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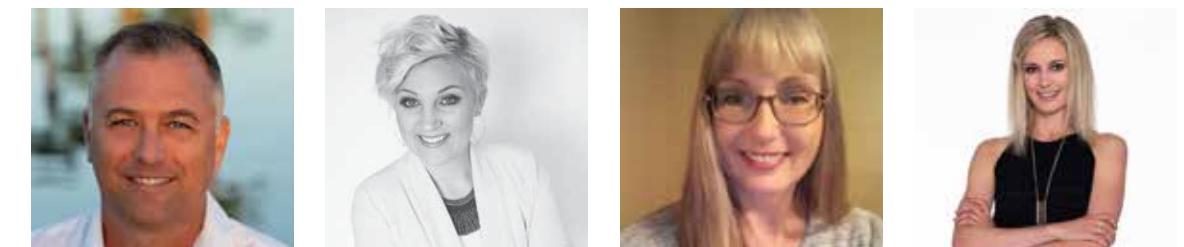
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# MEET THE SCOTTSDALE AREA REAL PRODUCERS TEAM



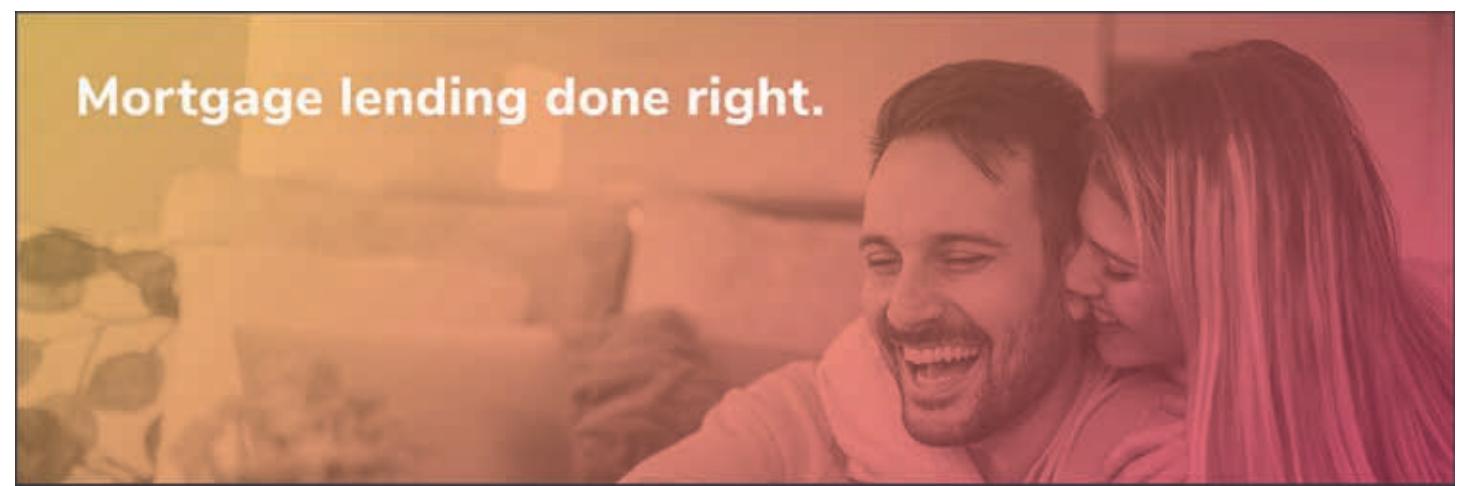
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► publisher's note  
By Brett Gettman

# SPRING

is here

It's that time of year when our weather is the envy of the country. We welcome the tourism and all the great events in our community. I hope you are all enjoying the local festivities and spending quality time with your friends and family.

Our primary goal here at *Scottsdale Real Producers Magazine* is to create a sense of community amongst the real estate agents and the businesses that serve them. I love to meet you all and hear your stories. Many of you have invited me into your home for the initial interview and photoshoot. It's an honor to help shine a light on the agents we feature and see them continue to flourish in their careers.

As a reminder, as an agent, there's never a fee associated with being featured in this magazine. We pride ourselves on providing this platform completely free. It's our gift to you! Thank you.

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## ► business spotlight

# MATT ASKLAND CARDINAL FINANCIAL

**Helping REALTORS® Level Up Their Business**



### To Nashville and Back

Matt is an Arizona native who grew up in Chandler, graduated from Dobson High School in Mesa, and played football at a local community college before obtaining a degree in business and economics from ASU. After college, Matt went to Nashville and was bartending around the music scene. “One of the first people I met was the brother of the owner of the company I work for today,” he recalls. That was in 2000. In 2005, Matt brought the company back home to Arizona and opened his own branch.

What Matt feels sets Cardinal Financial apart from other mortgage lenders is not only his depth of experience but that he’s turned that experience into a coaching partnership with real estate agents. “My team that I have today has been molded over the years. I’ve got it right, now,” he says, “so I can teach agents how and when to hire to take their business to the next level.”

For those who aren’t doing enough business yet to afford to hire help, Matt says, “We’ll need to work on some different marketing and prospecting avenues to grow their business.” He teaches these agents how to build their list and what campaigns they can implement to go after their sphere. And for top producers, Matt gives them a road map to their next hire. “They’re busy,” he says. “And maybe they just can’t find a way to get to that next level ... but also want to have some work-life balance.” Matt shows agents how to leverage themselves for higher yield and better balance for themselves personally. “The entire industry is moving toward teams,” he says. “I can teach them how to hire somebody, what to pay them, how to train them, and what those hires should do for them. I can help them go from three deals a month to six.”

Most real estate agents find themselves, at some point, stuck on knowing how to take their business to the next level — how to work smarter, not harder, and how to create optimal work-life balance while growing their business.

Fortunately, there are seasoned professionals who’ve learned best practices and are positioned and willing to coach and train agents on how to get to that elusive next level. One of these is Matt Askland, of Cardinal Financial.

Matt is producing branch manager of Cardinal Financial’s office in Chandler and is running a successful team of 10 who are poised to help their real estate agent partners in every way, securing pre-approvals and financing for every client, and coaching and training agents on how to generate more business.

Matt says one of the biggest complaints about the mortgage and real estate industry is that real estate agents and lenders don’t treat themselves and their business like a real business. “A real business has systems and processes and employees,” he asserts. “So why not have systems and processes, whether it’s you, you and one other person, or you and 10 people? There are so many things agents can do to structure their day and their business so they’re

...



doing the correct prospecting that leads to more referrals and that leads to having more time on their hands.”

Matt has formalized his know-how into a regular training class for agents called, “Level Up Your Business” — a two-and-a-half-hour goal-setting session that real estate agents leave from with 15 tactical things they can implement to improve their business immediately. Matt offers the classes several times per year. His work with agents, whether through the class or one-on-one, is free of charge because, as he says, “My payment is my relationship with them and their buyers.”

#### A Rewarding Life

In his downtime, Matt enjoys woodworking and has made several items for his home, including a dining room table, pallet gates for the yard, and sliding barn doors. He also enjoys ATVs and taking his family — his wife, Debbie, 17-year-old daughter Kyler, and their cocker spaniel/poodle mix, Chase — to the sand dunes. They have a vacation home in Rocky Point, Puerto Penasco, Mexico, where they go every year and bring their ATVs, and a second vacation home in Nashville, where Debbie is from.

Matt is proud to be a member of the Chandler Compadres for the last nine years, a non-profit that has been raising over \$1 million a year to benefit disadvantaged kids in Chandler and the East Valley.

What brings Matt the most fulfillment, both personally and professionally, is his work on behalf of others. “There are a lot of aspects within my personal and my business network where I’m really giving back,” he explains. “It’s fulfilling to know that I’m in a position to do that.”



For more information on Cardinal Financial or to learn about the next “Level Up Your Business” goal-setting session, call or text Matt at 480-759-1500 or visit [MyArizonaLoan.com](http://MyArizonaLoan.com).



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# BRIAN SINNOTT

Like a Tropical Breeze

Some people are natural “people persons” — the kind who can talk to anyone and everyone and make all feel comfortable and at ease. Brian Sinnott, with eXp Realty, is one of those special people.

Brian started in the restaurant industry at 15 years old in a little town outside of Springfield, Illinois, where he grew up. As he came of age, he dabbled in community college courses and took a firefighting course. But restaurant work had the most flexible schedule and was where he could make the most money, as well as meet interesting people from all walks of life, something he says shaped who he is as a person. At 23, Brian was ready for a change of scenery, however, and asked his brother if he could come stay with him in Arizona until he got on his feet. His brother said “yes,” and Brian was off to a new state and a new start.

“I moved to Phoenix in 2010 and spent the next eight years in the restaurant industry, most of them as a server at Tonto Bar & Grill in Cave Creek,” Brian recalls.

Brian had a friend at the restaurant who had gotten his real estate license and encouraged Brian to do so as well. At the same time, another friend had gotten her real estate license, too, and her business took off “like a rocket ship,” Brian says. So Brian obtained his own real estate license in 2018. While still working at the restaurant, Brian sold homes to co-workers, which he says, “was fun — and paid a little better than the restaurant did.”

► rising star

By Ellen Buchanan

Photo by Red Hog Media



Things came to a screeching halt, however, when COVID shut the restaurant down in mid-March 2020.

“Losing my job was a pivotal moment,” Brian says. “I had zero money in the bank, the restaurant completely closed, and I became a stay-at-home dad while my wife worked from home.”



“  
I LOVE HELPING MY  
CLIENTS GET INTO  
THEIR DREAM HOME ...

helping them get to where they want to be. Many of them tell me ‘Our lives are totally different now, and you’re the reason.’

”

Brian had to figure out how to adapt to this new paradigm and thought it was a good time to take the leap and go into real estate full time. He wanted to be on a team with a lead source and knew eXp Realty had an excellent reputation, so he signed on with them in August of 2020 ... and has since taken off “like a rocket ship” himself. In his first four months in the business, Brian had 15 transactions and closed \$10 to \$12 million in sales. Last year, he had 30 units and closed \$17 million.

Brian advises other up-and-coming top producers is to “stay consistent and always be ready to adapt.” He personally finds the problem-solving aspect of real estate very fulfilling and is always ready to go the extra mile for his clients. “I rarely say no,” he says.

“I work as hard as possible to make sure my clients achieve their goals. I always answer my phone and emails. I’m always there for my clients and am ready to figure out any problem that might arise during a transaction.”

•••



Real estate fits well with Brian's lifestyle and goals. "It has a flexible schedule, good pay, is challenging, has no ceiling, and you can take control of your life and make as much or as little as you want," he says. As a social person, Brian enjoys continuing to meet and build relationships with new people, developing lasting friendships with many.

"Coming from the restaurant industry, with a wide variety of hospitality and human interaction experience, I'm very comfortable and easy with people. It helps a lot," Brian explains. "I love helping my clients get into their dream home ... helping them get to where they want to be. Many of them tell me 'Our lives are totally different now, and you're the reason.'"

When he's not busy with real estate, Brian enjoys going to a boxing gym, dining out with his wife, Lauren, and spending time with their children, 5-year-old daughter Rhythm and 2-year-old son Khalil, and the family's little Chihuahua.



mix. They love getting outdoors for hikes and bike rides and visiting the zoo and farmers' markets.

Brian's short-term goals, he says, are to "be a better human, be more active, take care of my body, and spend time with my kids and Lauren." Long term, he wants to continue to find ways to adapt to the shifting market and figure out how to stay on top and keep producing.

We have no doubt that he will be able to do so — and will have much continued success with real estate and growing his client base, especially since, as he reminds us with a smile, "working with Brian is a tropical breeze."

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# TERESA HAGUE

## *Changing the Way America Sells Homes*

There is a reason they say to be successful, you have to “get out of your comfort zone” and embrace change. Some of today’s most incredible innovations are coming from forward-thinking trailblazers who are shaking things up in their respective industries.



Teresa Hague and Hague Partners are these kinds of innovators, taking the real estate industry to whole new levels. Their approach, passion, energy, and proprietary 72SOLD system are changing the real estate landscape for the better and, most likely, for good.

Teresa is broker/co-owner of Hague Partners, a brokerage with 380 agents in five offices across the Valley. Founded by her husband, Greg Hague, in the ‘90s, Hague Partners has seen explosive growth. Today, Greg is CEO of their 72SOLD agent training and marketing company, while Teresa is running the brokerage.

Teresa got her start in real estate in 1999. She had just moved to Arizona from Seattle, where she had run a successful promotional company, selling branded swag to big-name businesses. When she sold her business, Teresa decided to take a look at Arizona since she loved golf. She fell in love with the area and thought she would give real estate a try. “If you deliver coffee mugs with people’s logos on them, everyone is happy,” she says. “I enjoy making people happy, and I saw real estate as an opportunity to do that at a higher level. Our homes are a centerpiece in our lives.”

Teresa got her license within six months of arriving and began working with first-time homebuyers but eventually needed to get her price point up. Trying to get into the luxury market, she kept going on listing appointments and running up against Greg Hague, who would invariably get the listings. Teresa belonged to a golf club where most of her friends had expensive homes, and even when she tried to secure their listings, Greg would show up and win. “I just couldn’t beat him,” she says with a laugh, “and these were friends of mine!” After repeatedly losing listings to Greg, Teresa says, “I begged him for a job. I figured, if you can’t beat ‘em, you join ‘em.” That, she did — both at work and in life. Greg and Teresa were married and began running Hague Partners as a team.

Today, Teresa not only runs the brokerage but is also the leader, along with co-leader and friend Sean O’Carroll, of a highly successful, 22-agent team. And while she enjoys running the brokerage, together with Hague Partners managing broker Larry Dignan, Teresa says her true passion is out selling ... and it shows. The Teresa/Sean Team’s success has been exponential. They more than tripled their business in a year, doing over \$500 million in sales last year.

Teresa reports that Hague Partners is having that same kind of growth: in 2020, they had 92 agents and closed \$440.7 million in sales, and in 2021, they grew to 380 agents, closing well over \$1.5 billion in sales. She attributes the incredible growth and success largely to her husband’s 72SOLD system, which has revolutionized how they do business.

### **Game Changer: 72SOLD**

Hague Partners is mainly a listing-side brokerage, with more than 84 percent of their business working with sellers. “We have come up with a unique selling program to help sellers keep more money in their pockets,” Teresa says. That program is 72SOLD — a business-generating marketing company that supplies agents with listing appointments instead of leads.

“Real estate has been done the same way for a hundred years,” Teresa says. “With our 72SOLD system, we give our sellers the convenience of no daily showings because we first identify every buyer for a home, build excitement and anticipation, then show everyone the home on the same day. It creates a level playing field for buyers and is more convenient for sellers. It also allows us to present all interested buyers’ offers to sellers at the same time so they truly see the top of the market for their home and are able to make the most educated decision.”

“We’ve taken the best of traditional real estate and paired it with a number of changes designed to give sellers a better experience and better result while leveling the playing field for buyers, giving

•••

...



every interested prospect an opportunity to buy the home and not have it snapped away before they even know it's for sale," Teresa explains.

While Greg does most of the training on the 72SOLD system, including training agents with other companies in 38 states, Teresa trains agents on how to sell luxury homes using the system. "It has been really fun teaching the program from the ground up. We offer both live and virtual training to our 72SOLD/Hague Partners agents every weekday, sometimes multiple times in a day. As verified by a local title company, our agents have been number 1 in listings and sales (average per agent) in the Phoenix MLS for the past 30 months. We train them, then market like crazy to generate business for them. We are spending over \$7 million in advertising in the first quarter of 2022, including two Super Bowl commercials, to drive listing business to our agents."

#### Family Time

Teresa and Greg love to play golf and belong to Gainey Ranch Golf Club, and when Phoenix temperatures soar, they head to Seven Canyons Golf Club in Sedona, where they are also members and own a home a few minutes away. They also enjoy word games on the computer, are huge football fans, and are proud to be the exclusive real estate partner of the Arizona Cardinals.

The Hagues enjoy time with their two grown daughters, Lindsey and Lauren;



three grown sons, Brian, Corey, and Casey; nephew Jason; and three grandbabies, Emma, Berkley, and Finn; who all live close by. Their little 2-year-old Cavachon pup, Maverick, is the company mascot, coming in to work with them every day and going from office to office getting treats.

Teresa and Greg also have a huge heart for giving back and are involved with several charities. The brokerage contributes to the Humane Society, and, at the holidays, did a big toy drive for the Scottsdale Fire Department, donating hundreds of toys for children in need of all ages.

#### The Future is Innovation

While she doesn't think she'll always be out in the field doing as much selling as she currently does, Teresa looks forward to staying involved, coaching, and helping in more of a mentor role. "When you do something you love, it's not a job. I don't ever see myself not doing this," she says with a laugh.

Her best advice to up-and-coming top producers is to innovate rather than reject and criticize change, and to align with an expert marketer with lots of money to help you propel your business and differentiate yourself from your competitors."

"At Hague Partners and 72SOLD, we intend to change the way America sells homes and propel the careers of forward-thinking agents in the process. We will be the Uber of real estate."

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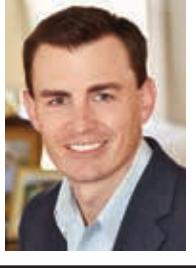
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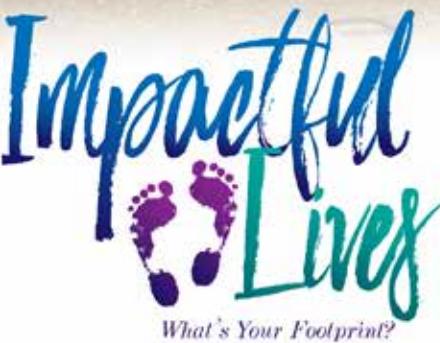



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