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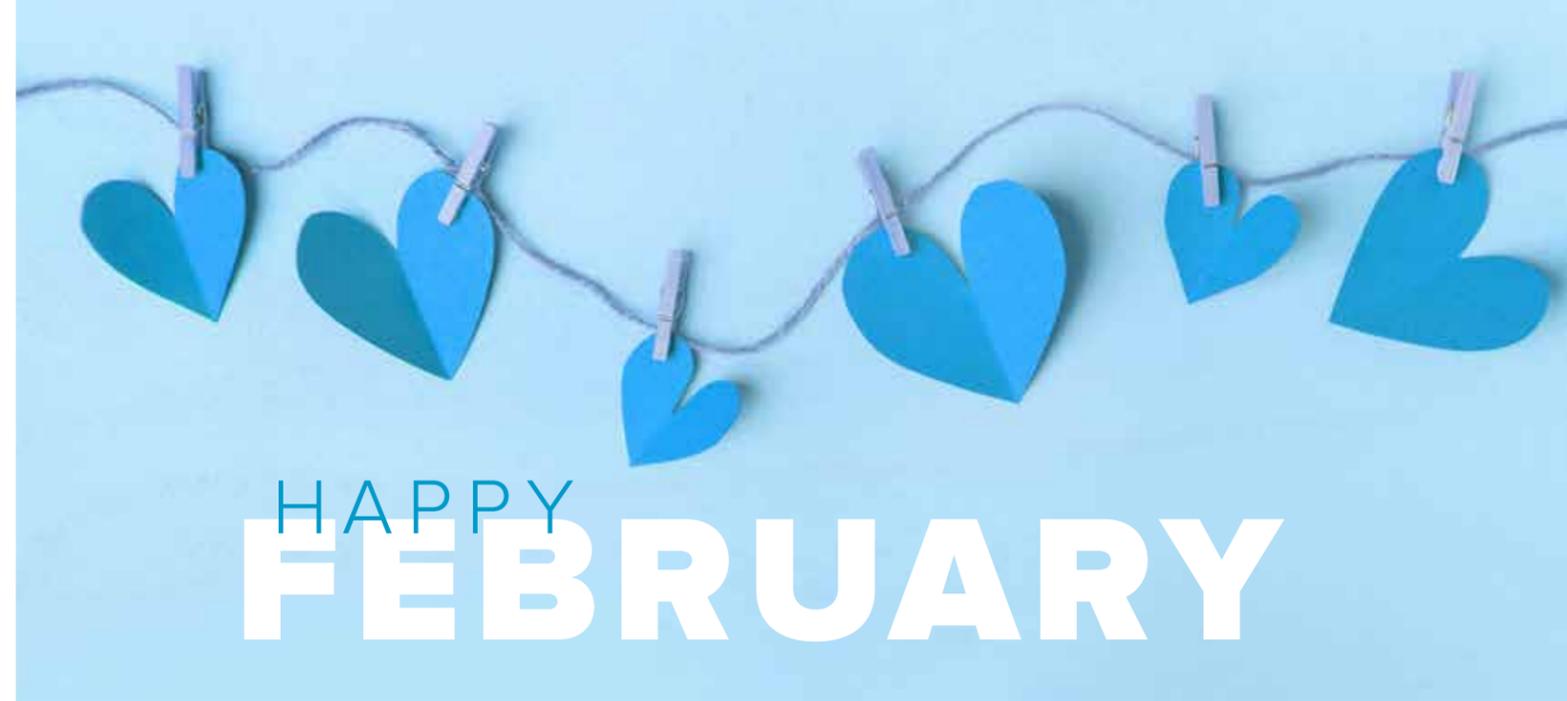
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▶ publisher's note
By Brett Gettman

Remember, being featured in *Scottsdale Real Producers* is always free. Our wonderful business partners sponsor this platform to ensure we can continue to do what we do. If you know someone that deserves a feature article, call me directly at 208-920-3336 or email Brett.Gettman@realproducersmag.com.

See you soon!

So many things to look forward to in February. Valentine's Day is surrounded by so many wonderful events that are hosted in Scottsdale this time of year. Speaking of events, by the time you get this magazine, we will have scheduled our next quarterly event in the latter half of the month of February. So for specific date, time, and location, check with me directly or you can also look on social media to see the details. I send out email invitations, but as we all know, sometimes those can get buried in the inbox.

Our events are a great time to get to know the fellow agents you work with daily. It always helps to have a relationship with the agent on the other side, regardless of whether the listing is yours or you represent the buyer. We value relationships so much that it's the primary mission of this entire platform to forge stronger relationships amongst the elite agents in Scottsdale.

The best compliment I received was hearing from agents at a recent event that they were meeting each other for the first time in person. That is what this platform is all about, connecting people with each other and forging lasting relationships within real estate.



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»» business spotlight
By Ellen Buchanan

LAUREN GETTMAN

RED HOG MEDIA AZ

"I love going into a home and finding that perfect shot of the kitchen that shows off everything that it has in the best light possible."

Lauren Gettman, along with her husband Brett, co-owns Red Hog Media — a real estate photography company with operations in Idaho and Arizona. Lauren is the sole photographer for the Arizona location.

"Brett and I started the business in Idaho in 2015 and worked there for four years before moving here two years ago," Lauren says. The business in Idaho was hugely successful but seasonal; winters were long and slow and summers were crazy busy.

In 2019, the Gettmans moved to Gilbert, AZ, where they opened a second location. Although Lauren and Brett worked the business together originally, Brett has stepped back since becoming publisher of *Scottsdale Real Producers*, and Lauren has taken the helm at Red Hog Media as the company's sole photographer/videographer in Arizona.

Lauren's services are cutting edge — and comprehensive. She is a licensed and insured drone pilot and does drone videos, interior and exterior photography, 360 tours, floor plans, virtual staging, and twilight staging. Her website, www.RedHogMediaAZ.com, makes it very easy for REALTORS® to not only see and order from her basket of services but also be able to schedule their photoshoot online.

Backdrop

Lauren was born in Thousand Oaks, CA, and moved at age 13 with her family to Couer D'Alene, Idaho. Her parents were both realtors and owned a brokerage, so Lauren grew up in and around real estate. She attended college at Boise State and had difficulty finding a job in her field after college. But she did know real estate ... so she returned home to Couer D'Alene, got her license in 2004, and went to work with her parents. She married Brett in 2007 and moved with him to Boise, where she continued in real estate until 2014.

"I've done everything in the real estate world, from being an admin to a transaction coordinator to a marketing coordinator, buyer's agent, and listing agent," Lauren says. Over time, however, Lauren found herself wanting a change. "I knew wanted to do something in real estate," she says. "I loved the excitement ... but didn't want to continue as a realtor."

...

IN THE
BEST
LIGHT



•••

Lauren had coordinated the photo-shoots for a team she was on in Boise and says, "I got to see the back end of what it looked like for a real estate photographer. So I thought it would be fun to try and see if I could do it." Lauren made the jump and went full-time into real estate photography in 2015.

A Brand is Born

Around that time, drone footage was starting to become popular but required being a licensed pilot. Brett had his pilot's license, so he started the drone part of their business and Lauren started with photography. As she was trying to come up with a name for their budding business, Lauren says she didn't want a bland name; she wanted something people would really remember.

Lauren recollected her first date with Brett: they'd gone ATVing on Red Hog Mountain. The name fit the bill — it was memorable, and it was linked to a special time for the couple. So Red Hog Media was born. "People remember it, and we have fun with it," she says.

Shooting for Arizona

Lauren recalls that Brett wanted to move to the Southwest for a long time. The family came to Scottsdale for a winter getaway one year, and a realtor suggested Gilbert to them. Fast forward a month later, when they brought their girls down for a spring break.

"We had about three feet of snow in our front yard the day we left. We got to Scottsdale, it was 75 and sunny, and the kids were swimming in the pool ... We had their buy-in at that point!" Lauren laughs.

Developing Her Craft

Lauren's extensive background in real estate truly informs her work and sets

her apart. "I understand what realtors have to go through to get a listing," she says. She enjoys the creativity of the work and the relationships she has developed through it.

Lauren takes pride in her professionalism and always continues to learn and perfect her craft, regularly taking classes and learning from experts in the field. "I'm constantly trying to find ways to provide value to my clients," she says. "And I'm really passionate about helping agents figure out how to utilize my services to the best of their ability," she says. "For example, I love being able to help them learn the technology that they need to be able to post a video onto YouTube or Vimeo."

Family in Focus

When she's not out taking pictures of beautiful homes, Lauren enjoys gardening and spending time with her family. She and Brett have two daughters: Aubrey (13) and Brielle (10). Both girls play volleyball and have recently taken up horseback riding. The family enjoys traveling to different places, especially California, where they like to visit Huntington Beach.

An Eye to the Future

Lauren looks forward to continuing to grow her business and fine-tuning her craft, she notes, "showing the space and flow of a home in its best possible light and helping my real estate agent clients to get their listings sold."

"And I want to keep growing the brand," she says. "When someone says Red Hog Media, I want them to say, 'Oh, Lauren — she's awesome. I love working with her!'"

For more information on Red Hog Media, call Lauren Gettman at 208-870-2334 or visit her online at RedHogMediaAZ.com.



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▶ rising star

By **Ellen Buchanan**
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KIMBERLI HORYZA



When it comes time to make the biggest purchase or sale of their lifetimes, clients would be fortunate to have an advocate like Kimberli Horyza in their corner. Kimberli is 100-percent committed to doing whatever it takes on their behalf ... and it shows. In less than two years in the business, Kimberli has already made a name for herself. This past year, she closed just under \$38 million in sales and is currently ranked in the top 0.1 percent of agents throughout the valley.

Kimberli is a REALTOR® on The Horyza Team with Hague Partners. She was licensed in 2020 and joined her father, Tom Horyza, at the brokerage, partnering with him to establish their team. “I am so blessed and honored to work alongside my dad,” she says. “It’s really special to get to learn and work with him every day.”



The Horyza Team currently consists of Tom, Kimberli, Chad Keeler, and Kimberli’s brother’s girlfriend, Nikki Rangell, who just started with them. And Kimberli’s brother, Beau, also works with them, doing all their photography and virtual-tour videos.

BEGINNINGS

Born and raised in North Scottsdale, Kimberli is the oldest of five children. She attended the University of Arizona at Tucson and pursued a degree in broadcast journalism. As a senior, she was accepted into Cronkite Newswatch, a student-run news service at ASU, and transferred to the school, where she completed her degree. Kimberli had plans for a career as a news anchor but, as she says, “life has a weird way of changing your plans.”

and not knowing anyone was probably the most uncomfortable I’ve ever been in my life,” she recalls. But she dove in, worked hard, and developed lasting friendships in the three years she was there. The pharmaceutical company gave Kimberli a promotion that returned her to Scottsdale, where she worked at their headquarters doing product management, marketing, and eventually becoming Vice President of Operations. “I find joy in pretty much anything I do,” Kimberli says, “but working in an office ... my passion wasn’t there for it.”



Directly after college, Kimberli was approached by a pharmaceutical company to work for them in Houston. She wanted to decline since she had plans for a career in journalism, but their national sales director talked her into the job. “Moving to Houston

A PASSION FOR REAL ESTATE

What Kimberli did have a passion for, it turns out, was real estate, having watched her father, who has been a realtor since 1992. He was doing well and told Kimberli he could use some

...

help. For her part, she had been toying with the idea of getting her license to work in real estate on the side. "I quickly realized real estate isn't something you can do part-time," she says with a laugh. Starting in real estate full-time confirmed Kimberli's passion for it and she knew this is what she wanted to do with her life.

What Kimberli feels really sets her apart is how much she cares about her clients and how passionate she is. "I am available to them 100-percent of the time, 24 hours a day, seven days a week. Real estate is such a big transaction ... people need to trust that you're available for them. I do whatever needs to be done, and always answer my phone."

Kimberli is quick to point out the incredible support she and The Horyza Team have with Hague Partners. "We're so honored and blessed to be with Hague Partners. They truly set us up for success."

For Kimberli, professional success came with figuring out how to effectively stand out from the crowd. Personally, she says, "You need to make sure you're well-rounded and successful as a person, not just with your career," she says. "It's important to set goals for yourself and have a plan for the different aspects of your life."

OUTSIDE OF WORK

Kimberli enjoys working out at the gym and treasures time with her boyfriend, John Wilson, who she says is extremely supportive of her work. She and John live in Old Town Scottsdale with their dog, Rocko. They love taking Rocko for a walk, hiking, and traveling when they get the chance, especially to Mexico.

Kimberli is a member of KNOW Phoenix, a group of 100 women leaders from all industries, and serves on the KNOW Cares board, the philanthropic arm of the organization.

LOOKING FORWARD

Kimberli's plans for the future include growing The Horyza Team and helping as many people as possible. She wants to keep learning and continue developing lasting relationships. Kimberli sees herself starting a family in the near future and looks forward to taking advantage of the flexibility real estate offers when that time comes.

Whether personally or professionally, it's certain that Kimberli will have a plan ... and that she'll act on it with passion, commitment, and unwavering dedication.



“Real estate is such a big transaction ... people need to trust that you're available for them. I do whatever needs to be done, and always answer my phone.”

HELLO February

DID YOU KNOW

- Valentine's Day started with the Romans.
- The first Valentine's Day celebration occurred in Paris.
- Passing out Valentines is a 600-year-old tradition.
- Men and women prefer candy to flowers.
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- Teachers are the number one recipient of Valentines.

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Morgan Hodges and Josh Hintzen

The Mojo Team of Scottsdale

► cover story

Photos courtesy of Red Hog Media

Dictionaries define **mojo** as “a magic charm” or an action involving magic. When Morgan Hodges and Josh Hintzen met at the Arizona School of Real Estate & Business in 2004, they struck up a friendship that would eventually turn into a real estate partnership that their clients say is nothing short of magical — or charming.

Like many Arizona residents, Morgan is a transplant to the Grand Canyon State. After working for himself as a project manager for four years, Morgan relocated to Arizona in 2004 and began selling residential real estate soon after. “I loved the create-your-own-adventure side of real estate,” Morgan said on what first attracted him to the industry. “After I started real estate school, I really wondered how I never saw it before. It was a light bulb moment when I thought, ‘Wow, I should have done this a long time ago.’”

Born and raised in Phoenix, Josh had just graduated from college when he switched to real estate. Before that, he worked as a model scout. Josh experienced a similar “aha” moment when he began selling commercial real estate after getting licensed. The industry was a perfect fit for both Morgan and Josh, almost like magic.

While they didn’t team up until after their first year, Morgan and Josh both saw great success in the early months of their careers. Morgan received a Rookie of the Year award during his first year and Josh formed countless valuable relationships with his early commercial and investor clients.

Morgan and Josh kept in touch after their initial introduction. In 2007, they decided to partner up and get their brokers licenses. One of their first orders of business was coming up with a name for their team. Morgan and Josh wanted to adopt an easily remembered name that would leave an impression. They eventually landed on the perfect name: The MoJo Team, a play on the first two letters of their names. “We liked how the name was easy to say, rolled off the tongue, and had a direct connection with both of us,” Josh said.

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The name has certainly served them well. For a long time, The MoJo Team consisted of only Morgan and Josh. They spent the first few years polishing their systems and navigating the new business and partnership. Eventually, The MoJo Team began welcoming other agents and both Morgan and Josh found a passion for coaching and mentoring. They love helping fellow agents take their business to the next level by advising them what to do and what not to do.

“Through 2008 or 2009, we, in some ways, failed forward — we were figuring it out as we went along,” Morgan said. “It’s great to be able to shorten that distance for new agents and help them have more success earlier on.”



The MoJo Team holds monthly training events and classes and goal-setting meetings as a way to keep the agents motivated. “Every month, we’ll read a real estate or business-related book together as a team and we do weekly check-ins with our team members to see how they’re doing and how we can support them better,” Josh said.

It’s not all work and no play, though. Every couple of months, the team will get together for some fun outside of real estate and enjoy a game of golf or bowling. The MoJo Team is a team of 16 agents, including Morgan and Josh.

Although coaching and mentoring are a big part of their business, Morgan and Josh are still actively selling real estate, too. “I thoroughly enjoy the people that we get to meet and work with,” Morgan said. “I’ve always loved the clients and the challenge of approaching each house like a puzzle to solve. Each sale, in many ways, creates a sense of accomplishment. It’s really about helping our clients achieve something they’ve been wanting or trying to do and being a part of that.”

Morgan and Josh are both family men outside of the real estate office. Morgan has been married to his wife, Jamie, for 13 years, and they have three kids, an 11-year-old and 9-year-old twins. The kids are big into sports, so Morgan and Jamie can often be found at the baseball fields. Josh and his wife, Courtney, also have three kids, ages 8, 6, and 4. The family loves to travel together and stay active by hiking or playing sports.

Going into 2022, The MoJo Team is looking forward to welcoming even more members. “We treat our team as one big family,” Morgan said. “We like to have fun and don’t take ourselves too seriously. Josh and I are both family men, we both have obligations outside of work, just as our team members do. So we try to encourage a healthy work-life balance for our team and just have fun together.”

“

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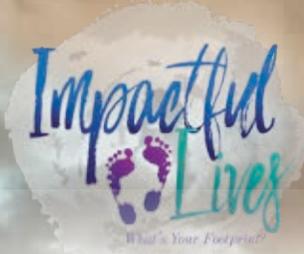
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