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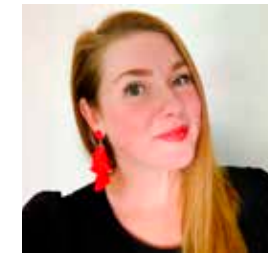
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MEET THE SALT LAKE CITY REAL PRODUCERS TEAM



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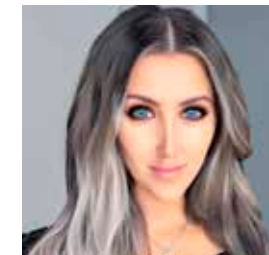
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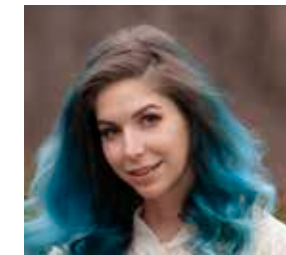
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» announcement



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Real Producers started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. We are EXCITED to launch *Salt Lake City Real Producers*!!

Name a large city and we are there or will be soon! In every market, we take the top 500 agents, based on the MLS production, and we build an exclusive magazine around those agents.

We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication. We strive to inform and inspire the top producing real estate agents in the local market and connect them socially.

The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: WHO RECEIVES Salt Lake City Real Producers MAGAZINE?

The top 500 agents in Salt lake City from the previous year. We pull the MLS numbers (by volume) from the previous year. Approximately 14,000 agents are licensed in this territory. We cut the list off at #500, and the distribution was born. The Top 500 cutoff is \$12 million. The list will reset at the end of every year and will continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the Top 500 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email our publisher Marissa McCutchan at marissa@n2co.com with the subject line, "Nomination: (Name of Nominee)."

Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR® /TEAM TO BE FEATURED?

Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away!

We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top agents has recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

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6 • December 2023

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Salt Lake City Real Producers • 7



» cover agent

Written by Kendra Woodward
Photography by Tiffany Burke Photography

HEATHER

Roxburgh



FROM ADDICT TO AGENT
A Journey of Empowerment and Success



In the world of real estate, where every agent vies for a slice of the competitive market, there is one remarkable individual who stands out from the rest. Heather Roxburgh, a woman of unparalleled creativity and determination, has not only carved a niche for herself in the industry but has also become an inspiration to many. With a story that spans addiction, recovery, and relentless ambition, Heather's life journey is nothing short of extraordinary.

Heather Roxburgh's journey as a real estate agent began over a decade ago, but her story is not limited to the world of property transactions. She is a multi-faceted entrepreneur who co-owns two thriving businesses: Meraki Title and Bee Epic Marketing. It's this unique combination of skills and her ability to think creatively that sets her apart from the crowd.

Heather's marketing prowess extends to both agents and clients, and she has a track record of hosting successful events that draw thousands in attendance. Her Pumpkin Patch event is just one example of her innovative approach, where she seamlessly blends her love for her clients with her marketing expertise.

Heather's influence in the real estate industry goes beyond her own businesses. Agents from across the country often flock to shadow her, eager to gain insights into her marketing strategies and industry know-how. She not only shares her concepts with them but also actively assists in designing and producing content. Her dedication extends to hosting monthly strategy webinars through Bee Epic Marketing, where she imparts valuable knowledge on hiring team members and organizing successful real estate events, inciting, "You have no idea what you're capable of."

Heather's journey to success has been far from conventional. Raised in the small town of Hurricane, Utah, her early life was fraught with challenges. By the age of 16, she had dropped out of high school and fallen into the grips of meth addiction. Her life took a turn when her boyfriend's incarceration prompted her to relocate to Salt Lake City in a bid to get clean. She was determined to leave her old life behind, even managing to secure a job at the police department, a feat that required her to get her high school diploma and expunge her criminal record.

“ YOU HAVE TO PUT IN THE WORK
AND SHOW UP EVERY DAY.

You have to have intention in every single thing you do.



Initially volunteering at the Midvale Police Department, Heather's passion led her to become the coordinator of the Crime Victim Assistance Program. During her eight-year tenure, she was a first responder at violent crime scenes, a role that demanded immediate rapport-building with individuals undergoing traumatic experiences.

“My job at the Police Department was to walk into Pandora's box,” she says.

It was during her time at the police department, that Heather's journey into real estate was spurred by a colleague who held a real estate license. He urged her to



“ You have no idea what you're capable of.

join his team, sensing her potential. While she initially pursued the license to facilitate her property investments, she soon found herself enamored with the real estate world. Her transition wasn't without its challenges, but her innate ability to connect with people and solve problems honed during her time at the police department proved invaluable. As she explains, "We're therapists, we're advocates, we're all the things I was at my other job."

Today, Heather Roxburgh is not only a successful real estate agent but also a sought-after speaker at industry events. She shares her experiences of growth and advocacy, using her story to connect with others. Her message is clear: addiction is relatable, regardless of its form. She firmly believes that every person, regardless of their background, has untapped potential.

Her mission is to empower others, urging them to recognize their

capabilities. She suggests, "It's a tough business and new agents think it's an easy task. You have to get dressed and be ready for whatever might come your way. Be prepared. Be ready to go." Even when there isn't something on her agenda, Heather is still dressed and ready to go. Even at home, she's in work attire and prepared to drop everything for a client.

Heather's story of recovery, growth, and success is truly remarkable. She is a living testament to the power of determination and resilience. Her involvement in the community extends to serving on the executive committee for Utah Foster Care, where she tirelessly works to raise funds for this vital cause. She's also deeply committed to the Board of REALTORS®, adapting her involvement over the years to make a lasting impact, and is currently on the committee for a golf tournament, which raised just over \$19,000 for Utah Foster Care.

Heather is not only a businesswoman, but also a dedicated mother to three grown daughters and a grandmother to three grandchildren. Her close-knit family, including her parents, siblings, nieces, and nephews, all reside within a short distance from her, providing a strong support system.

Beyond her professional life, Heather is a travel enthusiast, a fitness devotee who works out daily, a lover of fine wine, and a self-proclaimed "conference junkie." Her packed schedule doesn't leave room for pets or plants, but it does allow her to explore new horizons and continuously expand her network.

Heather Roxburgh's story is one of transformation, empowerment, and unwavering determination. She serves as a shining example of how adversity can be overcome, and how a relentless pursuit of one's passions can lead to incredible success. "You have to put in the work and show up every day," she says. "You have to have intention in every single thing you do."



2023

BY THE NUMBERS

HERE'S WHAT
SALT LAKE CITY'S
TOP 500 AGENTS
SOLD....

12,637

TOTAL TRANSACTIONS

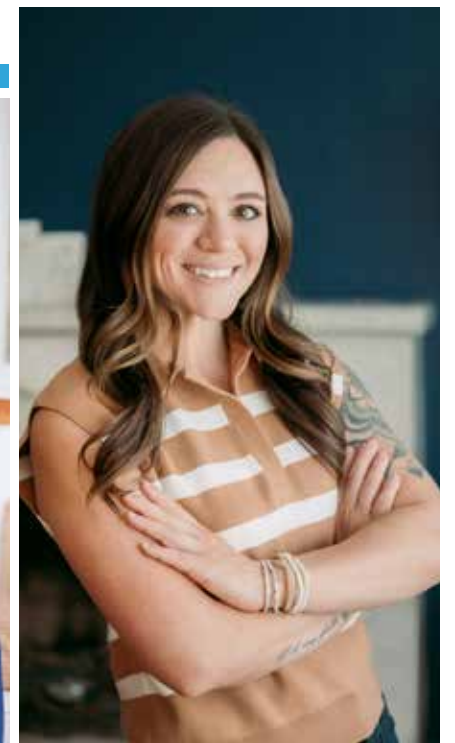
\$\$10,274,086,806
SALES VOLUME

\$21
MILLION

AVERAGE
SALES VOLUME
PER AGENT



 26
AVERAGE
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RUBEN GOMEZ

In the heart of the Utah real estate scene, one remarkable family is making waves not just through their thriving businesses, but also by helping others achieve their dreams. Ruben Gomez, along with his brother Miguel and their dedicated team, collectively known as The Real Estate Familia, are redefining what it means to live the American dream while making a significant impact in the Hispanic community.

Ruben and Miguel Gomez are more than just brothers; they're 50/50 partners in both the real estate industry and their mortgage company, Top Level Home Loans. These dynamic siblings started both ventures and brought their parents along for the ride. However, the Gomez family's journey in the world of property began long before their American adventure.

Born in Colombia, Ruben's parents were involved in property management and real estate back in their homeland. However, the economic turmoil of 2001 prompted a drastic move to Utah when

BUILDING A LEGACY OF SUCCESS THROUGH FAMILY

Written by Kendra Woodward
Photography by Tiffany Burke Photography

Ruben was just five years old. In Utah, his parents juggled multiple jobs, sometimes working three jobs simultaneously, all while raising Ruben and his brother, Miguel. Their goal was to pay off loans back in Colombia and secure a brighter future for their family.

Despite the challenges, Ruben's parents persevered. His mother acquired her loan officer license, and his father became a licensed real estate agent. Together, they forged a successful career in real estate, although language barriers occasionally hindered their progress. Tragedy struck in 2008 with the economic crash, depleting their fortunes and forcing them to trade their home for an apartment.

The crash of 2008 was a turning point for the Gomez family. They went from relative affluence to near destitution, a situation that fueled their determination and resolve. It was during this challenging period that Ruben and Miguel learned the value of hard work, perseverance, and the ability to bounce back from adversity. These invaluable life lessons would become the foundation of their future success.

At a young age, Ruben and Miguel discovered their entrepreneurial spirit. Ruben started working at T-Mobile while attending college and later received an opportunity to open a MetroPCS store. Although the initial venture didn't result in the success he had hoped for, it provided them with essential business experience. By this time, Miguel held a mortgage license, and their parents were actively practicing real estate.





“ I TAKE OFF THE REAL ESTATE HAT AND PUT ON THE MECHANIC HAT.

Ruben, however, initially resisted a career in real estate, failing the licensing exam multiple times. But when the family needed him to step in and help, he eventually found his calling in the industry. Since obtaining his real estate license in 2015, it has been his sole focus.

In 2018, Ruben and Miguel decided to venture into the restaurant business, but it quickly became apparent that it wasn't their true passion. The experience did, however, reinforce their ability to work seamlessly together, and from there, they doubled down on their real estate endeavors.

Right before the COVID-19 pandemic emerged, the Gomez family joined forces to create a lasting legacy for their children. This unique dynamic allowed them to repay their parents for the sacrifices made to provide them with a brighter future. Building on a

solid foundation, they've been growing their family business year after year.

Ruben and his brother, Miguel, are passionate about helping the Hispanic community in Utah navigate the real estate market. "We live the American dream," Ruben says. "The most fulfilling transactions we've been a part of are when we're helping the Hispanic community." Approximately 95% of their clientele is Hispanic, and they consider this their niche and their calling. Their clients' stories often mirror their own struggles and experiences, and they are dedicated to creating opportunities for their community.

Despite their company's rapid growth, The Real Estate Familia has remained rooted in the fundamentals of client interaction. They prioritize one-on-one client calls, ensuring that their database receives daily and monthly

touches. Their focus on personal relationships has been instrumental in their success.

Outside of work, Ruben served as the President of the Salt Lake City chapter of the NAHREP (National Association of Hispanic Real Estate Professionals) at age 21. This leadership role allowed him to make a significant impact on the Hispanic real estate community in Utah, despite his relatively young age. They had 207 members at that point and he was one of the youngest in the nation.

Ruben's dedication extends beyond his career. He and his wife, Megan, have four kids aged five and under - Ezekiel, Aria, Enzo, and Camila - and a Dog named Maui. Miguel is married to Arianna, and they have six children - Alecki, Elijah, Julian, Alaina, Kaizen, and Amara. The Gomez brothers are deeply family-oriented, and they

cherish moments with their children. Ruben's oldest child races go-karts, and he often finds himself wearing the "mechanic hat" when they're at the track. "I'm his mechanic on Sundays," he jokes. "I take off the real estate hat and put on the mechanic hat." He's also a devoted soccer dad, sharing the joys of the sport with his children.

In the world of real estate, the Gomez family has not only found success but also a sense of purpose and fulfillment. Their journey from challenging beginnings to thriving businesses is a testament to their determination, resilience, and commitment to making a difference in the lives of others. They live the American Dream while tirelessly working to help others achieve theirs.



MARTHA MORRIS

In the world of real estate, Martha Morris with Summit Sotheby's in Draper has been a licensed REALTOR® since 2018 and is making waves in Salt Lake City. Martha believes that "Luxury is an experience, not a price point," and this mantra has not only become her guiding principle, but is also the motto of her esteemed company. Her journey from social worker to successful real estate agent is as remarkable as the homes she helps her clients find.

Martha hails from Louisville, Kentucky, and her path to real estate was far from traditional. She pursued her undergraduate studies at Brigham Young University, majoring in psychology and minoring in anthropology. Initially, she embarked on a career as a social worker, a profession she thought she would devote her entire life to. Little did she know that her journey in real estate would soon mirror her social work experience.

During her time as a social worker, Martha worked for various nonprofits, including First Step House, a treatment center located in downtown Salt Lake City, where she helped men get back on their feet, dealing with issues ranging from mental illness to homelessness. Reflecting on her transition to real estate, she humorously remarks, "I used to help people experiencing homelessness find homes, and now I help people

with resources and money find homes." Her innate empathy and desire to assist others never left her, making her a natural

fit for the real estate industry. "I don't see myself as a salesperson; I'm still a social worker helping people go from point A to point B."

Martha's defining moment personally occurred in 2012 when her husband was teaching snowboarding and still in school. They were struggling financially and her parents approached her with an opportunity that would change her life. They urged her to buy a house immediately, believing that the low prices and interest rates at the time were too good to pass up. They even fronted her the 20% down payment as part of her inheritance to give her a head start in life.

The process of buying a home introduced Martha to a prominent real estate agent in the area, and she was instantly captivated by the experience. Though it would take her five years to fully embrace real estate as a career, that initial encounter planted the seed of a future filled with possibilities.

After assisting a friend who was a gym owner and real estate agent, Martha found herself at a crossroads in her career. Her job at a for-profit, social-work-based tech company was becoming increasingly unsatisfying, and she decided to take her friend up on his offer to join him in the real estate business. He warned her that success in the industry required unwavering commitment and that the first year might be financially challenging.

Undeterred, Martha leaped into real estate. She quit her job, placed tenants in both halves of her house, moved in with her in-laws, and worked tirelessly for up to 15 hours a day. In her first year, she successfully closed 30 deals with her partner, but it was a year filled with sacrifices. She lived frugally, drawing from her savings, and by the end of that challenging year, she was able to pay herself back and break even.

REDEFINING
LUXURY



▶ realtor® on the rise

Written by Kendra Woodward
Photography by Tiffany Burke Photography



Martha emphasizes the importance of committing fully to real estate, saying, “It’s important for anybody that’s going to start in real estate to be all in. You have to give yourself a runway and be ready to do everything you can to make it work. There’s no plan B in real estate.” She truly believes that she was made for this career.

Martha Morris’s commitment to her clients goes beyond the transaction. She values supporting local small businesses and sources her gifts locally. She strives to be a resource for her clients by having a virtual Rolodex of good businesses and contractors to refer to. This approach helps her stay on top of mind and engage with her community. Martha actively hosts client events, offering value to her clients and fostering lasting connections. From hosting Kentucky Derby parties to organizing Cutco knife sharpening luncheons, she ensures her clients remember her not just as a REALTOR® but as a friend.

“

It’s important for anybody that’s going to start in real estate to be all in.

YOU HAVE TO GIVE YOURSELF A RUNWAY AND BE READY TO DO EVERYTHING YOU CAN TO MAKE IT WORK.

”

One of Martha’s favorite quotes is, “I want to know my people’s dreams,” emphasizing the importance of understanding her clients’ aspirations deeply. She believes that by truly knowing her clients, she can guide them to their desired destinations. “If you know your people well enough, you’ll know where they’re trying to go.”

Beyond her real estate career, Martha supports the charity OUR (Operation Underground Railroad), which fights against child and human trafficking. She also continues to support her previous nonprofit organization, First Step House. Her commitment to making a difference extends to both her professional and personal life.

Martha’s family also plays a significant role in her life. Her husband, Seth, a stay-at-home dad turned operations manager at Sundance Resort, hails from Minnesota, and the couple met as ski instructors at Sundance in college. They have two children, Shae and Holden, and they enjoy skiing and exploring mountain biking trails in their free time, attending comedy shows and exploring new restaurants. As parents, they savor the moments of their children growing up and actively engage in community events, introducing their kids to local attractions like the aquarium and festivals.

Martha Morris is more than just a REALTOR®; she’s a dedicated individual who brings her social work background, empathy, and a personal touch to the world of luxury real estate. Her journey from a financially challenging start to becoming a successful real estate agent is a testament to her unwavering commitment and determination. In her eyes, luxury isn’t about the price of a property; it’s about the meaningful experience she creates for her clients.





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