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JON MARK ESTES

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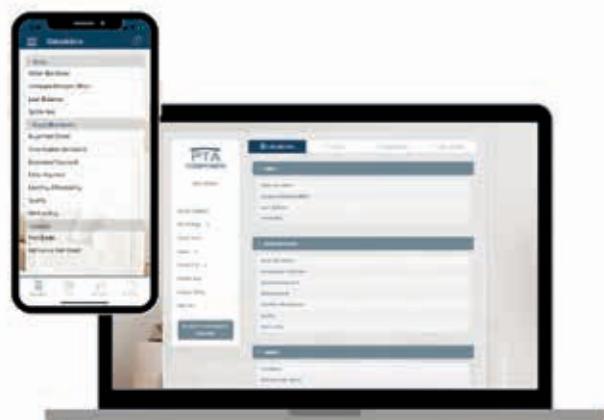
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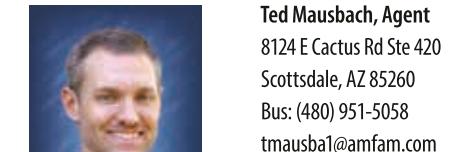


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MARY ANN ROUNDS-PETRATIS & GABE PETRATIS

Mary Ann and Gabriel Petratis are a mother-son duo bringing a fresh and reliable approach to the real estate world

THE IMPORTANCE OF FAMILY

"I grew up with a family of nine," Mary Ann Rounds-Petratis tells me. "We learned from a very young age that the most important thing in life is love." Mary Ann is the mother of three — her first daughter Ashley tragically passed away before she was two years old, her daughter Megan works for National Geographic, and her son Gabriel is her partner at RE/MAX Fine Properties. "Being raised with so much love and compassion helped make me the agent and person I am today," Gabriel Petratis adds. "Having a loving and supportive family has been huge." They lived in Iowa for years, but eventually, college spread across the country. Once Mary Ann's kids left the area, she had some important life decisions of her own to make.

LOOKING FOR A SIGN

"I woke up in the middle of the night," Mary Ann starts. "I couldn't fall back asleep, so I went for a 5-mile run. I was crying and praying the whole time, saying, 'You know what, God? If I'm supposed to stay in Iowa, I'll make the best of my life, but if I'm not, I want a sign today.'"

She returned home, got ready, and headed to work, raw with emotion. Later that day she got a call from her brother, Del Rounds, the former owner of RE/MAX Fine Properties. "He said, 'I've been thinking a lot about you lately and I feel like you should put your house up for sale and once it closes, put in your two-week notice and move out here to

Arizona, get your real estate license, and start working with me.'"

That was her sign.

THE DEL ROUNDS EFFECT

Del Rounds and his wife Lisa built a real estate empire in Arizona between 1994 and 2021. Then, devastatingly and unexpectedly, Del passed away in 2021. "When I first moved out here, he had 49 agents," Mary Ann tells me. "When he passed away, he had over 350."

Del was magnetic, pulling talented people into his orbit and then training them to be the best real estate agent possible.

“
DEL WAS NOT ONLY MY BROTHER,
HE WAS MY BEST FRIEND.
THERE'S NOT A DAY THAT GOES
BY WHERE HE ISN'T TRULY
MISSED. HE LIVED A LIFE FULL
OF SO MUCH LOVE AND ENERGY.
”

He knew the real estate world better than any other person I've known, and his energy was contagious. Growing up, we always played games and Del never liked to lose. He was very competitive in a loving way. No matter where you were, Del was the life of the party, meeting — everything. I feel honored to have had the best brother.

"Within one year, our family lost three amazing men," Mary Ann continues. "Our dad, our other brother, Donald, and Del. Never take a moment for granted. Say 'I love you' more because you never know about tomorrow." "Del also summoned me to Arizona," Gabriel says with a laugh. "I was happy working in the world of luxury retail [in Los Angeles], but Del said 'You'd be great in real estate because it's the largest investment that a person will make in their lifetime.'"

After learning about the business with his uncle, Gabriel explored the world of real estate on his own. He was interested in broadening his abilities and paving his path. Still, he was within the RE/MAX ecosystem that Del had built.

"It was a large team my uncle Del was the leader of, and working with so many accomplished agents was awesome for me as a new agent," Gabriel says. "In 2021, obviously after losing Del unexpectedly, that large team — that was number 1 in the state for years with RE/MAX and ranked nationally — that team, unfortunately, decided to go their separate ways. My mom and I were faced with some difficult decisions as far as what our team dynamic would look like."

BEST OF BOTH WORLDS

Gabriel and Mary Ann decided to stick together as a mother-son duo with Stephanie Brewer working as their transaction coordinator. They're an agile team willing to get help from the people they met along the way to provide the best experience for their clients.

**I BELIEVE
CLIENTS RECOGNIZE
IMMEDIATELY AFTER
MEETING US THAT WE
TRY TO LEAD WITH
AUTHENTICITY.**



"We stay on top of being very competitive with our follow through and our creativity," Mary Ann tells me, explaining their unique approach.

"Gabe, in his generation, knows so much about social media and different platforms. When he presents ideas to our clients, it's a wow moment. Then, it's so important to communicate with your clients, stay in touch at least once a week, and follow through on everything we do. We believe the personal touch is the key to success."

"I believe clients recognize immediately after meeting us that we try to lead with authenticity," Gabriel adds. "I'm excited to see what the future holds for us because of the great position we're lucky enough to be in." "Being in real estate is never going to end," Mary Ann says. "We look forward to carrying on the Rounds-Petratis legacy. Our hearts are full because we know Del would be so proud."

As a REALTOR®, do you rank in the top 500? Have you been successfully working in the real estate industry for many years and would like to share your story? Email us at scottsdale@realproducersmag.com or reach out via social media to learn how.

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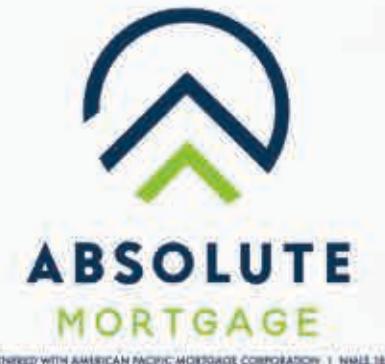


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JON MARK ESTES

By JOSEPH HAEGER

Jon Mark Estes has a solid grasp on exactly what his clients need, regardless of the state of the real estate market.

JON MARK'S VISION

Jon Mark Estes is someone who knows exactly what he wants out of his future.

"The fastest way to get to a destination is to have the clearest vision possible," Jon Mark says. "I can make every single decision in my life so much easier now because if it doesn't align with where I want to be in 2026, it's 100% an immediate 'no.'"

In the next three years, Jon Mark is looking to up his overall sales, which ultimately would allow him to semi-retire at 45 and follow his passion of helping others realize their own dreams. "In my free time, I would find people that have something they're passionate about and invest to help them grow their business," Jon Mark says, hinting at his long history of entrepreneurship. "It's doing what I'm most passionate about, which is building businesses."

AN ENTREPRENEURIAL MINDSET

Jon Mark attended ASU, majoring in communications and business. Although, during this time, he was far more interested in pursuing different personal business ventures.

"I was always trying new things because I had a passion for learning how to be the best entrepreneur and businessman that I could," he says.

He moved on from these ventures and partnered with his dad at a used-car dealership. "I worked in the finance and insurance departments with him, but it's a small lot, so it's one of those things — like being a realtor — where your title is finance, but you do everything from opening the shop to writing a contract."

The commission model at a car dealership differs from real estate in that you get paid based on the profit and not the overall sales price. On top of that, Jon Mark's vision for his future differed from the direction his dad was taking his business so, based on his past experiences, he decided

to part ways. "The big thing, for me," Jon Mark starts, "as far as entrepreneurship, is everything's a gamble. Everything's a risk. I've put money on myself more than enough times to prove it's the best return on investment that I'm going to get." If Jon Mark is going to spend the time and effort, he wants to make sure he has the freedom, flexibility, and power to execute decisions in a way that benefits him and his family, his clients, and his business.

BETTING ON HIMSELF

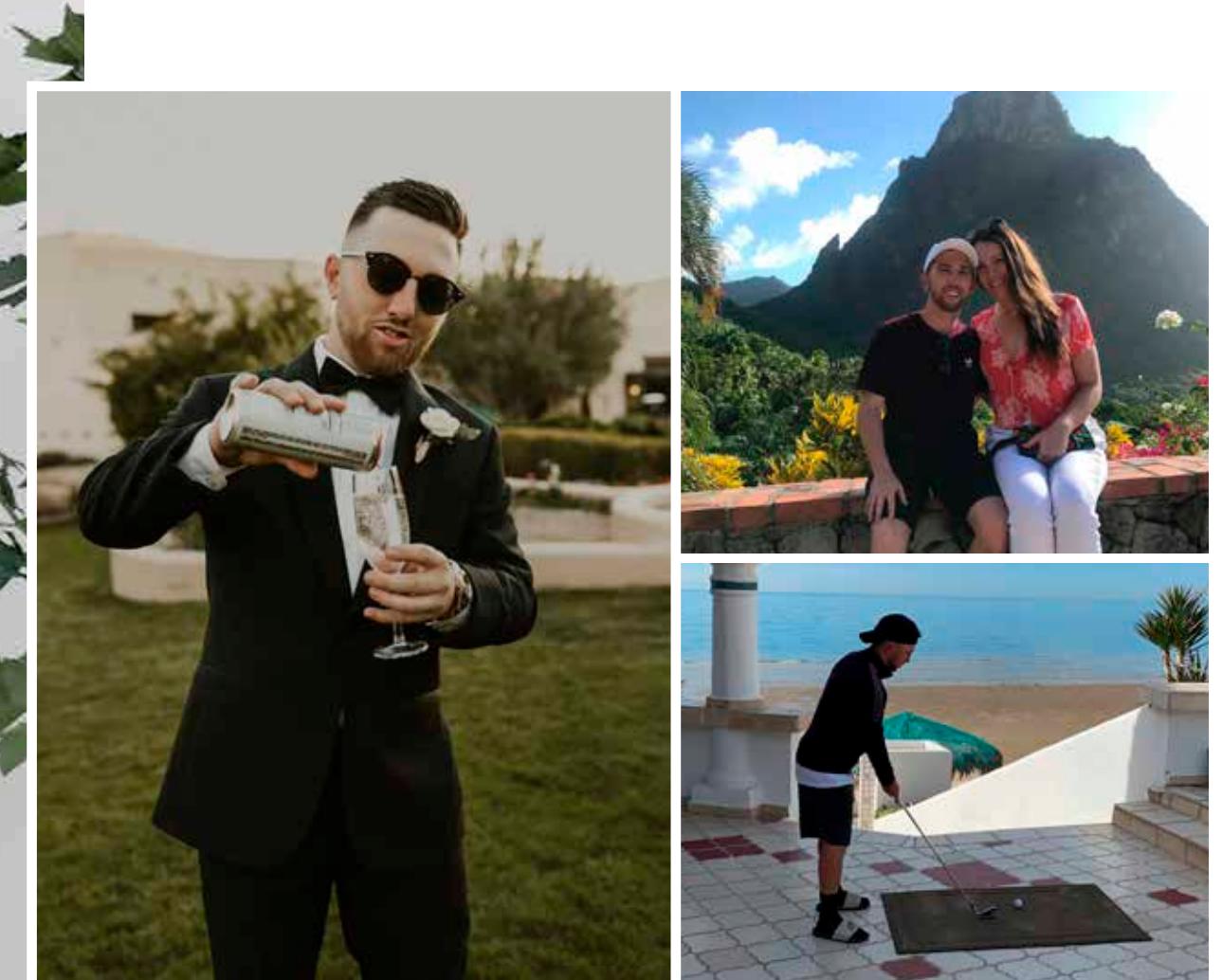
Jon Mark learned a lot about himself during his college years. "The best thing I experienced during all of my entrepreneurship, for me, is I learned what I was good at and what I wasn't," he explains. He was able to find the things that overlapped with his passions and whether he was skilled or not skilled in those areas. "You have to be willing to look yourself in the mirror and recognize, 'I'm naturally so good at this stuff in my business that no one could ever replace me,'" he says. "On the adverse, 'I lack at this stuff and I will be hurting not only my





“
My goal is to ask so many of the right questions and have such a hands-on approach that [my clients] don’t have to be looking at properties.
”

Photo by Armada Visuals



business and myself but also my clients if I don’t outsource this part of the business.”

A PROACTIVE SKILLSET

During this current moment in the real estate market, Jon Mark sees all the same difficulties as other agents, but his past has paved the way for him to see solutions within these blockers, making him an even better realtor. “I have to do twice as much work to get the same amount of leads, but I can 100% tell you where all of my time and efforts need to be spent,” he says. “It’s my active approach to buying and selling,” Jon Mark expands. “My goal is to ask so many of the right questions and have such a hands-on approach that [my clients] don’t have to be looking at properties.

They know I’m truly in it for their best interest and I’ve listened to every single answer that they’ve given me. “On the selling side, I’m going to get your property listed, I’m going to get professional photos and videos, I’m going to promote it on social, and hold open houses — but I’m also calling your neighbors, I’m door knocking, I’m reverse prospecting, I’m sending out a direct mail campaign, and so

much more. Because the right buyer is out there and I’m going to find them. I’m not going to wait for them to find the property.”

Listening to Jon Mark’s overall approach to the business is fun and fascinating, mainly because of how he views himself as a person. He has the rare quality where he can see himself clearly, enabling him to know exactly where he fits into the world. Because of this quality, it’s easy to believe everything he says.

“My vision’s so dialed in that it helps drive my daily decision-making because I shouldn’t be making decisions that aren’t aligning with where I want to be.”

What’s more impressive is he knows exactly where he wants to be, and how to get there. That’s the kind of realtor I’d love to have on my side.

Which agents do you know who statistically and culturally are crushing it in the industry after just five years or less of being in the industry? Nominate them via social media or email at scottsdale@realproducersmag.com.

A photograph of a man with a beard and a young boy hanging a purple sign that reads "WINTER IS HERE" on a wall. The man is smiling and looking at the boy, who is also smiling. The background shows a bright, modern interior.

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In the home, it's good to know there are many different plumbing connections. These provide water to your kitchen sink, your shower, your washer, and even your fridge and lawn. If any of the pipes providing water gets damaged in any way, water can leak into your walls and floors, causing serious damage and could be disastrous for your home. Even simple pipe leaks under your sinks or a toilet overflowing can cause damage that could turn into a bigger—and more expensive—headache down the line. That's why you need to keep 100% Plumbing top of mind; even with sneaky problems, like an underground leak or mystery water popping up where it shouldn't be, they have the technology to detect hard-to-find leaks without needing to excavate. For any leak, visible or not, you can count on their team to fix it.



THE 100% PLUMBER

Mont and the 100% Plumbing team aim to provide the best service experience the industry has to offer. As the man who oversees the whole company, Mont ensures 100% Plumbing is reliable, guaranteeing that plumbing issues are resolved correctly the first time within the timeframe quoted. Plumbing issues can get expensive, so he makes it a point to provide service at an affordable price and wants his customers to know it's an investment to protect their homes and businesses by promptly taking care of any issues that arise.

It's a point of pride that 100% Plumbing is a family-owned business, committed to creating lasting relationships with every client. Mont does this by building trust through honest and efficient workmanship and by providing an outstanding experience during every single job they're called out to.

Mont has spent more than 30 years in the industry and has used that direct experience to answer any call, day or night.

He acted as the general manager for Christian Brothers: HVAC, Plumbing & Electrical for over a decade. His duties as GM led his team to successfully transform at every level of the business. This included customer care, financial workflow, training, and inventory oversight. He proved himself to be a natural leader, motivating and inspiring team members to not only earn, but also to show respect to every other co-worker and customer.

It was here that Mont was able to refine his process and develop a company vision, planning for future growth. He spent his time and efforts supervising, guiding, and developing



a solid management team while also taking the time to recruit and contract both company and project staff. Decisions started and stopped with him as he made customer satisfaction the #1 priority. In addition to making sure the Christian Brothers ran smoothly from an operations standpoint, Mont also learned the importance of building a budget, completing daily financial analysis of key indicator numbers, and managing revenue and expenses.

From Christian Brothers, Mont moved to Benjamin Franklin Plumbing in 2015. Here, he expanded his expertise by conducting off-site exposure events to better brand the company at home shows and exhibits, which helped him educate the greater public about the plumbing industry and current best practices. Then, to stay on the cutting edge, Mont continued his own education through Direct Energy resources, which extended throughout the US and other countries. Throwing himself into this, he was able to explore out-of-the-box ideas and perspectives that inherently elevated the way he conducted the business.

FORGING HIS OWN PATH

After a year as the acting GM at Benjamin Franklin Plumbing, Mont decided to start his own thing and opened 100% Plumbing. He brought all his years of experience and knowledge as well as his personable approach to this new venture. As always, his complete focus stayed on his end customer. He continues to make sure customer satisfaction for every job is the #1 priority.

100% Plumbing understands a lot of jobs can be a strain on any business or homeowner, which is why they offer 0% financing. They want you to get professional plumbing done easy and with this option, you can get high-quality service at a great price from a local team who cares about getting the job done right.

Like Mont Stephenson has displayed again and again over the last three decades: the jobs start and stop with the customer, and he ensures that's where the focus stays.

Our preferred partners are nominated by REALTORS® like you! If you work with a vendor who you love and know they do great work, please send their contact info to us at scottsdale@realproducersmag.com.

WAYS TO BENEFIT FROM THE SCOTTSDALE REAL PRODUCERS PLATFORM

Are you planning an event or know of a local event you would like to invite other top-producing real estate agents to?
Email a brief description to scottsdale@realproducersmag.com, and we'll help you promote the fun!

SOCIAL PUBLICATION

We design, print and distribute a monthly social publication for the top performers in the local real estate community. The articles in the publication are all about what is relevant to top performers. We share stories about top producers on what their routines are, what motivates them and how they got to the level they are at. We have articles that feature agents at different levels, leaders in the industry, popular and reliable partners, upcoming developments, luxury listings, investment properties, incredible admin staff, inspirational nonprofit activities and events.



Remember, all of our stories are procured through YOUR nominations, and there is **NO COST** to participate! We publish these stories for your benefit and enjoyment. To nominate an agent or vendor to be featured in our platform in 2023, go to our nomination link:

<https://form.jotform.com/231855832761159>
(the link is also listed on our Instagram bio).

EVENTS

We have a series of events planned for you in 2023. We won't reveal ALL of them, as sometimes plans change; however, we have quite a bit in store!

MASTERMIND PANELS — We have an educational series of events that will feature some of the real estate experts in our market. The panels will be your way to access not just *who* is doing it but *what they are doing*.

TEAM BUILDING TOURS — Last year, we had the opportunity to host several team-building tours. We assemble a group of 30 to 50 agents and preferred partners, and we go out for a night on the town — holiday tours, brewery tours, winery tours, nonprofit impact tours and more. *TCRP* picks up the tab on the bus, but we do ask that you contribute toward gratuity for the driver. If you are interested in learning more or joining us on one of these tours, please contact us at tc@realproducersmag.com.

REALTOR® Socials — Quarterly we host what we call a REALTOR® social. These events typically include 150-plus people at a location that is fun, interactive and has upbeat energy. The purpose of the socials is to give everyone an opportunity to meet, get to know each other and stay connected. Stay tuned for specific details about REALTOR® socials; they are always a blast!

SOCIAL MEDIA

In addition to having a print presence, we are active on Facebook and Instagram! Don't forget to like us and follow us at **@ScottsdaleRealProducers!**

We post snippets of some of our articles there, promote upcoming events in and for the real estate community and showcase our preferred partners—all who have been vetted, do great work, bring you solutions to help you sell homes faster and at a better price, and they have all been referred to us by real estate agents in the top 500!

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