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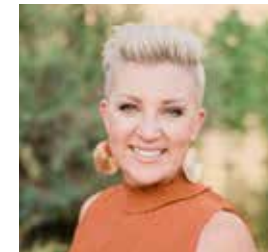
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# ►► rising star Dylan Doherty

*Baseball players have stunningly fast reaction times. In order to hit a pitch thrown at 100 miles an hour, a batter has around 400 milliseconds to react. For context, 400 milliseconds is the length of time it takes you to blink your eyes. Can you imagine making a decision that fast, let alone doing it well and consistently enough to play professional ball?*

Dylan Doherty has that type of ability and focus.

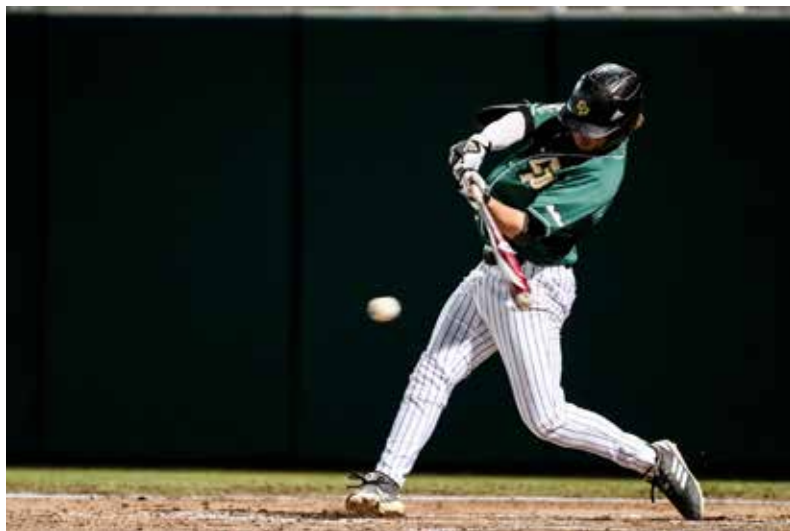
While growing up in Tustin, CA, Dylan's life consistently revolved around two things: baseball and real estate. He played baseball from age 3, all the way through high school. He got good enough that he earned a four-year scholarship to California Polytechnic State University (Cal Poly) in San

Luis Obispo. Baseball may have been his first love and passion; real estate has always been with him.

"I always grew up with my eye on real estate," said Dylan. That was because of his dad. "My dad did a lot of business out in Victorville near Palm Springs, so we spent weekends going out there, staying in Palm Springs while he was traveling." While Dylan was in college, he balanced a

demanding schedule. "The hope and dream of playing professional baseball was still there." He was wise enough to realize that "baseball would only be around for so long" and chose to respect that part of his heart. Dylan eventually settled on finance with a minor in accounting. The constant influence of his dad's actions in real estate directed his eventual utilization of those degrees.

Next came the challenge of narrowing down which aspect of this broad industry would best fit his world-class discipline and intelligence. "Right out of the gate, I thought I could meet and help a lot of people through being an agent and trying different spots throughout the industry." His goal is not just to help people but to guide each client in building wealth. "That's how I'm trying to develop myself," he says, "not just by being an agent, but becoming more of a wealth advisor through real estate." How does he plan to



By Red Hog Media



make that happen? "I want to be like a financial advisor in the real estate world and give people other avenues to improve their financial stability. I think a lot of people underestimate their ability in obtaining and growing a portfolio in real estate. There are so many different programs out there to help my clients get the ball rolling, and I am here to advise them on options and steps to take." To do that, he knew he would need a team that had all the tools readily available to best serve his clients. He found all that with Cook and Associates Real Estate Advisors.

Dylan joined Cook and Associates as of April 2020. This is his new team; this is where he got the training and structure that has enabled him to excel — not just for himself but also for his clients. Stability and repetition. Team training and meetings. Just like baseball practice. No matter the department, each person brings information that everyone else can benefit from.

Having that support means he knows exactly how to handle situations that can arise in a real estate transaction. He knows what to do in order to knock that current deal out of the park. Dylan would advise anyone thinking about making a career of real estate to join a team and expedite the learning curve. Having the team's support has been instrumental in the growth of his career.





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The camaraderie and support of his professional team go beyond the office. The pace of this work is certainly demanding, but he and the team are clear about how to balance the responsibilities of business with the necessity of rest. “Business comes first,” but even if they are out at dinner or playing a round of golf, anyone can step away and handle their business while still being supported as friends. Dylan feels that success in life and business is “all about the people you surround yourself with.” The team has a basic mission: “To provide the best customer experience during a monumental moment in our clients’ lives.” Together, the real estate game is not just more rewarding, it’s enjoyable. “Being on a team is definitely one of the best decisions I’ve ever made.”

So what does this young up-and-comer do for fun when he’s not making calls and closing deals? “I grew up playing golf. My dad was big into golf. He was a pro at a course down in Irvine, at Tustin Ranch Golf Club.” As a child, on the advice of his dad’s friend — a scout for the Cincinnati Reds



By Red Hog Media

“

Right out of the gate, I thought I could meet and help a lot of people through being an agent and trying different spots throughout the industry.

baseball team — they trained him to throw right-handed and bat left-handed. A left-handed swing in baseball translated to golf as well, which was more fun for the two of them growing up because they “could go to the range together and mirror each other.” His club of choice? Certainly not something any modern man has heard of. “It’s a dinosaur,” he says, but this ancient club swings better than any \$600 club he’s ever tested out.

Golf isn’t the only thing on his mind these days. A single flying lesson a while back has set his sights on eventually getting his pilot’s license, maybe one day even his own plane. To do that, he’s going to have to meet his other goals: building his own wealth to provide the safety and security that ensures his family is taken care of.



What training Dylan left on the baseball field when he hung up his cleats he now brings into every real estate negotiation. So, while sometimes he may be out playing and enjoying the rewards of hard work, the moment a call comes in, he’s focused.

Just like stepping up to home plate back in college.



# Happy Holidays!



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# KATIE METZ

**When you think of real estate, you probably do not associate the buying and selling of homes with a romantic relationship. However, Katie Metz sees the correlation quite obviously. “I am a matchmaker. I want to match the right house with the right family. I take my job very seriously.**

“It’s similar to dating. You walk into a home, and you either like it or you don’t. You have an immediate feeling. You’re either ‘I like this, and I want to have a second date with this’ or ‘It is not a fit.’”

What is different about Katie is that she has no fear when it comes to real estate. “I am not afraid to think out of the box and try new things. I am selling a lifestyle. You have to be educated and prepared to provide accurate and timely information so that your clients can make an informed decision.”

As both a buyers’ and sellers’ agent with Russ Lyon Sotheby’s International Realty, Katie attributes her success to providing her clients with white glove service. “I think oftentimes people associate luxury with a price point when in reality it is more about the service you provide. People will not forget the way you make them feel. I genuinely enjoy helping people and being their trusted advisor.” Further, Katie has had the force of two exemplary women in her corner as her mentors: her mother, Cindy Metz, and Katie’s lead partner, Kathy Reisdorf. “I tease that I am the best of both of them. They continue to push me, and their support is unmatched. I am truly blessed to be working with two dynamic powerhouse women who believe in me and show me that every day.”



In any relationship, it is important to know your partner’s love language, and for Katie, it is referrals. “Referrals are the best compliment a REALTOR® can receive. We had our business analyzed and discovered that approximately 80% of our clients are a result of referrals from happy clients. Gratefully, I now serve their kids, grandkids, friends and co-workers.”

Like looking for a mate, Katie had a good idea of what she wanted in a career, but it took some time to refine. As an Arizona native, she was thrilled to get some experience away from home through a full-ride scholarship to Colorado Mesa University to play tennis. She graduated in 2016 with a bachelor’s degree in business administration and entrepreneurship and promptly moved back to Scottsdale to begin her career in real estate. “I have always been around real estate. I am a third-generation

...



“

ALL OF OUR DREAMS CAN  
COME TRUE IF WE HAVE THE  
COURAGE TO PURSUE THEM.



...

REALTOR®. My grandmother even owned her own brokerage. As a kid, my parents flipped houses, which sparked an initial interest. Additionally, my mother was a REALTOR® working around the clock, so it felt familiar and comfortable to me. That said, it wasn't until college that I realized I wanted to go into real estate and make it my career." However, Katie's success was not automatic; she had to work hard. "During that time, I worked three part-time jobs to supplement my income so I could afford to be in real estate as a new agent."

Fortunately, Katie continued playing tennis as she grew her real estate career and her prowess won her respect on the court and in the office. "I was able to network through tennis. People trusted me

on the court, and that translated to real estate." As Katie's business expanded, her time for tennis transitioned to evenings and fewer weekends to work open houses. "I work hard for my clients; real estate happens all hours of the day. When other people aren't working, I am usually burning the midnight oil. I make a lot of sacrifices and do it with a smile, but I take great pride in being available to my clients."

Akin to romantic relationships, most careers have adversity. When asked what is most challenging about her career in real estate, Katie explained it is the inevitable ups and downs of life. "Real estate often correlates with major milestones in people's lives. Both good and bad. For example, we have marriages, growing families, work promotions, but there are also

divorces, downsizing and other difficult life changes. I am there through thick and thin, through the highs and lows. I get into the trenches and hunker down with my clients while we navigate their life circumstances together. My goal is to help set them up for success for whatever their next chapter may be."

Regarding Katie's future, she has many dreams and takes them very seriously. In her bedroom hangs a quote from Walt Disney: "All of our dreams can come true if we have the courage to pursue them." She has courage in droves, so her dreams of owning many properties, to include a beach house, is certainly attainable. So, for all you singles out there, if you like long walks on the beach, Katie Metz is your gal!

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# JAY MACKLIN

►► local legend  
By RYAN BRONSON

Platinum Living Realty owner Jay Macklin embraces a different approach to real estate. He's not a big fan of molds but loves molding. He considers himself a mentor and a coach.

Oh, and he loves guns and cherishes the Second Amendment ... but more on that later.

Platinum Living is somewhat unique in its focus and motivation. It takes pride in helping its agents better understand profit and loss (P&L), commission structure and how to set, negotiate and collect commission — “things that most brokerages and schools will never teach you how to do.”

“So, ultimately, we're a marketing and coaching company that happens to be a real estate brokerage,” says Macklin, who co-owns Platinum Living with his wife, Michelle. “People say, ‘Hey, why would I join your brokerage versus going to another brokerage?’ And ultimately, that's because I'm going to shorten

the time that it takes for you to be successful because we're going to treat and coach you and train you to be the CEO of your business.”

In the early 2000s, prior to working his way into real estate, Macklin was a successful executive at a car dealership. At that time, his wife, Michelle, was making a name for herself, and Macklin took notice. So, in 2006, he left his career in auto sales to follow his wife into real estate.

“

I really got into more of the coaching and the training, and I just fell in love with the people.

## I FELL IN LOVE WITH THE COACHING.

Macklin quickly found out there was more to it than simply “passing the test.”

“It was very humbling for me to be able to have to go to my wife, who I supported getting her license and getting her into real estate, financially and emotionally. And now I had to rely on her to do the same for me ... as a guy, you go through some things, and I was driven to never feel that way again.”

The couple opened up a brokerage in 2010, and its subsequent success allowed Macklin to adjust his sights from simply selling homes toward something he truly enjoyed: helping agents become their “personal professional best.”

“I really got into more of the coaching and the training, and I just fell in love with the people. I fell in love with the coaching,” says Macklin. “I got more love and enjoyment out of just really helping

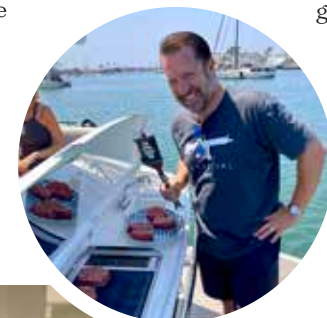


people [and teaching them] what I learned because I saw how it worked for me. ... So, I fell in love with the process of coaching and training and really just growing the brokerage from that level.”

In 2013, the brokerage decided to shake things up, dissolving the team concept and focusing on independent agents.

“That's when I got the idea of, wow, if I could run my brokerage like I run my team but also give them the autonomy to run their own business as an independent agent, that's the best of both worlds. So we literally disbanded the team in 2013 or '14. ... I was still running a team model — I was still generating 400 or 500 leads a month, and I had an inside sales agent who was calling and booking appointments.

“It's a team coaching-/marketing-based model, without the team downfalls: the shares of the commission, no branding. ... You're doing one thing and one thing only on the team. So we're really helping them become better businesspeople.”





...

Running a business with your spouse certainly has its challenges, but Macklin and Michelle have successfully set boundaries that allow them to work cohesively.

“Working with Michelle is interesting because [in the past] we would step on each other’s toes a lot,” says Macklin. “It’s very difficult to run a company with two CEOs, so we became co-CEOs in certain departments. She’s the CEO of her department; I’m the president. I’m the CEO of my department; she’s the president. So we found that this is a really good balancing act.”

As a youngster in Michigan, Macklin grew up around firearms. “That’s just kind of what we did,” he says. He enjoyed shooting trap and skeet, especially, but he got away from it in the early ‘90s when the time came to focus on his career.

Until a few years ago when a friend invited him to attend a gun show.

“And I’m like, you know what, I haven’t shot a gun in so many years. I’d love to go,” says Macklin. “Knowing what was going on in the world, you know. Well, I bought a gun at the gun show. It was my first one, and I

was hooked. I just got really, really involved.”

Macklin isn’t just an enthusiast, he’s also a collector. He visits the shooting range “two or three times a week” and has become a crack shot. Now, he’s working to become a certified National Rifle Association (NRA) instructor.

Wherever he goes, Macklin is most likely carrying — “It’s never not on me somewhere or with an arm’s reach” — and he’s a huge advocate for agent safety and the constitutional carry freedom Arizona allows and is given in the Second Amendment. In fact, he welcomes the opportunity to share his knowledge about guns and self-defense with his agents.

“Having that safety and having that confidence is super important in the real estate industry because we interact with the public so much, and you just never know.”

In the next five years, Macklin hopes to expand Platinum Living to other markets and is already in discussions about opening shop in Henderson, NV. After that, who knows?

“Being unique and different. Out-of-the-box thinking. Creative. Very unlike the typical



Photo by Desert Roots Photography

**BEING UNIQUE AND DIFFERENT.**  
Out-of-the-box thinking. Creative. Very  
unlike the typical real estate business. ”

real estate business,” says Macklin of the legacy he and Michelle are hoping to create. “I spent 20 years in the car business trying not to be a car salesman. I’m literally trying not to be a real estate agent and a REALTOR® or a broker. I’m helping agents become a marketer of solutions for people looking to buy and sell real estate as a

real estate broker. And then, as a real estate broker, I’m a marketing/coaching company that happens to help real estate agents become CEOs and millionaires. So that’s kind of the core value of what we’re trying to do. That’s my legacy, I think, and that business model has a lot of legs on it.”

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# MIKE D'ELENA

By Joseph Haeger

Housed.com



By Red Hog Media

## A SOLID FOUNDATION

Mike D'Elena — the founder and owner of Housed.com — wants everyone to be the best possible versions of themselves.

“I truly think that anybody, given the proper mindset, can accomplish whatever they want to,” he says. “I think mentally being prepared, remaining consistent and just having a long-term view are super important.”

The beginning of any journey starts with a choice.

## THE SIMPLICITY OF A CHOICE

“I think I’ve recognized that life is not as complicated as people make it. You make a choice to do something, and then you either do it or you don’t,” Mike says. “There are no quick ways to get places. You have to struggle, you have to learn, and you have to slowly get better. If you’re passionate enough about something, you’ll make it to whatever success is in your head.” Mike’s advice is easy to apply to Housed.com, but he makes it clear that it’s often bigger than real estate. These are things that can be applied to all aspects of someone’s life. “Sometimes you just have to shut your brain off,” he tells me. “Your brain can talk you out of a lot of things you should do. Obviously, thinking is important and having processes and systems, but after that stuff is created, you need to just go work.”



The effortless way Mike self-analyzes made me wonder how he got to this point in his life.

## THE COLLEGE YEARS

Mike grew up in Walnut Creek, CA, in the East Bay area near San Francisco. He was a good kid who never fell into any serious trouble, but once he graduated high school, he knew he needed a change of pace.

“I wanted to leave the state. I wanted to do my own thing,” he says. “I went to ASU in 2001 and, at that time, ASU was a huge party school. And I partook in that to the point where I didn’t go to class for my first two years.”

Mike is someone who likes to be in control of his own fate, and while in school, he had trouble finding the motivation to apply himself. But he then had to deal with the consequences of effectively missing the first two years of school.

“Long story short, my parents stopped paying for me to go to college.”

After getting cut off, he couch-surfed and scrounged through those same couches for change just so he could eat one or two 35-cent tacos each day. He guesses he was weeks from being homeless at this point. Taking stock of the situation, Mike made the choice to take responsibility for his actions and call his parents for help. He decided to go back to school in earnest that time.

## THE SIDE HUSTLE

Once he got his degree in education, Mike taught eighth-grade social studies. Unfortunately, the teaching gig was not what he hoped for, and after a year, he was looking at other options. “I absolutely hated it,” he says. “I just had a rough time.”

He taught for a year and then reassessed what he wanted. He had a shirt company he created out of boredom one summer, Reckless Tees. “[It] was making significantly more money than my teacher salary,” he tells me. At the time, he worked on it for only an hour a day after he got home from school.

...





It was a no-brainer. He left teaching to run the Reckless Tees full time. This venture was a major turning point in Mike's life because it showed him his calling: business.

#### MOVING INTO A NEW BUSINESS

"I'm a big business guy," he says. "When I entered real estate, I saw a low barrier to get into the 10% that were doing really well. I saw a huge opportunity to be better on many different levels." One approach Housed.com has taken is to elevate their video marketing. "Our videos aren't just photos that you take and turn into a video," he explains. "We take a unique approach to it."

This includes analyzing existing videos to determine what resonates, finding where most viewers stop watching and what makes people stay. Beyond that, the videos weave together mini-narratives, building an emotional story people connect to and associate with the property. They're funny, too, reminiscent of skits you'd see on TV, bringing a new tone to real estate videos.

Outside of that? It's all about growth and becoming a better version of who you were yesterday. Mike is someone who puts a lot of value in a balanced life, and he wants everybody to lead a happier life.



"I think you need to grow as you learn," he says. "Consistency, slow growth, positive thinking: that's the biggest takeaway — and that's in personal life and business."

“

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By Desert Roots Photography

# Christian Hernandez

By Brent Barrett

*When asked what they want to be when they grow up, most children dream of becoming something like a doctor, actor or police officer. Christian Hernandez was not one of those kids.*

“Since I was little, my dream was to help people, and I always had in my mind to become a lawyer,” says Christian, a vice president of mortgage lending for Guaranteed Rate.

The trouble is, law school isn’t cheap.

After high school, Christian resolved to pay her way through college. She knew that working for a bank was reliable income, so she decided to become a bank teller. The stability of that job allowed her to pay for her degree and provided insight into people’s basic financial needs — knowledge that would eventually culminate into a career path.

While this role as a service executive was not in law, the path did respect the underlying desire of her heart: to be remembered for helping people.

Christian gave birth to her first child, Polette, while finishing her bachelor’s degree in corporate law, which is an accomplishment to be proud of, for sure. However, the transition from a lifestyle of school and work into full-time motherhood was difficult.

Being a stay-at-home mom for the first two years was very hard, she says. However, the experience motivated her to go back



to school to get a master’s in business management. Further still, encouraged by her husband and classmates, she decided to go back to work in banking.

Her tenacity eventually paid off. Within the first two months of working part-time as a bank teller, she became the No. 2 sales associate in Arizona. That recognition solidified her value in the company so that when 27 other branches (including her own) were closing, she was offered a transfer rather than

being let go. She agreed to the transfer, which started a whole new segment of her life’s journey, and she became a personal banker, this time in Tucson.

Relocating her job to Tucson was no dream, though. At that time, Christian was living in Nogales, AZ — she had just committed to driving, round trip, over 140 miles a day!

“I was waking up at 4 a.m. to take my daughter over to the babysitter, then make the drive to Tucson, working till 5:30 or 6 p.m., then traveling all the way back to Nogales,” says Christian. “I allowed myself to go through all that in order to provide for my family.”

She persevered, and her unwavering resolve would positively impact more families than just her own.

One normal day at work, an unexpected conversation occurred. A couple who was refinancing their home remembered her. The reunion became an inspirational moment: “He said, ‘Because of you, we own a home!’”

Three years earlier, the family had come through her line at the bank.







Painting by Christian Hernandez



Painting by Christian Hernandez

On her suggestion, they began to enroll themselves in courses that enabled them to open a line of savings and credit. Her encouragement and their dedication transformed them into first-time homebuyers — something they never before thought possible.

The interaction also helped solidify Christian's personal mission: "I want to be remembered for those that I help."

And how does she pursue that goal? "By treating everyone like family."

Growing up near the U.S.-Mexico border — in Nogales, Mexico — Christian was raised, essentially, in two countries simultaneously.



The blending of two different cultures, languages and socio-economic lifestyles taught her how each culture approaches financial health.

"In Mexico, most people usually just work very hard, save as much money as they can, and a lot of people don't use credit," she says. "Where here, in the U.S, credit is one of the most important things that you can have."

Christian's foundational understanding of these cross-cultural differences has allowed her to help many people, regardless of their country of origin.

"I was able to see the differences, and ... it helped me to understand that everything is possible," she says. "It gives me that drive to teach people and show them that it can be done."

When Christian speaks about her accomplishments, her confidence and the resolve of her heart shine. "There's no reason why somebody can't accomplish their dreams and their goals here in the U.S."

So, what makes Christian Hernandez a superb mortgage lender? First, her background in law trained her to

think differently — to reconsider and find the broader opportunities within tight financial systems. "How else can I do this? How can I get this done?" says Christian. "I am always looking to find the loophole."

Second, she has refined cross-cultural insight — a rare and valuable talent within an ever-expanding global economy.

But most of all, it's her long-standing personal mission to be remembered for simply helping people — a humble task that this intelligent woman is accomplishing through more than just personal banking and, collectively, 18 years' worth of experience in the financial industry.

"Last year," she said, "I decided to change my life." So why such an intense decision in the midst of consistent success? "I found out that I could have the possibility of having breast cancer."

The diagnosis forced her to reconsider every aspect of her life. To help her through that intense process, she hired a personal coach for one year to "work on her mindset." In the midst of her introspections, she began a social



By Desert Roots Photography

media channel to send out positive messages — not just for herself but also to share with others. That seemingly small choice has manifested in two ways.

First, Christian runs a private women's group called AZ Real Estate Bossbabes. With over 350 members across Arizona, the group organizes events such as self-defense, financial education, and motivation and success.

Second, she helps organize the Rancho Sahuarita Living group. "We feature business owners and community members and highlight positive actions in the community. We also give a space for neighbors to connect and businesses to advertise at no cost."

What might have slowed others down has only enlivened this courageous woman. Despite being a wife, influencer and VP of mortgage lending, Christian somehow still finds the time to be a loving mother and painter.

Regardless of the challenges set in her way, she continues to regenerate that energy into actions that impact others. Christian Hernandez is impossible not to remember.

Mission accomplished.

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