

EAST VALLEY

# REAL PRODUCERS.<sup>®</sup>

CONNECTING. ELEVATING. INSPIRING.



## FEATURED AGENTS

**JACQUI  
SHOFFNER  
& JOSH  
HOGAN**

### SPONSOR SPOTLIGHT

Eco Roofing Solutions

### REAL STORY

Danielle Tantone

### RISING STAR

Katie Horn

### WEALTH DAY MASTERMIND

# WE ARE THE REALTOR ROOFERS!

• Tile • Shingle • Foam • Roof Certifications



*"AZ Roofing is a great company to work with, always on time & great prices on roofing replacement or repairs, I highly recommend them to anyone needing roof repairs."*

-JEFF B.  
Google Review



**AZ ROOFING WORKS**  
& RESTORATION  
**602.283.3383**

*"Experience You Can Trust"*

REQUEST A FREE ESTIMATE TODAY

Call **602-283-3383**  
or visit: [www.azroofingworks.com](http://www.azroofingworks.com)



FOLLOW US ON



RP reaches the top 300-500 real estate agents in 100+ major markets across the country (like this one).

Your business can reach those agents too.



**RP** REAL PRODUCERS

Partner with one or multiple Real Producers magazines to reach this coveted Top Producer audience. Visit [realproducersmag.com/locations](http://realproducersmag.com/locations).

# TABLE OF CONTENTS



**06**  
Preferred  
Partners



**08**  
Golden  
Nuggets



**10**  
Sponsor  
Spotlight:  
Eco  
Roofing  
Solutions,  
Eric Perry



**14**  
Wealth Day  
Master-  
mind Event



**26**  
Featured  
Agent:s  
Jacqui  
Shoffner  
and Josh  
Hogan



**32**  
Coaching  
Corner



**36**  
Rising Star:  
Katie Horn



**42**  
Real Story:  
Danielle  
Tantone:  
A Piece of  
Work



**48**  
Playing  
Distracted



**50**  
Question  
of the  
Month



**54**  
WeSERV  
Monthly  
Update



**56**  
Top 300  
East Valley



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at [jenni.vega@realproducersmag.com](mailto:jenni.vega@realproducersmag.com).

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *East Valley Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

## MEET THE EAST VALLEY REAL PRODUCERS TEAM



**Jenni Vega**  
Owner



**Michele Jerrell**  
Operations Manager



**Dave Danielson**  
Writer



**Brandon Jerrell**  
Writer



**Ruth Gnirk**  
Writer



**Chris Reece**  
Guest Writer



**Roger Nelson**  
Guest Writer



**Devin Egbert**  
Photographer



**Patrick McKinley**  
Photographer

## HOME LOANS MADE SWEET & SIMPLE.



**JACK ZOELLNER**  
NMLS #2057087  
[www.AgaveHomeLoans.com](http://www.AgaveHomeLoans.com)  
**480.695.0871**



3230 EAST BROADWAY RD | SUITE B-220 | PHOENIX, AZ 85040 | 602.325.5135

# PREFERRED PARTNERS



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

## CABINERY & DESIGN

Kitchen Tune Up  
(480) 304-2732  
kitchen.tuneup.com/  
phoenix-az-corvelli

## DUMPSTERS- HOA-FRIENDLY

Bin There Dump That  
(480) 999-1399  
Gilbert.BinThereDump  
ThatUSA.com

## HEALTH INSURANCE

Insurance Experts Team  
Karla Flores  
(480) 650-0018  
InsuranceExperts.team

## HOME INSPECTION

22 Home Inspect  
Aaron Westman  
(480) 506-6610

Checklist Inspections  
John Tyler  
(480) 226-9006  
checklistaz.com

Home Team  
Inspection Service  
Ron Riley  
(480) 702-2900

Inspections Over  
Coffee! (AZ)  
(602) 962-5282  
www.homeinspections  
overcoffee.com/  
phoenixhomeinspection  
nikkischaal.fbfsagents.com/

## Stratton Inspection Services LLC

Paul Stratton  
(480) 215-7264

## LAW FIRM

HGPL Law  
John Lohr Jr  
(480) 991-9077

## MOVE MANAGEMENT AND LIQUIDATION SERVICES

Caring Transitions  
Tina Patterson  
(480) 257-7127

## MORTGAGE

Agave Home Loans  
Jack Zoellner  
(602) 325-5135

## MOVERS

Camelback Moving  
Chad Olsen  
(602) 564-6683  
www.camelbackmoving.com

## Taylor Made

Inspection Service  
Patrick Taylor  
(480) 521-0054

## HOME RENOVATION

Curbio  
(810) 300-9432  
Curbio.com

## HOME WARRANTY

Choice Home Warranty  
Sharp Chen  
(949) 426-5450

Fidelity National  
Home Warranty  
(800) 308-1424 x3430  
www.homewarranty.com

First American  
Home Warranty  
Kathryn Lansden  
(480) 338-1983

United American  
Mortgage/Harward  
Mortgage Team LLC  
Scott Harward  
(480) 223-2265

## HVAC

AZTech Mechanical  
Amanda Price  
(480) 262-0274

## MORTGAGE / LENDER

Team Cassels - Cross  
Country Mortgage  
(480) 367-7910  
Nikki Schaal LUTCF, Agent  
(480) 279-1874  
nikkischaal.fbfsagents.com/

## PEST CONTROL

Black Pearl Pest Control  
Degen Perry  
(928) 812-1315

## PHOTOGRAPHY

Devin Nicole Photography  
Devin Egbert  
(480) 440-9997

## PROPERTY MANAGEMENT

TCT Property  
Management Services  
Jennice Doty  
(480) 632-4222

## REAL ESTATE PHOTOGRAPHY

Listing Ladder  
Patrick McKinley  
(480) 430-8353

## ROOFING

AZ Roofing Works  
Austin Gardener and Piper  
Lindenmuth  
(602) 283-3383  
www.azroofingworks.com

## Eco Roofing Solutions

Eric Perry  
(480) 695-7736

## RoofStar Arizona Inc

(480) 426-1915  
RoofstarArizona.com

## State 48 Roofing

(602) 527-8502  
www.state48roofing.com

## SHORT TERM RENTAL PROPERTY MANAGEMENT

iTrip  
Megan Rodriguez  
(480) 695-1585  
www.LTAZ.com

## RoofStar Arizona Inc

(480) 426-1915  
RoofstarArizona.com

## State 48 Roofing

(602) 527-8502  
www.state48roofing.com

## TITLE AGENCY

Landmark Title  
Kristi Smith  
(480) 695-1585  
www.LTAZ.com

## VIDEO PRODUCTION

B-Real Productions  
Brandon Morgan  
(480) 652-8887

## VIDEO SERVICES

Permanent Estate  
Jason Crittenden  
(480) 999-9880



# iTrip®

*The Network of Professional  
Short-Term Rental Managers*

**Curious about Short-Term Rentals?  
We're the resource you've been searching for!**

**WE'LL ANSWER ALL YOUR QUESTIONS ABOUT:**

- Most lucrative areas
- Features of top properties
- Startup Expenses and Fixed Costs
- Preparing for your first guests

**Message us today to  
schedule a meeting  
with your team or clients**

## Valley-wide Property Management

List your property. Do less. Earn more. Win-win.



### PETER SOUTH

Serving Tempe, South Phoenix,  
Avondale, Goodyear, and Buckeye

480-440-3161  
Peter.South@itrip.net  
tempe.itrip.co

### MEGAN RODRIGUEZ

Serving Mesa, Chandler, Gilbert,  
Gold Canyon, and Queen Creek



480-660-6469  
Megan.Rodriguez@itrip.net  
mesa.itrip.co

EAST VALLEY  
REAL PRODUCERS.  
P R E S E N T S

# Golden Nuggets



Jacqui Shoffner

*Live AZ Love AZ, with eXp Realty*

"Love Where you Live."

I really feel like everyone should love where they live as it's the most important thing. This could be a state, country, neighborhood or house ... or all of them!



Josh Hogan

*Live AZ Love AZ,  
with eXp Realty*

My favorite quote comes from my older brother and is something he told me back in college. "Never break the law while breaking the law." For some reason, this has stuck with me and kept me out of a decent amount of trouble.

**TAYLOR MADE**  
INSPECTION SERVICE, PLLC

**Specializing in new construction and builder warranty inspections!**

There are a ton of new build homes all over the Phoenix area. They were built very quickly and with a lot of issues. We specialize in finding those issues for your clients to ensure they receive the best possible product.

We perform inspections at Pre-Drywall Stage after all plumbing, electrical and ductwork has been rough installed, Final Walk-Through right before closing, and for 1 Year Builder Warranties. Most Builders provide a 1-year warranty to buyers. It is a good idea to provide the builder a home inspection report prior to warranty expiration to finalize needed repairs!

**Patrick Taylor, LICENSE NUMBER: 57195**  
**(480) 521-0054 • taylormadeinspection.com**  
InterNACHI Standards of Practice • InterNACHI Code of Ethics



**SECURITY**  
TITLE AGENCY

COMMITTED TO *Excellence*



The Grand Canyon State is headquarters to Security Title Agency, Inc, one of Fidelity National Financial's largest and most dynamic title brands and team of title professionals. STA provides title insurance, underwriting, escrow and closing services, account servicing and default services to residential, commercial and industrial clients, lenders, developers, attorneys, real estate professionals and consumers.

STA has been servicing the real estate community in Arizona for over 42 years, closing all types of real estate transactions with an exceptional level of customer service. In addition to our commitment to closing homes for the residents of Arizona, our team can provide commercial services throughout the US. By determining risks and providing solutions to obstacles, the STA commercial teams are able to successfully close some of the most sophisticated transactions.

STA is the largest of the Fidelity National Title Group (FNTG) brands in Arizona, and for convenience purposes, our 22 offices are strategically located throughout this scenic desert state.

# eco Roofing Solutions, ERIC PERRY

Where  
Sustainability  
Matters Most

Third-generation roofer Eric Perry is the Founder, President, and CEO of Eco Roofing Solutions. He has a lifetime of experiential knowledge in residential and commercial roofing which he has backed up with countless certifications. He is also a focused-but-fun small business owner who treats his team like a family, and a committed community member who enjoys participating in organized efforts give back and also reaches out in organic ways on his own. Eric is also an accomplished roofing installer, sales associate, project manager, and roofing estimator. More importantly, he is a proud parent, a generous community member, and an active supporter of sustainable roofing.



## A FIRM FOUNDATION

Eric learned about the importance of hard work, a good reputation, and leaving a legacy while growing up as the son *and* grandson of Phoenix roofing professionals. Eric's father "JP" had worked for his *own* father when he was younger, but when JP had grown up, he honored the family legacy by creating his *own* roofing company. Young Eric determined that he, too, would one day start his own roofing company.

After graduating from high school Eric enrolled in classes at Arizona State University. He had learned a lot through the hands-on roofing experiences he had, but Eric quickly discovered that the classroom setting was not a good fit for his active mind.

"I do not discourage young people from going to college," shared Eric, "but I know that it is not the best thing for *everyone*. We need to let the next generation know they are smart and capable, whether they have a degree or not."

Eric helped install roofs for over a decade. It was a great foundation for everything else that was to come. In the fall of 2010 he started working as a Commercial Sales Associate and Roofing Estimator. He worked with property managers, ran leads, inspected roofs, and provided proposals for several years.

...

Then he accepted a position with a restoration company. As a Roofing Project Manager and Estimator Eric was the liaison between the client and the insurance company, and he made sure that customers who had experienced storm damage got everything replaced that they were entitled to have replaced.

#### BUILDING HIS OWN LEGACY

Eric knew that the co-owners of a well-known solar company were both men of integrity. Their working relationship grew stronger and in 2017 one of the co-owners was willing to co-found a new roofing company with Eric.

By 2020, Eric saw the complete fulfillment of his childhood dream as he launched Eco Roofing Solutions, LLC. It was built on his morals and values, gave him a greater power to influence and impact situations and people, and created new opportunities for community members to find meaningful employment.

#### ECO ROOFING SOLUTIONS

Many of the benefits of Eco Roofing can be summed up in the words *education, communication, and organization*. Eric and his Eco Roofing team are passionate about all three aspects, and they work together as an extension of each REALTOR's® team to serve the community.



helped me become even better at roofing. In sales, I learned about customer service and greater technical knowledge. Opening a division for the restoration company taught me about the operations side of things. Then my experience with the solar company helped me learned business, finance, management, and the sustainable side."



The Eco Roofing team is focused on protecting the environment as well as the families who live in each home. Eco Roofing uses environmentally friendly, responsible, sustainable products that have good longevity. The Arizona Roofing Contractors Association recently recognized Eco Roofing Solutions as the 2022 Roofing Contractor of the Year. It is a great honor to receive this award, chosen through votes from their peers.

"Our commitment is to build long-lasting roofs while implementing methods that ensure the lowest environmental impact," Eric shared. "We offer a wide variety of services including roof repair and installation. We provide several durable yet sustainable options including asphalt shingle, flat, foam, rolled, and tile roofing."

#### LOVE YOUR NEIGHBOR

A key part of Eric's motivation is family. It starts with his own family legacy and flows to his wife and five children, his work "family," and all the families represented by the roofs that he and his team work on.

The Perry family enjoys spending time at the beach, camping, watching movies, and riding quads, dirt bikes, and motorcycles. They also volunteer their time at their local church and serve in the community.

Eric chooses employees with excellent attitudes and aptitude. The who team share the common goal of serving as many people as possible and giving them the perfect client experience. Each day the entire team recites the eight core values of Eco Roofing Solutions, ensuring that the service and communication you receive from any team member is the same service and communication you would receive from Eric.

"I am drawn to the forgotten," Eric shared. "I willingly participate in blanket drives for homeless shelters, but I also collect blankets and drive around town to distribute them to the homeless that are *not* connected to shelters. I have five kids, and I know what it is like as a parent to worry about how you're going to afford a special holiday meal, or Christmas gifts for each one. Now I am in a position to help *other families* not have to worry about those things, and I am glad to do so. It's not complicated; all you have to do is look for the needs around you and help meet them."

Eric summed up Eco Roofing by sharing, "I'm good at roofing, and it drives my core passion of giving and serving. I am also proud to provide opportunities for community members to have meaningful jobs. But my real legacy is that my team and I want to build friendships with agents and with our community, not just business relationships. Eco Roofing Solutions provides an unwavering commitment to quality and customer satisfaction with a centered focus on sustainable roofing practices."



# WEALTH DAY

## MASTERMIND EVENT

Photo Credit: Patrick McKinley







# THANK YOU

# to our sponsors!



**TCT Property Management Services, LLC**

**TCT Property Management Services LLC**  
Established in 1993. Owners Steve Chader and Jennice Doty began TCT Property

Management Services with a few single-family homes and a vision to set the standard for service and integrity in AZ property management. They knew that the average real estate agent managing properties on the side simply didn't have the time or the expertise to increase the assets' value. It became apparent that investors who view their assets as their first priority deserved to work with a company that views the management of those assets as their first priority too.

Our team is big enough to handle your needs but small enough to give you personal service. We are staffed with caring, full-time professionals ready to serve you and help you meet your financial goals. We are a full-service property management company for residential properties in the Valley of the Sun.

**Eco Roofing Solutions**

Eco Roofing Solutions was built on the principles of serving those in our community and providing the best customer experience. Led by third-generation roofer Eric Perry, Eco Roofing Solutions has a big vision — to change the way roofing is



Eric started out in the roofing industry in his teens and cut his teeth as a laborer for his father. It was then that he realized the passion he had for solving problems and serving others through roofing. Eric worked hard as a journeyman and became certified in virtually every area of roofing possible. After over a decade of doing the physical installations himself, Eric then decided to explore other areas of the industry. He started working in sales for a top-rated roofing company. This was when Eric discovered his love for communicating directly with the clients. Selling roofs was easy with Eric's knowledge and desire to help others by identifying their needs. After a half-decade, Eric was offered a position with a then-top-rated restoration company to open an in-house roofing company. It was here where he learned the operations aspect of roofing, as well as team building. Several years later, with everything Eric has learned over the last 25 years in the industry, combined with his observations of the way it shouldn't be done, Eco Roofing was born. At Eco Roofing Solutions, we live and work by our core values. Every team member is hand selected and is a direct representation of each one of our core values. We are always looking for ways to support and give back to our community through various roof giveaways, charitable contributions, and support to those in our communities. We offer free inspections, and we guarantee same-day estimates. We strive to offer the perfect customer experience.

The easiest way to contact us is at the office at 480-695-7736 or by going to EcoRoofAZ.com to schedule your free inspection! We are proud to serve a large number of REALTORS® in the valley and happily accept after-escrow payments as needed!



**Harward Mortgage Team**  
The Harward Mortgage Team is the Phoenix division of United American Mortgage. Scott Harward is the

branch manager, and his son, Spencer, is one of the top loan officers. As a combination mortgage broker and mortgage banker, they provide great interest rates along with very fast loan approvals and closings.

Scott is a seasoned professional with 30 years of experience helping clients purchase and refinance all types of properties. In this current market, they are providing some loan programs that are not very well known by the general public, such as no income qualifying investment property loans, also known as DSCR loans, no ratio qualifying primary residence loans, reverse mortgages, and a variety of other specialized programs that help those who normally would find it difficult to get financing. They also still provide VA loans, FHA loans, and conventional loans, as well as buydowns to get lower payments based on using Seller concessions that are currently being negotiated into many current purchases.

Scott and Spencer are used to answering their phones and responding to client emails during evenings and weekends because, typically, that is when clients and real estate agents have pressing questions that need to be answered. They are closing transactions in days, not weeks, and clients come back again and again for great service and very competitive rates.



**iTrip**  
Do you and your clients have questions about short-term rentals? Are you up

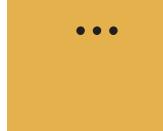
to date with all the new city and state regulations regarding short-term rentals? Megan and Peter with iTrip are your experts in short-term rentals and can answer these and many more questions about the state of the short-term rental industry here in Arizona. Our proprietary software will help you and your clients analyze your property and give you an estimate as to how much money you can earn with your rental to ensure you are making a great investment choice. Their expertise in all things short-term rentals ensures investors get more money, more attention, and more time with their full-service property management program. Call today for a free rental revenue projection on any property!



**ALAMEDA MORTGAGE CORP.**

**Alameda Mortgage Corporation**  
When you're looking for a lender partner, there are so many options. With Team 21 and Alameda

Mortgage Corporation, we value our relationships and partnerships. By offering a wide variety of products, fostering a seamless process, coaching and helping build new business, integrating our digital mortgage and mobile app technology, and building a team of experienced staff, we're working to be the lender-partner of all your needs!





**Stratton  
Inspection Services**

When you think refreshingly different, think

Stratton Inspection Services. Choosing the right real estate agent to represent you in buying, building or selling your home will always set you up for a positive experience and peace of mind. It is just as equally important to choose the right home inspector when purchasing one of the biggest investments of your life. At Stratton Inspection Services, we share the same goals as the buyer and the agent. Our professional team of inspectors and stellar office staff focus on top-of-the-line customer service and always place importance on easing the way and supporting the process. We want you to love the home you live in. Our priority is to make sure you have a great home-buying and living experience from start to finish.



**Fairway Independent  
Mortgage Corporation,  
Mike Pehrson**

Whether you're looking to buy, build or refinance your home,

Mike Pehrson with Fairway Independent Mortgage is an experienced mortgage professional with over 15 years of experience. Fairway offers a variety of loan options that can help you achieve

**Caring Transitions**  
Senior Relocation • Downsizing • Estate Sales

**Getting houses cleaned out quickly and getting online estate sale auctions done without hassle!**

**Relocation**  
**Downsizing**  
**Estate Sales & Online Auctions**  
**Re-settling**  
**Liquidation**

**SCANN HERE to learn more!**

**Contact us for a free consultation!**  
**480-257-7127**  
**caringtransitionscentralaz.com**

homeownership with the speed and service you deserve. Plus, Mike Pehrson is a mortgage professional dedicated to finding the right loan with great rates, terms, and costs to meet your specific needs. If there is a way to get the deal done, Mike will make it happen. Not your typical loan professional, Mike Pehrson is here to help.

**LISTING LADDER**

**Listing Ladder**  
At Listing Ladder, we take care of

all your real estate listing needs to free you up to grow your business. We take stunning HDR, wide-angle photos that tell the story of your listing. We don't miss anything. You'll get multiple angles of all the rooms in the house as well as numerous angles of the exterior. Personable and friendly staff and quick turn times! Oh, and we answer the phone!



*Devin Nicole Photography*

**ARE YOU UTILIZING SOCIAL MEDIA MARKETING  
WITH GREAT CONTENT OR JUST GENERIC  
INFOGRAPHICS & STOCK IMAGES?**

**New Year, New You Needs New Photos!**

I am an East Valley-based lifestyle portrait photographer focusing on: **Headshots, branding, and social media content for REALTORS® and other business owners • Boudoir • Families • Small weddings and Elopements**

(480) 440-9997 ❤️ DEVINNICOLEPHOTOGRAPHY@GMAIL.COM



[@](#) [f](#) [devinnicolephotography](#)



*Using images of yourself in your social media marketing will help show clients WHO you are and WHAT you're all about.*



[@realproducers](#)

**YOUR MARKETING BUNDLE INCLUDES:**

- STUNNING WIDE ANGLE PHOTOGRAPHY: WE TELL THE STORY OF YOUR LISTING WITH PHOTOS!
- SIGN POST INSTALLATION NO RENEWAL FEES —EVER! • WE INVENTORY YOUR SIGNS & LOCKBOXES FOR YOUR NEXT LISTING! • WE HAVE SUPRA ACCESS— NO NEED TO MEET US AT THE PROPERTY. • MLS DATA ENTRY & PHOTOS UPLOADED TO MLS FOR YOU. • CRAIGSLIST AD • SINGLE PROPERTY WEBSITE (MULTIPLE LAYOUTS YOU CHOSE FROM) • PDF BROCHURES (MULTIPLE LAYOUTS YOU CHOSE FROM) • VIMEO SLIDESHOW VIDEO • VIRTUAL TOURS (BOTH A BRANDED VERSION WITH YOUR INFORMATION AND UNBRANDED FOR MLS COMPLIANCE)
- QR CODE GENERATION! • AERIAL PHOTOS & TWILIGHT SHOTS AVAILABLE • SO MUCH MORE

**HAVE QUESTIONS? GIVE US A CALL:  
480.799.2424**

[www.ListingLadder.com](#) | [ListingLadder@gmail.com](mailto:ListingLadder@gmail.com)



## Honest. Effective. Results Based.

"Very happy with their service for my house in Queen Creek, Arizona. The tech is always professional, informative, and makes sure our kids and pets are kept safe from any unwanted pests. Adding their weeds service was the best decision I've ever made. Thank you Black Pearl!"  
- Jason P

General Pest Control  
Termite Inspections &  
Treatment  
Weed Control



Contact Us  
Our pest control experts are standing  
by to serve you.  
(480) 815-1032 | [info@blackpearlpest.com](mailto:info@blackpearlpest.com) | [BlackPearlPest.com](http://BlackPearlPest.com)



One combined policy  
+ One deductible for it all

### One super sigh of relief



Get a SuperCheck® today and be prepared for whatever  
tomorrow may bring. Contact me today.



Nikki Schaal, LUTCF  
2509 S. Power Rd., Ste. 106  
Mesa, AZ  
(480) 279-1874  
[NikkiSchaal.com](http://NikkiSchaal.com)



FARM BUREAU  
FINANCIAL SERVICES

It's your future. Let's protect it.®

Securities & services offered through FBL Marketing Services, LLC, a 5400 University Ave., West Des Moines, IA 50256, 877/860-2904. Member SIPC. Farm Bureau Property & Casualty Insurance Company, \*Western Agricultural Insurance Company, \*\*Farm Bureau Life Insurance Company, \*West Des Moines, IA. \*Affiliates. \*Company provider of Farm Bureau Financial Services. PR-PL-16-201



At Stratton inspections our honest and direct approach, coupled with our over the top prompt customer service allows us to successfully perform not just a superior inspection but also a relaxed and positive atmosphere.



Home Inspection Reports Include:

- Building Component Checklist
- Digital Color Photos
- Emailed PDF Report
- Executive Highlights Summary
- Miscellaneous Observations
- Delivered In 24 Hours

 **STRATTON**  
INSPECTION SERVICES LLC

**480-215-7264**

[INSPECTIONS@STRATTONINSPECTIONS.COM](mailto:INSPECTIONS@STRATTONINSPECTIONS.COM) | [WWW.STRATTONINSPECTIONS.COM](http://WWW.STRATTONINSPECTIONS.COM)  
3303 E. Baseline Road # 119 | Gilbert, AZ 85234

Licensed & Insured | Supra Key (Lockbox) Access | Professional, Dependable, and Reliable | Highly Recommended



# American Standard®

HEATING & AIR  
CONDITIONING

HAPPY  
New Year



**Give us a call**

**(480)262-0274 • [aztechaz.com](http://aztechaz.com)**

  **aztechmechanical**

# JACQUI SHOFFNER JOSH HOGAN

## THE LIVE AZ LOVE AZ WAY

### ► featured agents

By Brandon Jerrell  
Photo Credit: Devin  
Nicole Photography



To make it big in this complicated world of real estate, you must be able to provide immense value to your clients. The first step to that goal, as Jacqui Shoffner points out, is “honesty, integrity, and the ability to be learning and changing at all times.”

Jacqui Shoffner and Josh Hogan are the team leads of Live AZ Love AZ, a team with eXp Realty. Live AZ Love AZ firmly sticks to the notion of providing value to friends, family, and clients. As Josh explains, “we are firm believers that you have to give to receive. Our culture is built on this foundation, and we apply it to our business at every opportunity.”

As a partnership of someone who has lived in and loved Arizona their whole life (Josh) and someone from outside who has come to fall in love with this state (Jacqui), they provide both perspectives of why to love Arizona.

#### Jacqui's Journey

From Rocky River, Ohio, a city shortly west of Cleveland, Jacqui grew up in a household of five: herself, her parents, and her two sisters. She earned a degree in art education from Bowling Green State University

in 2006. She soon followed her two sisters to Arizona, who had both gone to Arizona State University. “I had to get away from the cold and always felt like I was meant to live in a warm and sunny place.”

“My parents valued family so much growing up. I always knew my parents would be there for me no matter what,” Jacqui explains. Her now-retired dad was a firefighter. She explains that her father loved his job, primarily focusing on the opportunity to help and save people that the position provides. “He liked to be out and about getting things done and could never be sitting behind a desk all day.”

Jacqui’s mom, on the other hand, loved to stay home to be there for her kids. Including running them around to sports, family activities, and the like.

“They both taught me that hard work will pay off and to find a career that makes you happy. They never put any pressure on going in a specific direction. They said to find something you are passionate about for a career, and it will never feel like work.”

After moving to Arizona, Jacqui followed in her mom’s footsteps by working for an airline. However, that changed in 2010 when she and her husband, Mike, bought their first home. “The day we got the keys was the best day of my life. I loved that home so much and the way it made me feel, and to live in a home I loved so much was priceless.”

It was only a year later that Jacqui started in real estate.

Jacqui and her husband have two sons: Grayson and Owen. She loves to spend time with her family whenever she has the opportunity.

#### Josh's Journey

Born in Tempe, Josh is part of a rare breed of Arizonans who are from Arizona. He has lived in the East Valley his whole life and knows it inside and out. Coming from Tempe, he went to Arizona State University, where he earned a communications degree.

Before real estate, Josh worked with GoDaddy in their customer development division. There he helped small businesses by finding solutions utilizing their products. Even prior to that, he was a finance manager at Grand Canyon University.

...

They never put any pressure on going in a specific direction. They said to find something you are passionate about for a career, and it will never feel like work.

•••

Josh first earned his real estate license in 2008 while working with his sister but didn't dive into it full-time until years later.

Josh and his wife, Andrea, have two children: a son, Emmett, and a daughter, Ella. He too loves to spend time with his family whenever he has the opportunity.

#### Combined Success

Both Jacqui and Josh were successful in the industry, but that success was even further exemplified when they partnered. It was in early 2020 when their partnership began, and both reference this partnership as one of the most pivotal moments of their careers.

"Before then, I had worked as a full-time agent, but my goals and aspirations were pretty limited," Josh shares. "I was focused on my clients but had no long-term vision in place. After partnering with Jacqui, I came into the office daily. I started thinking about more than just selling homes for friends and family members and more about what it means to run a sustainable business in this industry."



Jacqui adds to this moment. "We know two is better than one, and collaboration and accountability are key to staying on track and exceeding any previous goals," she explains.

"We both doubled our income when we teamed up, and that has been life-changing!"

#### Providing Value

Live AZ Love AZ is all about providing value to all who are involved. One of the major things that enable Jacqui and Josh to do this is their combined in-depth market knowledge. "We are students of the Cromford Report, and we study a variety of their charts daily to make sure we can support our clients in the best way possible," Josh elaborates.

They also share the many things they do during the buying and selling process. For example, Josh explains how they hire an interior decorator to come in before their listings go live. Jacqui explains how they contribute to the

Feed My Starving Children Organization under the client's name for every closed transaction.

They like to call this strategy "The Live AZ Love AZ Way," and there is no denying its effectiveness.

With all that they provide and do, there is no doubt that Jacqui Shoffner and Josh Hogan provide value to their clients, their friends, and their family.

**Website: [LiveAZLoveAZ.com](http://LiveAZLoveAZ.com)**

•••

...

“

After partnering with Jacqui, I came into the office daily. I started thinking about more than just selling homes for friends and family members and more about what it means to run a sustainable business in this industry.

”



# PERMANENT ESTATE

MEDIA & MARKETING



SPECIALIZING IN CINEMATIC ULTRA-HD VIDEO  
FOR LISTINGS, BIOPICS, & TESTIMONIALS

P: (602) 999-9880

W: [VIMEO.COM/PERMANENTESTATE](https://VIMEO.COM/PERMANENTESTATE)



# The Wise, Old Farmer

## and Three Life Lessons on Framing Your Perspective

Have you heard this story about the wise, old farmer?

*There once was a wise, old farmer who had worked his crops for many long years. Then one day, his horse ran away. Upon hearing the news, his neighbors came by to visit him. "Such bad luck," they said sympathetically. "Maybe," replied the old farmer.*

*The next morning the farmer's horse returned, bringing with it three other wild horses. "How wonderful," the neighbors exclaimed. "Maybe," replied the old farmer.*

*The following day, the farmer's son tried to ride one of the untamed horses. But he was thrown off and broke his leg. The farmer's neighbors came again to offer their sympathy for his misfortune. "Maybe," replied the old farmer.*

*The day after that, a military official came to the farmer's village to draft all the young men into the army. Seeing that the farmer's son had a broken leg, the official passed him by. The neighbors congratulated the farmer on how well things had turned out. "Maybe," replied the wise, old farmer.*

The story could go on and on, with each day bringing a new obstacle or opportunity to the farmer. And each day, his neighbors would reply by bringing new sympathies or congratulations to him.

The difference lies in each party's perspective of the situation.

### The Power of Perspective

Perspective allows you to see things from different angles.

You can see things positively, negatively, or apathetically.

Your perspective on your circumstances is determined by your experiences, beliefs, worldview, and attitudes.

Each person's perspective is unique and individual to them.

That's why in the story above, one could see a lost horse or broken leg as a setback. While others, like the farmer, may see them as a setup. A blessing in disguise, even.

### How to Reframe Negative Events

While the lessons here can be applied to many areas in life, I want to focus on framing things from the vantage point of leading your business.

In real estate, there are several negatives that can be reframed as positives by simply shifting your perspective.

The rest of this article will cover three big ones.

### 1. Look at failing as a learning opportunity.

Many people struggle when dealing with failure because they mistakenly view *themselves* as a failure.

This is flawed because your identity is much greater than the sum of your actions. Sure, *who* you are includes *what* you do.

But just because you *do* something wrong doesn't mean you *are* a bad person.

As my mentor John Maxwell says in his book *Failing Forward*:

*"Failing forward is the ability to get back up after you've been knocked down, to learn from your mistakes, and to move forward in a better direction."*

When you begin to look at failure as an event, not part of your identity, you become more resilient, creative, and wiser for it.

Remember, a failure is an *event*. Not a *person*.

### 2. See criticism as proof you're taking chances.

People criticize others for different things. Sometimes it's because they have a valid reason.

More often than not, their criticism is a reflection of their own negativity.

People complain about the petty, mundane and insignificant in an attempt to feel better about themselves.

That's why if you find yourself around someone who is regularly critical of you, you should consider removing them from your life.

That may sound harsh. But I believe in the "elevator principle" of human relationships. That means people either take you up or take you down.

For healthy people to grow, negative influences need to be greatly reduced. And ideally, eliminated completely from your life, if possible.

I have had to "quit" people who have dragged me down before.

I've had to fire employees. End friendships. And limit contact with family members when toxic people refused to change.

In each and every case, I felt more free, relieved and happier because of it.

As Zig Ziglar once said:

*"Don't be distracted by criticism. Remember, the only taste of success some people have is when they take a bite out of you."*

And Aristotle is attributed with the quote:

*"The only way to avoid criticism is to do nothing, say nothing and be nothing."*

So if you want to avoid criticism, you best hide in a cave.

But if you want to have any degree of influence — *and that means everything from serving your clients to changing the world* — then you'll need to learn how to "brush your haters off."

### 3. View rejection as a means for your protection.

This was the most recent lesson I've had to learn. Before starting my entrepreneurial career, I had risen to the second-highest rank in three different organizations...

...And then I was subsequently fired from all three of those roles.

I basically came up with new visions, ideas, and suggestions that either threatened or disrupted the existing structure of those companies.

So you could say my rejection from corporate life was by design to protect my entrepreneurial enthusiasm.

My termination was more of a release than it was a reprimand. That's why I love the anonymous quote:

*"Rejection is merely a redirection. God's way of giving you a course correction to your destiny."*

Each of these three positive reframes requires intentionality. You may need to dig into one or two of them in more detail to get their full effect on your life.

You may need to seek out resources. Or find the courage to act on what you need to do to shift your perspective toward the positive.

And you may need to reprogram certain beliefs, limiting thought patterns or habits that are keeping you from reaching your true potential.

In any case, know that you can adjust your perspective so you can start seeing more breakdowns as breakthroughs. And setbacks as a setup for greater success.

INTERESTED IN GOAL PLANNING FOR 2023?  
We have the plan. Scan the code to set up a meeting.



SCAN TO EMAIL MATT!

A Home Loan for every life Milestone

**Matt Askland**

Producing Branch Manager, NMLS 168130

480.759.1500

Matt.askland@alamedamortgage.com

3105 S. Price Rd. Ste 135 • Chandler, AZ 85248

 Alameda Mortgage Corporation, NMLS 271603, issued by the Nationwide Multistate Licensing System and Registry, Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act; AZ Lic. #BK-0947208. Additional licensing information can be found at: [www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org).

**DRONE**



**HOME TOURS**



**MARKETING VIDEOS**



**PODCAST**



**TIK TOK AND REELS**



**B-REAL PRODUCTIONS**



480.808.8991

B\_REALVIDEOS

ADMIN@BREALVIDEOS.COM

Take your business to the next level with  
**video marketing & social media management**



**OUR BUSINESS IS YOUR PEACE OF MIND®**

**HGPL**

**HYMSON GOLDSTEIN PANTILIAT & LOHR**  
ATTORNEYS, MEDIATORS & COUNSELORS

• Real Estate  
• Real Property Tax Lien  
• Business  
• Litigation  
• Personal Injury  
• Automobile Accident  
• Motorcycle Accident  
• Dog Bite  
• Slip & Fall  
• Medical Malpractice  
• Wrongful Death  
• Product Liability  
• Truck Accident  
• Bankruptcy  
• Estate Planning  
• Intellectual Property  
• Employment Law  
• Construction Law  
• Arbitration & Mediation

480-991-9077  
SCOTTSDALE-LAWYER.COM



**FIDELITY® NATIONAL HOME WARRANTY**

Arizona  
14500 N. Northridge Blvd. • Suite 101  
Scottsdale, AZ 85260

New York  
525 Chestnut St. • Suite 203  
Cedarhurst, NY 11516

Helping you protect your client's most important investment.

Fidelity National Home Warranty covers the repair and/or replacement of a home's major mechanical systems and appliances.

**CORINA RODRIGUEZ**  
Sales Executive  
480-492-7711  
corina.rodriguez@fnf.com

**LINDSAY NURNBERG**  
Sales Executive  
480-254-4780  
lindsay.nurnberg@fnf.com

homewarranty.com



# 11 HOME INSPECTION MUST HAVES

## WHEN WAS THE LAST TIME SOMEONE MISSED SOMETHING ON YOUR HOME INSPECTION?

- 1 Aerial Drone Video & Pics: Access every roof and rooftop AC unit
- 2 Thermal Scan of Entire Exterior & Interior: Detect hidden water leaks or electrical problems
- 3 Recall Report on Appliances & Mechanical Systems: Know about safety recalls to prevent fires and surprise costs
- 4 Property History Report: Understand critical details about a property like age of the wiring, roof, and furnace before buying
- 5 Appliance Inspection: Arizona doesn't require, but we inspect and operate to avoid hidden problems and costs
- 6 Carbon Monoxide Levels: Known as the silent killer, up to 25% of gas stoves fail tests
- 7 Industry Leading Interactive Reports: 631 Point checklist leaves no system or problem unfound
- 8 Color Coded Prioritization: Reports are organized based on importance and safety by repair categories like electrical or plumbing so easier for owners to bid and hire vendors
- 9 Snapshots: Videos and pics of all systems operating properly ensuring warranty and insurance companies don't claim pre-existing conditions
- 10 \$200 in Porch.com Coupons: Use for home improvements or any service
- 11 FREE Coffee: The friendliest home inspection summary walk-through:



Owner Curtis Kloc | [inspectionsovercoffee.com](http://inspectionsovercoffee.com) | 602-962-5282

# KATIE

## Horn

### ► rising star

By Brandon Jerrell  
Photo Credit: Gilead  
Hernandez, Grafobox Media



### A MOM, A WIFE, A BUSINESSWOMAN

Many people find themselves in situations where they feel stuck in their careers. This month's Rising Star, Katie Horn with The Donnelly Group, is living proof that anyone who desires more can find it.

"Like many people, I work a different career than I got my degree in. I am a mom and wife who has very typical responsibilities to raising a family, and just figure it out as I go along," Katie shares.

"But, when I was a new mom, I was deeply feeling like I wanted more growth in my career. For so many reasons, I wanted to become a REALTOR®. One day I just did it. I jumped in feet first and never looked back."

#### Always Helping Others

Katie grew up in the East Valley, and since her mother was also a REALTOR®, she has lived in many homes throughout the Chandler and Gilbert area. She graduated from Arizona State University in 2014 with two bachelor's degrees. "I began to work in my field right out of college as a child therapist, and although very rewarding work, did not provide the desired lifestyle for my family and me."

In her early 20s, she moved to San Diego for a change but came back to the Valley to start a family. "When my husband and I got pregnant, we had a moment of clarity. At the time, we were living in California, renting a place on the beach, living a lifestyle we couldn't really afford," she explains. "We knew we had to begin thinking about our future, so I left my job, and we made a move back to Chandler, where we had the support of our family."

After moving back to the valley as a new mom, Katie decided to stay home with the baby, but after a few months, she felt something to be desired in her professional career.

"I thought in those beginning moments I had to pause everything in life for this tiny baby, but I didn't enjoy feeling like I didn't know the next step in my career. That's when I decided to go to real estate school."

During this time, Katie started a personal training business. She would bring her baby with her in a stroller to train during the day; then, at night, she would go to real estate school.

Her entire goal was to find a career where she could still spend time with her kids. "All these changes and hard work happened with a four-month-old. It was hard, but it made me feel fulfilled to be growing personally and professionally."



"I have always chosen previous jobs that were geared toward helping and serving others, so I knew real estate was right in line with that."

#### Dedication to Family

Being the daughter of Gina Donnelly, who is the founder of The Donnelly Group, Katie recognizes the "powerhouse" that is her mother: "she is certainly the most inspirational businesswoman I know."

"I remember being young and going on showings with her and hearing her negotiate over the phone on car rides. I grew up around the industry, and it was a family dynamic I was used to, but now I was in the driver's seat," she explains.

With the juggling of a busy schedule, Katie quickly learned that she thrived in such busy environments. She notes how fulfilling it is to set a goal and reach it. She also notes that "working for yourself is AWESOME!"

• • •



“

I have always chosen previous jobs that were geared toward helping and serving others, so I knew real estate was right in line with that.

”

“Once I had my second daughter, I didn’t even think twice about needing to pause my career to be a mom,” she explains. “I closed two transactions within a month of my daughter’s birth. I showed up to my weekly meeting with a 2-week-old baby, and everyone thought I was crazy. I love that I can do both.”

Katie goes on to share that her ultimate goal is for her two daughters to one day see all that she does for them. “I want to be the mentor that my mom was to me. To show them they can be a mom, a wife, and a businesswoman — if that is what they choose.”

#### Finding More in Life

Katie wants others to recognize that she was in a situation many find themselves in now. She wants them to know that they can realize their desire for more in their life.

“All I had to do was put in the work to start and build my real estate business, then the success followed. It was not easy, but it was the right decision for my career and my family.”

“I think anyone who desires more in their life or doesn’t feel their cup is filled can find something out there that they can be successful in, and it’s OK if that takes years to find. It’s also OK if your original plan doesn’t work the way you expected. It’s part of the process.”

In her career in real estate specifically, Katie lists three major keys to her success. Firstly, she states that education is key: homebuyer workshops, financial peace university, and market update presentations. Secondly, she notes the importance of genuine relationships — a theme that can never be overstated within this industry. Thirdly, following the same direction as the importance of genuine relationships is the need to never make it about the paycheck. “Don’t be in it for the paycheck, be in it for your clients. If you only care about the paycheck, I think people can feel that.”

There is no doubt that Katie’s passion is for people. Katie’s skills lie in service to others, and she operates each and every transaction with that mentality.



As a final note, Katie wants to recognize that she couldn’t be where she is today without the immense support from her husband, clients, and partners at Prosmart, Amerifirst, and Premiere Title.

Congratulations to Katie Horn, this month’s Rising Star! She is a prime example of the results that are to be had from hard work and dedication.

Website: [DonnellyArizonaHomes.com](http://DonnellyArizonaHomes.com)



# INSPECTION REPORTS SHOULD BE CLEAR!



Proudly serving the East Valley! | 24/7 Support

WHEN EXPERIENCE MATTERS.  
TRUST THE PROFESSIONALS  
22 HOME INSPECT

## Contact Us

westman.a@22homeinspect.com

480-506-6610

[22homeinspect.com](http://22homeinspect.com)

Visit us online and schedule an inspection today!

## Health Insurance Questions?

Open for Enrollment  
365 Days a Year

2023  
HAPPY NEW YEAR



Need Insurance? Karla Can Help!

Insurance Experts Team

kflores@ihcsb.com | Call today 480-650-0018  
Individual, Families, Seniors, Small Groups



TCT is a full service property management company with a team that is big enough to handle all your commercial and residential needs, but small enough to deliver personal service.

Contact us today  
480-632-4222  
[info@tctproperties.com](mailto:info@tctproperties.com)



HELPING CLIENTS FOR NEARLY 30 YRS.,  
Fast & easy loan approvals and closings!



Powered By UAMCO NMLS #1942



MORTGAGE CORPORATION

TRUSTED, TRIED AND TRUE.

- Available any day of the week • Ask about our 2-1 Buydown program
- No Ratio loan programs!

Scott Harward | (480) 223-2265

NMLS# 188539 | LO-0912055

Spencer Harward | (602) 793-4243

NMLS# 2018058 | LO-1013072

[TeamScott@UAMCO.com](mailto:TeamScott@UAMCO.com) | UAMCO.com

4425 E Agave Rd. Phoenix, AZ 85044



# DANIELLE TANTONE: A PIECE OF WORK

Danielle Tantone has been a REALTOR® for 23 years and has compiled a lengthy list of impressive accomplishments in her life, including several successful businesses, thriving after breast cancer, earning her nursing license, and recently becoming a best-selling author with her first book, *Piece of Work, a Memoir*. After working on her memoir behind the scenes for more than 15 years — in pockets of time between work and family life — Danielle said it's the one thing she's most proud of creating, aside from her three daughters, of course.

#### Piece of Work

Danielle's writing draws you in — from detailed descriptions of the Arizona weather that is almost a character of its own to mountain biking in the Las Sendas foothills. From becoming a nurse during a pandemic to struggling with love addiction. From running marathons to facing a cancer diagnosis. Her powerful storytelling creates a film reel of her captivating journey, making you feel like you're right there with her.

It's not surprising that Danielle's hopeful and authentic story landed her on Amazon's bestseller list in several categories. Her book has a universal appeal that crosses religious and political lines and touches on what makes us all human.

East Valley REALTORS® will especially enjoy the many descriptions of Arizona, particularly the Las Sendas and Red Mountain area that Danielle has called home for much of the past 20 years.

Readers will tear up as they read scenes of dying patients, hurt family members, and mistakes that can't be undone. Danielle successfully shares her internal struggle without trying to justify her choices, so we rejoice with her as she finds the silver linings and continues to look for God's hand in everything.

Her unyielding faith brings hope, even in the darkest chapters. And her humor brings a lightness to even the most serious subjects.

Part of Danielle's story is her real estate career, with all its struggles and joys. And as she transitions to nursing toward the end of the story, she realizes that real estate and nursing are really pretty similar.

"With both careers, you're caring for people and cleaning up their poop, whether it's the literal kind or the proverbial kind," she said.

#### Work in Progress

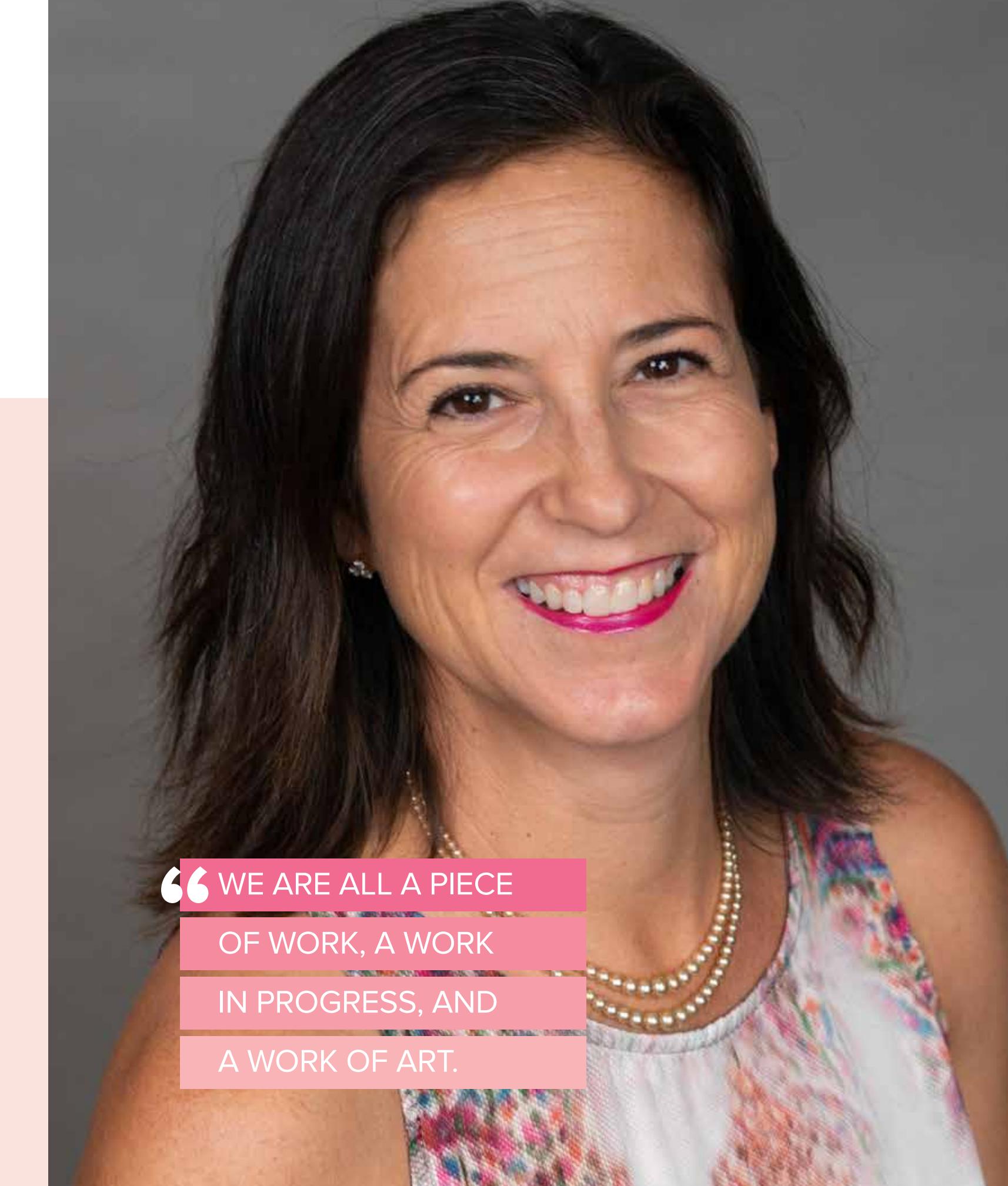
Adept at juggling multiple projects, Danielle currently serves her community as a REALTOR®, nurse, Medicare consultant, podcast host, and life coach.

Danielle was born in Chicago and moved with her family to Scottsdale in 1979. Although she admired what her father did as a REALTOR® and how her mother served people as a dental hygienist, Danielle had her own dreams.

After graduating from Horizon High School, she enrolled at the University of Arizona as a musical theater major, but after her first year, she switched to journalism with a minor in French. She graduated magna cum laude and took a job with the Associated Press in Concord, NH. However, she quickly discovered that the job was not the right fit for her as she was not politically minded, nor did she fit into the New Hampshire "box."

...

“WE ARE ALL A PIECE  
OF WORK, A WORK  
IN PROGRESS, AND  
A WORK OF ART.



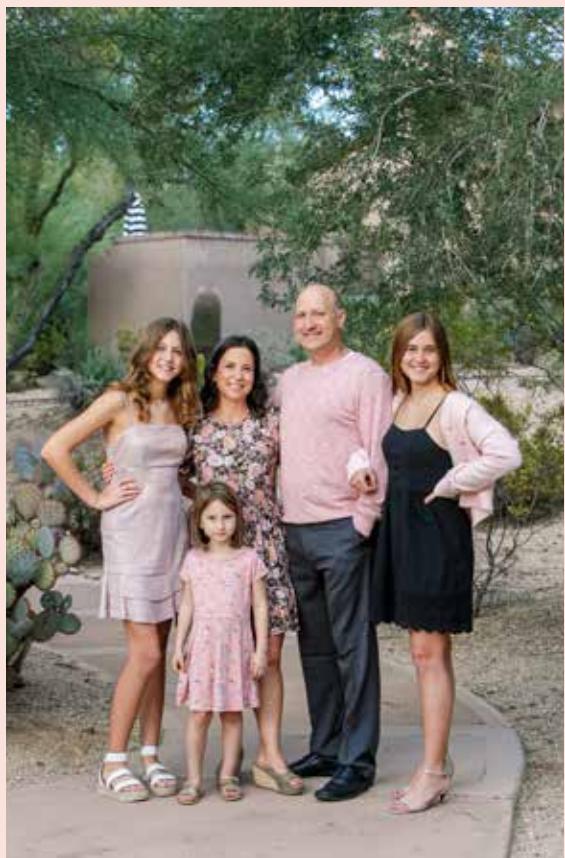
•••

Danielle moved back home to Arizona less than a year later, then spent a few years traveling and studying international business and eventually found herself drawn to real estate.

"Growing up in Scottsdale, I often spent weekends with my REALTOR® Dad at open houses, buyer showings, and new home communities," reflected Danielle, "but I didn't catch the real estate bug myself until 1999, when I was living in New York City and became fascinated by the lofts and high rises that make up the real estate market there."

After working for a few years in New York, Danielle again moved back home to Arizona in 2001 and decided to stick with real estate here. Over the years, she sold new homes for several valley builders, then worked independently through many local brokerages. She even served her peers as a title and escrow rep for a few years.

In 2013, she decided to get her insurance license and become an employee benefits consultant. But she never gave up her real estate license.



"That license was well-earned! I'll never let that go," she said. "Even though today I mostly just help friends and family, I still really love certain aspects of real estate. It's in my blood."

But she had many clients and friends who were nurses, and she had always loved the idea of caring for others with a personal touch. In the fall of 2018, she started her nursing school journey, worked in the service industry, and started creating content online.

#### Devastated Diagnosis = Unexpected Gift

The next fall, she was diagnosed with early-stage breast cancer and was faced with some choices. Danielle decided to opt for a solid long-term solution that would not require any chemo, radiation, or hormone therapy. She put nursing school on hold for a year to have, and heal from, a double mastectomy.

"This 'devastating diagnosis' has become my most unexpected gift," shared Danielle. "My goal now is to share stories, educate, and inspire people to live their best life, be their best self, love with all their heart, and find beauty in their darkest days. The attitude we bring to the table — our faith, joy, and love — can make a huge difference

in our healing process or in the process of navigating any tough experience."

While COVID-19 was changing everyone's life, Danielle continued to learn more about herself and the health care industry while actively serving patients in a meaningful way. She also started a Medicare consulting business, where she helps seniors navigate the complex and confusing choices involved in Medicare.

#### Work of Art

Today, whether she's helping a client choose a Medicare plan, coaching a mom through labor and birth, delivering a life-saving IV infusion, or holding the hand of a dying man, Danielle aims to be authentically present and to offer hope.

"My life has been a meaningful mess," said Danielle, "and my job is to impact whoever I can touch today."

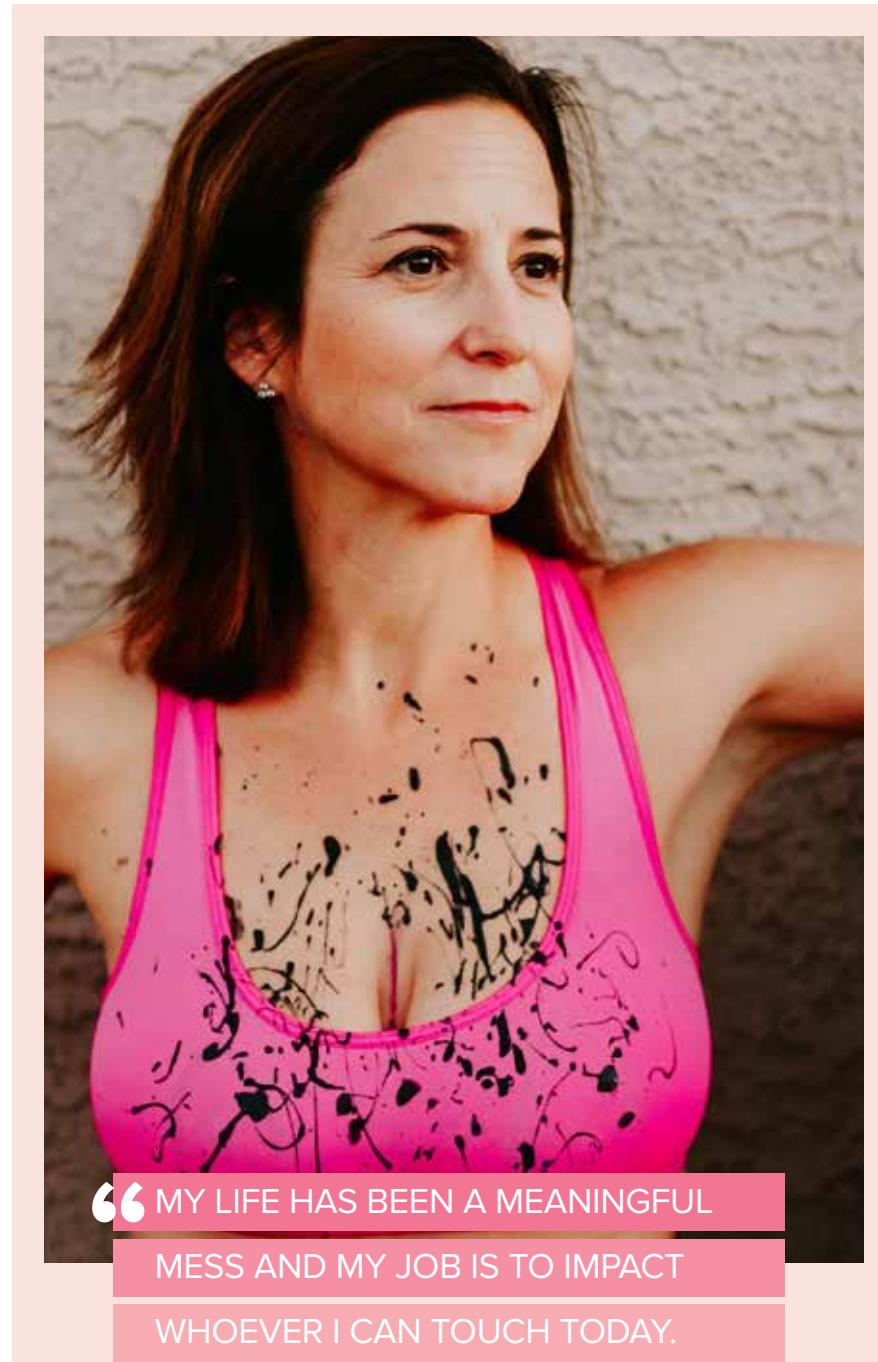
She said she's pleasantly surprised by the impact her book has had on the people who have read it, and she's so glad she had the courage to share her very personal story.

"It would have been easy to edit out those parts, to not throw myself under the bus quite so much," she said. "But it was important to me that they know the rest of the story. I'm no angel. I'm a real piece of work."

On the cover of her book, Danielle wears a bright pink sports bra splattered with black paint:

"The photographer splatters black paint across my chest to represent the cancer against the pink. You can still see the purple marker underneath if you know where to look. But it becomes part of the artwork. My body is a piece of art, a symbol of my own life, a beautiful and rich history, even with the messiness underneath."

You can connect with Danielle at [DanielleTantone.com](http://DanielleTantone.com). Her book is available on Amazon. You can also check out her podcast, *Piece of Work*, with Danielle Tantone, available wherever you listen to podcasts.



“**MY LIFE HAS BEEN A MEANINGFUL MESS AND MY JOB IS TO IMPACT WHOEVER I CAN TOUCH TODAY.**



Let us do the work for you.



## FIX FIRST, PAY LATER

From repairs and refreshes to whole-home renovations, homeowners pay nothing until their home sells.

## POWERED BY TECH

A modern home improvement experience that gets you from proposal to listing 60% faster, and with peace-of-mind.

Learn more with our free on-demand overview webinar!

curbio.com | 844-944-2629



## TURNKEY CONCIERGE

Your dedicated Curbio team takes care of every detail from proposal to punch-list, saving you hours and hassles.

# CAMELBACK MOVING INC.



# VIP

## Partner Program

Become a VIP Partner and give your clients special savings and some peace of mind. If a closing is delayed, 3 days, 2 nights, storage is FREE.

That's one reason our motto is "Preserving Sanity One Move at a Time."

(Membership is Free to Licensed Realtors®)



CamelbackMoving.com  
Enroll Online today or call  
602-564-6683



US DOT #1635834

Get a free, no obligation prequalification to see how

## BUYING OR REFINANCING

A HOME CAN HELP YOU ACHIEVE  
YOUR REAL ESTATE FINANCIAL GOALS



**NICK WATLAND**

Loan Officer NMLS 325010

602.821.5214

[NICKWATLAND.VIPMTGINC.COM](http://NICKWATLAND.VIPMTGINC.COM)



9221 E Via de Ventura | Scottsdale, AZ 85258

V.I.P. Mortgage, Inc. does Business in Accordance with Federal Fair Lending Laws.  
NMLS ID 145502, AZ: Mortgage Banker License No. BK-0909074.





By Chris Reece

# PLAYING DISTRACTED

**H**ave you ever had a time when you felt really good about the game ahead of you? Your preparation went well, and you were ready for the task before you. That was me yesterday playing racquetball! I stretched really well, I warmed up really well, and I was ready for my opponent. Everything felt right. I was loose, I was hydrated, and most importantly, I was excited to be back on the court after a week and a half of not playing.

We started our game, and I played terribly. I was skipping easy ones I normally smash. Taking a half step in the wrong direction and then missing easy returns, I overcompensated on many of the next plays, setting up my opponent for a kill shot against me. Now I will also give credit that my opponent Kerry was on his game and was hitting great crisp shots.

The way I felt going into our first game didn't at all match my performance. I started overthinking every shot, serve, and return. I was soundly defeated 15-7. I've had bad games before, and this wasn't completely new. We got our much-needed drinks of water, caught our breath, put our goggles back on, and went back in for round two.

Same thing.

My frustration was rising quickly. I couldn't shake off these bad plays. Kerry had me down to 10-2 at one point. After a very easy point that I missed in the middle of the second game, I said out loud to him, "Man, am I playing distracted or what?!"

We smiled and laughed it off. He served, and I laid down a perfect return. Wow, it felt like the first good shot I'd taken all morning. Like the lightning strike that was my last shot, something clicked inside my brain; was there something to admitting out loud that I was distracted, allowing me to focus?

Racquetball moves quickly, so I'm having these deep thoughts in millisecond time frames. Snap! Another point for me. I was distracted! This week my brokerage announced a big change in its leadership team. Someone I trust dearly received an opportunity that couldn't be turned down, and she'll be moving on to pursue that in a few weeks. That shook my safety. Why wouldn't that show up in how I played the game? Crack! Another point.

Sweating on that shiny wood floor, I admitted at that moment that I was in fact distracted. It didn't mean I'd forgotten how to play. But the distraction had me overcorrecting, swinging too hard or too soft. I felt like I was playing with one eye covered, not seeing the whole game. Admitting I was distracted, I told myself in between each shot to just play and get the ball to the wall. And to breathe. I could see with both eyes again.

All of a sudden, the score was 10-9, then 10-11, and eventually, I beat him 12-15. I had to work for each point, and none of them were easy. Something happened when I allowed myself to accept the distraction. It's like I was able to set the distraction on the shelf and say, "I'll deal with you later; for now, I have some balls to whack." For once, I wasn't burying the distraction or denying it wouldn't affect my company or me.

We played our last game, again not my best, but it was a close game where Kerry got me 15-13. I didn't lose that game. Kerry won because he played stronger than me. That happens. I can live with that.

All day, I could see where playing "distracted" follows me into different situations, and I don't know it. Something my counselor challenged me to try once a week was to set a timer for 17 minutes and think about my breath. Each time you become distracted by another thought simply come back to thinking about breathing. In out. In. Out. Oh man, am I distracted? The first 10 minutes felt like an eternity, but in the last 7 minutes, something in me surrendered to allowing myself to just think about breathing. So much that my timer went off and scared the bejesus out of me!

Dr. Isaac told me that exercise is a proven technique for improving focus. I've done it about three times and have to admit I have been getting a lot done in little time in these past few weeks. Do I want to give credit to those 17 minutes of "in through the nose out the mouth?" Of course not, but there is something to it. There is also something very real about surrendering to distraction.

All it took for me to change my game yesterday was an admission of not being fully present. Submitting to it, saying, "I see you, but I don't have to let the distraction lead me right now." Ideas started flooding my head of where else this might be taking place. It was everywhere.

What you focus on is truly the only thing you can control in life. When am I not distracted? I've got an uber-talented and stunning wife and three kids, all with personalities that will probably exceed their extremely extroverted parents. A really fun career full of amazing people home-hunting! And a never-ending desire to help others. Oh yeah, I'm playing distracted.

Just like on the court, though, breathe. Focus on this play and this play only. I'm convinced that is how I have to play with all of these distractions.

In the game I won, the biggest change was that I stopped trying to force every play. I stopped trying to kill every shot. I accepted that there were some balls I was not going to reach for a return, so I didn't waste the breath and energy on them. I saved it for the next play. I changed my pace, and I relaxed. Then you know what? I had fun. I was back.

You know what happened after the games? I realized just because the leadership in my company is changing, I don't have to. Will the change personally interrupt how I run my business? No way! I noticed during the game my focus became on each and every play. One at a time. Then I realized I wasn't even thinking about my brokerage anymore. I changed my mind about what I was focused on. Where else can I do that?

This Saturday, I'm going to focus on my teenage daughter's entrepreneurial project. This Friday, I'm going to focus on some one-on-one time with my son. This morning I'm going to focus on my youngest's cute, little, procrastinating keister to get her chores done and to brush her dang teeth. Today I am going to kiss that wonderful woman's lips I love so much. Then when I'm at work, I'll be fully focused on the home hunt for all of you.

I hope you're able to slap your distractions upside the head today. I am rooting for you.

**Focus is a choice. Take it from someone completely distracted.**

# What are your goals for 2023?



Your clients deserve  
A Beautiful Kitchen

Kitchen Tune-Up of Gilbert  
480.304.2732  
kitchentuneup.com

0% interest plans available for  
qualified homeowners

Join our Referral Program - we pay cash for signed projects!

©2023 HPTU LLC. All Rights Reserved. Kitchen Tune-Up is a trademark of HPTU LLC and a Home Franchise Company brand. Each franchise is independently owned and operated.



**Shawni Moore**

*Keller Williams Realty East Valley*  
One of my business goals for 2023 is to build more business by cultivating relationships and attending more social events.



**Justin Gershakov**

*eXp Realty*  
Twenty-six houses sold.



**Leila Woodard**

*My Home Group*  
2023 could be hard, or it could be great. For myself, I choose it to be great. I will get real and get right. By having a positive mindset and creating forward action momentum. I will re-margin my business by including expense management. I will do more with less by using the power of leverage. I will overcome buyer reluctance. I will price ahead of the market. I will find motivated sellers. I will master the market in the moment. I will capture,



**Nick Kirby**

*Keller Williams*

The goal for 2023 is to make our business more lean and efficient to make sure we give ourselves the best opportunity for success.



**Chris Tiller**

*Russ Lyon Sotheby's International Realty*  
2023 is going to be interesting. With transaction volume down drastically, I'd like to focus on developing relationships and adjusting marketing to the shifting landscape. Where the last few years were improving efficiencies to increase transaction count, the next few will be lean and calculated.



**Jeff Sutherlin**

*eXp Realty*

1. To work closely with 10 individuals to help them move toward \$10,000/month in residual income.
2. Go from 150 to 250 in my organization across the U.S. and internationally.
3. Stay under 200 pounds.
4. Move into the top 1% at EXP Realty in revenue sharing worldwide.
5. Be the best husband, dad, and godly man possible.

Your Local Resource



**Kathryn Lansden**  
480.338.1983  
klansden@firstam.com

*"I'm your home warranty expert, so you don't have to be!"*

**Setting Your 2023 Goals?**

Now's a great time to jumpstart your business and get a fresh start in the new year! I'll show you how to boost your production and reduce your marketing costs.

[Contact me for details.](#)

[firstamrealestate.com](#)

Phone Orders:  
800.444.9030

©2023 First American Home Warranty Corporation. All rights reserved.



**First American Home Warranty®**

©2023 First American Home Warranty Corporation. All rights reserved.



## WE TRANSFORM BUSINESSES

We handle the details so business owners can spend their time doing what they do best.



- **Web Design**
- **Acquisition Email Campaigns**
- **Search Engine Optimization**
- **Live Chat**
- **SEM / Paid Search**
- **Mobile and Display Advertising**
- **OTT / CTV Streaming Advertising**
- **Paid Social Media**

Reach out to your neighborhood  
publisher for more information.

**HYPERTDIGITAL.COM**

# ROOFSTAR ARIZONA, INC.



We help our Real Estate® Agents meet deadlines and close sales! Quotes for home sale transactions are our priority.

Whether you are in need of a roof inspection for your buyer or a BINSR response for your seller, we have you covered.

Call us today! (480) 426-1915

"We'll tell you the Truth about your Roof"

480-426-1915 • 4639 E Virginia St #101, Mesa, AZ 85215 • www.roofstararizona.com



# CHOICE



## Home Warranty

**1 MONTH FREE\***  
PLUS \$100 OFF  
all Multi-Year Plans!  
\*Available for a limited time.

Email: sharp@chopro.com  
Cell: (949) 426-5450  
Realtor Portal: www.CHWPro.com  
Real Estate Customer Service  
888-275-2980

Re-Key | Multi-Year Discounts | Sellers Coverage

#MAKETHESHARPCHOICE



**SHARP CHEN**  
Senior Account Executive

## WHAT'S YOUR PLAN FOR THE SHIFT?

Rate...Yes we  
are competitive

Programs for your  
clients...we have those

Every Lead is going to matter more.  
How are they tracked?

Is Communication at a High Level?

Are your clients catered to?

Do you have a True-Partner who  
cares about your business as much as  
you do?

We have the experience, the  
knowledge, and the TEAM to support  
YOU!



**CALL TODAY  
480-367-7910**



### John Cassels

Sr. Loan Officer  
NMLS# 197076  
Office: 480-367-7910  
john.cassels@ccm.com  
teamcassels.com  
4838 E Baseline Rd, Ste 118  
Mesa, AZ 85206



### TEAM CASSELS CROSSCOUNTRY MORTGAGE™

Equal Housing Opportunity. All loans subject to underwriting approval. Certain restrictions apply. Call for details. All borrowers must meet minimum credit score, loan-to-value, debt-to-income, and other requirements to qualify for any mortgage program. Cross Country Mortgage, LLC NMLS3029 (www.nmlsconsumeraccess.org). Main Office Licensed as a Mortgage Banker with the Arizona Department of Financial Institutions No. 091902Q. Licensed by the Department of Financial Protection and Innovation (DFPI) under the California Residential Mortgage Lending Act.



# New Year Sparks

---



► weserv monthly update

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

## New Initiatives

2023 is here. Yes, you read that right. 2022 seemly came and went in the blink of an eye. As I reflect on the past year and look toward the future, one word comes to mind that helped propel us to more considerable heights: opportunity. A new year provides the association with various options to elevate how we serve our members and community. Our leaders are excited to explore new ways to advance the member experience here at WeSERV. I'm incredibly proud and fortunate to stand alongside such selfless individuals motivated to serve others.

## and Opportunities

The new year also allows us to celebrate our past and present leaders at our yearly Installation ceremony. The event is always a special gathering. Leaders of yesterday and tomorrow came together to applaud our 2022 officers for yet another successful year. I want to thank these outstanding individuals for their hard work and dedication. We're incredibly fortunate as a REALTOR® association to have volunteers who want to see WeSERV prosper.

In addition, I'd also like to send my deepest gratitude to our 2022 President, Gary Fenton. I've had the pleasure of working alongside Gary for a

few years now, and to see him take the reins as our president was exceptional. Gary passed the gavel to another like-minded REALTOR®, Michael Hofstetter, and he is ready to take the association's reins. Michael has a deep knowledge and passion for the real estate industry. He embodies the traits of a true leader.

Finally, I wish every one of you an exceptional 2023. Let's make it a year to remember!

# TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1 - Nov. 30, 2022

#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022	#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022
1	Derek Dickson	Offerpad	172,503,259	324	35	Shawn Camacho	United Brokers Group	27,199,300	38.5
2	Richard Harless	AZ Flat Fee	139,710,540	194	36	Carey Kolb	Keller Williams Integrity First	27,020,052	48.5
3	Daniel P Noma	Venture REI, LLC	131,066,466	275.5	37	Jason Crittenden	Realty ONE Group	26,866,800	45.5
4	Karl Tunberg	Hague Partners	92,207,608	153	38	Benjamin Arredondo	My Home Group Real Estate	26,162,750	44.5
5	Kristy & Nick Dewitz	Hague Partners	91,447,847	158	39	Heather Openshaw	Keller Williams Integrity First	25,590,100	39.5
6	Mary Jo Santistevan	Berkshire Hathaway HomeServices Arizona Properties	89,453,752	142	40	Radojka Lala Smith	eXp Realty	25,487,500	34.5
7	Frank Vazquez	Venture REI, LLC	82,723,745	162.5	41	Janine M. Igliane	Keller Williams Realty East Valley	25,171,149	36
8	Darwin Wall	Realty ONE Group	74,531,930	129	42	John Evenson	eXp Realty	25,043,740	29.5
9	Rebecca H. Rains	Berkshire Hathaway HomeServices Arizona Properties	67,044,288	147	43	Aartie Aiyer	AA Realty	24,847,847	39
10	Jacqueline Shaffer	Offerpad	64,166,203	138	44	Yalin Chen-Dorman	Realty ONE Group	24,804,558	44
11	Shannon Gillette	Real Broker AZ, LLC	59,227,000	104	45	Beverly Berrett	Berkshire Hathaway HomeServices Arizona Properties	24,766,082	40
12	Carol A. Royse	Keller Williams Realty East Valley	54,171,193	82.5	46	Kelly Khalil	Redfin Corporation	24,558,025	37
13	Mindy Jones	eXp Realty	53,995,810	90	47	Tiffany D Chandler	West USA Realty	23,810,325	28
14	Yvonne C Bondanza-Whittaker	Realty ONE Group	51,051,284	109	48	Michael Kent	RE/MAX Solutions	23,805,450	48.5
15	Lacey & Drew Lehman	Realty ONE Group	50,788,447	97	49	Kerry Jackson	Arizona Gateway Real Estate	23,289,989	34
16	Kenny Klaus	Keller Williams Integrity First	50,045,658	91.5	50	Jody Poling	AZ Seville Realty, LLC	22,697,900	22.5
17	Eric Brossart	Keller Williams Realty Phoenix	47,401,758	55.5					
18	Ben Leeson & TJ Kelley	Keller Williams Integrity First	44,758,608	60					
19	Tyler Blair	My Home Group Real Estate	43,903,374	84					
20	Shanna Day	Keller Williams Realty East Valley	43,360,479	68					
21	Jim & James Carlsto	Hague Partners	42,715,470	91					
22	Rick Metcalfe	Canam Realty Group	40,257,921	94					
23	Garrett Lyon	eXp Realty	36,344,141	66.5					
24	Charlotte Young	eXp Realty	36,155,247	63					
25	Rebekah Liperote	Redfin Corporation	35,741,625	52					
26	Cassandra J Mueller	eXp Realty	33,918,215	61					
27	Chris Allen	Hague Partners	31,862,150	53					
28	Rodney Wood	Keller Williams Integrity First	30,362,631	45.5					
29	Nathan D Knight	ProSmart Realty	29,836,936	48.5					
30	Jody Sayler	Just Selling AZ	29,265,805	53					
31	Lorraine Ryall	KOR Properties	28,113,800	38					
32	Russell Mills	Close Pros	27,968,355	32					
33	LaLena Christopherson	West USA Realty	27,471,000	17					
34	Justin Cook	RE/MAX Solutions	27,292,556	37					

**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.

## HOMETEAM INSPECTION SERVICE. IT'S THE QUICKEST WAY TO GAIN A CLIENT FOR LIFE.

Your clients loved this house the moment they saw it. And you wanted them to get it. But you also knew this was about more than one house. It was about building trust that would live beyond this transaction. Trust that would make you the real estate agent they always turn to. So you turned to us, and we went to work. A team of professionals quickly completed the inspection and provided a thorough, thoughtful, and accurate report. Which gave you and your clients what you needed to move forward. With this house. And the next one. And the one after that.

**(480) 702-2900**  
**hometeam.com/east-valley**



Each office is independently owned and operated.  
©2020 The HomeTeam Inspection Service, Inc. All rights reserved.

# TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1 - Nov. 30, 2022

#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022	#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022			
51	Catherine Merlo	Berkshire Hathaway HomeServices Arizona Properties	22,670,300	33	85	Carol Gruber	eXp Realty	17,472,150	39			
52	Mike Mendoza	Keller Williams Realty Sonoran Living	22,305,000	32	86	Richard Johnson	Coldwell Banker Realty	17,461,400	32			
53	Angela Tauscher	Rover Realty	22,244,161	30	87	Mark Captain	Keller Williams Realty Sonoran Living	17,458,500	25			
54	Dustin Posey	Property Hub LLC	21,713,300	51	88	Gina Donnelly	ProSmart Realty	17,426,500	24.5			
55	Elizabeth Rolfe	HomeSmart	21,640,000	29.5	89	W. Russell Shaw	Realty One Group	17,281,250	31			
56	John Hrimnak	Hague Partners	21,436,158	39.5	90	Michael W Cunningham	West USA Realty	17,243,811	25			
57	Daniel Brown	My Home Group Real Estate	21,360,500	23.5	91	Krzysztof Okolita	My Home Group Real Estate	17,103,489	28			
58	Thomas Popa	Thomas Popa & Associates LLC	21,354,000	16	92	Angela Larson	Keller Williams Realty Phoenix	17,101,280	45			
59	Gigi Roberts-Roach	Coldwell Banker Realty	21,312,293	35	93	Allen R Willis	Ensign Properties Corp	17,047,200	30			
60	Tina M. Sloat	Tina Marie Realty	21,276,500	33	94	Chris Baker	Hague Partners	17,042,400	28.5			
61	Alexander M Prewitt	Hague Partners	21,261,890	34	95	Kathy Camamo	Amazing AZ Homes	17,041,340	32			
62	Randy Courtney	Weichert, Realtors - Courtney Valleywide	20,843,200	32	96	Eleazar Medrano	HomeSmart	16,988,345	27.5			
63	Frank Gerola	Venture REI, LLC	20,787,340	33.5	97	Brock O'Neal	West USA Realty	16,947,061	18.5			
64	Heather Christine Morales	Homie	20,703,300	31	98	Gordon Hageman	Real Broker AZ, LLC	16,942,867	27			
65	Blake Clark	Limitless Real Estate	20,553,469	29	99	Cory Whyte	Infinity & Associates Real Estate	16,801,774	15			
66	S.J. Pampinella	Redfin Corporation	20,378,300	28.5	100	Jack Cole	Keller Williams Integrity First	16,692,900	22.5			
67	Timothy Ehlen	RE/MAX Alliance Group	20,355,287	29.5	<b>Disclaimer:</b> 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.							
68	Shawn Rogers	West USA Realty	20,203,999	36.5								
69	Stacia Ehlen	RE/MAX Alliance Group	20,173,900	28.5								
70	Danielle Bronson	Redfin Corporation	19,785,905	32								
71	Velma L Herzberg	Berkshire Hathaway HomeServices Arizona Properties	19,629,500	23								
72	Michelle Rae Colbert	Keller Williams Integrity First	19,499,500	39.5								
73	Adam Prather	Russ Lyon Sotheby's International Realty	18,916,300	27								
74	Aimee N. Lunt	RE/MAX Solutions	18,778,800	20								
75	Kevin McKiernan	Venture REI, LLC	18,602,340	31								
76	Kirk A DeSpain	Call Realty, Inc.	18,417,827	28								
77	Pamm Seago-Peterlin	Century 21 Seago	18,388,499	28								
78	Carin S Nguyen	Real Broker AZ, LLC	18,184,331	35.5								
79	Mary Newton	Keller Williams Integrity First	18,030,100	42								
80	Katrina L McCarthy	Hague Partners	18,007,600	26.5								
81	Thomas L Wiederstein	Redfin Corporation	17,922,950	29.5								
82	Sharon Coffini	Keller Williams Realty Sonoran Living	17,912,900	16.5								
83	Heather M Mahmood-Corley	Redfin Corporation	17,910,999	35.5								
84	Brett Worsencroft	Keller Williams Integrity First	17,859,400	20								

## Is It Time for a Change?

### 10 Reasons to Use Checklist Inspections in 2023!

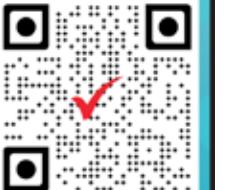
- 1) WE WORK VALLEY WIDE!
- 2) MORE INSPECTORS = Quick Availability with US!
- 3) SAME DAY REPORTS - On Site Too!
- 4) Easy 24/7 Online Scheduling at ChecklistAZ.com
- 5) 200% Satisfaction Guarantee
- 6) NOW OFFERING: Repair Cost Estimates!!!
- 7) Pre-Listing, Residential, Commercial Inspections
- 8) New Construction Inspections at each Phase
- 9) Sewer Scoping, Mold & Radon Testing
- 10) Termite Reports w/ FREE One Year Warranty!

Let's Team Up! Schedule Today:

**480.741.1267**

→ 24/7 ONLINE: [CHECKLISTAZ.COM](http://CHECKLISTAZ.COM)  
ARIZONA'S PREMIER HOME INSPECTORS SINCE 1998!





Scan to add us to your Mobile Contacts!

# TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1 - Nov. 30, 2022

#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022	#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022			
101	Elizabeth A Stern	Farnsworth Realty & Management	16,688,500	37	134	Kyle Zwart	My Home Group Real Estate	14,999,250	17			
102	Tiffany Gobster	My Home Group Real Estate	16,598,747	10	135	Kathryn R Arter	Realty ONE Group	14,973,500	18			
103	Geoffrey Adams	Realty ONE Group	16,292,075	29.5	136	Tara Hayden	Redfin Corporation	14,918,965	24.5			
104	Kyle J. N. Bates	Keller Williams, Professional Partners	16,260,225	26	137	Henry Wang	eXp Realty	14,884,900	20.5			
105	Scott R Dempsey	Redfin Corporation	16,178,350	26.5	138	Brian Davidson	Hague Partners	14,774,349	27.5			
106	Shar Rundio	eXp Realty	16,168,500	29	139	Justyna Korczynski	The New Home Company	14,758,434	31			
107	Cynthia Ann Dewine	Russ Lyon Sotheby's International Realty	16,153,741	26	140	Bill Olmstead	Keller Williams Realty East Valley	14,737,500	27.5			
108	Craig McGrouther	Hague Partners	16,109,750	25.5	141	Tiffany Carlson-Richison	Realty ONE Group	14,514,840	19			
109	Keith M George	Coldwell Banker Realty	16,082,998	45	142	Spencer J Lindahl	Main Street Renewal, LLC	14,492,900	36			
110	Matthew Kochis	Keller Williams Realty East Valley	16,028,375	26	143	Dawn M Forkenbrock	eXp Realty	14,485,670	24.5			
111	Karen C. Jordan	Thomas Popa & Associates LLC	15,979,389	13	144	Bryce A. Henderson	Four Peaks Brokerage Company	14,437,500	21			
112	Denver Lane	Balboa Realty, LLC	15,899,577	25	145	Matthew S. Potter	Real Broker AZ, LLC	14,425,100	27.5			
113	Kevin Albright	Delex Realty	15,893,279	12	146	Marc Slavin	Realty ONE Group	14,408,250	12			
114	Delaney S Rotta	Launch Real Estate	15,723,000	9	147	Danny Kallay	Launch Real Estate	14,314,450	24			
115	Robert Reece	United Brokers Group	15,686,500	27.5	148	Hai Kim Bigelow	Redfin Corporation	14,264,500	25			
116	David C Zajdzinski	eXp Realty	15,645,950	26.5	149	Gabrielle Bruner	Delex Realty	14,186,500	22			
117	Jason L Bond	My Home Group Real Estate	15,560,950	24.5	150	Jennifer Felker	Infinity & Associates Real Estate	14,142,888	14			
118	Mike Mazzucco	My Home Group Real Estate	15,549,447	28.5	151	Trisha A. Carroll	Wedgewood Homes Realty	14,059,600	31			
119	Angela Gordon	North & Co	15,522,100	22.5	152	Susan K. Miller	Keller Williams Realty East Valley	14,052,900	25			
120	Jaime L Blikre	My Home Group Real Estate	15,491,399	28.5	153	Tammie Fischer	Offerpad	14,007,750	21			
121	Gina McMullen	Redfin Corporation	15,455,440	24.5	154	Chris Benson	NextHome Alliance	13,804,240	21.5			
122	Michaelann Haffner	Michaelann Homes	15,409,000	26	155	Curtis Johnson	eXp Realty	13,783,900	30.5			
123	Van D. Welborn	Redfin Corporation	15,389,500	19.5	156	Lauren Sato	West USA Realty	13,765,082	26			
124	Michael Smith	West USA Realty	15,372,650	22	157	Katie Lambert	eXp Realty	13,729,863	22			
125	Sergio Santizo	Hague Partners	15,330,845	30.5	158	Beth Rebenstorf	Realty ONE Group	13,701,012	24			
126	Chantel Gutierrez	Perkinson Properties LLC	15,327,000	34	159	Adam Lee	My Home Group Real Estate	13,698,450	20			
127	Olga Angelina Shukhat	Geneva Real Estate and Investments	15,145,000	3	<b>Disclaimer:</b> 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.							
128	Erik Geisler	West USA Realty	15,102,640	20								
129	Kathleen Scott	Redfin Corporation	15,085,310	18								
130	Lauren Wood	Keller Williams Integrity First	15,060,000	20								
131	Eric Dixon	On Q Property Management	15,037,400	24								
132	Eric Avdee	Keller Williams Realty Phoenix	15,031,349	21								
133	Kelly Saggione	eXp Realty	15,026,767	19.5								



WE'VE GOT YOUR  
CLIENTS COVERED.



GET  
SOCIAL



CONTACT US TODAY FOR AN ESTIMATE

480.695.7736 | [eric@ecoroofaz.com](mailto:eric@ecoroofaz.com) | Scottsdale, AZ | Mon - Sat: 8AM - 5PM  
OUR SERVICES Commercial Roofing | Residential Roofing

ROC# 330901



# HAPPY NEW YEAR

Premier Title is thankful for your business this past year. We are looking forward to continuing to serve our valued clients. Schedule a one-on-one meeting with your Premier Title Client Services Representative for leads and marketing in 2023.



At PTA, it's about the **people**.



**MARLA CALLEY**  
CLIENT SERVICES REPRESENTATIVE  
602.531.2434  
[mcalley@PTAnow.com](mailto:mcalley@PTAnow.com)



**KORI KENNEY**  
CLIENT SERVICES REPRESENTATIVE  
602.513.3424  
[kkenney@PTAnow.com](mailto:kkenney@PTAnow.com)



# TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1 - Nov. 30, 2022

#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022
160	Clayton Denk	David Weekley Homes	13,661,325	13
161	Kirk Erickson	Schreiner Realty	13,597,115	22.5
162	Ernest Haycraft	Realty Executives	13,539,302	12.5
163	Joe Carroll	HomeSmart	13,533,290	22
164	Mondai Adair	Keller Williams Realty East Valley	13,526,000	16
165	James Bill Watson	Keller Williams Realty Sonoran Living	13,492,500	22
166	Marci Burgoyne	Crown Key Real Estate	13,486,297	22
167	Amy Laidlaw	Realty Executives	13,467,377	15.5
168	Laura Beatty	Redfin Corporation	13,458,450	26
169	Jacquelyn E Shoffner	eXp Realty	13,339,585	19
170	Zeb Adams	My Home Group Real Estate	13,327,250	10.5
171	Debi Gotlieb	Key Results Realty LLC	13,324,300	21
172	Ryan Meeks	Keller Williams Integrity First	13,258,139	18.5
173	Jason LaFlesch	Results Realty	13,229,500	23
174	Robin R. Rotella	Keller Williams Integrity First	13,229,125	24.5
175	Jerry Thomas Beavers	Realty ONE Group	13,186,900	24
176	Scott Cook	RE/MAX Solutions	13,177,250	24.5
177	Adam B Coe	Delex Realty	13,148,350	23.5
178	Elmon Krupnik	Infinity & Associates Real Estate	13,115,951	23.5
179	Kristin A Ray	Infinity & Associates Real Estate	13,115,951	23.5
180	Alisha B Anderson	West USA Realty	13,088,249	30
181	Jody Mallonee	Hague Partners	13,062,650	22.5
182	Steven C Zalewski	Polly Mitchell Global Realty	13,040,209	13
183	Jenna M. Jacques	Russ Lyon Sotheby's International Realty	13,026,014	13
184	Adam Dahlberg	Hague Partners	13,017,900	29.5
185	Phillip Shaver	HomeSmart	13,008,750	23
186	Annette E. Holmes	United Brokers Group	12,997,000	19.5
187	John Biddle	Redfin Corporation	12,946,900	23
188	Crew Smith	Realty ONE Group	12,938,118	17
189	Amy N Nelson	Keller Williams Realty East Valley	12,777,015	15
190	Kaushik Sirkar	Call Realty, Inc.	12,767,995	18.5
191	Caitlin Bronsky	My Home Group Real Estate	12,737,000	10

#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022
192	Leslie K. Stark	Realty ONE Group	12,735,000	10
193	Michelle Jernigan	Ravenswood Realty	12,704,900	18
194	Karsten Kass Colin	Keller Williams Realty Sonoran Living	12,601,477	21.5
195	Dallin Simonton	Realty ONE Group	12,519,118	16.5
196	Cathy Carter	RE/MAX Solutions	12,516,500	14
197	Chris Lundberg	Redeemed Real Estate	12,513,297	16
198	Kimberly Lotz	Redfin Corporation	12,487,200	24.5
199	Dallas Wormley	R & I Realty	12,476,399	20.5
200	Kelly Henderson	Keller Williams Realty Phoenix	12,461,250	22

**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.

# Home for the HOLIDAYS

## Feel at Home With Fairway

Fairway Independent Mortgage Corp. is dedicated to serving borrowers with some of the best options possible to secure a mortgage in today's market. More than just a rate, I want you to feel confident in your future.

Appraisal COUPON  
\$550 VALUE  
Appraisal Coupon for All New & Past Clients and Referrals  
You Send to Mike Pehrson Through June 30th, 2022.

Up to a \$525 value on an Arizona purchase or refinance. \*\*Not valid for borrowers using Down Payment Assistance. \*\*\*Appraisal will be paid via lender credit at close of escrow. If loan is cancelled or declined buyer must pay the appraisal. \*\*\*\*Offer is for loan amounts over \$250,000. Appraisal is paid for upfront and refunded when under credit at closing.



Happy Holidays! Call Mike Today to Claim Your Appraisal Coupon!

**Mike Pehrson**  
Sr. Loan Officer NMLS #601145  
602.799.1324  
Mike.Pehrson@fairwaymc.com

Copyright©2022 Fairway Independent Mortgage Corporation. NMLS#2289. 4750 S. Biltmore Lane, Madison, WI 53718. 1-866-912-4800. All rights reserved. Other restrictions and limitations may apply. Equal Housing Lender. AZ License #BK-0904162.



# TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1 - Nov. 30, 2022

#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022
201	Mark David Sloat	My Home Group Real Estate	12,455,399	20.5
202	Thomas Dempsey Jr	DPR Realty LLC	12,437,526	33
203	Ashlee Renee Castro	My Home Group Real Estate	12,400,500	28
204	Mikaela N Clark	Limitless Real Estate	12,385,225	15.5
205	Brandon Alsayed	Delex Realty	12,382,000	13
206	Karen D McMeen	Keller Williams Integrity First	12,369,150	18
207	Brian J Cunningham	eXp Realty	12,365,450	18
208	Steve Hueter	eXp Realty	12,339,150	19.5
209	Kimberley Stoegbauer	TomKat Real Estate	12,308,750	8.5
210	Jeffrey L. Franklin	Realty Executives	12,307,680	15
211	Amanda O'Halloran	DRH Properties Inc	12,298,953	26.5
212	Susan Hallamore	HomeSmart	12,270,500	8
213	Natascha Ovando-Karadsheh	KOR Properties	12,225,183	15
214	Benjamin Graham	Infinity & Associates Real Estate	12,220,833	20
215	Sarah Gates	Keller Williams Realty Sonoran Living	12,177,590	22
216	Heidi S Spielman	My Home Group Real Estate	12,168,765	62
217	Wendy J Macica	Home Centric Real Estate, LLC	12,161,900	26
218	Charles P. Turner	Keller Williams Integrity First	12,111,200	17
219	Adam Ottosen	Platinum Living Realty	12,109,369	7.5
220	Gus Palmisano	Keller Williams Integrity First	12,108,950	23
221	Grady A Rohn	Keller Williams Realty Sonoran Living	12,093,950	17.5
222	Debra K McLean	RE/MAX Alliance Group	12,090,940	19
223	Damian Godoy	My Home Group Real Estate	12,076,500	25.5
224	Chun Crouse	RE/MAX Fine Properties	12,075,580	23
225	Peg E Bauer	Cactus Mountain Properties, LLC	12,054,100	22.5
226	Jesse Wintersteen	ProSmart Realty	12,037,900	22
227	Nicholas R Kibby	Keller Williams Realty Phoenix	12,016,000	16
228	Rob Hale	My Home Group Real Estate	12,003,552	23.5
229	Lindsay M Bingham	My Home Group Real Estate	12,003,000	20
230	Sarah A Nash	ProSmart Realty	11,955,400	18
231	Katherine White	RE/MAX Fine Properties	11,911,000	11
232	Heather Werner	Ravenswood Realty	11,873,100	22
233	Lisa M Harris	Hague Partners	11,836,900	24
234	Travis M Flores	Keller Williams Integrity First	11,812,200	24.5

#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022
---	------	--------	---	---

235 Erin Ethridge eXp Realty 11,805,050 19.5

236 Marjan Polek AZ Flat Fee 11,793,300 18

237 Vivian Gong West USA Realty 11,787,300 20

238 Barbara Schultz Coldwell Banker Realty 11,771,500 23.5

239 Lynnanne M Phillips Keller Williams Realty Sonoran Living 11,769,230 13

240 Kristen Hekekia HomeSmart Lifestyles 11,743,210 17

241 Steven Coons Farnsworth Realty and Management 11,705,550 29.5

242 Bob Lisk Network Realty 11,704,695 15

243 Jenna L. Marsh Realty Executives 11,690,250 21

244 Joshua Will Hogan eXp Realty 11,682,585 18.5

245 Nate Hunsaker West USA Realty 11,653,000 11

246 Jill Stadium My Home Group Real Estate 11,645,750 14.5

247 Michael J. D'Elena North & Co 11,631,650 18.5

248 Nick Bastian Realty Executives 11,618,500 19

249 Mark D De Maio Revinre 11,561,850 18

250 Tina L Nerland ProSmart Realty 11,482,300 22

**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.



**BETH CLAUSER-ROBERSON**  
Business Development Manager | 480.599.7820

**NIKKI LEONARD**  
Branch Manager | 480.476.8165

**LIZA VASQUEZ**  
Branch Manager/ Escrow Officer | 602.775.5990

**LANDMARK**  
TITLE ASSURANCE AGENCY  
A Shaddock Company

# TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1 - Nov. 30, 2022

#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022
251	Bill Bulaga	Russ Lyon Sotheby's International Realty	11,439,900	9
252	Kyle Gardner	My Home Group Real Estate	11,429,650	20
253	David C Falk	Realty Executives	11,344,146	13
254	Brian Christopher McKernan	ProSmart Realty	11,338,050	29
255	Travis Dutson	Premier Real Estate Opportunities	11,325,640	20
256	Scott Morgan	eXp Realty	11,324,581	21.5
257	Daniel A Baker	Russ Lyon Sotheby's International Realty	11,273,400	20.5
258	Eve Tang	Keller Williams Realty Sonoran Living	11,266,450	16.5
259	Julie Thompson	West USA Realty	11,265,900	21.5
260	Hannah Farbstein	My Home Group Real Estate	11,226,000	18
261	Michael Ratzken	Two Brothers Realty	11,220,250	16.5
262	Sarah Anderson	RE/MAX Alliance Group	11,210,601	19
263	Jamie K Bowcut	Hague Partners	11,194,300	20
264	Ryan D Bawek	eXp Realty	11,107,750	12.5
265	Thea R Marr	Keller Williams Realty Sonoran Living	11,104,000	12
266	Nate Randleman	Infinity & Associates Real Estate	11,095,940	19
267	Jill Vicchy Heimpel	RE/MAX Classic	11,089,650	27.5
268	Stacy Hecht	RE/MAX Desert Showcase	11,086,250	10.5

**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.

**HOA Friendly Residential Bins**

## Distressed Home Clean-out?

Need a bin?

CALL PAUL  
480-999-1399  
Gilbert.BinThereDumpThatUSA.com



INTERESTED IN GOAL PLANNING FOR 2023?

We have the plan. Scan the code to set up a meeting.



*A Home Loan for every life Milestone*



## Matt Askland

Producing Branch Manager, NMLS 168130

**480.759.1500**

Matt.askland@alamedamortgage.com  
3105 S. Price Rd. Ste 135  
Chandler, AZ 85248



Alameda Mortgage Corporation, NMLS 271603, issued by the Nationwide Multistate Licensing System and Registry, Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act; AZ Lic. #BK-0947208. Additional licensing information can be found at: [www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org).

# TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1 - Nov. 30, 2022

#	Name	Office	Total Volume Sales 01/01/2022 - 11/30/2022	Total Unit Sales 01/01/2022 - 11/30/2022
269	Kraig Klaus	Keller Williams Integrity First	11,080,200	20
270	Frank C. Merlo III	Berkshire Hathaway HomeServices Arizona Properties	11,011,150	13
271	Leah Rickel Burr	Rickel Realty	11,001,500	18
272	Ryan Gehris	USRealty Brokerage Solutions LLP	10,942,500	15
273	Brent Heiden	Iannelli and Associates	10,941,700	23
274	John L. Payne	United CountryReal Estate-Arizona Property & Auction	10,935,000	14
275	Kristi Jencks	eXp Realty	10,919,100	22
276	Michael McCabe	My Home Group Real Estate	10,892,987	15.5
277	Andrew Bellino	Realty Executives	10,850,000	4.5
278	Dillon A Martin	My Home Group Real Estate	10,840,450	23
279	David Courtright	Coldwell Banker Realty	10,828,899	19
280	Sara J Weller	Berkshire Hathaway HomeServices Arizona Properties	10,825,000	12
281	Sam Vega	Infinity & Associates Real Estate	10,813,000	16
282	Mike Schude	Keller Williams Integrity First	10,756,024	18
283	Gary Wales	HomeSmart Lifestyles	10,730,985	15
284	Matthew Long	Home Centric Real Estate, LLC	10,709,250	17.5
285	April McNeil Anderson	United Brokers Group	10,705,162	19.5
286	Mike Santistevan	Berkshire Hathaway HomeServices Arizona Properties	10,669,950	13.5
287	David Clinton Hoefer	Century 21 Arizona Foothills	10,629,070	16.5
288	Matthew Allen Veronica	Keller Williams Integrity First	10,617,756	19.5
289	Betsey L. Birakos	Jason Mitchell Real Estate	10,570,000	19
290	Ryan Dobmeier	Realty ONE Group	10,560,600	17
291	Laura Higginbotham	AZ Real Estate Options, LLC	10,550,750	9
292	Tiffany Mickolio	My Home Group Real Estate	10,525,050	17.5
293	Mallory R. Dachenhausen	Elpis Real Estate Boutique	10,522,090	12.5
294	Maryelisabeth Wolf-Breen	Russ Lyon Sotheby's International Realty	10,502,439	17.5
295	Nicole W. Hamming	Glass House International	10,472,875	19
296	Len Nevin	eXp Realty	10,472,750	18.5
297	Angel Ureta	North & Co	10,470,000	4
298	Heintje Tjahja	HomeSmart	10,364,000	18
299	Scott Graff	Real Broker AZ, LLC	10,325,500	16.5
300	Stacy Lynn Hinke	Realty ONE Group	10,289,647	3.5

**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.

Looking for a  
**LENDER** who gets the  
**JOB DONE  
CONSISTENTLY?**

- Smart
- Effective
- Quick
- Local

Let us show you the difference.  
**CALL TODAY!**

Ask about the  
**NOVA® Closing Guarantee and  
the NOVA 12-Day Express Loan!\***

**Jared Thom**

VP/Branch Manager NMLS 170154

**480.551.7669**

jared.thom@novahomeloans.com



**NOVA**  
HOME LOANS

Our Mission is Simple... **Yes!**

**TheThomTeam.com**

\*Other conditions and restrictions may apply. Rates and available loan programs are subject to change without notice. Contact your loan officer for more information.  
jared.thom / VP/Branch Manager / NMLS 170154 / Nova Financial & Investment Corporation, DBA NOVA® Home Loans NMLS: 3087 / BK 0902429 / Equal Housing Opportunity  
Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act #4131230. Also licensed by the CA-DFPI under the CFL  
#6036566. Loans made or arranged pursuant to a California Financing Law license. <http://nmlsconsumeraccess.org/EntityDetails.aspx?COMPANY=3087>



PROUDLY SERVING ARIZONA FOR OVER 10 YEARS



Sell homes **faster** with  
**#SEXYROOFSTATUS**



- ✓ Maintenance
- ✓ Repairs
- ✓ Refelts
- ✓ Replacements
- ✓ Installs
- ✓ New Construction

Complimentary inspections & appointment scheduling | [state48roofing.com](http://state48roofing.com)

602-527-8502

@State48Roofing