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## MEET THE EAST VALLEY REAL PRODUCERS TEAM



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P R E S E N T S

# Golden Nuggets



**April Anderson**  
*Queen Creek Real Estate Team at  
HUNT Real Estate ERA*

If you only do things that are easy, your future will be hard. Be willing to do the hard things now so that your future will be easy.



**Laura Kulakowski**  
*Realty ONE Group*  
"Destiny is not a matter of chance. It is a matter of choice" — William Jennings Bryan



**John Cassels**  
*Team Cassels-  
CrossCountry Mortgage*  
Being in the Military, one saying has always stuck with me and live by- "there are no bad teams, only bad leaders". If you develop the right team and lead them with confidence and compassion, you can accomplish tremendous tasks that seem impossible on your own- I am a direct reflection of the team and responsible for their actions- We share in success and learn together from setbacks.



**Ryan Hatcher**  
*Keller Williams Realty  
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# JOHN CASSELS

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WE WANT THE  
BEST FOR OUR  
CLIENTS AND  
PARTNERS THRU  
EDUCATION,  
COMMITMENT,  
AND PASSION FOR  
WHAT WE DO.  
”**

## ► sponsor spotlight

By Brandon Jerrell



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It is no surprise that a good, strong team can do more than a good, strong individual, but such a team doesn't magically appear. It takes a greater leader for a team to rally around.

Team Cassels of CrossCountry Mortgage is such a team, and John Casells is that great leader.

“We provide mortgage solutions to residential real estate owners through referrals from our relationships, partners, and clients while providing Concierge-level service.”

“We are more than just a lender, we want the best for our clients and partners thru education, commitment, and passion for what we do.”

### **Military Experience**

John is a Phoenix native. He traveled around once his father joined the Air Force. “As a kid, I remember

at a young age helping my family set up election signs in the middle of the night for my Great-Grand Mother, Rose Mofford, who at the time was running for Secretary of State of Arizona. Our family was always working together, helping each other as a group.”

“The work ethic of my family was instilled in me young – if we wanted something done, we got out there and did the work,” he explains.

“After High School, I was in the Army for five years where I lived in numerous places including Egypt,” he shares. He continues to explain that it was here where he began developing strong relationships and overall team

building. “You had to learn to connect, build trust, and work as a team towards a common goal — often in extreme conditions.”

After his service in the Army, he attended college where he earned a degree in Business Management. During this time, he formed an events and concert company that focused on helping corporations host large company events, trainings, and seminars. Additionally, they promoted and produced tours with various music groups. “Getting tired of the late nights and traveling, we took the opportunity to sell the company and ended up taking a role as a Loan Officer in 2002.”

#### Applied to Real Estate

"We had an opportunity to sell the business to a larger company and decided to invest in real estate," he continues. "After connecting with a friend, he suggested that I look into a role in the mortgage business as a way to learn more about real estate. From there I fell in love with figuring out how to help others with their real estate goals."

While running his events company, he needed to leverage the relationship they built to work with different talents. "These events were typically coordinated over time and then executed within a short time frame."

"Many of those skills learned during my time in the Army were utilized in our business. We performed in time-constrained conditions and delivered results at a high level. Taking from these experiences, we learned having the right people in the right seat delivers the commitments we've built our business on today."

After spending time in both Seattle and Los Angeles, he and his family settled in Gilbert. "With traveling and moving numerous times, you learn how to make connections quickly to establish yourself," he explains. "This has been a huge help with real estate as you learn who to connect with and what value you can contribute to form relationships that last. I'm fortunate to have a great circle of connections all over the world."

#### Service-Focused

John's team is built around service. "We understand rates are an instrumental part of the business. We take the time to set up meetings to learn about the client, their goals, and plans for the home. We don't discuss rates until we know what options are going to be best for the client."

"We have clients that call looking for the "best rate", and while we are competitive, we are not going to beat every lender in town," John humbly admits.

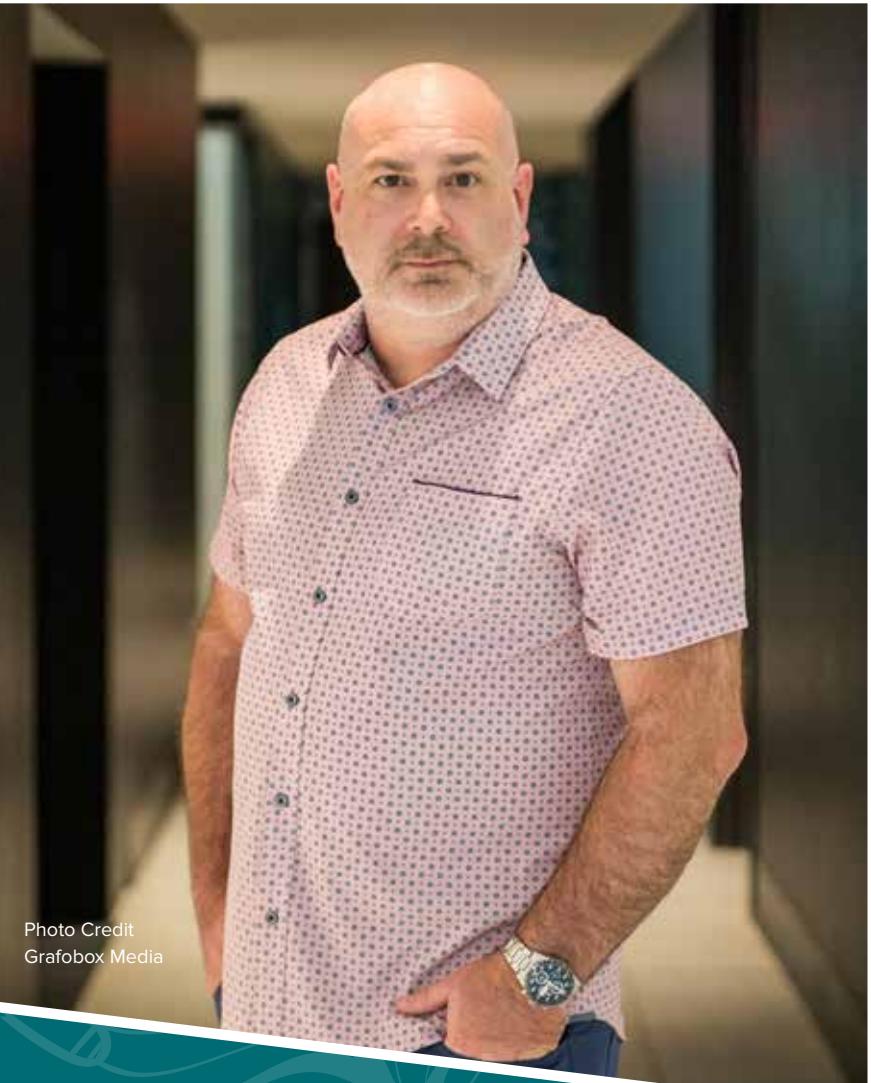


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**“WHEN OTHERS WIN,  
WE WIN.”**

"Sometimes, we must tell the client that we aren't the best fit if all they are looking at is rate. Any lender can quote a low rate, but delivering what we promise is what sets us apart."

As John puts it, they are not the "Amazon of lending," and this is what sets them apart — and what puts them above — much of the competition. "You want First-Class service? We walk you through every step, educating the client, learning about them and their goals."

This is why most of Team Cassel's business is from referrals. They make sure to leave an impact on their current and past clients. And with John's extensive experience and sprawling network, the chain of relationships stretches all over the west coast — professionals and real estate top producers — and not just the Valley.

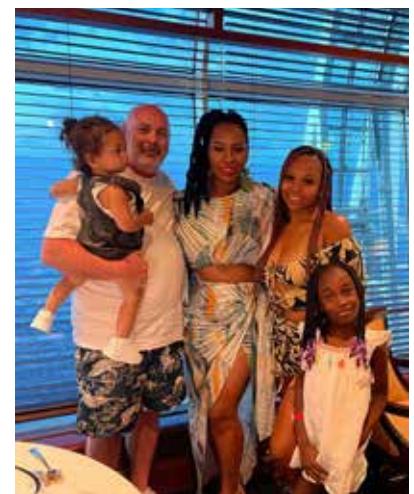
"This also allows us to refer back to those who refer us because of the systems and steps we follow before, during, and after the transaction."

#### Family Man

"My wife Sophia and I share a beautiful, blended family of five. She has two amazing daughters; I have a son and daughter, and together we have a son. We love to travel and visit new places for the experience and culture," he shares.

"For us, we want to live life where we can learn from being exposed to new places, people, and the wonders of their cuisine! We love to try new and exciting foods."

As a man of family, he recognizes that many of his clients are also families. "We set our goals to help families become



homeowners. When we see our clients' goals achieved, not only do they hit their goal, we foster stronger relationships with those we surround ourselves with."

It is clear that Team Cassels with CrossCountry Mortgage is the way to go.



They are a great team that is propelled even further by such a powerful leader.

"When others win, we win."

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



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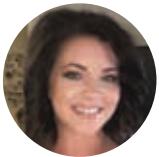
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# A pril

► featured agent

By Brandon Jerrell

# April Anderson

## Path Beyond Success

Everyone has their own path in life, and many of those paths share the same destination. It is easy to judge a person based on where they have ended up, but a person is truly defined by the road taken.

Like many of the REALTORS® featured in this magazine, April Anderson has risen to the top of the industry and has made quite an impact on the industry as a whole. However, her path here has not been so easy. To say that April has been successful is a huge understatement of her accomplishments.

### Growing Up Strong

April was born and raised in rural Colorado. As the seventh of ten kids, there was little in terms of material things to go around. Being one of ten, April learned to take care of herself at an early age. "Growing up without a lot created a drive in me to create a better life for my family than what I had as a kid," she explains. "I also learned the value of hard work because the only way I was ever going to get anything "good" was to work hard for it. I don't know anyone who works harder than me."

April got her first "job" babysitting when she was 11 and hasn't been without a job since. "Working is just in my blood. It's what I do. I don't function well unless I'm working."

Photo Credit Devin Nicole Photography

After high school and as a young adult she faced new challenges. "It took me ten years to graduate from college because I didn't believe in myself very much when I was young. But when I finally decided to just finish what I started I became deeply committed to my education and I graduated Summa Cum Laude with a bachelor's degree in Communication [from NAU] proving to myself that I was actually smarter than I thought I was when I was younger."

Early in her career she worked in student lending for ten years before it was just time to move on to the next chapter when she had a baby. She needed a new career that she could do from home so "[I] switched gears and started making fancy cakes and cookies for friends and it inadvertently turned into a real business," she shares.

#### Self-Reliance

"In 2011, I went through a VERY difficult divorce where my ex was trying to do everything he could to bring me down and destroy my business that I had worked so hard to build."

"Going through that and defending myself without a lawyer for five *very hard* years forced me to grow as a human and turned me into the hard-core, take no crap, get it done, whatever it takes kind of person that I hadn't been before that."

"I realized that being a victim is never an option and that I'm capable of anything. I had to start really believing in myself because I had no one else to rely on."

#### Before Real Estate

She worked the bakery for seven years until she was able to sell it. "The lifestyle of the bakery was just too hard trying to be a single mom of two little kids toward the end."

After the baking chapter of her life closed, April decided to return to the corporate world since it would be "safer." That was until she "thought [she] was going to just die a slow and silent death inside [her] soul." She had to get back to being an entrepreneur. "I had worked in corporate environments for half of my adult life and wanted to build my own thing for the other half. I much prefer doing my own thing and working toward building something vs working to build something for someone else."

#### Bringing It All Together

She has now been in real estate for six-and-a-half years. "My other jobs didn't allow me to have a very

good quality of life through either terrible work hours or extensive travel," she explains. "I needed to make a change so I could stay in town more and have flexibility in my life to take care of my family."

Becoming a REALTOR® is the best career decision that April has made for herself. It perfectly marries all of her talents, skills, and interests while also fulfilling her other goals. Becoming a REALTOR® is the "best thing that would also allow me to create the kind of life and income I wanted to have for myself and my family."

At this point, it is abundantly clear that it is nearly impossible for April to be not working. Also, having someone bossing her around or sitting around in an office is completely out of the question. "If I do the same thing

over and over too many times, I get depressed, so I like how this keeps me on my toes and always changing things up from one day to the next," she admits.

"I LOVE working with people and finding out about what makes them tick and what they need to accomplish in their life with the sale or purchase of their home. Helping people and building new relationships makes my world go around."

"I also LOVE negotiating and WINNING for my client whether it be on getting them the best price for their listing or getting them the best deal on the purchase. I also love to educate my buyers and sellers so they are never in the dark or confused about any part of the process when buying or selling."



“

I realized that being a victim is never an option and that I'm capable of anything.

***I had to start really believing in myself because I had no one else to rely on.***

Photo Credit Devin Nicole Photography

#### Beyond Success

"I'm married to the *best* human ever and we have a blended family of five kids," she shares. Two of the children are April's, and three are her husband's.

The oldest of them is in the Navy, and the youngest of them is a freshman in high school.

"We have a wake boat and love going to the lake weekly in the summer to wakeboard and wake surf. In the winter we go to the Dunes to ride UTVs. My husband has an off-road business so he makes sure that all the kids have a rig to drive so we can all have a good time as a family."

"Done better than normal IS my job."

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**“**Helping people and building new relationships *makes my world go around.*

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# Specialize or Die:

## how to become a category of one

LeBron James could have played in the NFL. In fact, "King James" actually played on the gridiron in addition to the basketball court throughout high school.

James played wide receiver as an underclassman at St. Vincent-St. Mary's. He was named first-team all-state as a sophomore. And as a junior, he helped lead the Fighting Irish to the state semifinals.

A wrist injury from a basketball game kept him from playing football his senior year. But that didn't stop several Division I programs from recruiting him. Including Notre Dame.

That's why many coaches and players have suggested that James could have made it in pro football. But would he have become the same superstar on the football field as he is on the court?

For a sports fan, it's a fun hypothetical to entertain. But instead, LeBron James focused 100% of his time and energy on basketball. As a result, he's gone on to become one of the best players of all time.

While I'm no ESPN analyst, I think James' basketball stardom is a result of his decision to specialize.

### The Key to Being Known

Specialization is a principle often touted in professional services. Yet few people actually put its power into practice.

Many iconic companies are successful because they specialize.

Just think. Louis Vuitton and Gucci specialize in luxury fashion and exclusivity. Same with Mercedes Benz and BMW.

- Starbucks specializes in burnt, high-priced coffee.
- Apple specializes in beautiful, user-friendly technology.
- And McDonald's specializes in *systems* that produce consistent, unhealthy fast food.



### coaching corner

By **Joshua Lee Henry**,  
President of the Advanced Home  
Marketing Institute®

There are a ton of motorcycle manufacturers, but *only one* Harley-Davidson.

#### Be in the Business of YOU

*As you saw with LeBron James, the same principle applies to personal brands. For instance:*

- Rachel Ray became popular for her quick and easy 30-minute meals.
- Dave Ramsey is known for teaching people how to get out of debt.
- And Dr. Ben Carson is the world's most famous brain surgeon.

Some personal brands have become total empires.

#### Own Your Category

*Sure, you can try to "be all things to all people" like Wal-Mart or Amazon. But when you specialize, the benefits to your business outweigh being a generalist:*

- You set the agenda.
- You get more referrals.
- Clients follow your terms.
- You become known easier.
- You don't have to negotiate your commissions.

#### Specializing Improves Your Marketing

A friend and former client of mine was the head of marketing for LeBron James' talent agency.

He has taken the power of specializing and applied it to social media. And he's used Facebook and Instagram to grow massive followings for his business.

Over the last 10 years, he's used his specialty in social media to raise over \$25 million in venture capital. And he has built and sold five major companies. Including the sale of one company to AOL and another one to Yahoo!

When you specialize in a particular skill or service for a group of people, you become an expert.

Marketing for your business becomes easier because your message is more focused.

Specializing means you are 100% clear about who you help and what kind of problems you solve for them.

This kind of recognition becomes priceless. You become seen as an authority, even a celebrity to your market.

#### Consequences of *Not* Specializing

Of course, when you don't specialize all the opposite things happen. Consumers tend to view your service as a commodity. It becomes harder for past and current clients to refer new business to you.

And home sellers want to "price shop" – always trying to get you to lower your commission.

That's why you need to stand out amongst the sea of real estate agents. You can do this by specializing in a particular type of home you sell. Or a type of clientele you serve.

#### How to Find Your Specialty

Perhaps you can specialize in a certain geographic area of town. Or maybe you cater to a particular subculture.

Maybe you have an interest in helping people going through a divorce. Or you could own the niche for a group of professionals who are relocating.

Do you speak a second language? If so, can you specialize in it?

Did you have a former career in a different industry? Maybe you were an engineer, accountant, or school-teacher. How can you apply this experience to your real estate practice?

Get creative. Think about your passions, experiences, and skillset.

*Here are some other questions to help you find a specialty:*

- Is your potential target market big enough to allow you to reach your income goals?
- Do you like working with this type of problem or people group?
- Is there someone who already owns this niche?
- If so, what can you do better or differently?
- Where can you answer an unmet need?

Ask yourself...

**"How can you leverage your background to serve a specific type of people or answer a specific type of problem?"**

*In the Advanced Home Marketing Institute®, we help agents distinguish themselves. We teach them how to answer:*

- Why a prospect should choose you over all other options, including FSBO.
- How to leverage your specialty to win more new listings and referrals.
- How to brand and position yourself so your fees aren't an issue.

When you specialize in your real estate practice, business will get easier. You'll own the category you choose.

You'll be "top of mind" for your market. And as a result, enjoy more word of mouth. Best of all, you'll always be paid what you're worth.

If you haven't made the decision to specialize in your real estate practice yet, I encourage you to do so now.

If you take the time to answer the questions in this article, you'll be well on your way to dominating your niche.



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# Laura

## being present **Kulakowski**

All over the country and throughout the world are moms who juggle the responsibilities of both being a parent and having a job. This month we would like to highlight Laura Kulakowski with Realty ONE Group to give her the recognition that every working mom deserves.

"Success for me is raising a confident daughter that will grow up to know her worth and be empowered to do anything she sets her mind to."

### Proud Arizonan

Laura is a third-generation Arizona native. "My Aunt still lives in the home my grandparents bought in 1952 at Campbell and 44th St. in Arcadia with Camelback Mountain views and my Grandpa would say it was the best investment he ever made for \$8,000 and that included the interest!" she shares.

"I grew up in Tempe, so it has been so great seeing the valley grow over the years. I attended Arizona State University and loved working in the tourism industry until I transitioned into real estate."

"I am very fortunate to have my family all here in Arizona, so we just enjoy getting together for no reason at all. My daughter loves basketball, so we like to go to Sun's and Phoenix Mercury games." She and her family love to travel; they visit her husband's family in Indiana every other year.

When she is not working, she loves to grab lunch with a friend, go hiking, or attend a sporting event with her family. "I have a good friend where we constantly challenge each other with some fitness-related activity so we have done Spartan Races, the 3-day, 60 miles walk for breast cancer, and other challenging hikes around Arizona."

### Settling Down

While in the tourism industry, Laura was forced to travel frequently. Being recently married, the constant traveling made it difficult to settle down. Additionally, with wanting to start a family, a career change was a must. Specifically, a job that would allow her to be home more.

"I knew that if I wanted to be successful in this industry, I would need to be full-time, and so I came up with a plan to go to Real Estate school while I was pregnant with my daughter," explains Laura.

"My husband and I came to an agreement that I had six months to financially make Real Estate work or I would have to go back to a salaried position." Her daughter was born and within three weeks she was already out showing homes to friends and family.

"I hauled that infant carrier around to show homes and made it work. I like a challenge and I knew that I did not want to work for someone else so I was motivated to make it a success. I'm heading into my tenth year as a REALTOR® and am so glad I made that decision."



“

I want to make the home buying process fun and create memories for them as they go through the process of finding their first home.

”



I grew up being taught you have to work hard for what you want because nothing is handed to you.

#### Absolute Care

Laura lists working with first-time home buyers to be one of the most fulfilling parts of her job: "I want to make the home buying process fun and create memories for them as they go through the process of finding their first home."

Laura knows well the value of every client. "I am so grateful for my past clients and those that refer me that I have focused on maintaining contact consistently with them from the very start of my career..." she explains. She does this through quarterly pop-bys, client events, and just general consistent correspondence — these basic things make all the difference. "I am intentional about it and know that they are truly the heart of my business."

"While I have done traditional marketing like farming post-cards to my neighborhood, just sold/just listed, and email campaigns to get my name out, I find that my focus now tends to be on building relationships and knowing the business will come from that. Whether that's with my neighbors, through my daughter's Girl Scout troop, or volunteering with the PTO or other organizations."

"The statistic is that 73% of people did not use the same agent they previously worked with to buy or sell a home. That is a huge number and it's because it takes a lot of intentional work to stay in touch and top of mind for years and years."

"I grew up being taught you have to work hard for what you want because nothing is handed to you. Anyone who is in real estate knows that it's not easy. It's a constant hustle working 24/7 to be able to maintain your clients, grow your business, and sometimes just make it through a BINSR negotiation."

#### Being Present

Laura's father was diagnosed with cancer two years ago. "While the prognosis looked good originally, the cancer spread to his lungs and other parts of his body, and in November of 2022 we were told that, even with treatment that would last indefinitely, his life expectancy would be between two-to-three years. He is doing well and his scans all show that there hasn't been any additional progression of the cancer, so we are hopeful that the treatment is giving us additional time with him."

"Anyone who was an agent in 2020 and 2021 knows what a frenzy the housing market was, and after 2 years of constant go, go, go, with very little work-life balance, my dad's diagnosis made me take pause. I watched him work hard his whole life to finally sell his business, retire and have the freedom we all work towards to no longer be able to do the simple things he loved like golfing and fishing."



"I took a step back to really put things into perspective and my 2022 goal was not related to a dollar sold or the number of transitions goal, it was to be more present. More present with my daughter, more present with my husband, friends, and most importantly, my parents."

Although numbers put you on top of the charts, it is being genuine that will set you apart. There is no doubt of Laura's genuine care for her clients, and there is no doubt of her hard work. Thank you, Laura, for sharing your story with us this month.

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



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# RYAN HATCHER

## MAKING THE MOMENT

**There's no doubt that you have witnessed those unforgettable times when you know that your work with your clients has all been worth it ... when you have made a direct impact on a family that will likely stretch across decades, if not generations.**

That's the feeling that drives Ryan Hatcher each day, as well.

As a REALTOR® with Keller Williams Realty East Valley, Ryan excels at making those types of moments come true for his clients.

"My favorite part about what I do each day is when I get to tell my client they got the house they wanted, or we get to the end of the sale of their home and they say, 'That was easy,'" Ryan says with a smile. "Those are the moments I love the most."

### Gaining Ground

Ryan has a relatively young real estate career, having earned his license in April 2018. Prior to that, he gained valuable experience and success in corporate America.

Ryan grew up in a small town in Missouri. It was foundational for him ... as he loved the strong community feel surrounding him. Along the way, he developed a love for sports that sparked his competitive fire.

"I could speak for days about the life lessons learned through sports. Lessons, including perseverance, handling failure, problem-solving, grit and competition," he says.

As he came of age, Ryan also served a two-year, church mission in the Dominican Republic ... an experience that gave him a deep sense of gratitude for home and prepared him in unique ways to serve his clients.

"Living in a developing country, learning a foreign language helps you appreciate the blessings, freedom and opportunities we have here, and to truly listen to people" he emphasizes.



**“** My favorite part about what I do each day is when I get to tell my client they got the house they wanted, or we get to the end of the sale of their home and they say, 'That was easy'.



**“** In the process of helping people get into their dream homes, we are building relationships. We want to be your REALTOR® for life.

#### Insuring His Clients' Interests

As Ryan made his way into his working career, he found success in the insurance industry, working with a Fortune 50 company for 15 years. It was a valuable time for him.

“I developed as a leader. It also helped me hone my customer service skills and my appreciation for teamwork,” he says.

#### Key Moves

Around 10 years ago, Ryan made the move from Missouri to Arizona with the insurance company he had been working with. It wasn’t long before Ryan had an epiphany.

“I felt like I was supposed to be doing something different,” he remembers. “I always wanted to be an entrepreneur.”

Real estate was the direction he settled on. So he set about earning his license and beginning his adventure in the business with a top-producing team.

#### A Knack for Making Good Things Happen

From the start, Ryan enjoyed the opportunities he had to meet and serve his clients. Along the way, he recorded 15 transactions working part-time his first year. He more than doubled his goal the next year. Today, he and his team rank among the top one percent in production in Arizona.



“I am a relationship builder. That’s one of my strengths and this is a relationship business.

“Our business model is based on geographic farming. We are hyper-focused on the communities we live in, so we are the local experts in our community. In the process we pour ourselves into staying connected through community service. As part of that, we plan and carry out numerous client and neighborhood events ... about 18 a year, including a recent Easter Egg Hunt.”

All of the personal relationship-building and community engagement that he is involved in creates rewarding results. With each follow-up and event, one overriding goal is at work.

“In the process of helping people get into their dream homes, we are building relationships,” Ryan says. “We want to be your REALTOR® for life.”



#### Family Fulfillment

Away from work, Ryan cherishes time with his family, including his wife, Karra, and their children — 16-year-old son, Brayden; 14-year-old daughter, Kami; and 11-year-old son, Gavin.

In his free time, Ryan stays very active serving in his church calling, leading young men, as well as coaching his

kids’ sports. He also has a passion for playing basketball and doing almost anything outdoors, including hiking, camping and hunting.

As he reflects on his own steps forward, Ryan is eager to share tips for others who want to make real estate their path forward.

“It’s important to identify what type of business you want and clients you want

to work with. Do you want to assist first-time buyers, investors or those looking to upsize into their second or third home? There are many who build their business on referrals and others who cold-call,” Ryan advises. “Interview several and discover the many ways to build a real estate business. Then work with or emulate those already doing it.”

Even though the overall Phoenix Metropolitan area that Ryan lives in today is much larger than his Midwestern hometown, he still brings the same set of qualities that have fueled his success through time.

“Even though we live in a larger metropolitan area, it feels very much like a small town because of the way we do business,” he says. “We love our clients and serve the community, which is a winning combination for us. Not only does it work for us, but it’s also fulfilling.”

#### Genuine Leadership

With an honest, straightforward approach, Ryan is transparent with his clients.

“A good friend of mine used to say, ‘If you always do what’s right, you never have to look back.’ We are always going to be honest with our clients. Sometimes it’s not the easiest. But we will always operate with their best interests in mind,” Ryan emphasizes.

“Another key piece to being a successful REALTOR® is being responsive. People need to know you’re there for them when they have questions and concerns. They want to avoid uncertainty. We strive to be available, provide sound advice and go to bat for them ... all while being fun to work with.”

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# What is something - big or small - that you are really good at?



**April Anderson**  
**Queen Creek Real Estate Team at HUNT Real Estate ERA**

I am good at taking what might seem like an unsolvable problem and solving it! Ingenuity is my superpower.



**Chris Tiller**  
**Russ Lyon Sotheby's International Realty**

I'm really good at the effort. I have never been the smartest or most talented but you can't lose if you don't stop.



**Sheryl Willis**  
**Go Arizona Real Estate**

I am really good (and very much enjoy) hosting large scale events. I've hosted the downtown Chandler St. Patrick's Day Festival (largest festival was 8,000 attendees), The Perch Mardi Gras also in downtown Chandler (5,000 attendees) and the Chandler Symphony Fanfest which was a STEM-focused event for 5,000 children concluding with a performance with the symphony and grand fireworks show to the tune of John



**Nick Kirby**  
**Keller Williams**

I am really good at time management. It is important as your production scales up to make sure you're really efficient with time management.



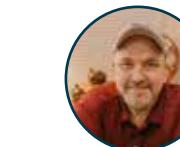
**Molly Auman**  
**Russ Lyon Sotheby's International Realty**

Remembering names and keeping in touch with people!



**Sheila Watson**  
**Watson Homes AZ**

Logistics.



**Jason Bond**  
**My Home Group**

I am good at communicating and going above and beyond to take care of my clients and treat them as if they were my own family.



**Ryan Hatcher**  
**Keller Williams Realty East Valley**

I love people. I've been told by peers that I am great at connecting with others and building relationships. That comes in handy in my career, working with people from all walks of life!



**Jen Felker**  
**Infinity & Associates Real Estate**

Multitasking. In this market, it is imperative to be able to pivot in different directions depending on the current market conditions.



**Megan Dante**  
**Keller Williams Integrity First**

I would have to say interpersonal communication. I know that sounds kind of cliche, but I do meet the coolest people simply because I talk to everyone everywhere. For example, Roger Clyne, from Roger Clyne and the Peacemakers. I met him in Sonoita at The Steak Out because I started chatting with his dad randomly. Now my good friend does his artwork for his album covers and we get VIP tickets for all the shows. Ha Ha.



**Steven Ren**  
**Copper48 Real Estate**

As a data-driven real estate agent, I can provide insights and information about the market volatility and other related topics that can be helpful for buyers and sellers in making informed decisions. Additionally, I leverage my interpersonal and negotiation skills to help my clients get the best deal possible. I am adept at marketing properties, using online platforms, and networking within the car community to increase visibility and attract potential buyers.



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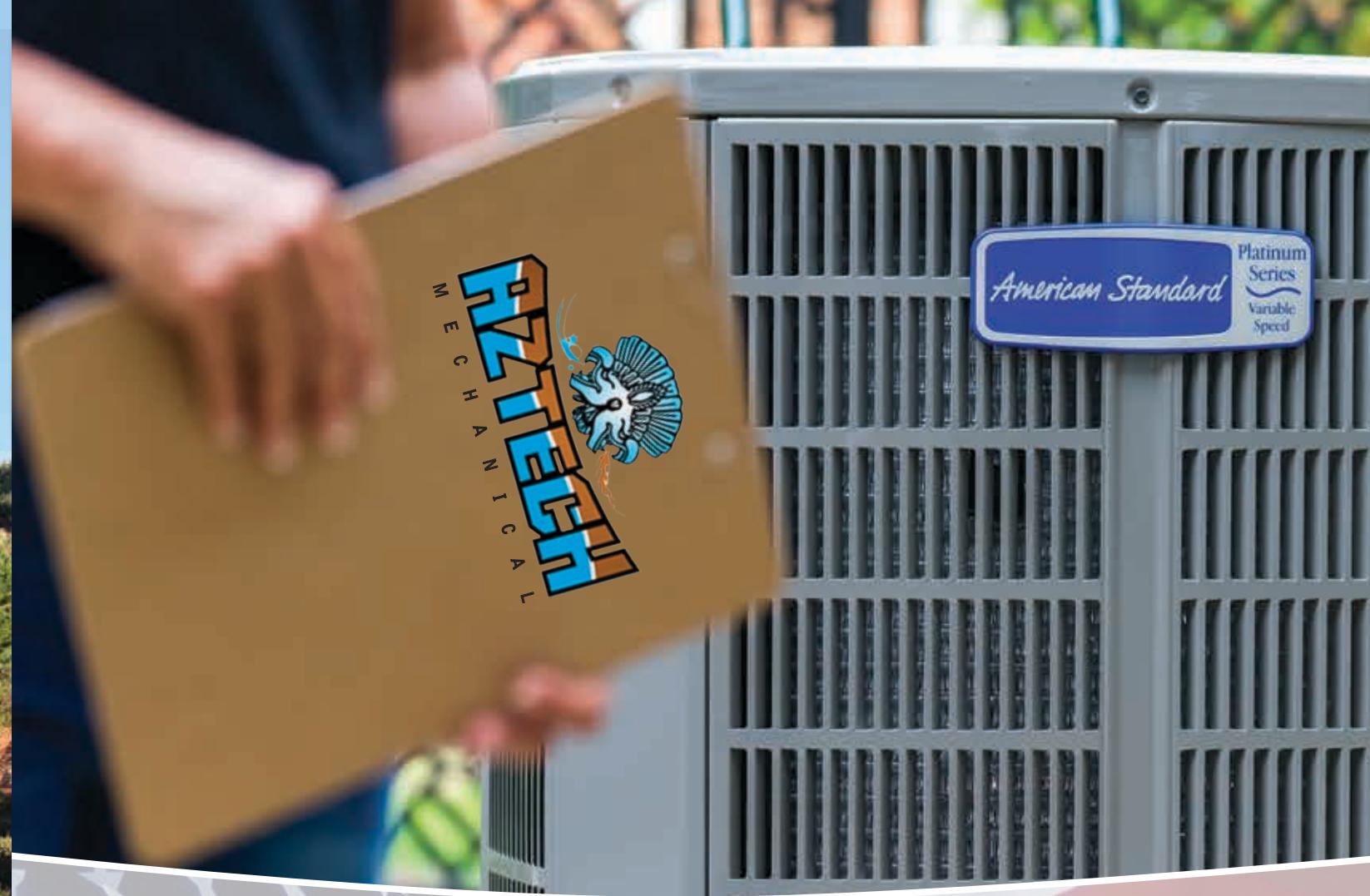
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# ALEX HERMOZI & THE COMPOUND EFFECT



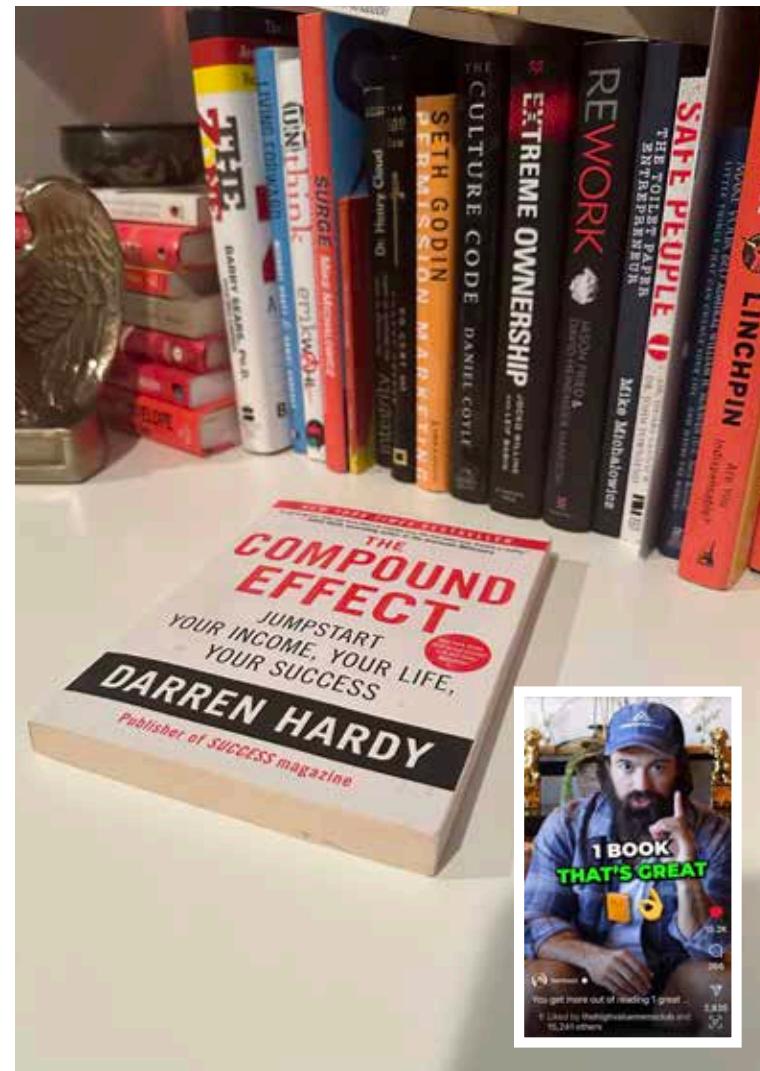
book review  
By Chris Reece

Are you ever scrolling Reels on social media only to have the message of one of them stick with you and completely convict you? Then when you want to share it with others you realize you didn't save it, so you have to spend an hour trying to find it? Yeah, that's me right now as I'm typing this. One of my new favorite speakers, Alex Hermozi, posted this Reel last fall and the message stuck with me so hard that I haven't stopped thinking about it.

The Reel quoted verbatim: *"You get more out of reading 1 book that's great 5 times than out of reading 5 mediocre books. If your behavior doesn't change as a result of reading a book then it means you've learned nothing. Which means it's a waste of time. And many people who read books are just wasting their time because their behavior doesn't change and so I consolidate once I find something that's good I plug everything I possibly can into it and suck the juice out of it. So that I can change my behavior as a result which comes from the framework and how I think about it. So I read one thing that's very good many times rather than trying to brag about the fact that I read a book a week, because I'm like 'well, was the book last week not that good' that it wasn't worth re-reading?"* -Alex Hermozi

So after hearing this I asked myself why would I continue plowing through lots of different books and, if I'm being really honest, do nothing with the information?? This thought pricked my brain in a way because I'm somewhat of a book hoarder! I buy lots of books and use them to make me look and feel smart, but the truth is I don't really get all of the info out of them! Am I just a sucker for titles and taglines? So much so I'll order it on Amazon and wham, it's on my desk the next day. It might take me a week to open it, that's if I don't set it on the shelf to be lost in my impulsivity. Or I'll pick it up and read it, get one or two ideas out of it, but the chances of me actually doing something different with my life because of a book are very very slim.

## MASH UP!



Hermozi's Instagram Reel cracked my thinking about the books I plan to continue to consume. If his suggestion was to fully consume a few really amazing books over and over, books with pertinent information that I would actually use, what ONE book comes to mind right off the bat? While he was

speaking the book that flashed over my synopsis was "The Compound Effect" by Darren Hardy. I don't remember who referred it to me early on in my Real Estate journey but that book stuck. I've reread it two or three times, but that was again early in my career. In seasons of looking for new answers

I've pulled it from the shelf and read the first chapter in hopes of reading it again, but I haven't committed to it.

When I saw Hermozi's Instagram post about books mentioned above I knew I had to come back to "The Compound Effect!" It was time to "suck all of the juice out of it!" as Hermozi said. This time I decided to download the audio version! Here's what downloaded into my psyche as I drove around town between appointments!

Darren Hardy's "The Compound Effect" offers valuable advice on creating positive habits and reaching your goals through small, consistent efforts over time. The book argues that we often fail to achieve our objectives because we overlook the power of small actions and undervalue the impact of consistency.

The main concept of the book is that our daily choices and behaviors, no matter how small or insignificant they may seem at the time, have a cumulative effect on our lives over time. When we make conscious decisions to improve our behaviors, even if it's just slightly, these small improvements will eventually compound and lead to significant progress in achieving our larger objectives.

The author uses real-life examples of successful individuals who managed to achieve great success and how they managed to develop positive habits through incremental progress. The book delves into the science of compounding effects by applying it to various aspects of our lives such as personal growth, relationships, health, productivity, and finance.

Hardy argues that the power of compounding can be seen in different areas of our lives through the small changes we make each day. One example he gives is the impact of choosing to consume fewer calories each day, which may seem not so significant at that moment, but after consistently following this habit over time, one's body can become fitter and healthier. He also employs the same principle to finance where the concept of investing a small amount consistently over time leads to significant returns.

Moreover, the author makes it clear that the compound effect can work both positively and negatively. Negative habits and behaviors repeated consistently over time can create lasting negative consequences, just as positive habits have compounding effects that enhance our lives. Through this approach, Hardy motivates individuals to eliminate negative habits while acquiring and maintaining positive ones. This creates a domino effect and generates momentum for the individual to achieve their goals.

The book emphasizes that developing positive habits requires a shift in our mindset, as we need to develop a more holistic approach instead of relying on quick fixes or shortcuts. It's important to acknowledge that progress, no matter how small, is

still progress, and we must start implementing small changes, allowing them to have a cumulative effect.

Hardy consistently emphasizes how consistency is the key to success in the compound effect principle. He explores different techniques like creating small "scorecards" and tracking your progress, to make it easier to see the cumulative impact of your efforts.

Another valuable insight Hardy provides, is that taking responsibility for our lives is essential in gaining full control over our choices and behaviors. He suggests that we should avoid the victim mentality and accept the path we're currently on hoping to cultivate a positive mindset. Taking full responsibility for our actions and consistently taking steps to improve ourselves is the only way to manifest our goals.

The author also mentions that to create long-lasting behavioral changes, it's important to define and set realistic goals aligned with our values. Defining what we want to achieve and making it specific, relevant, and achievable will help measure our progress and motivate us to move forward.

In conclusion, as we have seen, "The Compound Effect" by Darren Hardy is an excellent guide that emphasizes the importance of making small positive changes in our everyday lives. Consistency, small size, and incremental progress are the keys to behavior modification that leads to achieving our objectives. Instead of focusing only on the final destination, Hardy highlights the inherent value of the journey and how it could lead to significant progress over time.

The book provides practical advice on gaining control over our choices and behaviors while reaping the benefits of a cumulative effect. Through exclusive insight from real-life contributors and replicable examples, the book provides us with a blueprint for success. The book emphasizes the importance of discovering our personal goals, instilling positive habits, and taking responsibility for our future. This book is a must-re-read, for anyone seeking a way to achieve their goals, and live the life they desire. I'm thankful I stopped scrolling to hear Alex Hermozi remind me of some perfectly great knowledge already sitting on my shelf and that sometimes new information is old information that just needed to be picked up again. ...I might start it all over after writing this.



► weserv monthly update

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

# Government Affairs

## *in the Real Estate World*

Real estate has seen many dramatic changes throughout the years, and our industry must work to have bipartisan support at the local, state, and national levels. This is why our association and government affairs department work closely together with other agencies to stay ahead of any issues surrounding our future.

Water in Arizona has been a discussion for years, and while others debate various water issues, it is central to everything we do in our industry. The WeSERV Water Issues Task Force is busily working on a tool designed to help buyers perform appropriate due diligence, spur buyer questions and research, and prompt sellers to find answers before a buyer questions the water availability, source, and rights.

Along with water, sign ordinances have been a hot topic in our industry. We are meeting with individual cities, towns, and counties to present our housing study and detailed information about the real estate market and future trends. WeSERV also meets with chambers of commerce to discuss issues that impact real estate, the real estate industry, and businesses. Our government affairs department also connects with local governments on ordinances. We meet with local governments on ordinances to inform elected and local municipality staff on the real estate market and trends. WeSERV also sits as

stakeholders in local government meetings and imparts our suggestions via letter, email, and in-person presentations so that decision-makers understand the future ramifications of their choices in residential, commercial, and agricultural real estate.

To help members and officials get to know each other better, we have and continue to host in-person events such as Coffee with the Mayor, Imagine the Future with Apache Junction, Mesa and Queen Creek, Luke Air Force Base, and other essential people with valuable information. In addition, WeSERV is meeting with cities, towns, and counties regarding our housing study and updating them on their specific real estate market. We need members to join our city teams and attend these meetings. We need commercial, residential, and agricultural real estate business members. If you are interested in participating in these discussions, please contact our Government Affairs department at [weservgad@weserv.realtor](mailto:weservgad@weserv.realtor).

Lastly, I'd like to congratulate Susan Nicolson on becoming the Arizona Department of Real Estate Commissioner. Susan was a devoted member at WeSERV before our merger and, most recently, as the 2023 President-Elect. I can't think of a more deserving individual to fill the commissioner's role, and I look forward to the exciting changes she will make.

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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1 - March 31, 2023

#	Name	Office	Total Volume Sales 01/01/2023 - 03/31/2023	Total Unit Sales 01/01/2023 - 03/31/2023
1	Jacqueline Shaffer	OfferPad Brokerage, LLC	51,545,062	113
2	Erin Ethridge	eXp Realty	17,205,324	32
3	Darwin Wall	Realty ONE Group	16,685,283	34
4	Lacey & Drew Lehman	Realty ONE Group	16,323,408	27
5	Tyler Blair	My Home Group Real Estate	12,560,934	26.5
6	Karl Tunberg	Hague Partners	12,545,340	30
7	Bill Bulaga	Russ Lyon Sotheby's International Realty	11,663,500	3
8	Benjamin Arredondo	My Home Group Real Estate	11,008,500	12
9	Garrett Lyon	eXp Realty	9,862,219	21
10	Ben Leeson & T.J. Kelley	Keller Williams Integrity First	9,380,593	18
11	Charlotte Young	eXp Realty	9,302,542	17.5
12	Thomas Popa	Thomas Popa & Associates LLC	8,681,575	5.5
13	Randy Courtney	Weichert, Realtors - Courtney Valleywide	8,470,220	13.5
14	Michelle Rae Colbert	Keller Williams Integrity First	8,070,600	13
15	Karen C. Jordan	Thomas Popa & Associates LLC	8,050,325	6
16	Lisa Hordichuk	RE/MAX Fine Properties	8,000,000	2
17	Russell Mills	Close Pros	7,644,275	14
18	Rebekah Liperote	Redfin Corporation	7,644,000	12
19	Jody Sayler	Just Selling AZ	7,625,482	15
20	Elizabeth A Stern	Farnsworth Realty & Management	7,522,000	15
21	Hai Kim Bigelow	Redfin Corporation	7,488,000	11
22	Rick Metcalfe	Canam Realty Group	7,364,900	21
23	Kelly Khalil	Redfin Corporation	7,323,500	12
24	Rodney Wood	Keller Williams Integrity First	7,271,964	12.5
25	Ryan D Bawek	eXp Realty	7,112,500	4.5
26	Kenny Klaus	Keller Williams Integrity First	7,063,451	17
27	Michaelann Haffner	Michaelann Homes	7,035,900	13
28	Nathan D Knight	ProSmart Realty	6,873,000	11.5
29	Jesse Wintersteen	ProSmart Realty	6,864,500	14
30	Carla Holzer	Realty ONE Group	6,740,000	2
31	Amanda Pinkerton	Realty ONE Group	6,639,000	8
32	Lindsay Mazzola	eXp Realty	6,600,000	3
33	Robin R. Rotella	Keller Williams Integrity First	6,599,250	13.5
34	Nicholas L. Carlson	Launch Real Estate	6,568,000	1.5

#	Name	Office	Total Volume Sales 01/01/2023 - 03/31/2023	Total Unit Sales 01/01/2023 - 03/31/2023
35	Carol A. Royse	Your Home Sold Guaranteed Realty	6,525,619	14
36	Adam Prather	Russ Lyon Sotheby's International Realty	6,205,250	10.5
37	Kelli Blagen	LYS Properties, LLC	6,200,000	4
38	Laura Michaud	Orchard Brokerage	6,159,650	11
39	Megan C Perry	Woodside Homes Sales AZ, LLC	6,102,312	9
40	Daniel A Baker	Russ Lyon Sotheby's International Realty	5,994,650	9
41	Kevin Albright	Delex Realty	5,866,809	3.5
42	Mary Newton	Keller Williams Integrity First	5,863,250	14
43	John Evenson	eXp Realty	5,818,175	14.5
44	Brian Christopher C McKernan	ProSmart Realty	5,816,000	16
45	Robert E Johnson	RJ4Homes LLC	5,800,000	1
46	Eve Bragg	Opendoor Brokerage, LLC	5,761,875	14
47	Mindy Jones	eXp Realty	5,651,440	15
48	Mary Jo Santistevan	Berkshire Hathaway HomeServices Arizona Properties	5,539,538	11
49	Jason Crittenden	Realty ONE Group	5,515,075	10
50	Chris Allen	Hague Partners	5,498,950	7

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51	David C Zajdzinski	eXp Realty	5,396,328	11.5	85	Michael W Cunningham	West USA Realty	4,496,884	6			
52	Casey J. Jann	My Home Group Real Estate	5,351,566	3	86	Kathy Camamo	Amazing AZ Homes	4,446,386	12			
53	Shannon Gillette	Real Broker AZ, LLC	5,313,250	9.5	87	Brandon Howe	Howe Realty	4,446,250	7			
54	Brian Rhode	Barrett Real Estate	5,309,900	7	88	Angela Larson	Keller Williams Realty Phoenix	4,436,900	12			
55	Cassandra Mueller	eXp Realty	5,307,990	12	89	Jim Sobek	Weichert, Realtors-Home Pro Realty	4,432,450	9			
56	Cristen Corupe	Keller Williams Realty Phoenix	5,305,000	4	90	Heather Openshaw	Keller Williams Integrity First	4,412,000	9			
57	Carey Kolb	Keller Williams Integrity First	5,256,725	9.5	91	Pamela Coffman	Opendoor Brokerage, LLC	4,407,500	10.5			
58	Brandon Gavins	Hague Partners	5,207,850	10	92	Christina M Fox	Tierra Bella Realty	4,390,500	14			
59	Charlotte M Allred	Gehan Homes	5,168,298	9	93	Jed A Gray	HomeSmart	4,387,400	2.5			
60	Dawn Matesi	Locality Real Estate	5,166,000	9	94	Rachele M. Oram	HomeSmart Lifestyles	4,348,580	6.5			
61	Lori Blank	Lori Blank & Associates, LLC	5,154,500	6	95	Lorraine Ryall	KOR Properties	4,344,000	6			
62	Tiffany Carlson-Richison	Realty ONE Group	5,142,899	7.5	96	Charles P. Turner	Keller Williams Integrity First	4,338,596	6			
63	Jill Vicchy Heimpel	RE/MAX Classic	5,094,485	13.5	97	Janine M. Igliane	Keller Williams Realty East Valley	4,337,815	8			
64	Warren Petersen	Network Realty	5,089,856	3	98	Allison T Johnson	Good Oak Real Estate	4,327,000	3			
65	Scott Cook	RE/MAX Solutions	5,084,000	8	99	Andrea Deely	Redfin Corporation	4,320,585	8			
66	Peggie Jean Herron-Simmons	Realty Marketing Group	5,065,000	3	100	Jaime L Blikre	My Home Group Real Estate	4,270,375	7			
67	Brock O'Neal	West USA Realty	5,030,500	4	<p><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.</p>							
68	Tara Hayden	Redfin Corporation	5,027,800	10								
69	Adam B Coe	Delex Realty	5,021,700	10								
70	Krysten Giordano	Orchard Brokerage	5,018,350	10.5								
71	Eric Brossart	Keller Williams Realty Phoenix	5,009,000	7								
72	Aimee N. Lunt	RE/MAX Solutions	4,987,859	8								
73	Keith Stevens	Realty ONE Group	4,883,000	4								
74	Scott R Dempsey	Redfin Corporation	4,867,400	8								
75	Jill Anne Hamilton	Infinity & Associates Real Estate	4,840,000	3.5								
76	Nicholas R Kirby	Keller Williams Realty Phoenix	4,819,050	9								
77	Jennifer Felker	Infinity & Associates Real Estate	4,799,950	4.5								
78	Kelly Robbins	Opendoor Brokerage, LLC	4,710,590	11.5								
79	Yalin Chen Dorman	Realty ONE Group	4,687,000	9								
80	Michelle Turley-Crane	Thomas Popa & Associates LLC	4,686,250	3								
81	Kirk Erickson	Schreiner Realty	4,665,500	9								
82	Jason Arnett	Arnett Properties	4,650,000	7								
83	Leslie K. Stark	Realty ONE Group	4,630,000	4								
84	Kristi Hinkle	OfferPad Brokerage, LLC	4,591,000	7								

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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1 - March 31, 2023

#	Name	Office	Total Volume Sales 01/01/2023 - 03/31/2023	Total Unit Sales 01/01/2023 - 03/31/2023	#	Name	Office	Total Volume Sales 01/01/2023 - 03/31/2023	Total Unit Sales 01/01/2023 - 03/31/2023			
101	James Bill Watson	Keller Williams Realty Sonoran Living	4,240,000	4	134	Michelle Mazzola	Berkshire Hathaway HomeServices Arizona Properties	3,788,000	5			
102	Cynthia Worley	Keller Williams Realty East Valley	4,231,500	5	135	Mary Almaguer	Apache Gold Realty, LLC	3,783,500	7			
103	Sylvia Lopez	HomeSmart	4,220,000	2	136	Luis Salmon	Keller Williams Integrity First	3,774,900	7.5			
104	Suzanne M Daniels	Opendoor Brokerage, LLC	4,198,250	10.5	137	David Courtright	Coldwell Banker Realty	3,760,000	9			
105	Gus Palmisano	Keller Williams Integrity First	4,180,450	8	138	Adam Dahlberg	Hague Partners	3,757,400	7			
106	Heather Werner	Ravenswood Realty	4,148,135	5	139	Sergio Santizo	Hague Partners	3,736,900	9.5			
107	Kyle Zwart	My Home Group Real Estate	4,135,999	6.5	140	Sharon Coffini	Keller Williams Realty Sonoran Living	3,734,000	4			
108	Dan B Volcko	Realty ONE Group	4,135,000	4	141	Dawn M Forkenbrock	eXp Realty	3,713,557	7.5			
109	Bart Haiduk	Haiduk Realty Experience	4,115,500	7	142	Julia Kinkead	HomeSmart	3,697,000	4			
110	W. Russell Shaw	Realty One Group	4,114,900	9	143	Nicholas Giles	Keller Williams Realty East Valley	3,693,500	5.5			
111	Andrew McGuire	ProSmart Realty	4,093,000	6	144	Alisha B Anderson	West USA Realty	3,677,400	7.5			
112	Kathleen Scott	Redfin Corporation	4,090,250	9.5	145	Brandon W. Volz	A.Z. & Associates	3,675,000	2			
113	Lauren Sato	West USA Realty	4,088,500	9	146	Edith Gilbertsen	West USA Realty	3,648,800	6			
114	Kelly R. Jensen	KJ Elite Realty	4,087,750	8.5	147	John Biddle	Redfin Corporation	3,634,400	8			
115	Stacia Ehlen	RE/MAX Alliance Group	4,072,000	6	148	Anastasia Gervasi	HomeSmart	3,632,499	7			
116	Daniel Callahan	RE/MAX Classic	4,059,100	10	149	Kiara I Cadillo	Opendoor Brokerage, LLC	3,629,777	8.5			
117	Richard Alan Ashby	Ashby Realty Group, LLC	4,042,490	6	150	Angel Ureta	North & Co	3,625,000	1			
118	Rebecca H. Rains	Berkshire Hathaway HomeServices Arizona Properties	4,032,707	6	151	Dianna Wood	Opendoor Brokerage, LLC	3,590,067	8.5			
119	Michael Ratzken	Two Brothers Realty & Co	4,012,000	5.5	152	Allen R Willis	Ensign Properties Corp	3,586,000	8			
120	Brent Heiden	Iannelli and Associates	3,992,000	13	153	Brandi Samples	Long Realty Partners	3,583,995	8			
121	Suzy Steinmann	Realty ONE Group	3,976,950	8	154	Jason LaFlesch	Results Realty	3,575,000	5.5			
122	Cindy Flowers	Keller Williams Integrity First	3,968,600	9	155	Steven Coons	Farnsworth Realty and Management	3,562,950	8			
123	Shawn Rogers	West USA Realty	3,926,150	7.5	156	Lisa Fonseca	Lori Blank & Associates, LLC	3,558,500	7			
124	Eric Cluff	RE/MAX Alliance Group	3,901,000	8	157	Denise Hanna	Gehan Homes	3,538,389	6			
125	Susan Hallamore	HomeSmart	3,890,000	2	158	Trisha A. Carroll	Wedgewood Homes Realty	3,531,400	8			
126	Lorri Blankenship	Carriage Manor Realty	3,886,000	22	159	Beth Rebenstorf	Realty ONE Group	3,506,813	5			
127	Shannon Nicole Duke	AZ Flat Fee	3,878,550	6.5	<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.							
128	Carin S Nguyen	Real Broker AZ, LLC	3,864,500	7								
129	Jeffrey Eldridge	HomeSmart Lifestyles	3,860,000	2								
130	Nick & Kristy DeWitz	72Sold	3,855,000	5								
131	Breanna F Olsen	HomeSmart	3,847,400	6								
132	Wendy J Macica	Home Centric Real Estate, LLC	3,826,900	8								
133	Adriana L. Spragg	RHouse Realty	3,808,550	7.5								



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Teams and Individuals Closing Dates From Jan. 1 - March 31, 2023

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160	Brandon C Schneider	Realty ONE Group	3,498,000	3
161	Bret Johnson	Realty Executives	3,493,300	5.5
162	Octavian Curpas	Delex Realty	3,475,000	1
163	Sarinah G Brooks	Realty ONE Group	3,470,590	6
164	Jennifer Kovach	HomeSmart	3,454,467	5
165	Richard Harless	AZ Flat Fee	3,446,050	5.5
166	Jon S. Englund	HomeSmart	3,445,000	5
167	Erik Geisler	West USA Realty	3,440,000	3
168	Sheila M Popeck	RE/MAX Classic	3,432,935	10
169	Jason Hubbard	eXp Realty	3,418,500	8
170	Donna Mendoza	Jason Mitchell Real Estate	3,413,900	7
171	Tammie Fischer	OfferPad Brokerage, LLC	3,400,500	7
172	Marc Slavin	Realty ONE Group	3,389,275	2.5
173	Kayla M Vess	Redfin Corporation	3,386,500	6
174	Ben Swanson	Keller Williams Integrity First	3,381,500	6
175	Leila A. Woodard	My Home Group Real Estate	3,380,000	7.5
176	Lynnanne M Phillips	Keller Williams Realty Sonoran Living	3,375,000	4
177	John Hrimnak	Keller Williams Integrity First	3,370,000	6.5
178	Deanna Calkins	Home Centric Real Estate, LLC	3,342,035	7
179	Radojka Lala Smith	eXp Realty	3,322,500	4.5
180	Elizabeth Rolfe	HomeSmart	3,319,250	4.5
181	Bradley Freeborn	Russ Lyon Sotheby's International Realty	3,318,000	6
182	Sherri L. Stella	Russ Lyon Sotheby's International Realty	3,317,500	6
183	Brian Kingdeski	Gentry Real Estate	3,315,250	6
184	Guy Forbis	My Home Group Real Estate	3,308,313	4
185	Carissa Gardner-Bolton	Opendoor Brokerage, LLC	3,303,550	7.5
186	Gilbert Moreno	HomeSmart	3,284,126	8
187	Ashley McKee	Realty Executives	3,282,950	6.5
188	James Thompson	Keller Williams Realty East Valley	3,281,000	5
189	Jessica M Keigley	Keller Williams Integrity First	3,251,450	6.5
190	Blake Clark	Limitless Real Estate	3,242,500	2.5
191	Jennifer L Rutledge	Urban Luxe Real Estate	3,240,000	3

#	Name	Office	Total Volume Sales 01/01/2023 - 03/31/2023	Total Unit Sales 01/01/2023 - 03/31/2023
192	Christie Ellis	Locality Real Estate	3,224,177	5
193	Benjamin Graham	Infinity & Associates Real Estate	3,221,000	6
194	Dawn Gingras	Realty ONE Group	3,215,300	2
195	Jody Poling	AZ Seville Realty, LLC	3,204,850	3.5
196	Johannes Rath	Coldwell Banker Realty	3,190,386	4
197	Clayton Denk	David Weekley Homes	3,186,561	4
198	Ronald Bussing	Realty ONE Group	3,173,709	5
199	Kimberly Lynn Ortiz	Realty ONE Group	3,171,151	2
200	Stephanie N Sandoval	HomeSmart Lifestyles	3,167,900	5

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#	Name	Office	Total Volume Sales 01/01/2023 - 03/31/2023	Total Unit Sales 01/01/2023 - 03/31/2023
201	Kelly Saggione	eXp Realty	3,164,965	5
202	Kimberly L Schonhoff	KJ Elite Realty	3,155,650	6.5
203	Justyna Korczynski	The New Home Company	3,142,135	7
204	Richard Johnson	Coldwell Banker Realty	3,141,000	6
205	Lisa Wade	Realty ONE Group	3,128,750	25
206	Kurt C Kominski	Realty ONE Group	3,128,750	25
207	Shar Rundio	eXp Realty	3,128,700	5.5
208	Ronelle Wheeler	Lori Blank & Associates, LLC	3,126,000	5
209	Brian J Cunningham	eXp Realty	3,114,000	3
210	Michael McCabe	My Home Group Real Estate	3,112,000	5
211	Christy Rios	Keller Williams Integrity First	3,087,500	5
212	Nicole L Williams	RE/MAX Alliance Group	3,081,100	13
213	Jerry Thomas Beavers	Realty ONE Group	3,078,800	7
214	McKenna Harris	The Brokery	3,077,500	2
215	Sheryl D Willis	eXp Realty	3,049,000	5.5
216	Jill McFadden	Delex Realty	3,046,000	5
217	Mariana Benner	MovingAZ Realty, L.L.C.	3,036,388	6
218	Jenna L. Marsh	Realty Executives	3,024,090	5
219	Lori J Peterson	American Realty Brokers	3,022,500	8
220	James Wedell	Keller Williams Realty Sonoran Living	3,006,300	5
221	Peter N Manesiotis	eXp Realty	3,004,500	4
222	Thomas L Wiederstein	Redfin Corporation	3,004,000	8
223	Bill Olmstead	Keller Williams Realty East Valley	3,001,000	6
224	Daniel T Birk	Realty Executives	2,999,000	5
225	Tammy Medigovich	Bella Casa Realty, LLC	2,998,500	4
226	Shanna Day	Keller Williams Realty East Valley	2,996,500	3.5
227	Brett Worsencroft	Keller Williams Integrity First	2,985,500	5
228	Eskandar A. Darugar	eXp Realty	2,984,500	5.5
229	Trevor Bradley	Real Broker AZ, LLC	2,980,500	5
230	Royal Henry	Cactus Mountain Properties, LLC	2,976,500	9
231	Jeannie Dexter	Weichert, Realtors-Home Pro Realty	2,972,400	5
232	Kendra Niehuis	ProSmart Realty	2,962,000	5.5
233	John Kidd	West USA Realty of Prescott	2,950,000	1
234	Mark David Sloat	My Home Group Real Estate	2,944,900	3.5

#	Name	Office	Total Volume Sales 01/01/2023 - 03/31/2023	Total Unit Sales 01/01/2023 - 03/31/2023
235	Stephanie Strobel	Hague Partners	2,938,500	7.5
236	Elaine M. Sans Souci	Keller Williams Realty East Valley	2,935,000	5.5
237	Peg E Bauer	Cactus Mountain Properties, LLC	2,930,991	5
238	Curtis Johnson	eXp Realty	2,910,500	7
239	Dawn Carroll	Lori Blank & Associates, LLC	2,895,000	4
240	Marci Burgoine	Crown Key Real Estate	2,895,000	5
241	Jamin A Denham	DenMar Realty	2,892,000	8
242	William May	Breinholt May Realty & Investments	2,890,000	3.5
243	Michael Widmer	Keller Williams Integrity First	2,873,000	3
244	Michael J. D'Elena	North & Co	2,870,000	4
245	Pamela L Docekal	Realty ONE Group	2,868,900	3
246	Rachael Richards	RHouse Realty	2,858,650	5.5
247	Vincent Clark	VCRE	2,850,000	1
248	Valerie Hickson	West USA Realty	2,847,500	4
249	Michael Hargarten	Jason Mitchell Real Estate	2,842,000	5
250	Jill Gilbo	HomeSmart	2,839,900	2

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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1 - March 31, 2023

#	Name	Office	Total Volume Sales 01/01/2023 - 03/31/2023	Total Unit Sales 01/01/2023 - 03/31/2023
251	Perry B Kimball	Elite Square Feet, LLC	2,830,400	6
252	Pamm Seago-Peterlin	Century 21 Seago	2,825,000	7
253	Gary R Smith	Keller Williams Integrity First	2,823,000	3.5
254	Judy O'Malley	RE/MAX Classic	2,821,082	7.5
255	Sarah J Luzi	Tyche Real Estate LLC	2,819,440	5
256	Jason Nelson	The Maricopa Real Estate Co	2,782,000	3
257	Heather M Mahmood-Corley	Redfin Corporation	2,782,000	5
258	Joanne Summa	Realty Executives	2,762,737	3
259	Michael Kent	RE/MAX Solutions	2,760,000	9.5
260	Renee' Merritt	Keller Williams Arizona Realty	2,755,000	3
261	Heidi S Spielman	My Home Group Real Estate	2,751,800	10
262	Melanie Nemetz	Keller Williams Integrity First	2,747,495	5.5
263	Chris Lundberg	Redeemed Real Estate	2,745,000	3.5
264	Daniel Brown	My Home Group Real Estate	2,740,000	5
265	Devin Snow	Snow Realty & Property Management	2,740,000	5
266	Lisa M Harris	Hague Partners	2,736,000	6
267	Chris Anthony Castillo	CPA Advantage Realty, LLC	2,725,000	3
268	Bhavana Patel	HomeSmart	2,714,790	5

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# TOP 300 STANDINGS

Teams and Individuals Closing Dates From Jan. 1 - March 31, 2023

#	Name	Office	Total Volume Sales 01/01/2023 - 03/31/2023	Total Unit Sales 01/01/2023 - 03/31/2023
269	Eric Avdee	Keller Williams Realty Phoenix	2,707,900	5
270	Ryan Rosscup	Realty ONE Group	2,702,000	6
271	Michelle Cross	Launch Real Estate	2,700,000	1.5
272	Robert Reece	Good Oak Real Estate	2,693,500	5
273	Judy A. Sanaiha	Realty ONE Group	2,691,151	1
274	Nicholas Monaco	West USA Realty	2,682,500	3.5
275	Diane Bearse	Realty Executives	2,680,414	4
276	Dean John Lorti	RSP New Village Homes	2,679,339	4.5
277	Jenni Thompson	eXp Realty	2,673,000	5
278	Mike Schude	Keller Williams Integrity First	2,663,875	5
279	Nicole Drew	HUNT Real Estate ERA	2,663,766	4.5
280	Amy Brooks	HomeSmart	2,661,490	3.5
281	Amy Laidlaw	Realty Executives	2,657,142	7
282	Jessica Santa Cruz	Delex Realty	2,656,990	6
283	Mark Berberian	My Home Group Real Estate	2,655,000	2
284	Matthew Kochis	Keller Williams Realty East Valley	2,654,500	5
285	Shannon Elizabeth DiBiasi	eXp Realty	2,649,900	5.5
286	Dallin Simonton	Realty ONE Group	2,647,000	3
287	Mary Lokka	Century 21 Arizona Foothills	2,644,000	4.5
288	David Larsen	West USA Realty	2,628,100	5
289	Natascha Ovando-Karadsheh	KOR Properties	2,628,000	3.5
290	Denise Moon	HomeSmart	2,626,800	6
291	Becky Kolb	Keller Williams Integrity First	2,625,975	4.5
292	Mike Mendoza	Keller Williams Realty Sonoran Living	2,625,000	4
293	Kate Anderson	Coldwell Banker Realty	2,619,750	5
294	Amy N Nelson	Keller Williams Realty East Valley	2,617,500	4.5
295	Michael D Smith	Barrett Real Estate	2,615,633	4
296	Anna Domyan	The Agency	2,615,000	1.5
297	Krzysztof Okolita	My Home Group Real Estate	2,611,999	5
298	Robin Leigh	eXp Realty	2,609,900	5
299	James C Campbell	eXp Realty	2,604,750	4.5
300	Annette E. Holmes	Good Oak Real Estate	2,602,700	5

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