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► publisher's note

OUR ONE-YEAR ANNIVERSARY PUBLICATION

It's so hard to believe how fast the time has flown by, and we're celebrating our one-year anniversary in print. Real Producers nationwide has been celebrating circulation for the better part of 10 years. It just seems like yesterday we were getting that first cover approved and hitting the stands.

It's been my tremendous privilege to get to know all of you who have taken the time out of your day to meet with me personally or via zoom. The community support has been tremendous. Our events have raised over \$2,000 for local charities. I've watched our business partners expand their businesses and serve the best real estate agents in Arizona.

The best part is that I've watched our featured agents use this platform to connect personally with the other agents in Scottsdale to help better serve their clients and make the deals go smoother. On a few occasions, I've watched Agents meet for the first time face to face and form real friendships after having known of each other for years and talked on the phone countless times over transactions.

When you receive 10 offers on your next listing, it helps to know two or three of the agents on the other side. Conversely, when you're writing an offer again 10 other agents, it never hurts for that listing agent to know you as well. Our last event was a huge success, and I'm already planning the next event. Just last night, we had a huge turnout of over 20 people for just our little magazine reveal party, where we celebrate the current features for the month.

Starting from nothing, we've grown so much, and I look forward to watching the continued growth.

Always remember! There's never a cost associated with being featured in Real Producers. If you're reading this, that means you've been identified as a top 500 agent, and you are eligible to be nominated for a feature.



See you soon!
Brett Gettman

Photo by Red Hog Media



KAYLA SCOZZAFAVA

Doing the Right Things



Photo by
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Media

“MY SECRET TO SUCCESS WOULD BE THAT I’M VERY CONSISTENT IN WHAT I DO EVERY DAY,” SAYS KAYLA SCOZZAFAVA. “I TRY TO STAY VERY CONSISTENT AND BE A SOURCE FOR CLIENTS, FRIENDS, FAMILY, AND PEOPLE I MEET.”

This approach has worked very well so far for Kayla, a REALTOR® on The Ethridge Team at eXp Realty in Scottsdale. Her sales volume was a little over \$9 million last year, and this year, Kayla is on track to attain her goal of between \$12 million and \$14 million. She won the top sales award for her team last year and the Goal Getter award for two years in a row. In 2021, Kayla was named Top 40 Under 40 by the Scottsdale Area Association of REALTORS® and has been nominated for the honor again this year.

How is she doing it?

Simply put ... hard work and relationship building, says Kayla.

“It’s all about how hard you want to work in this business,” she says. “You have to dig deep and work on all the relationships that you have.”

To foster those relationships, Kayla does a lot within her own neighborhood. Quarterly, she hosts neighborhood garage sales and food drives. Kayla is a big believer in networking, attending a lot of events with other agents and friends, and is active on social media.

“I just started a podcast called *Social House AZ* with one of my best friends, a local media manager who works with a lot of real estate industry people,” Kayla says. “We figured, why not share the knowledge we’ve learned from our struggles of being new, going from nothing to something? I’m proud of where I am now, what I’ve created, and what’s to come.”

Her Story

The oldest of four children, Kayla was born in Las Vegas but grew up in Flagstaff since age 4. After high school, she moved to the Valley, attended Scottsdale Community College, and got a job in hospitality at The Keg Steakhouse + Bar in Phoenix. In her 10 years at the restaurant, Kayla went from hostess to dining room manager to bar manager and guest services manager.

“I started at the very bottom of the totem pole,” she recalls, “and worked up to the very top, into management. I always wanted to do something customer service-related, but I knew I’d hit the ceiling where I was at.”

It so happened that Kayla met Erin Ethridge at the restaurant, and they became friends over many years. Erin would constantly tell Kayla that she needed to get into real estate, that it would be perfect for her. So when Kayla clearly knew she’d hit a fork in the road in her career, she reached out to Erin.

Photo by
Claire Planeta

“

If you show up every day and are doing the work, doing the right things at the right time ... if you stay consistent and surround yourself with the right people, success will come.

Photo by
Claire Planeta

...

“I knew I needed to find something else,” she says. “This was no longer what I wanted to do for my future. I reached back out to Erin and shadowed her several times, which motivated me. I signed up for real estate classes right after that.”

Kayla joined Erin’s team, which was with Realty One Group at the time. After three years, The Ethridge Team moved to eXp Realty, and Kayla came over with the team a little over a year ago. In her four years in the business, Kayla has come a long way, loves the work, and now mentors other agents.

“Real estate has really shaped me into being a better person and being a problem solver,” she says. “And I’m now a training manager on my team and mentoring new agents who join us. I’m a strong believer in joining a team; if you’re a new agent, I highly recommend having a mentor.”

“What I like most about real estate,” she continues, “is dealing with all the different types of people and situations. Every transaction is always different, and every client you have is different. I love the variety of things that get thrown my way each day.”

After Hours

When she’s not working, Kayla enjoys travel, gardening, riding her Peloton, cooking, barbecuing, and entertaining family and friends. She recently got engaged to her fiancé, Paul. They are busy planning their November wedding and just recently purchased a home together.

“That was huge for my fiancé and me,” Kayla notes. “It’s important to me to start investing in real estate myself, not just talking about it.”

Kayla and Paul have three dogs that keep them busy, as well: two dachshunds, Mylo and Otis, and a big Husky/Pyrenees mix, Riddick.

Paul’s and Kayla’s families are spread out all over the U.S., but most of Kayla’s family is in Montana, where her mother and stepfather recently purchased a 30-acre ranch. “We try to all get together as much as we can,” she says. “It’s just beautiful up there.”

High Hopes for the Future

Kayla hopes to continue producing more every single year, expanding her knowledge, purchasing more investment properties, and continuing to become the best version of herself she can be.

“I aspire, every day, to be the best businesswoman, fiancée, sister, and friend I can be. Over time, this business has really shaped me and helped me be a better person in general. If you show up every day and are doing the work, doing the right things at the right time ... if you stay consistent and surround yourself with the right people, success will come.”

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spotlight

By Ellen Buchanan

JAROD MILLS

NEW YORK LIFE

Getting
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“We take a very holistic approach,” begins Jarod Mills, a financial services professional with New York Life. “We literally plan from beginning to end — from protection services to accumulation to distribution.”

Protection services, Jarod explains, include life insurance, long-term care, and individual disability income. Accumulation is investments. And Distribution is annuities — leveraging your money to create your own pension, so you don’t outlive your money. That’s where having a solid game plan comes in. From life insurance, investments, long-term care, and annuities, New York Life has you covered and stands head and shoulders above the competition.

As a mutual company, New York Life is not publicly traded, which sets the company apart from everyone else in the business. Unlike publicly traded companies, New York Life has very long-range business practices and has been able to pay a dividend on permanent insurance every year for 168 straight years.

“That means we’re profitable, and you make more money,” Jarod says. “New York Life has remained profitable every single one of those years, and every year we’ve paid a dividend. That’s been the reason for our success.”

As a Fortune 100 company, New York Life has a deep base of support under each of its agents.



Photo by Red Hog Media



“I literally have a team of 100 individuals that work for me,” Jarod says.

EARLY LIFE

Jarod grew up in Columbia City, a small farm town in Indiana. He attended Ball State University in Muncie, where he played collegiate golf and graduated with a BS in business management. After college, Jarod went right to work as a golf professional, first at small clubs in Indiana and Philadelphia. He then came to Arizona to take the head golf professional position at Paradise Country Club, where he stayed for 10 years.

While Jarod enjoyed being a golf pro, he started to want something different, something where he had more control of his work-life balance.

“The nice thing about financial services is we have the ability to control our own schedule,” he says, “and there is no cap on how much income we can make.”

NEW YORK LIFE

Jarod joined the New York Life team a little over two years ago. One of the integral things that Jarod and New York Life do is assist clients with estate planning, which often includes real estate assets.

“When real estate is a part of their portfolio,” Jarod explains, “we want to be able to make sure clients can pass on those assets as a legacy to the rest of their family as smoothly as possible. Positioning tax-free money into an estate plan is a necessity.”

“When REALTORS® have clients who have multiple properties, we really want to make sure, as property values increase, that they are positioning themselves well in terms of estate and tax planning. For example, most people don’t know that if that value of their real estate goes up only 2% per year for 20 years, they just doubled the value of that real estate ... and now they have estate tax issues.”

...



“ I LOVE GETTING PEOPLE TO THEIR END GOALS, ESTABLISHING WHAT THEY WOULD LIKE TO SEE ...

...

Jarod enjoys helping REALTORS® and clients understand a little-known secret about making extra payments to pay off mortgages early.

“I tell people never give the bank an extra dollar because when you give the bank that money, it’s the bank’s money, and you no longer have control of that money,” Jarod says. “I work with a lot of clients making extra mortgage payments, and we create an account where they can put their money away safely, and it grows. If they want to pay off their mortgage 10 years early, they can come to us, and we can give them that money tomorrow. If they need a new HVAC sometime down the road, they can just grab their money; they retain control over it the whole time.”

“We definitely have creative solutions on protection and leveraging your money simultaneously,” Jarod emphasizes.

LOVING LIFE

Jarod and his wife, Julie, have a blended family of five children: Jarod’s two (Madison, 11; and Max, 9) and Julie’s three (Kylie, 22; Lauren, 21; and Jack, 20). Julie’s children are all away attending the University of Kansas, but the whole family gets together for major holidays. The family is rounded out with their two Shih Tzus, Lola and Chloe.

Jarod and Julie enjoy travel, working out, and trying new restaurants around town. You can often find them riding bikes and playing board games at home with the kids.

Jarod is excited about the many advantages his prestigious company offers clients and the role he is personally able to take to help people make good decisions with their financial assets.

“New York Life is absolutely fantastic,” Jarod says, “and the work is rewarding. I love getting people to their end goals, establishing what they would like to see ... and seeing that through. I want to foster and cultivate their goals to the end.”

FOR MORE INFORMATION, CALL JAROD MILLS AT 480-766-1338 OR VISIT WWW.NEWYORKLIFE.COM.



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TANYA

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► cover story
By Ellen Buchanan

AS A 25-YEAR VETERAN OF THE CORPORATE RELOCATION INDUSTRY, TANYA HOFFMAN KNOWS A LITTLE SOMETHING ABOUT HELPING PEOPLE FIND A HOME.

NOW A TOP LUXURY REALTOR® WITH RUSS LYON SOTHEBY'S INTERNATIONAL REALTY IN SCOTTSDALE, TANYA HAS BEEN PUTTING HER BACKGROUND AND SUBSTANTIAL KNOWLEDGE TO WORK IN REAL ESTATE, SKILLFULLY ASSISTING CLIENTS AND INVESTORS FIND THE PERFECT PROPERTIES THAT SUIT THEIR NEEDS

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AN INDEPENDENT LUXURY AGENT

When Tanya joined top luxury brand Russ Lyon Sotheby's International, she was fortunate to work with Frank Aazami and his Private Client Group.

"Frank is synonymous with luxury real estate in the Phoenix area market. I couldn't have had a better mentor, and he helped bring my luxury real estate skills to a higher level," Tanya says.

When COVID hit, Tanya's luxury business grew exponentially. Her average transaction in 2021 was \$2.6 million, and she closed \$25 million of sales. Tanya's career volume, just since 2018, is over \$50 million, and she is a Chairman's Board producer at her brokerage.

TEAMING UP WITH LINDA YORK

HELPING PEOPLE Arrive at Their Destination

BEGINNINGS

A native of Arizona, Tanya began serving corporations to relocate executives and top talent at just 19 years old. She jumped into sales and found herself quickly earning a six-figure income. During her 25-year tenure, she spent her time traversing the country selling real estate and relocation services to Fortune 500 corporations.

In 2015, Tanya left corporate relocation and joined a luxury boutique real estate brokerage in Park City, Utah, with the objective of expanding their business into top real estate markets and partnering with the top talent from elite brokerages to assist relocation companies and deliver an exceptional experience to their corporate client executives. She also spearheaded expansion into Colorado, Texas, and California.

"And that's when I realized, this is my jam," Tanya recalls. "I love people; I love this. This is going to work."

Linda York had been a client of Tanya's for several years, the two having done over \$7.5 million in transactions together, mainly with Linda buying, renovating, and flipping properties. "Linda opened my eyes to the North Scottsdale home transformation potential," Tanya notes.

About six months ago, Linda, also a REALTOR®, approached Tanya to join forces with her officially.

"I didn't know I wanted to start a team until she came to me about it," Tanya laughs. "She approached me for lunch and told me she'd wanted to work with me for years. And I was honored that my best client, with such talent, wanted to come and work with me."

LAUNCHING THE OMNI GROUP

Recognizing that clients in the luxury real estate space expect a greater level of expertise, service, and sophistication, this spring, Tanya formed a team named the OMNI Group. "The goal," Tanya enthusiastically states, "is to assemble a team of seasoned professionals with both C-suite business and real estate investment expertise and to leverage that experience to manage our clients' luxury real estate ventures flawlessly."

...



A TRANSFORMATIONS MODEL

It's no wonder that Linda and Tanya teamed up. They share a vision and have a unique model that is creating big dividends for themselves and their clients through home transformations at a time when inventory is spectacularly low.

"My passion is finding the bones of a beautiful home, documenting it, and doing before and after photos and video to show the transformation."

Tanya shows her clients properties with great potential and uses her trusted industry resources to transform them into beautiful spaces.

"This helps sellers see that they do indeed have options and have somewhere to go," she says. "I love helping people arrive at their destination."

OUTSIDE OF REAL ESTATE

Tanya has three children, Taylor, who works in orthopedic medical sales; Braedan, a freshman at ASU's business school; and Gavin, who will be going to the University of Oregon with a scholarship to their honors school for business and psychology. Her little Yorkie, Grace, will keep her company once she's an empty nester.



“
THEY’RE
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MY CLIENTS
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WHEN THEY
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AND FRIENDS
FOR LIFE. ”

When she's not working, Tanya can often be found doing hot yoga, hiking, golfing, or just enjoying the outdoors. The entire family snow skis in the winter and loves going to Deer Valley in Colorado or Flagstaff for a quick day trip together.

True to her servant's heart, Tanya actively gives back to the community. She was involved in the East Valley Women's League, Cinderella Affair, and Children's Cancer Network for a time and now supports several charities, giving a percentage of her commissions to worthy causes.

THE ROAD AHEAD

For this coming year, Tanya has a goal of doing \$40 million individually. With the addition of Linda and other team members, she says they're on a trajectory to likely double the business.

Another of Tanya's goals is to network with agents around the world, remaining local but being a global asset, very selectively going to like-minded agents who will bring buyers to her listings because they work with her and know the experience will be excellent.

Many of her clients can already attest that working with Tanya will be an excellent experience. She has several very touching video testimonials on her new website.

"It makes me tear up listening to what they say about me," Tanya shares. "They're my reason for going to work every day. My clients are my treasure. When they come into our circle, it's a lifelong relationship, and they are family and friends for life."

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