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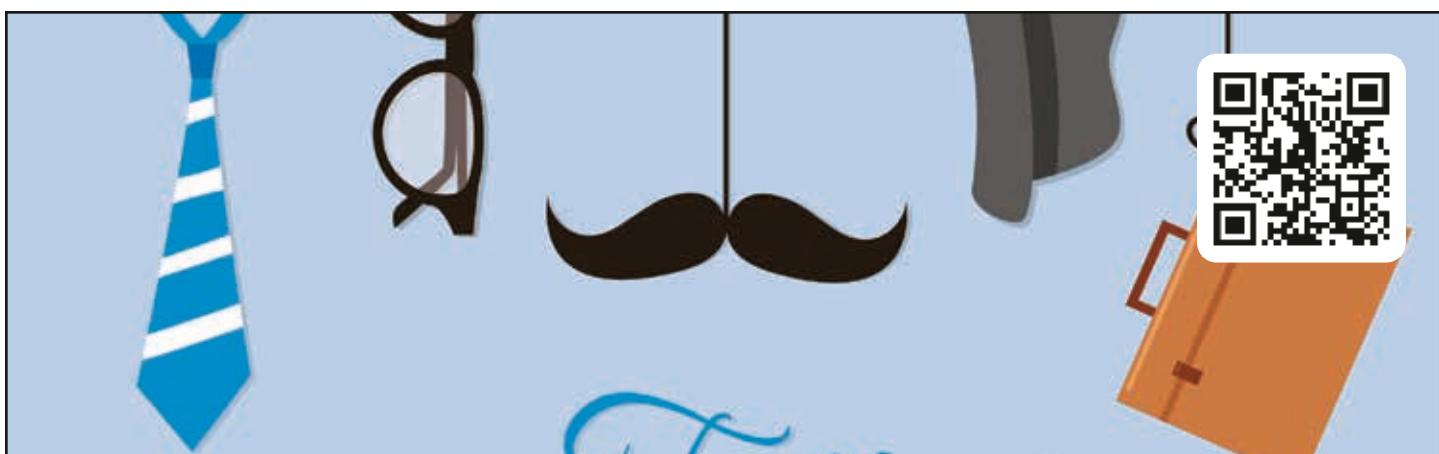


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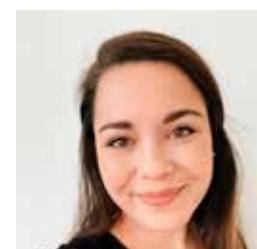
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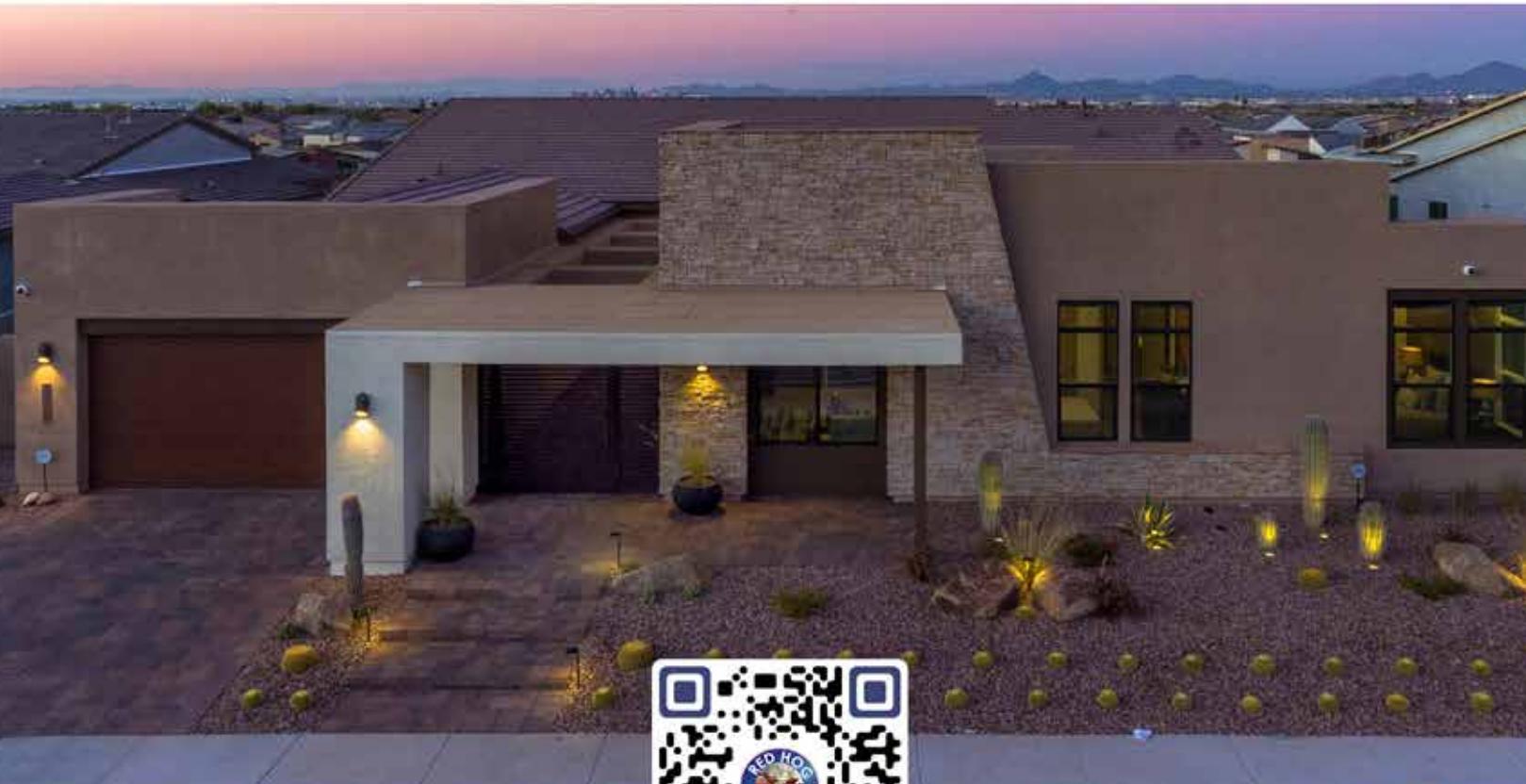
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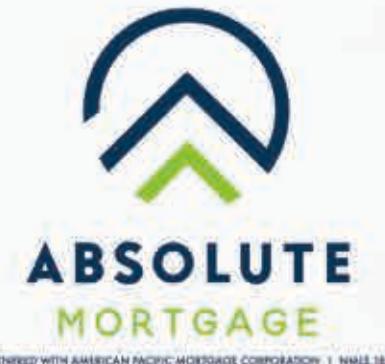


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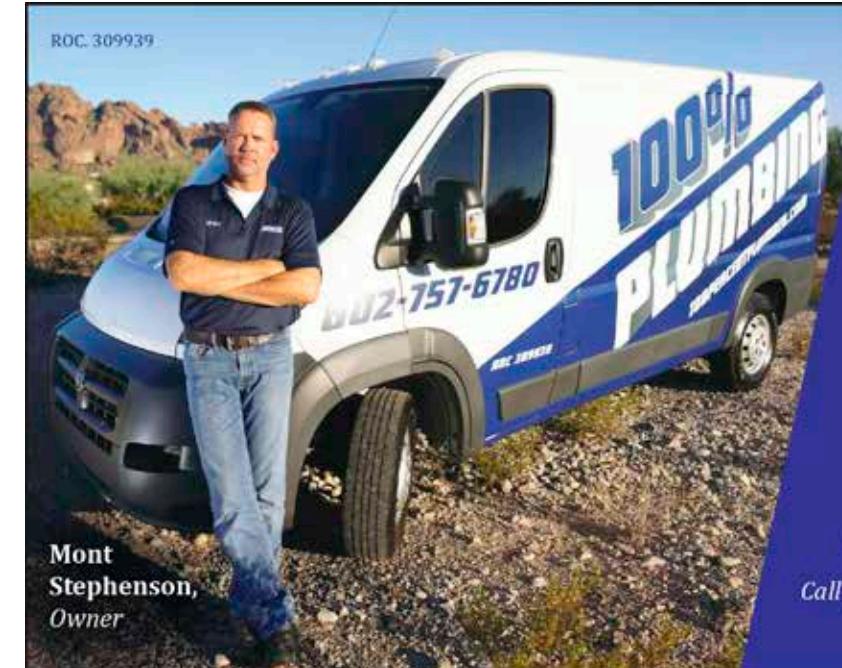
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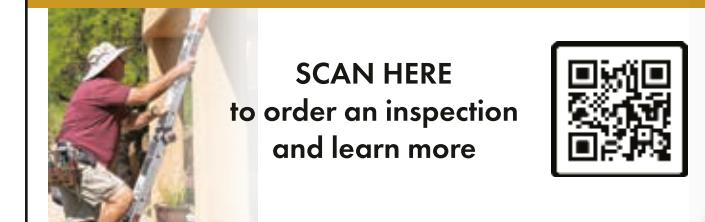
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# DENNIS NOBLEY

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By Joseph Haeger



# Getting to know the man behind Horizon Inspection Service

## A TEACHER AT HEART

Dennis Nobleby spent 27 years teaching math and coaching high school in Phoenix, AZ, retiring just a few years ago. In fact, he worked double duty for years, starting his career as a home inspector in 1999. It didn't take him long before he noticed the skills he refined throughout the years could be applied to both positions. "Being able to explain things well. To teach and show people things they don't understand," he explains. "When you're a teacher, you get a real good feel for how to communicate with people."

Even over the phone, you can hear how excited Dennis is about home inspections because he's able to flex those same muscles to a different audience. "I love the kids, and teaching and coaching was fun, but it's a difficult profession," he says. "I taught math, which is a difficult subject and many students are not excited to learn the subject matter."

Conversely, when he's sitting down with to-be homebuyers, they can't wait to hear what he has to say. "You have people who appreciate what you know and what you do," he continues. "They want to learn everything about [the house]. They're very grateful."

## A FAMILY AFFAIR

Two years ago, Dennis's son Garrett joined him as Horizon Inspection Service's operations manager. He attended the US Air Force Academy, is a distinguished graduate of the management department, and was a member of the US Air Force Parachute Team Wings of Blue. He served as an active-duty officer for five years, finishing his service commitment as



captain and project manager for Air Force satellite systems.

"He's also a drone pilot," Dennis adds. "We fly drones over the roofs we can't walk on, and use this technology to keep us safe." Dennis's family is his rock. "They're the foundation of my life," he says. Every professional decision he's made starts with how it helps him better provide for them. This makes Garrett joining the team even more special because it makes Horizon Inspection Service a family-owned, family-run business. There is someone Dennis inherently trusts there each day providing the support he needs.

## AN HONEST APPROACH

Dennis's unique blend of skills makes him a powerhouse inspector. Early in his professional life (and even a few times during his teaching career) he gained invaluable insight working construction jobs with his brother-in-law. "It was critical when it came to learning about building because he did commercial buildings and custom homes; and residential building, luxury-type homes," he says. "I do a lot of luxury home inspections. The style I have — one-on-one, personal — lends itself to those kinds of folks that want personal expert attention and inspection. They're custom; not cookie-cutter homes."

Not only does Dennis know what he's looking for based on his history in construction, but he's also able to explain things in a simple-to-follow manner based on his work as a teacher. "When you're trying to show people things and teach them things, you learn that going a little slower is almost always better," Dennis

explains. "You understand it well, so you're tempted to go fast, but they don't understand it at all. I know that it's important to take time and show people — not just explain it, but show it to them — how it works. Then checking to make sure they understand it instead of just moving on to the next thing."

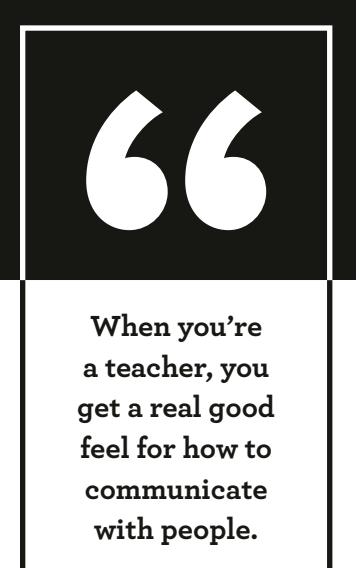
It's a pragmatic approach. Dennis knows the importance of having an honest inspector, but he certainly doesn't want to scare anyone away from the house they've already fallen in love with. "It's peace of mind," he tells me. "It's very important that we communicate calmly and honestly. We don't want to alarm anybody because most things are not a big deal." His approach to the business is why Dennis gives his company the tagline "We take the time to do it right." That's

the whole business model," he says. "I think that's what most people need, and I'm sure that's what they want."

## WHAT'S ON THE HORIZON

"Hopefully I can keep on doing this," Dennis says. "I enjoy it and it keeps me busy. It's interesting and, over time, I've gotten pretty good at it." In addition to providing superior service when it comes to home inspections, Dennis has started taking up-and-coming inspectors under his wing. He's an educator at heart, and now he can pass his knowledge on to the next generation of inspectors.

"They have to get thirty inspections under their belt with a mentor — called parallel inspections — and we take them along and teach them how to do it."



# HAPPY FATHER'S DAY

To all the real producers fathers out there! You work hard to provide for your families and I want to thank you for all that you do. You are the backbone of our industry. I hope you have a wonderful day and enjoy the special moments with your loved ones. Thank you for all that you do!



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# JOSIE PAKULA

► cover story

By Joseph Haeger



Josie Pakula is a veteran who loves horses, helping people, and finding the perfect property, no matter what her client's needs are

## COMING TO ARIZONA

Josie Pakula came to Arizona for the weather. "I never wanted to see snow again," she says. "[My husband] asked, 'Where do you want to live?' I told him, 'Phoenix.' It's the only place I wanted to go because I knew they didn't get snow."

Josie is a first generation American. Her parents emigrated from Poland to an all-Polish neighborhood on the southside of Chicago. Growing up there, Josie spoke fluent Polish (and still does!) — and had her fair share of cold weather.

After dealing with harsh winters for years, she was ready for a life change, and it just so happened her husband was too.

## MILITARY AND NURSING

Coming out of high school, Josie was crazy about gymnastics. The sport was her everything, so it was quite the shock when she broke her arm and couldn't compete anymore. "That first year I felt lost because gymnastics was my whole life," she explains. "And then an Army recruiter called me." She visited the Army office and, after the first meeting, knew she was going to enlist. She made the decision wholly on her own, not seeking input from friends or family. It was something that simply clicked for her and was going to happen, regardless of what anyone else said.

"In retrospect, it was the best decision I ever made," Josie says. "It helped me grow up and really get out of the little box I grew up in — to see how people from all walks of life are." Josie spent three years on active duty as a field medic, then went back to college and was an ROTC cadet, earning a master's in nursing and an MBA from the University of Illinois. She was then commissioned as an officer in the United States Army Nurse Corps, staying in the Reserves



for eight years. As a civilian, Josie worked in the pediatric trauma unit in Chicago. "It was brutal," she recalls the long hours and grueling work. "I totally burnt out on that."

She transitioned from nursing to pharmaceutical sales, but having young kids and a chance to move to a warmer climate, she quit working and did the stay-at-home mom thing. Her husband was a year out of school, so a move to Phoenix in 1997 gave her snowless winters, and he got a fresh start as a cardiologist.

#### FINDING A NEW CAREER

Josie stayed at home with her three children for a good ten years, but as they became more self-sufficient, she decided she wanted to go back to work. As for what kind of job

she wanted, she was at a loss. "I went to a life coach, and we started brainstorming," she tells me. "She suggested real estate because I had flipped a few properties. I liked it, but didn't like the real estate agent reputation. [My life coach] said, 'You could be different.' After getting her real estate license, Josie got started in the business. "The first year was brutal because it was 2010 and everybody was getting out of the industry because the market had crashed," she says. "We had nothing but short sales and foreclosures and here I am, trying to start a new career."

Josie loved the work, so she kept with it. After a few years of grinding away in the industry there was a turning point and, like she suspected, it was the best thing she ever did. She

rode the real estate wave as it came roaring back and also found a niche market where she could excel.

#### SELLING THE HORSE RANCH

"I specialize in horse properties," she says. "There's a lot that's involved and I feel like I have a little bit of an advantage knowing people in the industry. It's about 25% of my business." Josie didn't get into horses until after they moved to Arizona. She always loved them, but never considered owning her own until her daughters started riding when they were five and six years old. Josie assumed they'd grow out of it, but their love of the equine never wavered.

Traveling hundreds of miles outside of Phoenix, Josie is the realtor who shows up to a horse ranch in

well-worn boots because she knows she'll be walking through mud. She's not going to try to make the trek in high heels or jump out of her truck with a brand-new cowboy hat on. She understands the different horse disciplines and what's required from different properties, and she's willing to put the work in to find the right property for any person or animal.

At this point in her career, she's about to become a grandma, but retirement doesn't look like it's in the cards. "I love what I do," she says. "I may simplify a little, slow down a little, but not completely."

For someone who's always been in the service of others, this is great news for anyone in the real estate market in Arizona. Josie Pakula is staying on the ranch for a while longer.



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# TYLER McShane

Tyler McShane is taking a cue from his old man and making a name for himself in the Scottsdale real estate world.

#### GOING INTO THE FAMILY BUSINESS

"My dad has been in the real estate business for close to 30 years," Tyler McShane tells me. Growing up, he saw his dad conduct his business day in and day out. "I always had the feeling that I would eventually make my way into real estate too," he says. "I was fascinated by the homes and the interests people have while looking at property. It's interesting how different individuals have different tastes, whether that's architecture, location, or lifestyle. I've always been drawn to the matchmaking process."

As the oldest of two siblings, Tyler embodied the self-starter mentality from an early age. He was concerned with his education, always pushing himself to get good grades and set a good example. This makes sense considering he watched his dad work a job that has a distinct eat what you kill approach. You get as much out of real estate as you put into it, and that was clear. "You're your own boss and your success is based on your own efforts," Tyler explains. "You're not in a corporate world, working 9-5. It's a 'make your own schedule, do what you can to make a living for yourself' kind of business."

Even though Tyler knew he was going to end up in real estate, he decided to not jump right into it. "I

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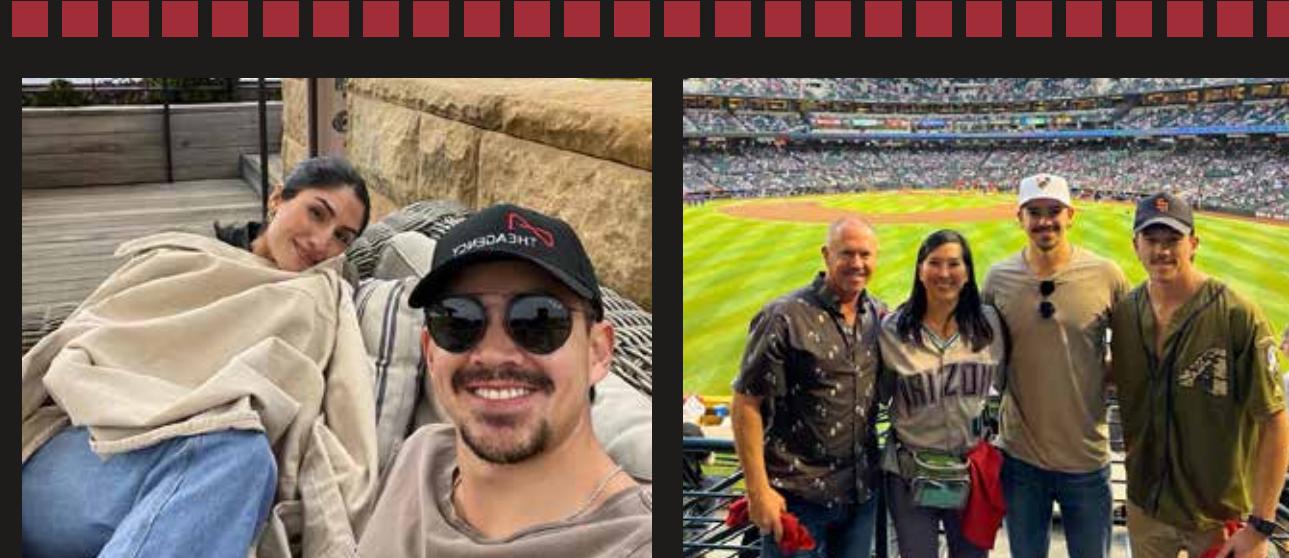


was almost waiting for the right time to do it," he says. "My thought process, which was flawed at the time, was I needed to build up maturity and age — 'who's going to want to buy and sell a million-dollar plus home with a kid who just graduated?'"

#### THE FINANCIALLY SAVVY ENGINEER

After graduating high school from Notre Dame Prep in Scottsdale, Tyler took a scholarship to ASU and studied industrial engineering. "I was always good at math and science," he says, thinking about his early adulthood. "Numbers came easy to me, so I figured [industrial engineering] was a natural route."

Then, when he was a senior in college, he realized it wasn't the profession for him, but since he only had a year to go, he stuck it out and got his degree. Shortly after graduating, he got the opportunity to dive into the financial world with some recruiting work. "I didn't know much about it as an engineer, but I found it very fascinating," Tyler explains. "I spent about five years doing recruiting for private equity funds and family offices. The majority of our clients were based in New York City and San Francisco. I loved traveling to NY and SF for client meetings and candidate coffees."



I wanted to know what Tyler found so compelling about this industry. "All that capital, growing businesses," he starts. "The whole hierarchy of money. Starts at the top with limited partners, which are like the multi-billion-dollar family offices, endowments, foundations, and asset managers that manage billions of capital. I learned a ton about alternative investments and how it influences real estate as well. Just the way the world operates with money." But after five years of living and breathing finance from an arms length, Tyler decided to face his destiny and join his dad in real estate.

#### CHANGING LIVES THROUGH HIS WORK

Tyler primarily works in residential real estate, but has recently ventured into the multi-family world with investment properties, which ties into his recruiting skills. This is something that he hopes to grow and offer more of, while still helping people buy and sell homes.

At 29, he is witnessing his peers making the plunge into buying their first or second homes, and he sees how this financial decision impacts the whole trajectory of their lives. In the same way he was changing young professionals' lives by giving them their first

investment jobs during his recruiting days, he's now changing people's lives by getting them into houses.

When he starts the homebuying process, Tyler loves hosting in-person meetings so he can get a better idea of what his buyers are looking for. He wants to understand who his clients are on a personal level, so he can tailor his search for the perfect house. It all goes back to matchmaking and relationship building — and again, watching his dad interact with people and build relationships from an early age.

"My family did a lot of entertaining and hosting parties. An important part of the business," he says. "I also like to entertain; I'm always growing and expanding my network, meeting new people and creating new relationships." This personal touch is what drives his business forward and why Tyler is our Rising Star this month. "I ultimately want everybody to be successful," he says. "I like to help wherever I can, even if there isn't any monetary gain to myself. I just want everybody to be happy and I try to employ that in my day-to-day life."

Judging by Tyler's own success, I'd say he's doing a great job of it.



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