Erin has been to 42 countries and has seen all Seven Wonders of the World.

As she looks to the future, Erin sees becoming more and more of a teacher and mentor. She says she wants to grow her team to about 100 agents. She would also like to find “a thousand partners worldwide” — agents from around the world who want to work with her and her team to grow through weekly masterminds.

“For a long time, successful agents have tried to hold back their secrets of success,” she says. “You can’t hold it back anymore. There’s enough business to go around ... and there’s a lot of room for growth for all of us.”

“A lot of what drives me now is wanting to see other people succeed.”



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SIDING: Power wash vinyl siding to prevent mold from forming.

WINDOW AND DOOR SCREENS: Check screens for holes and replace them if necessary.

HOT WATER HEATER: Lubricate the circulating pump and motor.

ROOF: Inspect the roof for any missing, loose or damaged shingles that need to be replaced.

DECK OR PORCH: Check the deck or porch to see if they need to be weather treated or re-stained.

SPRINKLER SYSTEM: Replace or fix any valves that are leaking or not working.

LANDSCAPING: Make sure to trim any overgrown plants and remove weeds.

FOUNDATION: Check floors, concrete and walls for any cracking or deterioration.

BATHROOMS: Inspect the caulking around the base of the shower and sinks.



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