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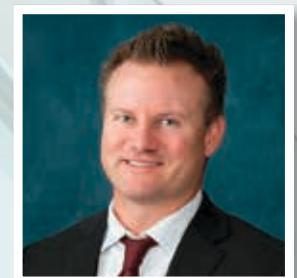
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MEET THE SCOTTSDALE AREA REAL PRODUCERS TEAM



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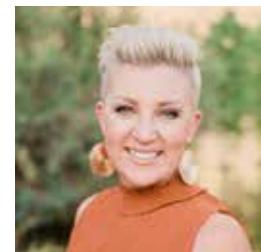
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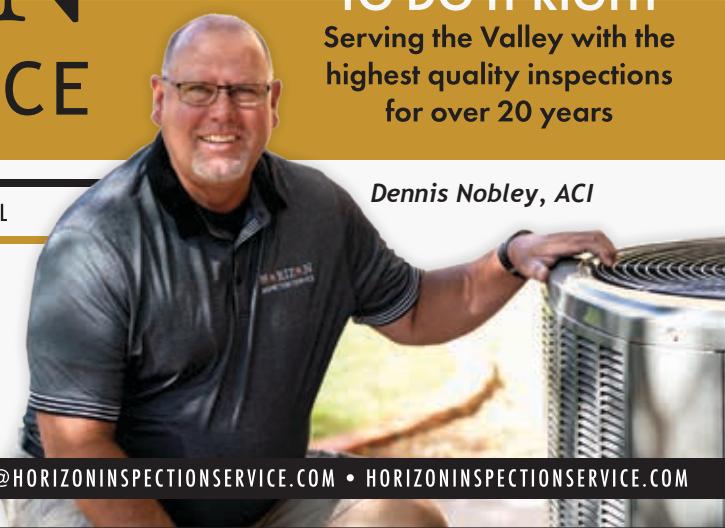


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► publisher's note

By Brett Gettman

Labor Day and Back to School

Growing up in Idaho, Labor Day has always been a holiday weekend that signaled the start of a school year and the end of summer with the looming cold weather here before you know it. As I celebrate my third year here in Arizona, I absolutely love the redefinition of the holiday.



History Note: Labor Day was acknowledged by labor activists as early as 1885 in celebration of the social and economic achievements of American workers. The first Labor Day parade was Tuesday, Sept. 5, 1882, in New York City. Oregon was the first state to pass a law recognizing Labor Day on Feb. 21, 1887.



Sincerely,
Brett Gettman

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RED HOG MEDIA

History aside: I've devoted the last 15 years of my life to business development, which includes business coaching and most recently as owner of *Scottsdale Real Producers Magazine*. At its essence, we are a platform that connects the best agents with each other and the best business in the area.

There's nothing I love more is to see a small business excel and grow. I've worked for the government as well as the military. Fewer things are more patriotic than forming your own business from scratch and providing a need in the community.

I'm so happy to see *Scottsdale Real Producers* take on a life of its own. I've seen agents meet for the first time in person at our events. I've also had the privilege of watching the businesses that sponsor this magazine meet with agents and provide real honest value and make life-lasting connections.

I hope you, like me, are not working so hard on Labor Day. I realize that's not always possible, but thank you for taking the time to read this. Cheers to you and all the American workers that built the foundations we now stand on!



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RE

Finding A Better Balance

"I'm not even kidding you; I have alarms on my phone to remind me to eat."

ALL IN

Bre Roberts approaches real estate from a position of intuitiveness. She understands the business and knows there are moments when she needs to pivot. "I'm going to take everything that's going on in the market—any value, any statistic—and put it toward what we're doing. I'm always going to be guiding [my clients] in the correct direction," Bre says. This approach, tied to her can-do attitude, is a winning combo.

"I'm a go-getter, always willing to do whatever to get it done," she says. "I'll figure it out, whether that's in my business or my personal life."

Bre has found that real estate isn't necessarily a business for the faint of heart. "If you want deals to close and they don't happen, it comes down to you to make it happen," she says. "It's way more chaotic. I like it, though, probably because I'm type A. I sometimes think—it sounds so bad—but if I have under 14 listings, I freak out."

AN INTENSE TRAINING

It didn't take long for me to realize Bre is the kind of person who likes to be in control of her destiny, which I think has played an important role in her career path. Although, when she first started her professional life, it looked a lot different.

"I went to ASU and pursued a double major with exercise science and business. Coming out of college, I went the professional athlete training route," she says. "I basically did really well in college to get the job that I wanted." But after Bre achieved the dream of training professional athletes for the NFL, professional hockey, basketball, baseball, and everything in between, she realized it wasn't all it was cracked up to be. "I came to find out your pay gets capped there, your hours are absolutely insane, and really, so many people want to train professional athletes."

Every athlete she trained had a specific regimen she needed to adhere to, and oftentimes, the warm-up session leading up to the training could take upward of 45 minutes. "It was changing every single day," she tells me. "Before training every athlete, you would have to know your weekly program, what they were doing, did they have any injuries." On top of all this, Bre had to stay on top of certifications. At one point, she had eight certifications outside the company she worked for. And really, this was all time in the day that was outside of her control.

TEENAGE TRAGEDY

When Bre was 15, her mom passed away, seemingly out of nowhere. "It's not like she had cancer and thought she was going to die—no, it was a really sudden death," she says. "That's what pitted me into taking care of myself, working hard."

When asked about the cause of death, Bre still isn't sure. "I don't think they know what she died from, to be honest with you," she says. There were theories, but she didn't think any of them added up. One thing is certain: this untimely tragedy put Bre on the path she's on today.

•••



Photo by Desert Roots Photography

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Along with diving into a health-centric mindset, her mom's professional struggles also pushed Bre to where she is in her own career. After her parents split up, her mom found herself re-entering the workforce. "Going back into the business world as a female and not having any work history for what, 17 years or something crazy like that—it's not easy. Since I was the youngest, I got to see the struggle of everything. I got a chip on my shoulder about it. I wanted to make my own money and be my own person. That's what motivated me, which is probably why I'm super type A."

This need to call her own shots makes Bre an absolute stunner when it comes to her job.

FINDING A BETTER BALANCE

The difference Bre sees between the intense routine of training



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“

Treat everything with respect, even if it's their only first transaction. All around, be good to everyone.

”

professional athletes and real estate's schedule is simply her position within them. Training athletes was very regimented. "You go in super early in the morning, you have a set program, you know who's coming in, and you know what's happening," she says. "In real estate, it's very go, go, go. It's very reactive." But it's Bre who gets to control her reaction.

She admits real estate isn't complete chaos. "With 72Sold and our system, it's definitely structured with our talking tracks and what we're doing, but I feel like I've gotten to where I am because you can be yourself. You can add your spin to everything and your own touch to it."

In the end, it's a touch of kindness that Bre brings to her deals. "Treat everything with respect, even if it's their only first transaction. All around, be good to everyone." I'd say that's some pretty solid life advice too.



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A PERSONAL TOUCH

► featured agent

Written by Joseph Haeger

Sean Hahn was kind enough to talk to me from his summer home in Greer, AZ. He and I got into his three-decade career and what got him to where he is today.

GETTING TO WORK

After 32 years in the business, Sean clearly has institutional knowledge, a solid line of connections, and the charisma that makes him a powerhouse real estate agent, but that wasn't always the case.

When Sean graduated high school, he went to college, which lasted all of a semester and some change. "I was tired of being in a classroom and tired of that atmosphere," he says. "I was ready to go to work." Sean dropped out of school and started working for a family friend. It was a stainless-steel manufacturing company building commercial kitchen equipment for restaurants, schools, and hospitals.

"They put me in the shop first, so I would learn how to make the equipment, and then the goal was to bring me into sales," he says. "They wanted to create the ultimate sales guy out of me." For the first couple of years, he moved all around the shop. "I built shipping containers, I worked as a welder, I ran a big shear," he tells me.

After he knew what it took to make accurate estimates based on time and material, he moved to the sales team for a couple of years. Sean is the kind of guy who avoids change, so he could have continued doing this kind of work for the rest of his life.

THE DAD MOMENT

"This is when my dad comes into the story," Sean says. His dad sat him down and asked him what his future looked like. "You've got a wife now. It'd be nice if you guys could start a family. You're making twenty grand a year. You can't do this," Sean recollects. "Okay, what should I do?" he asked his dad. "What about real estate?" was the simple answer.

Sean was resistant at first because of his mom's experience as a real estate agent, but his dad put his worries to rest. He championed Sean's work ethic and his ability to care about other people—two vital strengths when it comes to being a real estate agent. His stepsiblings ushered him into the business, and the rest is history.

IT COMES DOWN TO COMFORT

"My approach is different. I don't care how long it takes," Sean says about the home buying process. He cares more about finding the right fit for a buyer as opposed to closing and collecting his commission. "I never sell people houses. They need to sell themselves."

This includes providing more information about the house, the process, and the future. "I don't want to tell somebody, 'Look, just trust me.'" Some of Sean's clients take two years to find the right house. He doesn't •••



Photo by
Desert Roots
Photography

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care because he's operating at their comfort level. "I will literally talk [clients] out of buying homes," he says, laughing. There are moments when they're ready to buy a house, but he can see around the corner on certain properties. He knows that six months down the line, the buyer will find the defects, and the remorse will set in. If anything, Sean wants to mitigate that remorse.

A PERSONAL TOUCH

In his first six months, one of the veteran agents sat him down and asked how he kept in touch with past clients.

"Uh, I'm not," he said. He needed to be proactive. Taking the agent's advice, he signed up for a canned postcard service. Postcards were sent out four times a year, showing cartoon characters doing different seasonal activities. That's when he got a call from a previous client.

"Hey, I got your postcard," the client said. "What are you doing?" Sean was initially confused, but his client gave it to him bluntly. "These are lame, and you're so much better than this."

“When they think of real estate, they just need to think of me. That's all I'm trying to do... I love what I do, and I'm having fun doing it.

This feedback proved he needed to do something that highlighted his creative talents. He leaned on his comedic strengths: a sarcastic guy who loves to have fun and get people to smile.



And now, every year, he sends out postcards starring himself in famous roles like Johnny Cash, Sean Wayne, 007, and many others. These give me a clear idea of the kind of person Sean is. They're not just putting a face to the business, but a whole personality. This is possibly his biggest strength. He can do anything other agents can, but he brings a realistic, caring, personal touch to the whole experience.

"When they think of real estate, they just need to think of me. That's all I'm trying to do," he says. "I love what I do, and I'm having fun doing it."

After 32 years in any business, I think we'd all be lucky enough to say that.

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Written by Joseph Haeger

CHAD OLSEN

CAMELBACK MOVING

IT ALL STARTED WITH A PICKUP TRUCK



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I WAS VERY INVOLVED IN MY COMMUNITY, AND LIKE THE WELL-KNOWN FACT, IF YOU'RE YOUNGER AND OWN A PICKUP TRUCK, EVERY OTHER WEEKEND YOU'LL BE ASKED TO HELP MOVE SOMEBODY," CHAD OLSEN, FOUNDER AND OWNER OF CAMELBACK MOVING, SAYS WITH A LAUGH. IT WASN'T LONG AFTER HIS FRIENDS JOKED THAT HE SHOULD START HIS OWN MOVING COMPANY WHEN, IN THE WINTER OF 2005, HE DID. HE HELPED HIS FAMILY WITH SOME BIGGER MOVES AND DECIDED TO TAKE THE PLUNGE. "I INCORPORATED, GOT LISTED WITH THE BETTER BUSINESS BUREAU, BOUGHT A TRUCK, AND GOT SOME INSURANCE."

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CLEANING UP

In his newfound sobriety, Chad began living by the Golden Rule, which naturally translated to his business.

"The moving industry, for decades, had an unsavory reputation. [Arizona was] an unregulated state for moving, which kind of made us the wild west." For example, there was a practice called "hostage loads," where

...



Photo by Desert Roots Photography

a customer would be quoted a specific price over the phone, but when the movers showed up, the contract would be riddled with hidden fees in the fine print. Then, when the truck showed up at the new place, updated bill in hand, the movers would simply drive away with all the customer's possessions if they refused to pay the higher price. "The only recourse the client had was to take them to civil court, which could take months. If you've got your kid's school supplies and your wardrobe in the back of the truck, what kind of option is that?"

"That practice is now illegal," Chad says, "partially because myself and some of the good movers in town pushed through a bill, HB 2145." As a result of the honest players in town, the industry began cleaning up.

When he first started, Chad wasn't necessarily interested in pioneering an upheaval for the industry. "The mission was to grow the business," he tells me. "But our core values of honesty, transparency, diversity, community service—when you are conducting yourself that way, you're going to be an agent of change."

A NEW LOYALTY

Through the years, Chad has worked tirelessly to provide his clients with seamless transitions to their new homes and alleviate the stress of moving day.

Advancements in technology and a wider range of community reviews brought more growth and success to Camelback Moving. Along with rave internet reviews, Chad also made the decision to publish their rates, tariffs, and contracts online for anyone to see. Because of the tenuous reputation of the industry, no one wanted to recommend a moving company, but Chad's openness inevitably led to REALTORS® trusting him with their referrals. He began receiving more and more businesses from professionals, which prompted him to create the VIP Program. "It was created about three years ago," he says. "We saw a need to put a program together to recognize who was sending us clients and getting some benefits and incentives for doing so." It's free for any REALTOR® in Arizona, requiring very little information and offers three benefits that are not available to the general public.

"One is a pricing tier lower than our published rates on our website," he starts. "Second, all these moves are earmarked for our best movers. We currently have a ninety-man roster we're working with, but the VIPs get the cream of the crop of those movers." And saving the best for last, Chad tells me they provide "three days and two nights of free SIT, which is a moving acronym for storage in transit." This

is extremely helpful in the event a contingent sale doesn't go as perfectly as a client would hope. "Let's say they have a multi-contingency closing where the first closing goes through and the second one doesn't. What happens with their stuff that's been loaded on their truck?" Camelback Moving will take the truck back to their facility, lock it, and secure it. Then, after the closing occurs, they'll deliver everything.

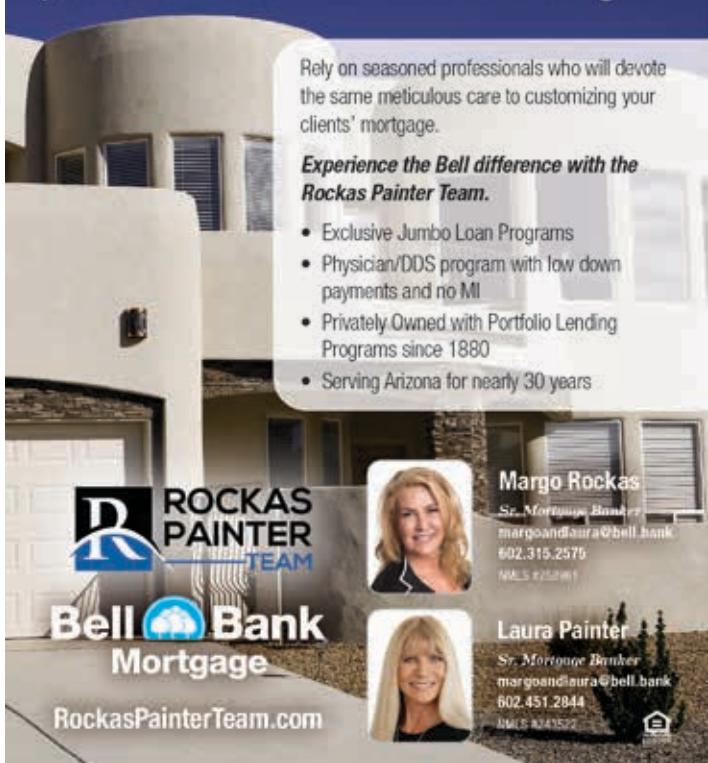
"The second closing has been delayed for a day? Did you choose Camelback Moving? Great, call Chad; they have a plan B for this," he says. It's one decision that could potentially save thousands of dollars in added cost.

Assisted by a team as dynamic as they are dedicated, Chad has created a culture of accountability, integrity, and a transparent process. Camelback Moving has delivered quality service to a number of Arizonians who now know why the motto is "Preserving Sanity One Move at a Time."



66
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