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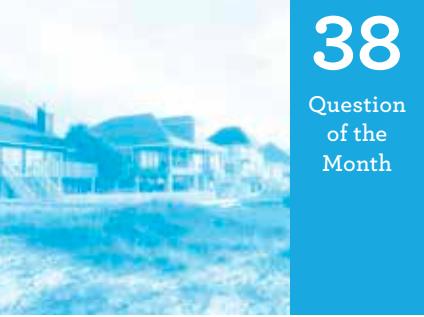
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TABLE OF CONTENTS

	08 Golden Nuggets		12 Sponsor Spotlight: Nikki Schaal		18 Featured Agent: Lisa Ryan White
	24 Coaching Corner		28 Rising Star: Kristen Peabody		34 Real Story: Mike Schweikardt
	38 Question of the Month		41 WeSERV Monthly Update		42 Top 300 East Valley

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Golden Nuggets



Lisa Ryan Whyte,
Infinity & Associates

"Look for the helpers. You will always find people who are helping"
- Fred Rogers.

When we look around in our lives, you can see a need all around us. There will always be a need for helpers in this world. I think about this on a grand scale when circumstances arise but also on a simple level of helping people find their home, the most basic need of shelter, and then helping them beautify the space they live in. I have always found that when I am down or feeling bad about something, giving back and helping someone is the easiest way to snap out of a funk. It's a feeling of gratitude that washes over you when you are giving back. And when you help and are generous with your time, energy, and spirit, you are paying it forward and setting an example for the next generation. It's a great way to start the day—think about who has helped get me to where I am and who I can be helpful to today.



Mike Schweikardt,
ProSmart Realty

"The only way you're ever going to get to the other side of the journey is by suffering. You have to suffer in order to grow. Some people get it; some people do not." - David Goggins.



Nikki Schaal,
Farm Bureau Financial Services
It's all about balance!

Success is not about money or recognition. It is about a complete picture full of things that bring you joy—having balance in all areas of life and feeling at peace with it. Know what qualities make you who you are and utilize them to their full potential. For me, it is responsibility, achiever, focus, deliberative, and discipline, which I utilize in various ways in both my personal and professional life.



Kristen Peabody,
North&Co
"Working hard for something we don't care about is called stress. Working hard for something we love is called passion" - Simon Sinek.

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NIKKI



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By Brandon Jerrell

N THE WORLD OF BIG BUSINESS AND CORPORATIONS, MANY PEOPLE SEEM TO FORGET ABOUT THE NEEDS OF SMALL AND FAMILY-OWNED BUSINESSES THAT ARE THE LIFELOOD OF OUR COMMUNITIES. THIS FOCUS ON INDIVIDUALS, FAMILIES, AND SMALL BUSINESSES IS WHAT FARM BUREAU FINANCIAL SERVICES SPECIALIZES IN.

THIS FOCUS IS EVEN FURTHER EXEMPLIFIED BY NIKKI SCHAAL. NIKKI HAS BEEN AN AGENT WITH FARM BUREAU FINANCIAL SERVICES FOR THE PAST 15 YEARS, AND HER EXPERIENCE HAS PROVEN HER PASSION FOR HELPING OTHERS.

VALLEY EXPERIENCE

Nikki was born and raised in Phoenix, giving her an Arizona native's perspective on the Valley.

She greatly accredits her drive to her father. "I was raised by a single dad and was taught to never give up. I am a middle child of three girls," she explains. "Our dad taught us that if you want it, make it happen."

"I am able to utilize the skills I learned during my college courses as a psychology major to help others in a proactive manner, as opposed to a reactive manner," she shares. "I very much enjoy being able to help my clients through strategic planning to make sure they are prepared for whatever life throws their way."

Nikki has been living in the East Valley since 2003, and her expertise covers the entire state. Not only that but she is also licensed in five other states.

EXCEPTIONAL FROM THE BEGINNING

"I was recruited from a prior position selling office equipment and software. I kept getting referred to other Farm Bureau agents to help them with these products in their offices. Since the Insurance business is a highly referral-driven business, the company saw it as a good fit."

"After much research into the company and career, I couldn't find a reason to say no. It seemed to provide a major potential for growth and independence — both of which are important to me."

Nikki continues to explain exactly what she and Farm Bureau Financial Services has to offer their clients.

Firstly, Nikki meets with her clients regularly to confirm that the needs of her clients continue to be properly handled by their current coverage. "It is my responsibility to provide them with the service they deserve."

Secondly, Nikki is "very active in the community through various chambers of commerce." She serves on boards and committees at many different levels. "It is important that I be an active member of the community and a face that people recognize and want to do business with."

Thirdly, Nikki makes certain to frequently work with local businesses to ensure their success. She explains that she often does this through volunteer work and/or monetary donations.

ETERNAL IMPROVEMENT

Recently, Nikki graduated as a member of Gilbert Leadership, Class 30. Gilbert Leadership is a program established to bring together people of various backgrounds and to develop and improve their leadership potential. The program is designed to expose its participants to many different issues impacting the community and to allow them to better understand the needs and concerns of a wide variety of subjects.

This program has a strict set of requirements in order to participate. The number one requirement is that the applicants must have a strong commitment to their community through involvement and an immense dedication to personal growth. It is no shock that Nikki was easily selected for this program.

• • •



“
MY PROFESSIONAL
GOAL IS TO
EDUCATE MY
CLIENTS AND
COMMUNITY BY
PROVIDING OPTIONS
FOR HELPING
THEM ACHIEVE
THEIR GOALS AND
PROTECT THEIR
FINANCIAL FUTURE
”

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“My top five strengths capture me well: responsibility, achiever, focus, deliberative, and discipline. These are all very important qualities that I adhere to in both my personal and professional life.”

She and her staff specialize in a team-based approach. This enables them to provide only the highest quality of education about both their products and their ongoing customer services. “I run the office and work directly with our clients to manage their overall needs. This also allows me to stay in regular contact with them on a personal level. My staff ensures that when our clients need something, someone is available to answer their call or greet them with a friendly smile should they stop by our office.”

COMMITMENT AND PERSONAL GROWTH

“My professional goal is to educate my clients and community by providing options for helping them achieve their goals and protect their financial future,” she explains.

“I enjoy being a resource for people and helping make sure that my clients know that when things go wrong, we’ll be here to help pick up the pieces.”



Harnessing this client-first ideology, Nikki provides a wonderful definition of success. “It’s having balance in all areas of life and feeling at peace with it. It’s not about the money or recognition. It’s about a complete picture full of things that bring joy.”

She is unsure what the future holds for her, as she is currently taking life one day at a time, but it is clear that she will always be remembered for her immense drive to help the people around her.

When she is not working or giving back to the community around her, she likes to spend time at her second home in Show Low. As for activities, she enjoys spending time with friends, traveling, live music, and some more exciting activities such as paddle boarding and RZR riding.

With all that Nikki Schaal gives back to the community, it is clear that her 15 years of immense success in the insurance and investment industry is only one of her many great achievements.

“It is always my goal to improve the position of my clients through coverage, rate, and service. Feedback from those I interact with is critical to knowing I am doing the right things or if there is an opportunity for improvement. I always suggest people read my reviews. The feedback I receive helps reiterate why I do what I do and that we are doing it in a way that is well received by the community.”

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LISA RYAN WHYTE

A Life by Design

Is the life you lead a matter of happenstance? Or is it something you create?

If you're reading this story, you're likely one of the top-producing REALTORS® in the East Valley.

As a result, you probably relate more to the belief that life is less about what happens than it is about what you make happen.

That's the spirit that drives Lisa Ryan Whyte.

MINDSET MATTERS

As a REALTOR® with the Ryan Whyte Team with Infinity & Associates, Lisa leads a life by design. That mindset is something Lisa puts to work each day with her clients.

"I have always loved working with buyers. It's one of my favorite things. I love looking at houses, talking to people, and having that captive audience in my car ... taking them around and showing them the area," Lisa says.



Photo Credit: Devin Nicole Photography

"Then, a few years ago, I started to get into interior design. I like fixing up and flipping some of our own properties and doing renovations. Then I thought if I have a degree and I can make some good contacts, I can help clients get top dollar by having it renovated and looking nice and staging it, as well as working with those who buy a property and it needs work."

• • •



Photo Credit: Devin Nicole Photography

► **featured agent**
By **Dave Danielson**

NATURAL PAIRING

The sales and design aspects of Lisa's work seem naturally paired together.

"When you work with and look at so many houses, you get amazing ideas. I see those two sides of the business coupled together," she says.

**GETTING HER START**

Lisa is a native of Chandler. After high school, she went on to Arizona State, where she earned her degree in Broadcast Journalism and Marketing.

From there, she worked in advertising sales for a time in Phoenix, before moving to San Diego for a couple of years

Summer travel with the family!



I've always liked treating people the way I want to be treated. I try to put myself in someone's shoes when I'm in a transaction

... continuing to do sales ... this time in conference and event planning, selling booth spaces and corporate sponsorships.

As she grew up, she saw the impact her father had in the business that she one day would find herself in when she made the decision to move back to Arizona.

"My dad had been a licensed broker since 1975, and he was running a successful team at the time," Lisa says. "When I was ready to return, I said to him, 'Can I move back and then get my license and join your team?'"

She did exactly that, diving into the career that she loves, earning her license in August 2004.

FAMILY LEGACY

She is surrounded by a strong sense of family in her real estate career as well, including her father, Bill Ryan, as the broker, her husband, Cory Whyte, her brother, Garrett Ryan, and her sister-in-law, Jessica Brown.

As part of her family dynamic, Lisa treasures the opportunity to team up with Cory.

"Cory loves working on the listing side, and I really enjoy my work with buyers."

In her free time, Lisa has a true passion for travel.

"When I'm not working and traveling, I'm rearranging my furniture and shopping for decor."



"We're always planning our next vacation and have our bucket list to see places in the U.S. and overseas," she says.

Lisa also is a voracious reader — digesting about half a dozen books each month. In addition, she enjoys going to the movies and riding her Peloton.

When it comes to giving back, Lisa and Cory enjoy supporting a wide array of local organizations.

BREAKING NEW GROUND

Those who have the chance to work with Lisa and get to know her appreciate the way she lives her life and conducts her business according to the Golden Rule.

"I've always liked treating people the way I want to be treated. I try to put myself in someone's shoes when I'm in a transaction," Lisa points out.

"I think about the other elements that come into the picture for them, including where your kids are going to go to school, along with answering questions about local resources like a dentist or a good hairdresser. I want to help them get a great property for them ... one that's going to be a great fit for them and their needs in life."

Whether she is serving her clients or her community, Lisa demonstrates what the possibilities are by living a life by design.

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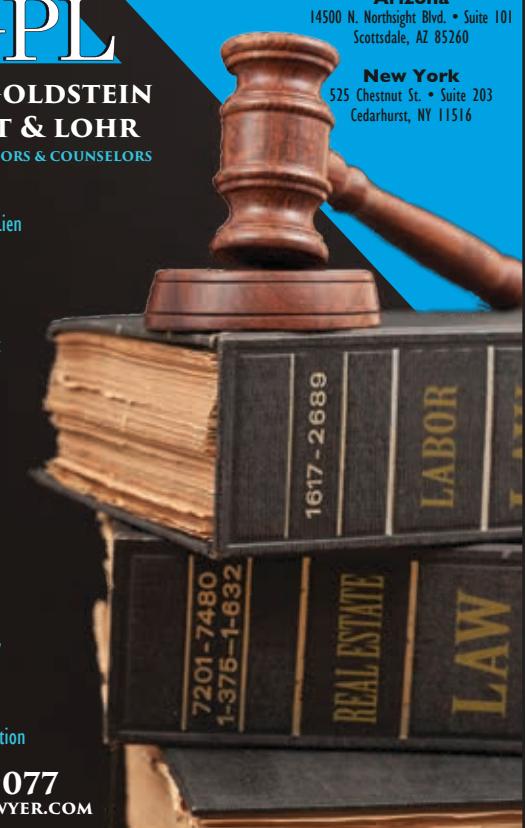
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MAKE YOUR PERCEPTION THEIR REALITY

How to Make Sure the Way You See You Is the Way Your Clients See You



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By Joshua Lee Henry, president of the Advanced Home Marketing Institute®

Once upon a time in India, there lived a group of blind Hindu monks. One day, they heard that a strange new animal, called an elephant, had been brought to their village. But none of the monks were aware of its size, shape or form.

So out of curiosity, they said, "We must go and inspect the elephant so we can know it by touch." The group then went to where the animal was, and each monk stretched out his arm to feel it.

The first blind monk, whose hand landed on the elephant's trunk, said, "This animal feels like a thick snake." But the second monk, whose hand reached the elephant's ear, said it seemed to feel like a fan.

The third blind monk, whose hand was upon its leg, said, "No, the elephant is a pillar, like a tree." And the fourth monk placed his hand on the elephant's side and declared it felt like a wall.

The fifth blind monk grabbed its tail and described it as a rope. And finally, the sixth blind monk touched the elephant's tusk. Then he stated that everyone else was wrong and that the elephant felt smooth and sharp like a spear.

Perception is Reality

I love that little story because it illustrates an important lesson: Our perception *feels* like our reality. But, that is rarely the case.

Our perceptions are limited at best, and flawed at worse, by our own influences and experiences.

Psychologists call this "perceptual reality," and as humans, we deal with it all the time. Unfortunately, many people never question their own narrow perception of the world.

But the truth is, you get more of an accurate picture of how things *really are* when you seek out the perspectives of others — *Even if they can be hard to hear*.

The lesson is if you don't consider other people's perspectives and viewpoints, and especially those of your clients, then...

You Might Actually Be Running Your Real Estate Practice Blind

If you never get input from your clients, peers, and partners, then you will never have a full picture of your true potential. Or know how to overcome your blind spots.

Because your perceptual reality is made up of things like:

- Your attitudes
- Your worldview
- Your experiences
- Your belief systems
- Your values and ideology
- Your family and peer group
- Your ethnic or cultural background
- Your thoughts, feelings, and emotions

And a number of other sources that blend together to shape your vantage point.

If each blind monk from the story relied on their own perception alone, none of them would have ever truly known what an elephant is like.

The group needed each other's input to form a clear and accurate picture of the elephant.

It's the same in real estate because...

How You "See" You is Rarely How Your Clients "See" You

I recently read an enlightening article on the perception of reality in an issue of *CEO Magazine*. The article talked about a study conducted at the prestigious management consulting firm Bain and Company. Nearly 90% of their senior executives claimed they provided a "superior level of service" to their customers. However, when the researchers asked the customers of those same companies. The actual rating averaged out to only 8%. Quite the gap in difference, isn't it?

Understanding the Limitations of Your Own Perception

Agents will often tell me about their marketing plans and "communication systems" for staying in touch with clients. And sometimes, they'll brag about their Facebook likes.

However, when I ask them how many of those "likes" turned into signed contracts, they often clam up.

It's easy for agents to confuse activity with accomplishment. But in most cases, posting a new listing on Facebook isn't enough to market a home or stay in front of past clients.

If you really want to cultivate a raving fan base of...

Previous Clients Who Eagerly Tell Others About You...

You'll probably need to add some additional communication channels to your marketing.

Social media platforms like Facebook, Instagram and LinkedIn are nice, but they are not enough.

You may also consider testing the following ways to stay engaged with previous clients:

- Delivering them a gift card.
- Causal pop-ins and short visits.
- Sending out handwritten thank you cards.
- A monthly print newsletter to stay top of mind.
- Introducing them to others who might be able to help them reach their goals.

There are many ways to stay engaged and in front of past clients. But the first step is to begin getting feedback on what your current clients prefer.

Here are some questions you can ask current and recent clients to get honest feedback:

- What is it you like most about working with me?
- What would you like to see me do more of, better, or different?
- How would you like to see me improve my communication skills?

Getting Honest Feedback from Your Clients, Colleagues, And Trusted Partners Takes Courage...

Additionally, if you can get feedback from your unconverted prospects, then that might be some of the most valuable feedback of all.

Because if you can find out why someone *didn't* choose to list with you, you can correct those mistakes and experience even greater success in the future.

Remember, this is not about changing who you are. It's just about helping you do what you do more effectively.

The bottom line is, you have to get this outside input from other people. People who know you best and who can be honest with you.

That's the fastest way to increase your level of awareness. And it will ensure the way *you see you* really is the way *your clients see you*.

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KRISTEN PEABODY

BY YOUR OWN RULES



In the modern world, where advertisements are now often skippable or are able to be avoided altogether, the means of marketing have greatly changed. However, the strategy of referral has yet to be threatened. If anything, the means of using referral as the primary marketing tool has expanded its overall effectiveness.

Kristen Peabody with North&Co. has mastered the use of referrals in modern marketing. She has become so successful with it that her entire business is built on referrals and social media alone. She takes to heart that the greatest part of real estate is the use of personal connections and relationships.

STARTING OVER

Kristen was born in Barrington, IL, and moved to Arizona during her freshman year. For the past 20 years, she has lived all throughout the East Valley, living in each East Valley city. “I am the East Valley city expert.”

Before real estate, Kristen worked as a nurse. “I then worked in nursing management and also with addiction and Alzheimer’s patients. You can say I have learned what patience means.”

Kristen expands on her many years of experience as a nurse. “I was previously a nurse triage manager at a large local pain management private practice. I worked there for 12 years. I learned how to manage stressful situations and power through



anything from this job. I also worked as a nurse at a drug and alcohol rehab facility before this — that taught me a lot.”

Kristen’s shift to real estate is straightforward: “Being a nurse, I always had the mindset of helping others. I love houses and everything about them and decided to make it my dream job.”

However, the biggest step in her journey was going from nursing to real estate. After her many years in the nursing field, Kristen ran into a sudden obstacle that forced her to reconsider her situation. “I was under a lot of stress at work and ultimately found out I had a heart rhythm disorder, which led me to receive a pacemaker at the age of 30 — one of my surgeon’s youngest patients.”

...

•••

"When I got my pace-maker, it was an eye-opening experience, and it led me to evaluate my whole life," she explains. "I realized I need to start taking care of myself. I also decided I needed to run my own business, not working chained to someone else's corporate desk."

After that, it was clear where she was to go from there. After looking at real estate every day online, she jumped into it with full force and started class.

CONSISTENCY AND AUTHENTICITY

It did not take long for Kristen to start seeing great success. With her experience of dealing with many types of people with many backgrounds, it was a clear fit for her in the industry that is all about relationships. "I have the ability to set my own schedule but also be available for friends, families, and clients. I get to do what I love every day, which doesn't feel like I work a day in my life. Completely opposite of how I felt working as a nurse."

Kristen makes sure to run her business the way she feels promotes the greatest success for all parties involved. This starts with the idea of collaboration over competition. "Real estate can be very cutthroat, but I always treat everyone with the kindness and the respect they deserve," she shares. "I am always willing to share anything I know with someone who needs help."

Next, she ensures this success for her clients by only offering a white glove service to all of her clients. This guarantees that their experience will be raised to the next level. "I provide a service so that my clients think they are my only clients during their transaction when in fact, I have over ten that I'm juggling. I pull out all the stops for my clients and always make it happen."



These two things are only further exemplified by Kristen's immense social media presence. In her social media, Kristen makes certain that she is always consistent and authentic. She wants her clients to know that she is true in what she does, who she is, and the value that she has to offer. "They like, know, and trust me."

SUCCESS TO BE PROUD OF.

Most importantly, Kristen understands that success means many things to different people. She explains that you must "define success on your own terms" and that you need to "achieve it by your own rules." You know that you are successful when you have built a life you are proud to live.

“
YOU CAN DO ANYTHING
IF YOU BELIEVE
IN YOURSELF.
”

With this in mind, she shares her greatest achievements: "Winning social media agent of the year at my brokerage and top social media agent within Arizona." On top of these public achievements, she also shares with us her personal accomplishments. "I also set a lofty goal my second year of real estate, and I ended up doubling what my goal was."

Like many, she too wishes to leave behind a legacy to be remembered for. For her, she will be remembered for always being there for everyone around her. She is the kind of person to call when you need something or someone. In her own words, "the helper, the fixer, the friend you've always wanted."

As for her personal life, she has a loving husband and three wonderful daughters. "George and I got married in 2011. We have three daughters: Addison, 9, and my bonus daughters, Ciara, 19, and Gennesee, 21. They are *all* my kids. We also have a beloved Goldendoodle, Beau, who goes everywhere with our family. We love to travel and play outdoors. They also love to look at houses with Mom — ha ha!"

Congratulation to Kristen Peabody, this month's Rising Star. She is a great example of new achievement. She is proof that starting over is possible.

"You can do anything if you believe in yourself."





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► real story

MIKE Schweikardt

By Brandon Jerrell

IT'S ALL ABOUT RELATIONSHIPS



When someone says “real estate,” the first images that come to mind are usually of houses, buildings, or land. However, many agents and others who work in the world of real estate have also learned that the greatest assets are not the ones that you can touch. Real estate is all about relationships.

Mike Schweikardt, designated broker at ProSmart Realty, is a specialist on people and how to create and maintain a great relationship with those people. “When you can take care of a client and knock their socks off, that is real estate.”



SEARCHING FOR THE RIGHT CAREER

From a young age, Mike had already quickly learned how to properly treat others. He and his two siblings — an older sister and a younger brother — were raised under strong and caring parents. “We always felt loved, safe and had dinner together every evening. It didn’t seem too impressionable at the time, but looking back, I can tell that *dinner table talk* is where I learned a lot about respect, values, and manners,” he shares. “I can still hear my mom say, ‘sit up straight,’ and my dad, ‘don’t scrape your teeth on the fork.’”

While he was pursuing a degree at Mesa Community College and Arizona State University, Mike jumped around between various jobs as young adults do. He learned during this time that many of those jobs were just a job and were simply what he did not want to do with his life. That was when he was involved in a serious car accident that severely injured his back — fracturing his T11 vertebrae.

During his period of recovery, Mike took the opportunity to go back to school and get his real estate license. Mike was 23 when he first acquired his license. “When I was laid up in the hospital with my back injury, I had a lot of time to myself and to think. I knew I needed to make a change in my life and I wanted to do something substantial that leave an impression on others.”

USING THE DEFINITION OF SUCCESS

When asked about how his past has shaped him today, Mike reveals that he has had his share of failures. “We learn when we fail, when we fall, when we bump our heads, ouch! We learn what not to do, which is much more important than being told what to do. As long as I kept trying and never quit, I knew I would be successful.”

“Never, never, never, never quit. Never!”

...

With the road to success laid out, Mike goes on to explain what it means to be successful: "Success is the result of perfection, hard work, learning from failure, loyalty, and persistence. Making others happy!"

Mike implements this clear path to success in every aspect of his life. As for his business, this striving for perfection through hard work and other focuses is exemplified by how he treats his career and business. "You've got to learn everything about real estate and then focus on the people. Once someone knows that you truly care (and I mean *truly* care) about what they want and what they need and how to protect them and their interests, you have a client (and friend) for life."

This philosophy is perfectly summed up in a single sentence by Mike: "People want to buy; they do not want to be sold."

With this ideology, it is clear that Mike's most fulfilling aspects of his career are the moments where he can see his dedication bring about the result that his clients dream of. These moments exist in both the short term, such as when a buyer finally realizes their dream of becoming a homeowner, but they also exist in the long term. Mike lists that the number-one most fulfilling aspect of his work is the act of creating life-long relationships with clients and agents who come to feel like family to him.

MORE THAN A BUSINESSMAN

Although his business has proven to be widely successful, he does not count it as his greatest achievement in life. That title belongs to his family. Namely, his greatest achievement in life is being a father to his four children and grandfather to his two grandchildren.



Success is the result of perfection, hard work, learning from failure, loyalty, and persistence. Making others happy!

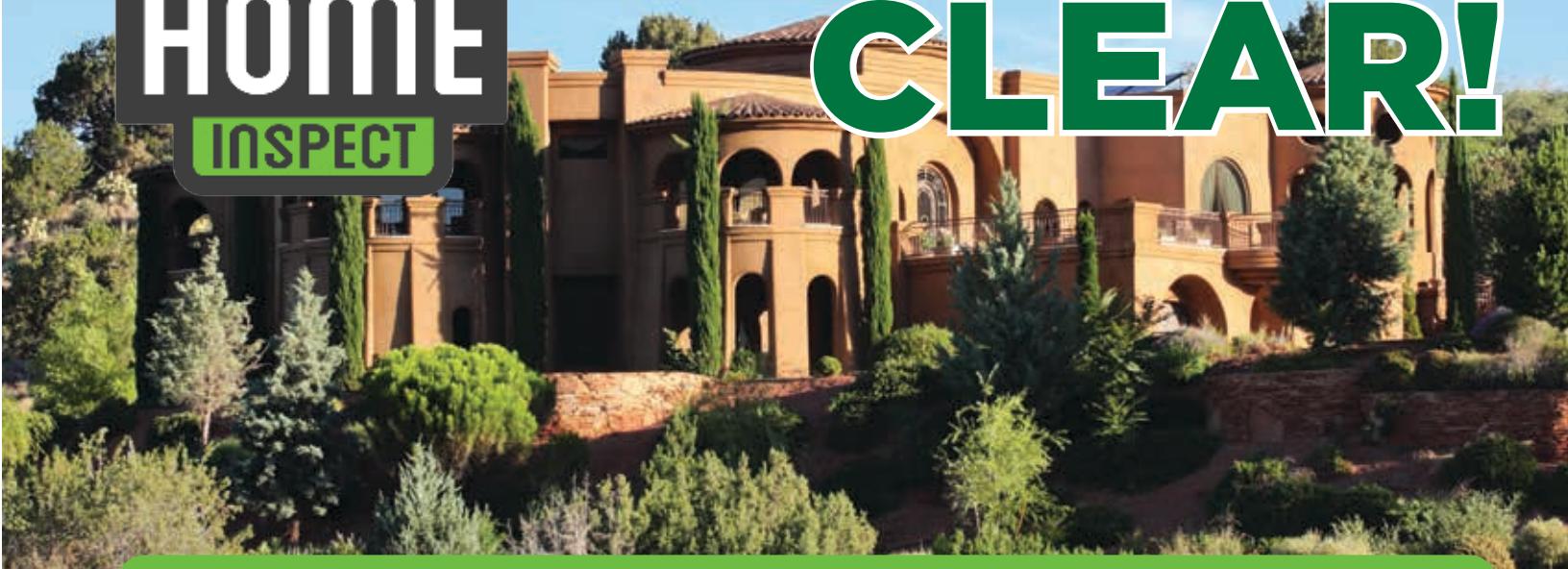
“ ”

"Family time is when I'm happiest. Taking my daughter Sarah to get her nails done. Working out with Ryan. Welding with Bandy. Or fishing with Marcus. We all do a lot of fishing together."

Even though he will surely be respected for his success in his incredible business, Mike primarily would like to be thought of for the kind of person he is. Above all, as a loving father who will do anything for his kids. After that, as someone that would stop everything in order to help a friend.

Thank you to Mike Schweikardt for sharing his story. With a man like Mike at the helm at ProSmart Realty, you know you will always come out on the other side with not only a pleasant experience but also a life-long relationship.

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CHRIS TILLER

Russ Lyon Sotheby's International Realty
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MO YAW

Realty Executives
I would love to own a vacation rental property/VRBO on Coronado Island in San Diego. Coronado is my happy place and, I believe, a great investment area! I would, of course, keep a month free for myself, so I can enjoy the beauty and rest and re-charge for more listings and sales here in AZ — I would invite my family and friends to come and stay with me during the month I would be there! The best of both worlds — Arizona and San Diego, CA.



JILL VICCHY HEIMPEL

RE/MAX Classic
I would own a cabin on the lake at Island Park, Idaho, just outside West Yellowstone. It is such a beautiful and picturesque place, and short trips to the park would be awesome! What a great getaway from the heat of the Arizona summers!



CHRISTINE ANTHONY

Russ Lyon Sotheby's International Realty
I have been looking for a property in the New Hampshire Lakes region as a vacation rental but also as a vacation home that I would want to "escape" to every now and then. The lakes are clean and beautiful, and the area is charming and rich in history. This region is enjoyable in the summer (for obvious reasons), the fall (for foliage and hiking), and in the winter (for skiing and other winter sports). As a bonus, my extended family lives in the New Hampshire-Massachusetts area, and I am very familiar with it, having grown up there.



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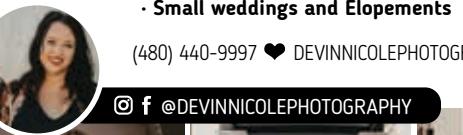
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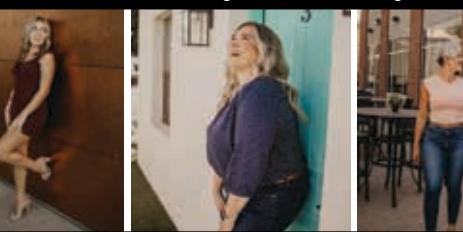
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► weserv monthly update

By Roger Nelson, CEO of the West and Southeast REALTORS® of the Valley Inc.

September Brings Opportunities for REALTOR® Safety Awareness



At last, summer is coming to its blazing, hot end. As we say so long to triple-digit temperatures until next year, the West and SouthEast REALTORS® of the Valley are focusing on ways to spread REALTOR® Safety Awareness throughout September. Our association needs to ensure our members have the necessary tools to keep their safety a top priority. Our industry, at times, can potentially be dangerous. September brings the opportunity to provide REALTORS® additional insight on how to conduct their business more safely. WeSERV implores all of our members to stay diligent in their safety precautions. It might be the difference between life and death.

Our education department is hosting a REALTOR® safety course this month to keep safety a top priority. REALTORS® encounter job-related risks every day. Understanding why safety matters and how implementing security best practices is not only good for you but ultimately good for your business. The course is designed for new and seasoned REALTORS® to sharpen their safety protocols when conducting business. Attendees will learn and share proven tactics and critical takeaways on spotting danger and navigating dangerous situations with friends, family, clients, and co-workers to keep you and your community safe.

In addition, The National Association of REALTORS® provides REALTORS® with a variety of safety resources through its REALTOR® Safety Program. NAR also shares quick tips on keeping yourself and your business out of harm's way. Here are a few of my favorite tips and tricks:

- Make sure your phone is fully charged before arriving at an open house, showing, or meeting a client. Carry a portable charger or power bank to charge your phone on the go.
- Always use your office address when sending work-related mail, and never share your home address with clients. Follow the same protocol for email by using separate work and personal accounts.
- If you must take a call while showings a property, keep the call short and simple. This practice will minimize the time you are unaware of your surroundings and potential safety concerns.
- Prepare your vehicle for emergencies, especially when traveling long distances for rural properties. Pack your car with jumper cables, bottled water, blankets, and a first-aid kit.
- Social media usage impacts your safety. Carefully consider each item you share, and be aware that old posts may be copied or saved, even if they've been deleted.

Being overly cautious can be daunting sometimes, but it's important to keep vigilant about your safety in the field.

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TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1–July 31, 2022

#	Name	Office	Total Volume Sales 01/01/2022 - 07/31/2022	Total Unit Sales 01/01/2022 - 07/31/2022	#	Name	Office	Total Volume Sales 01/01/2022 - 07/31/2022	Total Unit Sales 01/01/2022 - 07/31/2022
1	Derek Dickson	Offerpad	172,173,359	323	35	Shawn Camacho	United Brokers Group	20,244,300	28.5
2	Daniel P Noma	Venture REI, LLC	121,813,716	252	36	Dustin Posey	Property Hub LLC	19,417,300	45
3	Frank Vazquez	Venture REI, LLC	79,793,866	156.5	37	Janine M. Igliane	Keller Williams Realty East Valley	19,056,899	24
4	Karl Tunberg	Midland Real Estate	65,569,734	105	38	Benjamin Arredondo	My Home Group Real Estate	18,825,700	32.5
5	Nick & Kristy DeWitz	Hague Partners	63,415,647	110	39	Bob & Sandy Thompson	West USA Realty	18,800,440	25
6	Mary Jo Santistevan	Berkshire Hathaway HomeServices Arizona Properties	58,220,700	88	40	Russell Mills	Close Pros	18,618,500	21
7	Yvonne C Bondanza-Whittaker	Realty ONE Group	51,051,284	109	41	Yalin Chen Dorman	Realty ONE Group	18,464,030	34
8	Rebecca H. Rains	Berkshire Hathaway HomeServices Arizona Properties	48,494,528	106.5	42	Blake Clark	Limitless Real Estate	18,211,444	25.5
9	Darwin Wall	Realty ONE Group	46,267,488	78	43	Jason Crittenden	Realty ONE Group	17,646,850	28.5
10	Kenny Klaus	Keller Williams Integrity First	37,689,913	67	44	Velma L Herzberg	Berkshire Hathaway HomeServices Arizona Properties	17,154,500	20
11	Lacey & Drew Lehman	Realty ONE Group	36,578,111	67	45	Timothy Ehlen	RE/MAX Alliance Group	16,974,491	24.5
12	Mindy Jones	eXp Realty	36,455,295	60	46	Richard Harless	AZ Flat Fee	16,973,375	27.5
13	TJ Kelley & Ben Leeson	Keller Williams Integrity First	36,161,530	51	47	John Hrimnak	Hague Partners	16,843,358	31
14	Shannon Gillette	Launch Real Estate	35,697,891	67	48	Jody Poling	AZ Seville Realty, LLC	16,735,400	17
15	Shanna Day	Keller Williams Realty East Valley	35,381,208	47	49	Tina M. Sloat	Tina Marie Realty	16,543,500	27
16	Carol A. Royse	Keller Williams Realty East Valley	34,301,625	51.5	50	Mike Mendoza	Keller Williams Realty Sonoran Living	16,427,000	22
17	Rick Metcalfe	Canam Realty Group	34,179,221	77.5					
18	Jim & James Carlisto	Hague Partners	33,830,575	72					
19	Eric Brossart	Keller Williams Realty Phoenix	31,065,358	35.5					
20	Jacqueline Shaffer	Offerpad	28,762,000	62					
21	Tyler Blair	My Home Group Real Estate	28,399,149	55.5					
22	Charlotte Young	eXp Realty	26,685,565	47					
23	Garrett Lyon	eXp Realty	26,539,977	47					
24	Radojka Lala Smith	eXp Realty	23,137,000	30.5					
25	Justin Cook	RE/MAX Solutions	22,382,656	29					
26	Rebekah Liperote	Redfin Corporation	22,265,000	31					
27	Nathan D Knight	ProSmart Realty	22,244,936	36					
28	Jody Sayler	Just Selling AZ	22,198,455	41					
29	Lorraine Ryall	KOR Properties	21,933,800	28					
30	Rodney Wood	Keller Williams Integrity First	21,711,300	31.5					
31	Carey Kolb	Keller Williams Integrity First	21,343,152	38					
32	Chris Allen	Hague Partners	21,225,750	33.5					
33	John Evenson	eXp Realty	20,360,613	20.5					
34	Thomas Popa	Thomas Popa & Associates LLC	20,309,000	15					

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51	Daniel Brown	My Home Group Real Estate	16,220,000	16	85	Keith M George	Coldwell Banker Realty	13,390,998	38			
52	Brett Worsencroft	Keller Williams Integrity First	15,765,950	15	86	Jack Cole	Keller Williams Integrity First	13,383,500	18			
53	Angela Tauscher	Rover Realty	15,473,261	19	87	Lauren Wood	Keller Williams Integrity First	13,363,650	17.5			
54	Kelly Khalil	Redfin Corporation	15,461,050	22.5	88	Mark Captain	Keller Williams Realty Sonoran Living	13,321,300	18.5			
55	Tiffany Gobster	My Home Group Real Estate	15,286,847	7	89	Angela Larson	Keller Williams Realty Phoenix	13,287,700	35			
56	Beverly Berrett	Berkshire Hathaway HomeServices Arizona Properties	15,252,734	22.5	90	Catherine Merlo	Berkshire Hathaway HomeServices Arizona Properties	13,162,400	24			
57	Gina Donnelly	ProSmart Realty	15,182,500	20	91	Carin S Nguyen	Keller Williams Realty Phoenix	13,061,281	24.5			
58	Brock O'Neal	West USA Realty	15,172,061	15.5	92	Cynthia Ann Dewine	Russ Lyon Sotheby's International Realty	13,056,941	20.5			
59	Olga Angelina Shukhat	Geneva Real Estate and Investments	15,145,000	3	93	Ryan Meeks	My Home Group Real Estate	12,968,139	17.5			
60	Heather Christine Morales	Homie	15,134,400	23	94	Richard Johnson	Coldwell Banker Realty	12,962,500	23			
61	Allen R Willis	Ensign Properties Corp	15,007,200	27	95	Aimee N. Lunt	RE/MAX Solutions	12,956,900	12			
62	Karen C. Jordan	Thomas Popa & Associates LLC	14,934,389	12	96	Michelle Rae Colbert	Keller Williams Integrity First	12,892,500	27.5			
63	Stacia Ehlen	RE/MAX Alliance Group	14,923,900	20	97	Marc Slavin	Realty ONE Group	12,883,250	9.5			
64	Alexander M Prewitt	Hague Partners	14,835,000	24.5	98	Thomas L Wiederstein	Redfin Corporation	12,777,450	20.5			
65	Heather Openshaw	Keller Williams Integrity First	14,830,000	24	99	Jaime L Blikre	My Home Group Real Estate	12,647,999	23.5			
66	Michael Kent	RE/MAX Solutions	14,800,450	30.5	100	Tammie Fischer	Offerpad	12,643,250	18.5			
67	Danielle Bronson	Redfin Corporation	14,606,905	23	<p>Disclaimer: Information is pulled from WeServ. Only residential sales and sales inside of the East Valley are included. New construction and sales outside of the East Valley are not included.</p>							
68	Gina McMullen	Redfin Corporation	14,565,440	23.5								
69	Elizabeth Rolfe	HomeSmart	14,561,000	18.5								
70	Chantel Gutierrez	Perkinson Properties LLC	14,457,500	32								
71	Shawn Rogers	West USA Realty	14,430,249	25.5								
72	Scott R Dempsey	Redfin Corporation	14,415,350	22.5								
73	Delaney S Rotta	Launch Real Estate	14,198,000	8								
74	Frank Gerola	Venture REI, LLC	14,170,090	23.5								
75	W. Russell Shaw	Realty One Group	13,930,850	24								
76	Randy Courtney	Weichert, Realtors - Courtney Valleywide	13,868,700	23								
77	Gordon Hageman	My Home Group Real Estate	13,852,372	21								
78	Kevin McKiernan	Venture REI, LLC	13,805,090	23								
79	Mary Newton	Keller Williams Integrity First	13,726,300	33								
80	Matthew S. Potter	Real Broker AZ, LLC	13,720,100	26								
81	Pamm Seago-Peterlin	Century 21 Seago	13,696,499	19								
82	Tiffany D Chandler	West USA Realty	13,504,525	16								
83	Henry Wang	eXp Realty	13,464,200	18.5								
84	S.J. Pampinella	Redfin Corporation	13,430,500	17.5								



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Teams and Individuals Closing Dates From Jan. 1–July 31, 2022

#	Name	Office	Total Volume Sales 01/01/2022 - 07/31/2022	Total Unit Sales 01/01/2022 - 07/31/2022
101	Kathleen Scott	Redfin Corporation	12,588,910	13
102	Krzysztof Okolita	My Home Group Real Estate	12,578,089	20.5
103	Jason L Bond	My Home Group Real Estate	12,536,000	20.5
104	Geoffrey Adams	Realty ONE Group	12,535,075	22.5
105	Chris Baker	Hague Partners	12,284,000	19
106	Brian Davidson	Hague Partners	12,229,450	23
107	Ashlee Renee Castro	My Home Group Real Estate	12,195,000	27.5
108	Denver Lane	Balboa Realty, LLC	12,065,760	18
109	Kirk Erickson	Schreiner Realty	12,059,615	19.5
110	Adam Prather	Russ Lyon Sotheby's International Realty	12,041,450	13.5
111	Tiffany Carlson-Richison	Realty ONE Group	12,016,340	15
112	Debi Gotlieb	Key Results Realty LLC	11,972,300	18
113	Lauren Sato	West USA Realty	11,918,582	22
114	Kathy Camamo	Amazing AZ Homes	11,915,540	22
115	Sarah A Nash	ProSmart Realty	11,905,400	17
116	Dawn M Forkenbrock	eXp Realty	11,869,900	21
117	Michael W Cunningham	West USA Realty	11,840,714	17
118	Vivian Gong	West USA Realty	11,787,300	20

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#	Name	Office	Total Volume Sales 01/01/2022 - 07/31/2022	Total Unit Sales 01/01/2022 - 07/31/2022
119	Kathryn R Arter	Realty ONE Group	11,751,000	14
120	Carol Gruber	eXp Realty	11,750,250	26
121	Kirk A DeSpain	Call Realty, Inc	11,733,927	19
122	Robin R. Rotella	Keller Williams Integrity First	11,684,125	21.5
123	Michaelann Haffner	Michaelann Homes	11,640,500	20
124	Mondai Adair	Keller Williams Realty Sonoran Living	11,576,000	12
125	Amy Laidlaw	Realty Executives	11,575,200	12
126	Leslie K. Stark	Realty ONE Group	11,535,000	9
127	Chun Crouse	RE/MAX Fine Properties	11,495,980	22
128	Shar Rundio	eXp Realty	11,485,000	21
129	Mike Mazzucco	My Home Group Real Estate	11,369,804	20
130	Katie Lambert	eXp Realty	11,334,250	18
131	Jody Mallonee	Hague Partners	11,230,750	19
132	Jesse Wintersteen	ProSmart Realty	11,162,900	20
133	Marci Burgoyne	Crown Key Real Estate	11,161,297	19
134	Elizabeth A Stern	Farnsworth Realty & Management	11,125,500	25
135	Angela Gordon	North & Co	11,103,000	16
136	Kelly Henderson	Keller Williams Realty Phoenix	11,056,250	19
137	Amy N Nelson	Keller Williams Realty East Valley	11,002,015	12
138	Brian Christopher McKernan	ProSmart Realty	10,968,550	28
139	Heather M Mahmood-Corley	Redfin Corporation	10,884,999	21
140	Craig McGrouther	Hague Partners	10,776,500	18
141	David C Zajdzinski	eXp Realty	10,775,000	17
142	Eric Dixon	On Q Property Management	10,683,400	18
143	Jennifer Felker	Infinity & Associates Real Estate	10,666,888	11
144	Kyle J. N. Bates	My Home Group Real Estate	10,653,550	16.5
145	Stacy Hecht	RE/MAX Desert Showcase	10,621,250	10
146	Grady A Rohn	Keller Williams Realty Sonoran Living	10,606,450	15.5
147	Bryce A. Henderson	Four Peaks Brokerage Company	10,604,000	15
148	Katrina L McCarthy	Hague Partners	10,568,200	17.5
149	Angel Ureta	North & Co	10,470,000	4
150	Curtis Johnson	eXp Realty	10,441,900	24



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TOP 300 STANDINGS

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#	Name	Office	Total Volume Sales 01/01/2022 - 07/31/2022	Total Unit Sales 01/01/2022 - 07/31/2022
151	Mikaela N Clark	Limitless Real Estate	10,430,700	13.5
152	Robert Reece	United Brokers Group	10,409,500	20.5
153	Brian J Cunningham	eXp Realty	10,358,700	13
154	Jenna M. Jacques	Russ Lyon Sotheby's International Realty	10,346,764	9.5
155	Sergio Santizo	Hague Partners	10,327,495	19.5
156	Sarah Gates	Keller Williams Realty Sonoran Living	10,317,590	18
157	Joe Carroll	HomeSmart	10,316,290	16
158	Laura Beatty	Redfin Corporation	10,242,950	20
159	Travis M Flores	Keller Williams Integrity First	10,221,800	20.5
160	Michael Smith	West USA Realty	10,145,900	14
161	Beth Rebenstorf	Realty ONE Group	10,073,762	17
162	Charles P. Turner	Keller Williams Integrity First	10,066,000	13
163	Andrew Bellino	Realty Executives	10,050,000	3.5
164	Zeb Adams	My Home Group Real Estate	10,027,250	9.5
165	Marjan Polek	AZ Flat Fee	9,918,300	15
166	Adam Dahlberg	Hague Partners	9,910,000	19.5
167	Anne Zangl	Russ Lyon Sotheby's International Realty	9,897,500	4
168	Bill Olmstead	Keller Williams Realty East Valley	9,887,000	18
169	Michael J. D'Elena	North & Co	9,848,650	15
170	Peg E Bauer	Cactus Mountain Properties, LLC	9,840,200	17.5
171	Phillip Shaver	eXp Realty	9,812,750	16.5
172	David Clinton Hoefer	Century 21 Arizona Foothills	9,805,070	14.5
173	Joshua Will Hogan	eXp Realty	9,794,585	16
174	Eve Tang	Keller Williams Realty Sonoran Living	9,778,950	14.5
175	Alisha B Anderson	West USA Realty	9,776,499	22.5
176	Matthew Kochis	Keller Williams Realty East Valley	9,727,775	18.5
177	Karsten Kass Colin	Keller Williams Realty Sonoran Living	9,716,480	16.5
178	Jenna L. Marsh	Realty Executives	9,689,250	17
179	Sam Vega	Infinity & Associates Real Estate	9,683,000	14
180	Gabrielle Bruner	Delex Realty	9,675,000	15.5
181	Nate Randleman	Infinity & Associates Real Estate	9,667,940	16
182	Cassandra J Mueller	eXp Realty	9,661,150	16.5
183	Kevin Dempsey	Dempsey Group Realty	9,660,347	17
184	Sharon D Steele	Russ Lyon Sotheby's International Realty	9,589,000	7.5

#	Name	Office	Total Volume Sales 01/01/2022 - 07/31/2022	Total Unit Sales 01/01/2022 - 07/31/2022
185	Lisa M Harris	Hague Partners	9,578,900	19.5
186	Sharon Coffini	Keller Williams Realty Sonoran Living	9,542,400	10
187	Barbara Schultz	Coldwell Banker Realty	9,522,500	19
188	Heidi S Spielman	My Home Group Real Estate	9,510,465	49
189	Sarah Anderson	RE/MAX Alliance Group	9,469,201	16
190	Kyle Zwart	My Home Group Real Estate	9,461,250	12
191	Betsey L. Birakos	Jason Mitchell Real Estate	9,425,000	16
192	Chris Benson	NextHome Alliance	9,395,240	15.5
193	Dallas Wormley	Metro Realty	9,380,399	14.5
194	Michael McCabe	My Home Group Real Estate	9,340,998	10.5
195	Erin Ethridge	Xp Realty	9,309,100	14.5
196	LaLena Christopherson	West USA Realty	9,296,000	11
197	Chris Anthony Castillo	CPA Advantage Realty, LLC	9,295,000	4
198	John L. Payne	United CountryReal Estate-Arizona Property & Auction	9,288,000	12
199	Eleazar Medrano	HomeSmart	9,287,850	15
200	Russell Wolff	My Home Group Real Estate	9,255,000	3

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201	Chris Lundberg	Redeemed Real Estate	9,208,220	12
202	Kelly Saggione	eXp Realty	9,197,400	12.5
203	Crew Smith	Realty ONE Group	9,154,668	12
204	Dallin Simonton	Realty ONE Group	9,154,668	12
205	Kimberly C Smith	RETSY	9,150,000	1
206	Matthew Allen Veronica	Keller Williams Integrity First	9,142,006	16
207	Annette E. Holmes	United Brokers Group	9,132,000	15
208	Debra K McLean	RE/MAX Alliance Group	9,128,440	14
209	James Bill Watson	Keller Williams Realty Sonoran Living	9,110,500	15
210	Kevin Albright	Delex Realty	9,090,241	7
211	Gus Palmisano	Keller Williams Integrity First	9,078,950	17
212	Nate Hunsaker	West USA Realty	9,078,000	10
213	Jerry Thomas Beavers	Realty ONE Group	9,044,000	15
214	Heintje Tjahja	HomeSmart	9,044,000	15
215	Natascha Ovando-Karadsheh	KOR Properties	9,030,856	11
216	Jacquelyn E Shoffner	eXp Realty	9,024,085	14.5
217	Elmon Krupnik	Infinity & Associates Real Estate	9,010,225	16.5
218	Kristin A Ray	Infinity & Associates Real Estate	9,010,225	16.5
219	Adam B Coe	Delex Realty	8,992,300	17.5
220	Kyle Gardner	My Home Group Real Estate	8,961,200	15.5
221	Len Nevin	eXp Realty	8,956,250	15
222	Brandon Alsayed	Delex Realty	8,940,000	7
223	Scott Morgan	eXp Realty	8,907,054	16
224	Susan K. Miller	Keller Williams Realty East Valley	8,863,900	16
225	Kimberley Stoegbauer	TomKat Real Estate	8,861,250	5.5
226	Melanie Nemetz	Keller Williams Integrity First	8,854,950	12
227	Gary R Smith	Keller Williams Integrity First	8,833,000	12
228	Scott Cook	RE/MAX Solutions	8,821,250	16.5
229	Wendy J Macica	Home Centric Real Estate, LLC	8,816,900	20
230	Christy Rios	Keller Williams Integrity First	8,771,750	12.5
231	Eric Ford	My Home Group Real Estate	8,761,800	20
232	Kerry Jackson	Arizona Gateway Real Estate	8,750,099	12.5
233	Benjamin Graham	Infinity & Associates Real Estate	8,748,333	14
234	Kaushik Sirkar	Call Realty, Inc.	8,739,495	10

#	Name	Office	Total Volume Sales 01/01/2022 - 07/31/2022	Total Unit Sales 01/01/2022 - 07/31/2022
235	David M Cline	Keller Williams Realty East Valley	8,693,500	7
236	Patrick Keon	Delex Realty	8,687,000	7
237	Adam Lee	My Home Group Real Estate	8,660,950	13.5
238	Sean Michael Walker	Realty ONE Group	8,638,150	8.5
239	Kristi Jencks	eXp Realty	8,633,600	16
240	Michael Ratzken	Two Brothers Realty	8,623,250	12
241	Caitlin Bronsky	My Home Group Real Estate	8,612,000	8
242	Tara Hayden	Redfin Corporation	8,583,765	13.5
243	Tiffany Mickolio	My Home Group Real Estate	8,574,050	15
244	Bill Bulaga	Russ Lyon Sotheby's International Realty	8,484,500	5
245	William John Barker	HomeSmart	8,484,199	19
246	Thomas Dempsey Jr	DPR Realty LLC	8,479,026	23
247	Damian Godoy	My Home Group Real Estate	8,451,550	18
248	Zack Alawi	Sloan Realty Associates	8,416,736	18.5
249	Justyna Korczynski	The New Home Company	8,396,437	18.5
250	Rachele M. Oram	HomeSmart Lifestyles	8,393,000	7.5

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251	Jennifer Bellinger	Russ Lyon Sotheby's International Realty	8,392,300	4.5	269	Lisa Fonseca	Lori Blank & Associates, LLC	8,159,500	13
252	Amanda O'Halloran	DRH Properties, Inc	8,387,012	18	270	Nicole W. Hamming	Glass House International	8,138,400	14
253	Jeremy A Wilson	Russ Lyon Sotheby's International Realty	8,379,050	9.5	271	Sara J Weller	Berkshire Hathaway HomeServices Arizona Properties	8,086,000	9
254	RC Hard	Superlative Realty	8,367,000	14.5	272	Kamaljit Kaur	HomeSmart	8,062,500	5
255	Steve Hueter	eXp Realty	8,363,000	12	273	Sarah E Blanton	Divine Real Estate Group LLC	8,020,000	4
256	Jim Sobek	Weichert, Realtors-Home Pro Realty	8,359,500	11.5	274	Steven Coons	Farnsworth Realty and Management	7,981,650	21
257	Johannes Rath	Coldwell Banker Realty	8,351,260	13	275	Allison T Johnson	United Brokers Group	7,961,000	8
258	Lindsay M Bingham	My Home Group Real Estate	8,330,000	14	276	Mark D De Maio	Revinre	7,946,950	12
259	Jill Vicchy Heimpel	RE/MAX Classic	8,326,650	21	277	Rob Hale	My Home Group Real Estate	7,923,602	14.5
260	Matthew Long	Home Centric Real Estate, LLC	8,318,795	12.5	278	Royal Henry	Cactus Mountain Properties, LLC	7,917,500	22
261	Janice Lawrence	RE/MAX Alliance Group	8,291,540	11	279	Leonard Behie	Realty Executives	7,904,600	16.5
262	Cory Whyte	Infinity & Associates Real Estate	8,264,324	9.5	280	Jeffrey L. Franklin	Realty Executives	7,902,680	11
263	Travis Dutson	Premier Real Estate Opportunities	8,222,990	15	281	Brandi Samples	Long Realty Partners	7,890,000	12
264	Leila A. Woodard	My Home Group Real Estate	8,194,050	16.5	282	Brittany M Meyer	DPR Realty LLC	7,871,000	14
265	Danny Kallay	Launch Real Estate	8,184,950	16.5	283	Ryan D Bawek	eXp Realty	7,866,750	8
266	Kraig Klaus	Keller Williams Integrity First	8,183,450	14.5	284	Dawn Carroll	Lori Blank & Associates, LLC	7,851,000	12
267	Jeannie Dexter	Weichert, Realtors-Home Pro Realty	8,180,000	18	285	Daniel A Baker	Russ Lyon Sotheby's International Realty	7,843,400	16.5
268	Trisha A. Carroll	Avenew Realty Inc	8,179,800	20	286	Abbie L Knowles	The Agency	7,823,900	10
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287	Eric Avdee	Keller Williams Realty Phoenix	7,823,349	12	288	Jill Stadium	My Home Group Real Estate	7,817,000	11
289	J Marty Flowers	Realty ONE Group	7,801,000	9	290	David R Brown	HomeSmart Lifestyles	7,792,375	10.5
291	Nick Bastian	Realty Executives	7,791,000	13	292	Tina Garcia	eXp Realty	7,780,000	6.5
293	Alice Ying Lin	The Housing Professionals	7,776,000	13	294	Kimberly Healy-Franzetti	West USA Realty	7,708,000	10
295	Kimberly Lotz	Redfin Corporation	7,682,500	13.5	296	Julie Thompson	West USA Realty	7,675,900	17.5
297	Ryan Gehris	USRealty Brokerage Solutions	7,658,500	12	298	Jamie K Bowcut	Hague Partners	7,657,300	14
299	Kristi Reckard	Hague Partners	7,654,916	36.5	300	Scott Graff	eXp Realty	7,647,000	11

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