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## MEET THE EAST VALLEY REAL PRODUCERS TEAM



**Jenni Vega**  
Owner



**Michele Jerrell**  
Operations Manager



**Dave Danielson**  
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**Brandon Jerrell**  
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**Roger Nelson**  
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**Kimberly Tocco**  
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**JRobbins@genevafi.com**  
NMLS ID 198078

Jeanine Robbins has proved time and again why she's earned the name "The Loan Angel." Her sterling achievements shine through features in renowned shows, including Host of the Emmy-nominated show "The American Dream TV" featured on The Travel Channel.

Jeanine has more than 2 decades of experience and unparalleled expertise for all mortgage needs across AZ, FL, NV, CA, OR, WA, CO, IL, OH, and TX. She's a stellar Branch Manager of Geneva Financial, LLC who isn't just known in the industry; she's revered. Her commitment to personalized customer service is matchless, allowing her to always operate her business with unwavering integrity.

Jeanine is known for staying educated with the latest loan programs and nuances in the industry to give each client the tailored experience and result they want. With a proven track record of creating bespoke mortgage solutions and nurturing relationships from her home base of Scottsdale, AZ, Jeanine has truly solidified her reputation. Dive into the world of seamless mortgages and realize your dream home. Stay informed and inspired by following Jeanine on Instagram @theloanangel

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Amber is your local Real Producers Cutco gal, who is also a proud member of Jenni Vega's Team. As a busy mom of 3 + a goldendoodle, she knows more than anyone how important it is to systemize your business! Do you want to create client retention and referrals? Of course you do! Amber can show you how to use these top of the line gifts to create systems in place within your business to generate more clients. Cutco Closing Gifts are 100% Tax deductible, guaranteed for life with free sharpening for your clients. Not to mention these closing gifts are not consumable and something your clients will use every single day, keeping you top of mind as their REALTOR®. 90% of closing gifts are here today, gone tomorrow. If you want to create a long-term relationship with your clients, does it make sense to give a short-term gift? Of course not! We engrave the product and package it in a beautiful gift box with a bow. No more running around last minute trying to find the perfect gift, and ultimately buying a bottle of wine that is only enjoyed once time. We will get you a supply to have on hand to give any time you need one. All first time orders receive \$150 of free Cutco with a 6 gift minimum qualifying purchase.  
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Jeanine Robbins has proved time and again why she's earned the name "The Loan Angel." Her sterling achievements shine through features in renowned shows, including Host of the Emmy-nominated show "The American Dream TV" featured on The Travel Channel. Jeanine has more than 2 decades of experience and unparalleled expertise for all mortgage needs across AZ, FL, NV, CA, OR, WA, CO, IL, OH, and TX. She's a stellar Branch Manager of Geneva Financial, LLC who isn't just known in the industry; she's revered. Her commitment to personalized customer service is matchless, allowing her to always operate her business with unwavering integrity. She aims to simplify the loan process for both clients and agents, ensuring a stress-free experience that lets you return your focus on what matters most. And Jeanine knows what matters! She just welcomed her first grandchild while still helping homeowners find the mortgage solutions that others could not. Jeanine is known for staying educated with the latest loan programs and nuances in the industry to give each client the tailored experience and result they want. With a proven track record of creating bespoke mortgage solutions and nurturing relationships from her home base of Scottsdale, AZ, Jeanine has truly solidified her reputation. Dive into the world of seamless mortgages and realize your dream home. Stay informed and inspired by following Jeanine on Instagram @theloanangel.

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

# Golden Nuggets



**Aartie Aiyer**  
*AA Realty*

A guiding principle I often reflect upon is: it's easy to copy others but hard to be genuine and sustain over the long term. Have the zeal to become an extraordinary person in an ordinary world!! Create your own path; that is where the real beauty and satisfaction lies. This ordinary sentiment encapsulates my belief in authenticity, passion and the courage to forge one's unique journey.



**Chad Olsen**  
*Camelback Moving*  
"Every Second Counts"



**John Tyler**  
*Checklist Inspections*  
For business success, the best thing you can do is to do something. So many people want to be successful but don't spend the time and effort doing anything. Another business aspect I really believe in is copying successful people. It is the reason I am both a coach and getting coached with other home inspectors around the country.



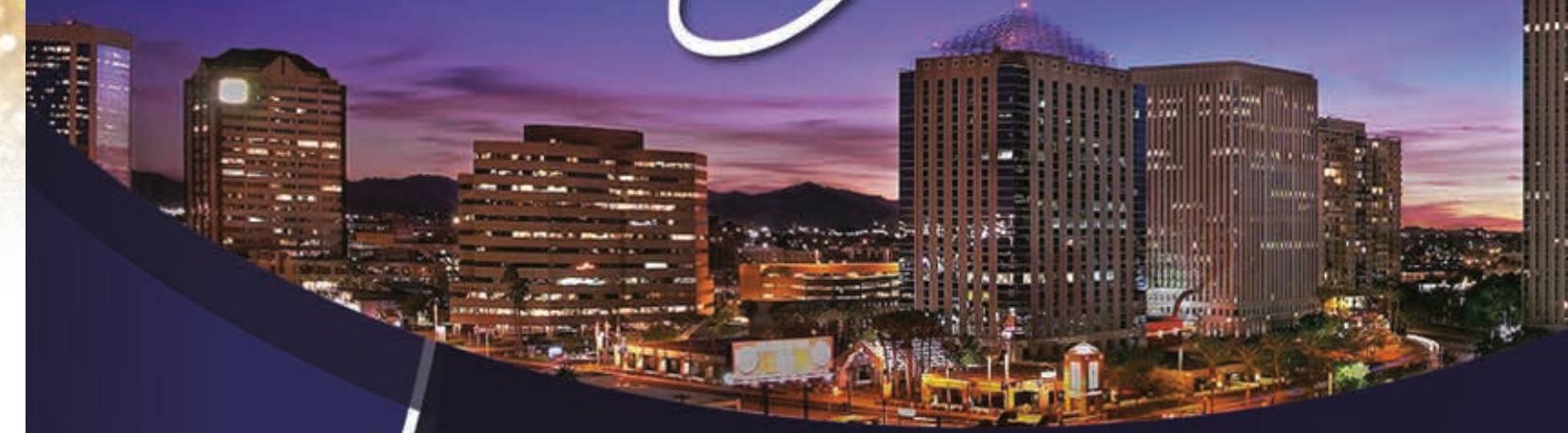
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STA is the largest of the Fidelity National Title Group (FNTG) brands in Arizona, and for convenience purposes, our 22 offices are strategically located throughout this scenic desert state.

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# CHECKLIST INSPECTIONS

## INFORMING THE DECISION

By **Dave Danielson**  
Photo Credit **Gilead Hernandez**, Grafobox Media

As your buyers start to navigate their way through the process of reaching their real estate goals, they rely on your knowledge and transparency to help them make solid choices.

In the same way, it means so much when you have a partner who approaches what they do in the same way with excellent service, experience, and expertise.

That's what you get when you work with Owners John and Kathy Tyler and Checklist Inspections.

When you talk with them, it's easy to see the passion they have for informing the decision ... a love for what they do that has been there since they started the business back in 1998.

### LEADING THE WAY

Today, they lead one of the larger home inspection companies in the region.

"My background is I'm a licensed aircraft mechanic and was looking for a change. There would be layoffs in that industry and we wanted something with more control and so we started our own business," John says.

The business has continued growing through time. About 12 years ago, Checklist Inspections started expanding into a multi-firm operation.

"I like the process of working through inspections and communicating with buyers," John says. "Other favorite parts include marketing and getting to know our real estate partners."

### GIVING BACK

John also has a drive to help others move forward in the inspection business, as well.



"I really like training people and teaching them how to inspect also. I'm an instructor for the iGo Academy. I like teaching them in the classroom or in the field," John explains.

He also serves as a home inspector coach, helping people learn how to build their own businesses.

John and Kathy are proud of their team members, including other inspectors, a call center, and marketing staff.

Each month, they conduct a minimum of two trainings with the team,

including technical aspects, as well as the best ways of communicating with buyers.

"We're working with buyers who can be super nervous during a difficult or stressful situation," John says.

"It's not just about the problem, but how to communicate that issue. If you can find all the problems but you can't communicate them in written or oral form, it doesn't help anyone. So that's a big part of what we work on, as well."

#### THE LATEST AND GREATEST

As a locally owned business, Checklist Inspections was one of the first in the state to offer sewer scoping. They are also licensed for termite inspections and offer thermal imaging services, as well.

As John says, "We've always tried to stay on the forefront in technology and the industry."

Even though inspectors are licensed by the state of Arizona, there can be a wide range of approaches that are taken from inspection company to inspection company. As John points out, it's good

to be aware of what level of inspection your clients are receiving.

As he says, "Even though the state handles the licensing, it doesn't communicate a lot about what level of inspection that an inspection company needs to do and what they don't need to do. So it's important that REALTORS® know whether an inspector is doing just the minimum or if they are being thorough."

Away from work, John and Kathy treasure time with their four children and three grandchildren.

In their free time, they always look forward to being able to spend time outdoors. One of their favorite activities through time has been camping.

Those who have a chance to know and work with John, Kathy, and the rest of the Checklist Inspections team know they will get consistency, a thorough result, and an outstanding client experience that John and Kathy call their "curbside manner" in having good, informative discussions with clients and partners.

When you're looking to partner with someone who will go the extra mile to ensure that your clients have the information they need about their new property, look to John, Kathy, and the team at Checklist Inspections.

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# AARTIE Aiyer

Photo Credit Devin Nicole Photography

## ► featured agent • By Brandon Jerrell

It is impossible to overstate how important client relations are in this industry, and it is all too easy to underestimate it. A common and direct way to create great client relations is to put their interests first, but that is much easier said than done. Aartie Aiyer is a pro in this regard.

Aartie Aiyer with the company bearing her name, Aartie Aiyer Realty LLC, is committed to putting her client's interests first. "In my nearly two decades as a REALTOR®, success manifests most poignantly in the eyes of someone realizing the dream of home ownership. That singular moment, filled with joy and satisfaction, is something I capture and cherish every day."

### ***Eye for Design***

"Originating from Mumbai, a vibrant hub of finance and Bollywood, I have an artistic and ambitious spirit," she claims. "Business is in my DNA, and my passion for my work resonates through all that I do. My core background couples with recognition as a Top Producer in Arizona for multiple years and featuring in Forbes attests to my success."

Aartie has always been fascinated with the world of fashion design. She pursues this interest through multiple avenues. She has run her own clothing manufacturing company supplying boutiques in Mumbai, and she has been running a women's beauty pageant with the primary focus of empowering women.

With an extensive educational background that includes a Master's degree in Political Science and Psychology as well as a Diploma in Fashion Designing, she was easily able to tie her passion for fashion and design into the real estate industry. As Aartie describes it, growing up in the midst of her family's real estate business while having the personal experience of running a successful design house, the synergy between those two interests became very clear very early on. "This innate connection, and my natural drive towards entrepreneurship, eventually led me to step into the world of real estate."

### ***Importance of Karma***

"A moment that shook me to my core was learning about my mom's cancer diagnosis during its last stage," she shares. "Her strength and resilience were unparalleled. She was extremely brave during the treatment process and chose to leave this world on her own terms, even stopping the intake of food and



Photo Credit Devin Nicole Photography

eventually water on her own." Aartie explains how this path is one that some saints in her religious background take.

"This experience taught me the profound importance of karma and how nothing is more crucial than the legacy we leave behind. It's a lesson in living purposefully, loving deeply, appreciating the time spent with family, cherishing what we have, and knowing that we take nothing with us when we depart."

"This experience instilled in me a perspective that transients the usual competition and pettiness of the professional world. I am not driven by the rat race or swayed by pressure to outdo others. Instead, I believe in the importance of respecting each other's experiences, time, effort, perspective, and unique contribution, knowing that what we put into this world comes right back to us."

## THREE SIMPLE THINGS

"In a world, where many are vying for superiority, I choose to honor the inherent worth in everyone."

#### **Three Simple Things**

Aartie's father's 50 years of experience in commercial real estate served as a major backdrop in her life. "When I purchased my first home in Arizona, I experienced the innate feeling and joy of owning a home as well as this excitement of building long-lasting, cherishing memories in this new home," she explains. "That was a profound moment for me, I wanted to help others to enjoy, so I stepped into the world of real estate and specifically focused on first-time home buyers to re-live that moment through the eyes and emotions of all those who experience it."

"My mantra is three simple things — Client-focused service, long-term relationships, and empowerment that I do consistently on a daily basis." She goes into detail about each of these.

Service-oriented approach: "While many focus solely on closing a deal, my emphasis is on providing impeccable service. I never push or nudge my clients into rushing into buying a home. For me, buying the right home where they can build memories is far more critical and important than rushing to buy any home. My quality-and-service first approach ensures that my client's needs are always prioritized over everything else."

Strong relationships: "Over 90% of my business comes through referrals which speaks volumes about the trust and satisfaction my clients have in me, moreover, many of these relationships



**“  
AS A WOMAN,  
A MOTHER, A  
WIFE, AND A  
SUCCESSFUL  
ENTREPRENEUR,  
I FIRMLY  
BELIEVE THAT  
BEING A ‘SUPER-  
WOMAN’ IS  
WITHIN REACH.**

blossom into life-long friendships with deeper family connections built and enriched with memories and experiences over the years."

Empowerment: "Beyond traditional real estate services, I actively participate in empowering women, notably through running a women's beauty pageant. This unique blend of professional and community engagement sets my practice apart, creating a connection that goes way beyond property lines."

#### **Family Anchor**

Like many other Top Producers, Aartie places her family at her core. "My husband is my best friend and a true soulmate whom I have known since our school days. He is a multi-talented individual running an enterprise software company in Chandler. We're blessed with two wonderful children, one pursuing



Photo Credit  
Devin Nicole  
Photography

university studies, and the younger one in high school. On top of it, I have a young member in our family, our amazing dog who gives us unconditional love all the time. Together, we revel in each other's company, engaging in meaningful conversations, playing board games, and making cherished memories."

"When stepping away from my professional life, I gravitate toward my family, my lifelines. Our time together is filled with outdoor activities, playing board games, watching movies, enjoying dinners, or sometimes just relaxing and chatting. These simple yet profound pleasures nourish my soul and rejuvenate my spirit."

It is no surprise that Aartie Aiyer is able to make the difficulty of maintaining client needs look like a simple task. Her commitment to her clients in all her ventures is one to be envied and learned from. Aartie shares with us one final bit of wisdom:

"As a woman, a mother, a wife, and a successful entrepreneur, I firmly believe that being a 'super-woman' is within reach. With steadfast focus on both personal and professional goals, a daily commitment to progress, and unwavering perseverance, anyone can achieve this extraordinary feat. Today, I stand here humbly with the deepest gratitude to all those who have helped and contributed to me reach this point as living proof that with dedication, resolve, and more importantly with well-wishers around you, the title of a 'super-woman' isn't a myth but a milestone waiting to be achieved by you."

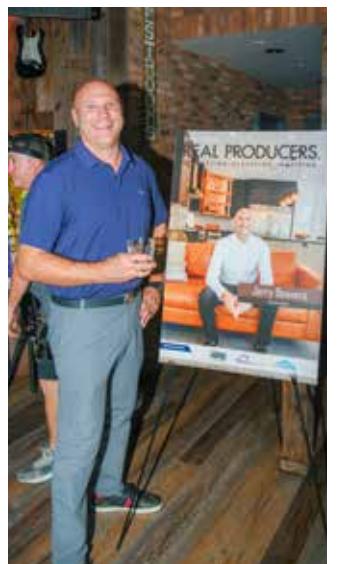
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# End of Summer Social

## AT THE STILLERY

Photo Credit **Patrick McKinley**





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#### 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 done in Arizona. 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!

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.

"REALTORS® have so much going on," Eric noted. "We want to help make their job easier by taking care of things related to roofing. We strive to arrive within 48 hours of a requested pre-inspection. Agents never have to hunt us down because we always provide same-day estimates. We also go a step beyond and record *everything* in an easy-to-understand, tangible, compressed video that the agent can easily text or email to their clients. It is our goal to take all the stress of roofing needs off every agent's shoulders and help them make their sales and retain satisfied clients."



#### Price Mortgage

Randy Bongard runs a very experienced mortgage team for Price Mortgage (who is one of the Valley's top mortgage brokers). He has been on both the mortgage "banking"



side and the mortgage "broker" side. Randy views his relationships with real estate agents as true partnerships. He strives to provide exceptional service and to always be accessible and responsive (7 days a week ... morning, noon and night). He is one of the highest-rated loan officers on-line (check out all of his reviews on Google and Zillow). And, he is one of the top-producing loan officers in the Valley (in the top 1%).

His Value to real estate agents is simple ... to help you make more money doing what you are already doing! He can accomplish two ways: 1) By getting your clients their mortgage for the lowest cost (rate and fees) ... which gives them more Purchasing Power (5-10% more on average); and, 2) By being able to qualify more of you leads, prospects and clients to purchase homes (because he has access to so many more different types of loan programs ... for most any situation).

Randy works in Gilbert, but lives in Chandler (in Ocotillo). He has been married to his wife (Courtney) for almost 30 years. They have 2 children – Bauer (23) and Canon (20).



#### State 48 Roofing

State 48 Roofing is THE local source for quality roofing services in the valley. Owner Jason Von Payne took his decade of roofing experience and desire to create a company culture that was unmatched to his hometown of Gilbert, AZ and started State 48 Roofing. As the company reached their fourth year in business, they have much to be thankful for. They have grown from 4 employees to approximately 70 (and counting) and in 2022 they exceeded their goal of 10 million dollars in revenue.

Jason and his team take their role in protecting the interests of their clients very seriously. "I love working

with people and finding solutions to their problems. Very seldom do people call and say I want a new roof. About 90 percent of the time, when they call us, they have a real need," he explains. "Roofs are expensive. The average roof runs between \$10,000 and \$15,000, which really makes it the biggest investment that a homeowner will make besides the house itself. We take pride in being the one that people feel comfortable calling."

Reaching out and involving the State 48 Roofing team is easy. "People can call or visit our website to contact us. We'll come out to the property, get up on the roof, take images and video, produce a report/proposal and send it to the client. And we do all of that with options, with a range of shingles that match the owner's plans for the property," Jason emphasizes. "We don't offer a one-size-fits-all approach. We're honest and straightforward. If the roof is shot and needs to be replaced, we'll say that. If, on the other hand, it needs a few repairs, that's the message a client will hear."

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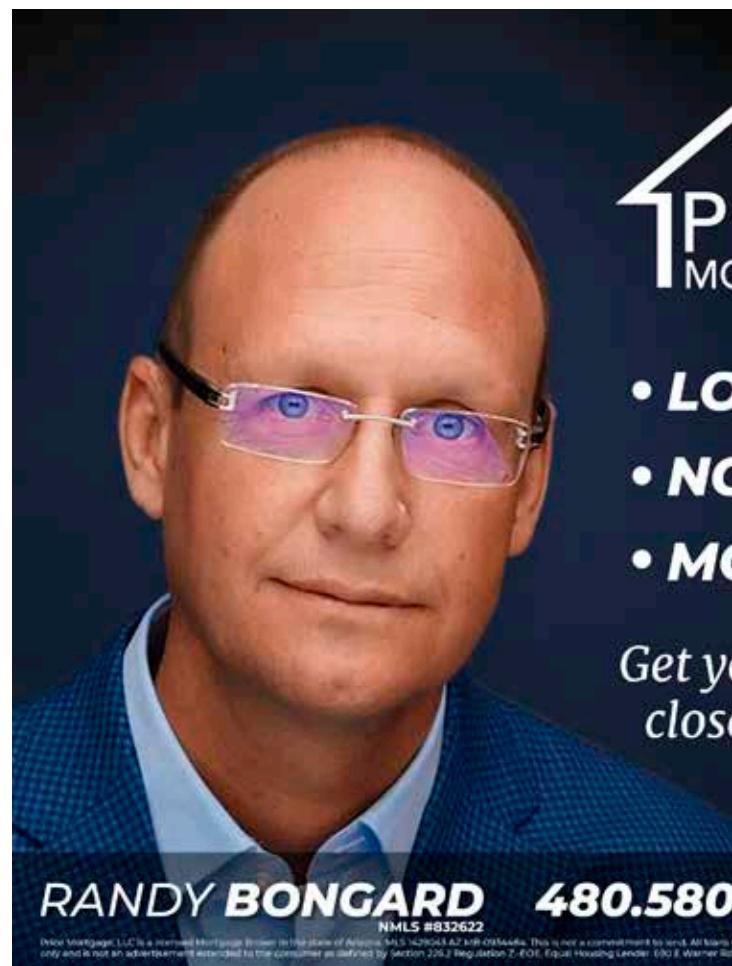


Our Multi-Service Inspection solution is performed by the most highly trained inspection team in the industry, and eliminates the inconvenience, challenge, and additional costs of hiring several companies. This includes sewer line inspections, termite inspections, pool/spa inspections, radon testing, and mold screenings. Our mission is to PROTECT, EDUCATE, and DELIVER an EXCEPTIONAL service every time. Feel free to learn more about our company, team, and even schedule an inspection at [www.AJFinspections.com](http://www.AJFinspections.com).

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# RYAN GOODMAN & THE STILLERY



66  
LIVE, FROM  
NASHVILLE

99



By Ruth Gnirk

**The Stillery** was created by two Arizona natives who had a passion to create an excellent customer experience by providing locally-sourced specialty food and drinks while providing live music daily. Their mission to support local includes their ingredients, their beverages and the local artists they showcase during the week. The Stillery also provides opportunities for the community to enjoy emerging Nashville stars live every weekend. Ryan Goodman, general manager at the Chandler location, shares how this preferred partner lives up to its mission of supporting local people, produce and products seven days a week and why he is proud of how The Stillery gives back to the East Valley community.

#### Excellent Customer Experience

Community members still smile as they recount how The Stillery hosted live outdoor concerts in the park during COVID-19. Their first location in Chandler was under construction at the time, but the owners didn't waste the opportunity to live out their mission to *support local* in a tangible way.

Ryan, a former behavioral specialist, had wanted a less-stressful job and was working at a family-owned restaurant until it closed due to the pandemic. He was impressed by The Stillery's generous, musical gift that added value to the local artists who were performing, as well as the community

members who were able to enjoy an experience that they had missed during the lockdown. Besides, there was something about people enjoying live music together in a safe and socially-distanced way that created connection and camaraderie in the crowd and the community.

Although he had managerial experience, Ryan wanted to try the new company from the inside before he stepped into a leadership role. He applied for a job as a bartender and, because of his extensive bartending experience, Ryan quickly learned how to make The Stillery's signature drinks and how to serve customers up to The Stillery standard. A few months later, he was offered a position as manager of the bar, and he accepted it. He now serves as the general manager of the original Chandler location.

"It's a great group of people to work *with* and to work *for*," Ryan shared. "I know that I am supporting my community members and their businesses through The Stillery. I don't know of any other company in town with the same level of commitment to showcasing local people, local ingredients and local brews while giving back to local and national needs."

#### Locally-Sourced Specialties

Because of their commitment to support local agriculture and business, The Stillery adjusts their proprietary recipes to include foods grown locally. Their Nashville-inspired macaroni and cheese, two-handed sandwiches, and hot chicken brick oven pizza are all made from Arizona ingredients. They do offer some Tennessee whiskey, vodka and gin, but they only have Arizona-brewed beers on tap and have amended their Mason Jar Cocktails accordingly. The Stillery believes in the importance of using fresh, locally-sourced ingredients and supporting the commerce of the community.

Their commitment to support local charities also plays a major role in the way The Stillery gives back. They donate gift cards to local organizations and are regular contributors to the veterans' organization Guitars For Vets (G4V) and its local chapters that provide guitars, lessons and a musical outlet for veterans who are healing from PTSD ([guitars4vets.org](http://guitars4vets.org)).

The Stillery was proud to host an annual Fourth of July "Hillbilly Pool Party" charity event benefitting G4V. The community was entertained by live music all day, and the courtyard was filled with local vendors giving samples and locals enjoying the pool and giant water slide. The recent pre-Labor Day event, which consisted of continual live music, vendors, a mechanical bull and yard games, included a raffle that benefitted the Pat Tillman Foundation.

#### Live Music Daily

The co-owners of The Stillery are both Arizona natives who loved country music and moved to Nashville to make their live music restaurant and bar dream into a reality. When The Stillery became a success, they wanted to share the Nashville flavors and living talent with their home state. As they brought The Stillery back to their home state, they determined to celebrate the budding Nashville stars in a way that also highlighted local Arizona talent, agriculture and breweries. It has been such a smashing success here that they are currently building their third Arizona location.



The Stillery features live music every evening. Local musicians perform from five till close during the week, and rising stars come from Nashville to perform from noon to close on the weekends.

The dance floor is always open, and it is expanded Thursday through Sunday. The blossoming Nashville stars featured at The Stillery have been able to share their music and create new fans, and even connect with local DJs because of the opportunity to perform at The Stillery.



The beautiful and spacious venues can host large business or group events. There are fun happy hour events, and on any given day, there are birthday and bachelorette parties. The Stillery is a fun place in which customers truly have an excellent experience because of the culture that is created through the live music, amazing food and the focus on supporting each other in the local community.

From Arizona to Nashville and back, The Stillery offers an amazing and sizable venue where people can enjoy the live local bands and up-and-coming artists from Nashville, make fun memories on the dance floor, eat delicious food and try some great locally-brewed beers. Patrons know that The Stillery gives back to the community, especially the veterans.

The Stillery is truly "by the people, and for the people."

[thestillery.com/chandler](http://thestillery.com/chandler)



# Paige MORLINO

## SUCCESS ROCKETING

*Although success in this industry is often represented by a number, that number is often just a side product of what it truly means to succeed. Paige Morlino of Steadfast Team with Realty ONE Group does a wonderful job of describing this.*

"Besides the zeros and commas in a bank account, success is defined by the people who surround you, the trust you have built, and the friends who depend on you. Success comes when you know what you stand for, who you are, and where you are going."

### SELF-DISCOVERY

Paige is a native of the East Valley. Born and raised in Gilbert, she graduated from Mesquite High School. "When I was 12 I entered the crazy world of competitive cheerleading. This laid the foundation for my drive to succeed, in every situation, no matter what. It enhanced my love of teamwork, being the best, and hard work."

"When I entered college, I realized that my opportunities were limitless," she explains. With her sights set on the medical field, she earned a Degree in Science. During this time, she worked in banking as a Teller.

"When I was 20 years old, I decided to make that big move, I packed up everything I could into my two-door car and moved to

California. I didn't know what I was going to find there, but I felt I needed something fresh to start the next chapter of my life. After a few short months in California, I met my husband. We moved to Virginia Beach, Virginia about a year later on Military Orders."

At this point, Paige had climbed the banking ladder and was now a Business Banker. Continuing her interest in the medical field, she applied and was accepted by one of the top nursing schools. "I found myself wondering if I was headed down the right path," she shares. She declined the offer to focus on what her next move in life would be.

While living in Virginia Beach, she and her husband decided to start a family. "Knowing that I still wanted to work but have flexibility, I got my real estate license."

### RISING TO THE TOP

"A few months after having my son, I hit the ground running. I hung my license with RE/MAX and had three of the most wonderful mentors. They had been in the business for 15-plus years and I soaked up every piece of knowledge they had."

Paige continues to share how her time there laid the groundwork for her business. "I didn't know one single person



► rising star

By Brandon Jerrell

when I moved there, and when we left the state, I had been awarded in the Executive Club, helped countless friends and neighboring military families in finding their first homes, selling existing homes, and building their real estate portfolios."

After five years in Virginia, she and her husband made the move back to Arizona. "I immediately invested in the time to become a REALTOR® here in AZ. I quickly met Max Dewitt, the leader of the Steadfast Team and after our first meeting, I knew I wanted to hang my license with Realty ONE Group."

"Since the beginning, the Steadfast Team has always treated me like family. The last two years in Real Estate in Arizona have been some of the best years yet. I took the education and groundwork that I developed in Virginia and reinvented my business out here in Arizona."

#### COMMUNICATION. TRANSPARENCY. DEPENDABILITY.

Paige places honesty very high on her list of priorities. "I value honesty in my dealings with others and I expect others to value the honesty in how I work with them. This equates to being very up-front with my clients and explaining the entire situation to them, good and bad. I believe in transparency." She claims that she has even gained clients from this alone.

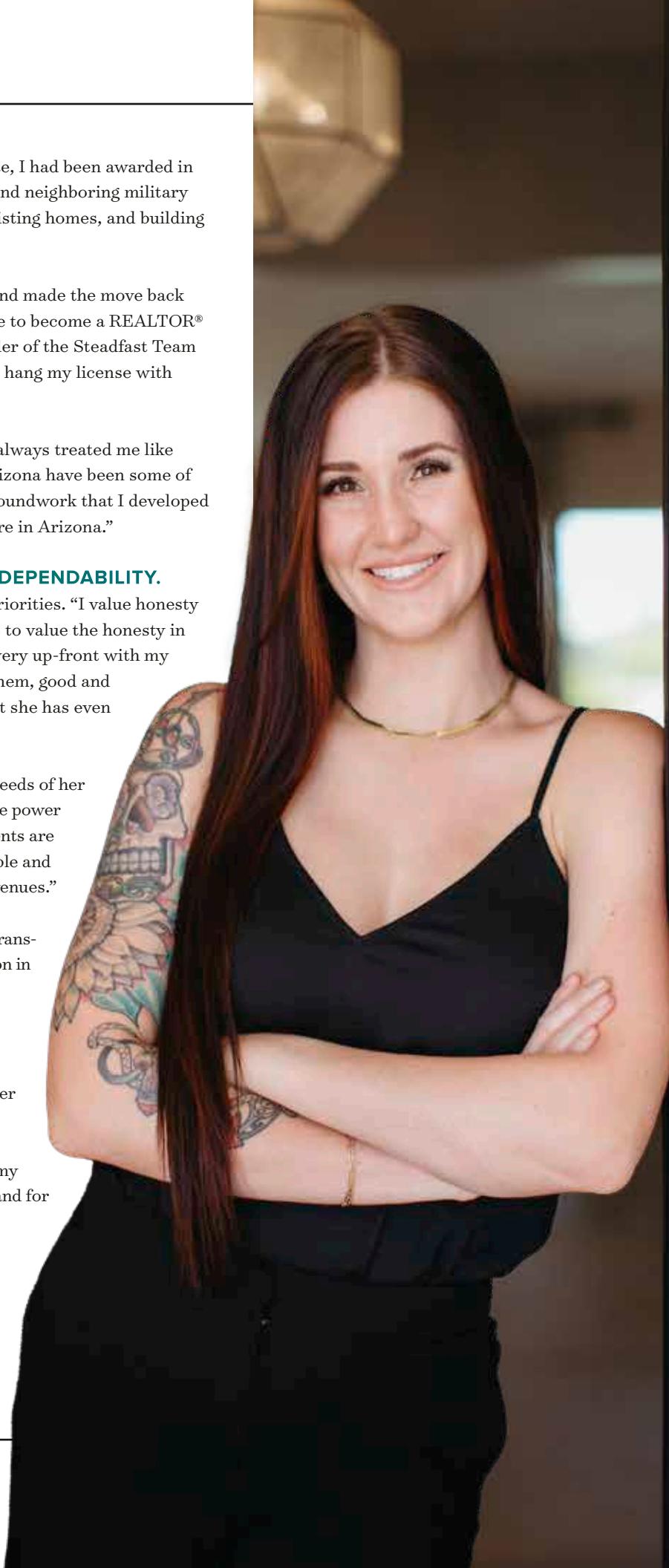
Like many top REALTORS®, Paige places the needs of her clients first in every interaction. "I believe in the power of open communication," she explains. "My clients are aware from the beginning that I am fully available and set clear expectations of our communication avenues."

"I believe in honesty and open communication, transparency, and dependability. That is how I function in my home, my community, and my business."

#### BUILDING CONFIDENCE

"In 2023 I promised myself to take care of my mental health, my physical health, and my career to be the true best version of myself possible. This promise to myself has been challenging, but necessary. For the last 10 years, I watched my friends and family climb the corporate ladder, and for me, that was what defined success."

"At least that's what I used to think. They were getting new positions, going to new companies, and getting raises and I was just here, a REALTOR®. After what we can call a mental breakthrough I realized, Real Estate was a



career. It was MY Career. How was I so lucky that I got to be involved with my kids every day until they were ready for elementary school, am able to take and pick them up for school, attend school events, AND build a business at the same time."

"Once I stopped telling myself I was JUST an agent and actually believed in myself, I gained a lot more confidence, and confidence is what attracts people."

#### FAMILY FOCUS

Paige and her husband have been married for seven years. Together they have two children: a son and a daughter. "My husband, Anthony, has the most creative mind, loves to fish, and works as a Solutions Engineer for Skydio." She explains that his job tends to be very demanding. "My son, Levi, is six years old, enjoys building Legos, and

**I BELIEVE IN THE POWER OF OPEN COMMUNICATION.**



is a problem solver. My daughter, Ivy, is a leader. She is four years old and enjoys gymnastics."

"On a typical day, you can find us at the table building Legos, at the gym, or visiting the movies or bowling alley! Most of our core memories have been built during vacations. We love getting away, whether it be to a cabin up north for the weekend, California for a short trip, or my kids' personal favorite, Mexico! Family vacations are our favorite."

Congratulations to Paige Morlino, this month's Rising Star! It is abundantly clear that she is rocketing toward her definition of success and has in many ways already achieved it.

"I enjoy being part of all of the communities I live in. The road hasn't always been paved in gold, but I believe in the power of collaboration, education, and perseverance."

## ► sponsor spotlight

By **Dave Danielson**



# CAMELBACK MOVING



**Camelback Moving's President Chad Olsen is as invested in your success as a REALTOR® as he is in building up his team and brand.**

"Although our industry is transportation, the business that I'm in is delivering exceptional customer service. The elevated experience of our VIP Program adds hospitality and a guarantee that your client's concerns are dealt with before they even arise," says Chad about the company's mindset for the past 18 years.

Today Camelback Moving has completed over 74,000 moves and more importantly is one of the most reputable and reviewed movers in Arizona. Providing residential and commercial services for both local and interstate moves they offer the full scope of services including packing, loading, office relocations, specialty installs, and storage as well as emergency pack-outs and evictions.

### **VIP Partner Program for Real Estate Agents**

Their VIP Partner Program is a hospitality experience tailored to REALTORS® and their clients' needs. Exclusive

*Preserving  
Sanity  
One VIP  
Partnership  
at a Time*

benefits include lower hourly rates, dedicated VIP crews, a VIP Concierge, and up to 3 days and 2 nights of storage in transit (SIT) at no cost.

The Partner Program provides communication, guidance, and a lifesaving plan B if there's a delay in closing and a need for temporary storage. Today Camelback Moving is proud to be partnered with some of the top names in real estate and over 5,000 individual agents across the Valley.

### **The Spark of the Program**

The inspiration for the VIP Partner Program came from a stay Chad had enjoyed at a high-end resort around four years ago.



*We cultivate relationships with our VIP Partners and keep a line of communication open just for them.*

**-MARIE**

"I had stayed there prior and on my return visit, I was amazed at how everyone knew who I was! They referenced my earlier stay and they knew my preferences which made it a dazzling service experience. We decided to put that same approach to work for our partners and clients here."

#### **Sustainable Growth of the Program**

In recent years Camelback Moving has strategically invested in sustainable growth and expanded its team to ensure they're engaged with agents and offices throughout Arizona. This includes a team of VIP Liaisons across the Valley to serve our partners and clients.

Marie Renfro, who oversees the program gave this snapshot, "As a VIP, you and your referred clients have access to top-tier professionals as well as caring customer service every step of the way. We put a lot of emphasis on integrity, and we break things down for customers in a detailed way."

Maggie Gautier is a VIP Liaison in the West Valley for Camelback Moving and explained, "We realized early on that REALTORS® were our 'source of the source' and developed our VIP Partner Program to impart the most value to your referrals as a REALTOR®. When REALTORS® refer to Camelback Moving, they are getting a truly vetted resource with more than 1,000 online ratings."

In the East Valley, Jenni Vega gets to see the benefits of the program firsthand. "The VIP Program is such a unique offering that REALTORS® can take advantage of, and it helps them look like rock stars to their clients! It's a no-brainer for every Real Producer REALTOR® to be a part of this program!"

Another VIP Liaison in the West Valley Joseph Marine, he says "As a REALTOR® and a Camelback Moving VIP Program representative, I have

the unique advantage of seeing all sides. It's a great program from an award-winning company."

The VIP Partner Program includes an elevated VIP Concierge Service, including up-to-date and ongoing communication with REALTORS® about referred clients so they are always in the loop. Marie, who also oversees this aspect of the program says, "We cultivate relationships with our VIP Partners and keep a line of communication open just for them."

For more information about Camelback Moving and The VIP Partner Program, or if you or your clients have an upcoming move, please give us a call and see why our motto is "Preserving Sanity One Move at a Time".

**Phone: (602) 564-6683**





## ► legal corner

By John L. Lohr, Jr. - Hymson Goldstein Pantiliat & Lohr, PLLC

Protect Your Business with

# TRADEMARKS & SERVICE MARKS

Does your business name or logo have any value to you? Do you want to protect your business name from third parties using either the exact name or logo or a confusingly similar name or logo in their business? If so, you should consider registering your business name or logo as a trademark and/or service mark with either the United States Patent and Trademark Office ("USPTO") and/or the Arizona Secretary of State to protect them.

Recently, a real estate broker client contacted us to ask if there was anything we could do to help them because a wholesale buyer/seller of real estate that

was not a licensed real estate agent stole our client's name and used it as their own business name with the Arizona Corporation Commission, on social media and in advertisements. For purposes of this article, we will call our client Awesome Realtors Real Estate, LLC. Our client, Awesome Realtors Real Estate, LLC, formed in 2020 and obtained its real estate license with the Arizona Department of Real Estate in 2021. Awesome Realtors Real Estate, LLC has been actively doing business in Arizona since that time. Many people in Arizona identify quality real estate services through the name Awesome Realtors Real Estate, LLC.

The wholesaler started doing business in 2023 and used the names Awesome Realtors Real Estate Team LLC and Awesome Realtors Real Estate Holdings LLC in an effort to confuse consumers into thinking they were related entities to our client which diverted business from our client. Even though our client had not registered the trademark with either the USPTO or the State of Arizona, as a result of being first in time and due to the continued use of the Awesome Realtors Real Estate name, our client had obtained common law trademark rights in that name dating back to 2021. Our law firm wrote a cease and desist demand letter to the wholesaler and fortunately convinced the wholesaler to change its name with the Arizona Corporation Commission and in its advertising without having to file an expensive lawsuit.

So you may be asking, if your law firm was able to get the wholesaler to stop using "Awesome Realtors Real Estate" name using common law rights to its name, why would I need to register with the USPTO or State? The simple answer is that registering with the USPTO and State offers far greater protections for your trademark than just the common law protections. Here are the differences in the protection that each have to offer a business.

### **What is a trademark/service mark?**

A trademark/service mark can consist of words, names, symbols, designs, slogans, logos, or any combination thereof, which are generally used to identify and distinguish the characteristics or source of goods or services. In other words, a trademark/service mark is a source-signifying mark that differentiates the brand, products, and/or services of a business from its competitors. A trademark represents a product produced by a business while a service mark represents a service offered by the business. A single business can register both trademarks and service marks to brand themselves

### **Common Law Trademarks Protections**

While Arizona does recognize common law trademark rights. There is not a great deal of case law on the topic. The cases in Arizona that do exist mainly allow for lawsuits to stop the infringers

under claims of trademark infringement and unfair competition. *See Taylor v. Quebedeaux*, 126 Ariz. 515, 627 P.2d 23 (1980); *Boice v. Stevenson*, 66 Ariz. 308, 187 P.2d 648 (1974); *Lininger v. Desert Lodge*, 63 Ariz. 239, 160 P.2d 761 (1945); *see also Joshua David Mellberg LLC v. Will*, 96 F.Supp.3d 953 (D. Ariz. 2015) (affirming the core purpose of the tort of unfair competition is to prevent consumer confusion). *See AMF, Inc. v. Sleekcraft Boats*, 599 F.2d 341, 353 (9th Cir. 1979) (proximity of goods and services as well as marketing channels are factors in analyzing customer confusion). The Arizona cases do allow for injunctions and damages for the infringement but without registration do not allow for the recovery of attorney's fees and costs nor offer some of the broader remedies and protections that come with registering the trademark.

### **Protections by registering with the Arizona Secretary of State.**

The biggest benefit of registering in Arizona is that your trademark will be listed in the State's trademark list as registered and owned by you. Registration alone can be a major deterrent against potential infringers attempting to use your trademark. In addition, the filing fee and process to register a state trademark are far lower than a federal one. In Arizona, the Secretary of State charges just \$15 or \$25 for an expedited application. This is as opposed to a fee for federal application that ranges from \$250 to \$350 per classification.

Registering the trademark with the State of Arizona is faster than the process to federal registration from the USPTO. If you are planning to do business only in Arizona, and have no desire to expand beyond its borders, an Arizona state trademark can be a great option.

Registering your trademark with the State of Arizona gives you a trademark filing date that is official and will carry weight in court under A.R.S. § 44-1444 in terms of priority and proof that you are first in time and, therefore first in right. This can be important not only in stopping others from using your mark but in defending yourself against accusations that you have infringed on someone else's trademark. In addition, registration serves

as a notification that someone owns and uses the trademark. It becomes a matter of public record, searchable by others.

Arizona statutes offer an owner some really good remedies if someone infringes on the owner's trademark. If one is forced to file a lawsuit to stop someone from infringing on their trademark in Arizona, A.R.S. §§ 44-1448.01 and 44-1451 allow the trademark owner in some situations to obtain an injunction against the infringer; obtain a judgment that disgorges the profits the infringer made; awards the owner any damages sustained; and awards the trademark owner the costs and reasonable attorney's fees for being forced to bring the lawsuit. Under A.R.S. § 44-1451(B)(5), the court may also order the cancellation or transfer of a registration or destruction of reproductions, copies, counterfeits, or colorable imitations of the registered mark in the possession or under the control of the infringer or their delivery to the owner of the registered mark for destruction. Under A.R.S. § 44-1451(B)(6), a court may also order the confiscation or destruction of any unauthorized copy of computer software that when used depicts or displays or causes to be depicted or displayed a registered mark.

Registration of the trademark in Arizona is effective for a term of 10 years. The registration may be renewed for successive periods of 10 years, by the timely filing of renewal applications with the Arizona Secretary of State.

#### **What Are the Advantages of a Federal Trademark?**

Federal trademarks registered with the USPTO supersede state filings at almost every level. Besides having priority if the federal registration was filed first, the following benefits apply to possessing a federal as opposed to a state mark:

- A rebuttable presumption that your mark was first in time and first in right.
- Federal registrations give you a basis to file in other countries, including parties to a trademark treaty known as the Madrid Protocol.

- Federal trademarks can allow you to stop imports that are unauthorized and use your mark.
- Federal trademarks give you ownership across all 50 states, plus all U.S. territories.
- Federal trademarks allow you to use the ® symbol.
- You can file infringement suits in federal courts.
- Your mark will be listed in the U.S. Patent and Trademark Office (USPTO) database.
- You can file an application before you begin using the trademark. This is known as an intent to use mark.
- Under 15 U.S.C. § 1117, you may be eligible for much greater awards in cases of infringement of federal marks, including injunctive relief, disgorgement of the infringer's profits, reasonable royalties, treble damages, corrective advertising, actual damages, attorney's fees, court costs, and enhanced damages in cases of malicious, fraudulent, or willful infringement. You may also obtain an order requiring the destruction or forfeiture of infringing articles and an award of statutory damages. Congress set the amount of statutory damages, which currently ranges between \$1,000 and \$200,000 per counterfeit trademark per type of merchandise or service sold, offered for sale, or distributed. The statutory award can be as high as \$2,000,000 per instance if the court finds that the use of the counterfeit mark was willful.
- Those who aren't U.S. nationals can count on Section 44 of the trademark statute to file a federal application based on ownership of a foreign trademark in their home country and an intent to use in the U.S. No use of the mark needs to exist within the U.S. at the time of filing, though eventually, the mark must be used to avoid cancellation.

The approval process does take a bit longer with the USPTO generally, 4 to 8 months. One must also renew the trademark 5 years after the initial filing and then every 10 years after the first renewal.

At Hymson Goldstein Pantiliat & Lohr, PLLC, we can help register trademarks and assist when someone commits infringement. Remember, our business is your peace of mind.



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► tenacious reviews

By Kimberly "Tenacious T" Tocco

# THE Jetsons MEETS THE TOWN OF Gilbert

WELCOME TO AGRITOPIA!

As we head into our favorite time of year to be festive and break bread with friends and family, I found myself feeling nostalgic about the days of old. The Nation is feeling more than ever the pull to be together face to face. To support the local communities and businesses. We long for calm, peace, and laughter as we have long conversations and sip on old-fashioned lemonade. The American Dream was to build sustainable communities that thrive on the uniqueness and compassion of its people.

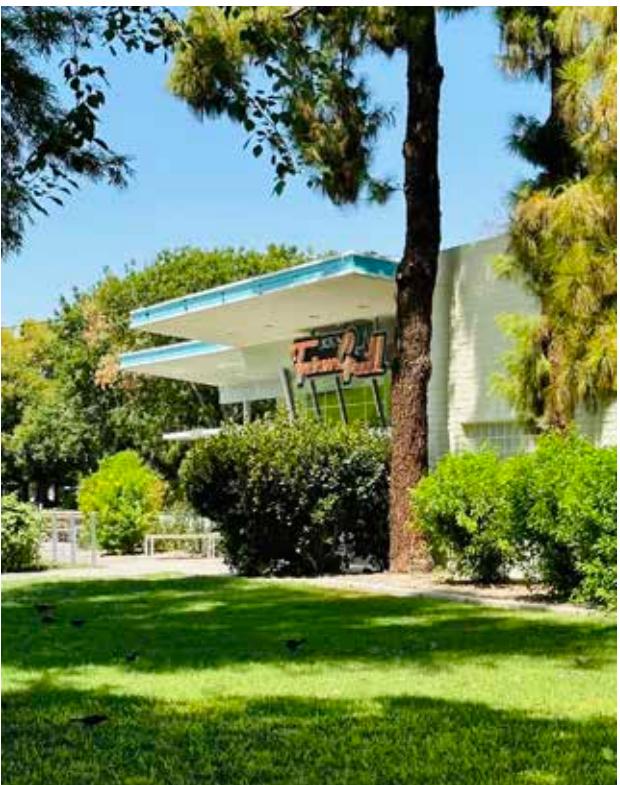
"Where could I go right now that would bring me to that place of harmony with nature yet a thriving living collective," was the thought I had on this glorious afternoon in September. The wind had that slight dip in temperature telling you fall was near. I needed a little lunch and as I down Ray Road, there on the north side of the road was Joe's Farm Grill featuring farm-fresh cuisine straight out of Agritopia.

In the 1960's a young family purchased some farmland in Gilbert in which they raised three boys and grew crops. As time passed the Johnston Family wanted to preserve the land they cherished as everything around them began to be developed.



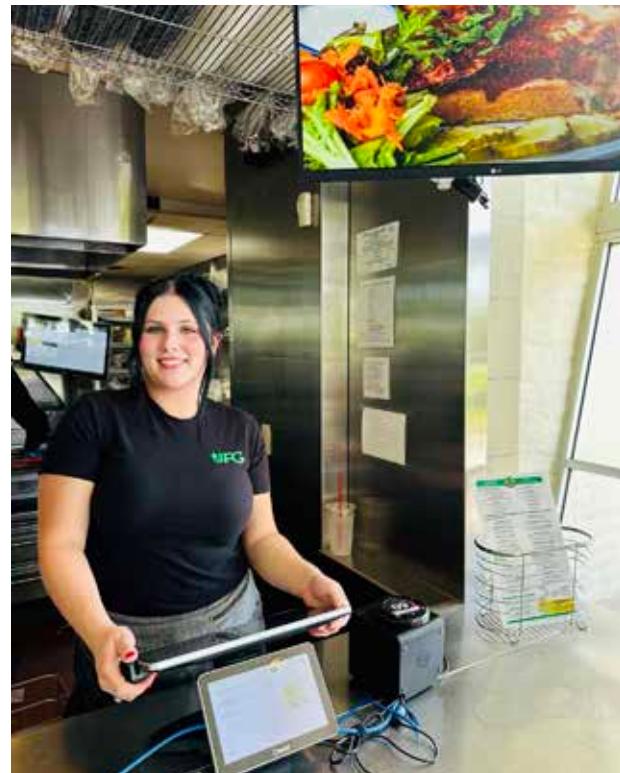
They worked closely with the city and developers so they could create and preserve the farm in a new urban setting, but to create a village atmosphere with commerce and a vibrant neighborhood surrounding the farm. Agritopia was born and contains approximately 12 acres dedicated to permanent urban organic farming. The Johnston's original family home was then turned into a modern-mid-century burger stand they named "Joe's Farm Grill".

Walking up the sidewalk approaching the restaurant, you can't help but drift over and hug the huge trees. Patio lights string along the mature trees along the sidewalks and lush grass. The building that is now Joe's Farm Grill is unbelievably modern considering it was built in the 60s. The kitchens take up most of the bedroom space and again, stunning mid-century design that is timeless in the Valley of the Sun. As you enter the floor-to-ceiling windows on every wall flood the space with natural light, wholesome and savory smells come from the kitchen and people are chatting and happy. A beautiful selection of both vegan and savory meat dishes like BBQ Blue Burger to Farm Veggie Burger where they make their OWN vegan mix. Shakes, fries, fresh farm chicken, fried pickles, corn fritters, and down-home cooking fresh from the farm in a sophisticated "Burger Joint" feel.



Today I brought my son and real estate partner to sample several dishes. Corn Fritters, Fried Pickles, Ahi Tuna Sandwich, Farm Veggie Burger and beat salad, homemade lemonade, Ice Tea, and of course, dessert. We chose the Chocolate Carmel Turtle Cheese Cake and the made-to-order Chocolate chip cookies. Large portions and stunning presentation and flavors. There is a huge difference in the flavors of food when you can walk in your backyard and pull it from the ground. The veggie burger was so vibrant without the typical fillers and such you find in commercial establishments. The Ahi Tuna, fresh caught, was nicely seared and red in the middle, wasabi mayo for the kick, and the cabbage slaw on top was just divine. I have never had a corn fritter and was pleasantly surprised by the fluffy inside and excellent crunch of the sweet crust combined with the sweet mustard sauce. Out came the fresh hot cookies and we could not help but set our entrees aside and dig in. The Cheesecake had an airy texture yet rich turtle sauce with the perfect amount of salt to bring out the chocolate. Fresh vanilla bean could be seen in the cream and the cookies were to die for. That buttery crisp outside and gooey dough inside. Packing up our take-home boxes and walking the grounds, you can see the vision of the Johnston Family flourish on the grounds. A bakery and coffee shop, a winery, and small business suites for rent all surrounding the farm and showing sustainable urban living is possible. Events can be planned here, picnic tables, bright green umbrellas, bridges, and walkways, just a place to slow meander and enjoy.

With what is happening on the planet, the technology, the volatile economy, coming to Joe's Farm Grill and the Agritopia Farms has given me a breath of fresh air. A new world is possible, one that is filled with true community, sustainable economic growth through partnerships, and the preservation of our most valuable possession...the Earth and living symbiotically. For both a nostalgic experience and one of hope, stop by this glorious farm and linger like days of old and dream of better tomorrows.



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# What is the most important thing still on your bucket list?



**Trisha Carroll**  
*Wedgewood Homes Realty*

Skydiving. As the years go by, the more cautious I become, however I still crave that rush when you overcome something that you know deep down you can do. I have thought about skydiving in the past and it scares the daylights out of me, but I know that if I did it, it would be an experience I would remember for the rest of my life.



**Jason Crittenden**  
*Realty ONE Group*

I kicked my Bucket List after reading *Die With Zero* and replaced it with dreams and goals, figured out the approximate age I will die naturally, and then divided those desires up into smaller buckets to achieve during my "Go-Go years," my "Slow-Go years," and then my "No-Go years."



I'll go heavy on things that take health up front, and leave things (like an Alaskan cruise for example) for my slow-go years when I could still do it, even in a wheelchair.



My hope is that you'll too read *Die With Zero*, adopt some of the unique ideas about how life and money should be spent, and also go heavy on achieving your bucket list, or whatever you want to call it, now.



**Mo Yaw**  
*Realty Executives*

I was born in England and have not been back since I was a wee tiny one! The top of my bucket list is to go to England to see where I was born and check out the country! Once I get over my fear of flying overseas, I will go one day!



**Skyler Keyser**  
*KW Realty Phoenix*

The most important thing still on my bucket list is for my wife and I to take our honeymoon all over Italy. She has family that is deep rooted into the area and even has a street named after them! We plan to experience the coast, wine country, eat true original food. We have both never been so very excited!



**Nick Kirby**  
*Keller Williams*

The most important thing still on my bucket list is to make enough passive income to not be forced to work anymore.



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

Be debt free.



**Jessica Keigley**  
*Keller Williams Integrity First*

Professionally: I would like to have a lead Buyer's Agent and lead Listing Agent so I can focus on the training aspect versus being in the field. We are working our way towards this set up but definitely a Bucket List item.

Personally: I want to go to Italy! Oh and learn Spanish!



**Karl Tunberg**  
*Hague Partners*

To take my entire family, kids, grandkids, spouses, boy/girl friends on a two week

tropical vacation to Hawaii or the South Pacific (Bora Bora or Tahiti).



**Cassandra Mueller**  
*Limitless Real Estate*

One major item on my bucket list would be to backpack parts of Europe we have not explored with our daughter before she graduates High School.



**Dawn Forkenbrock**  
*Real Broker*

I want to take an improv class!



**Gregory Dybas**  
*eXp Realty*

To travel at will! Pick up the backpack, passport and walk right out to the door with no ties!



**Heidi Zebro**  
*72 Sold*

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► weserv monthly update |

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

## WeSERV Volunteers Shape the ASSOCIATION'S FUTURE

Our mission at the West and SouthEast REALTORS® of the Valley is to provide services that lead to member prosperity. Volunteering is not just a selfless act; it's a strategic move that can significantly contribute to building longevity in relationship building and business growth. This involvement offers many benefits beyond traditional networking, fostering connections that can stand the test of time and contribute to a thriving business. Throughout the years, WeSERV has been extremely fortunate to enable real estate professionals who dedicate themselves to serving their surrounding communities and being ambassadors for new volunteers. Many of our fantastic volunteers have served the association for years and helped bring in new members eager to serve.

WeSERV will focus on seeking new volunteers to serve our committees this fall. Our committees provide members the opportunity to enhance the WeSERV experience. WeSERV has a plethora of committees that our members can serve on, such as:

- Affiliate Committee
- Commercial Connection
- Community Involvement
- Diversity, Equity, and Inclusion
- Global Business & Alliances Council

- Government Affairs
- Marketing Home Tours
- Member Engagement
- Professional Development
- REALTORS® of Arizona Political Action Committee
- Young Professionals Network

When members volunteer at WeSERV, they position themselves as dedicated and knowledgeable professionals in the industry. Their willingness to contribute time and expertise showcases commitment to the field and establishes credibility among colleagues, peers, and potential clients. We invite members throughout each chapter to serve on whichever committee they wish. Being involved allows our volunteers to gain a different perspective on our association. Yet, the common denominator for many of our volunteers is the camaraderie they build among one another.

Volunteering your time to better someone's life is a unique gift. It's a way to ensure those in need are seen, heard, and supported in whatever capacity. By dedicating time and expertise, our members position themselves as a respected figure in the industry, fostering connections that can enrich their careers for years to come.

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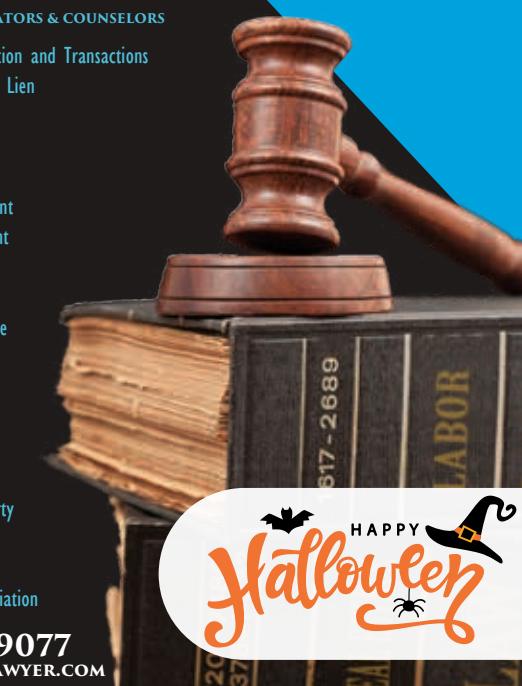
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# TOP 300 STANDINGS

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

#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023	#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023
1	Jacqueline Shaffer	OfferPad Brokerage	\$75,640,482	161	35	Yalin Chen-Dorman	Realty ONE Group	\$18,404,209	33
2	The Ethridge Team	eXp Realty	\$61,426,062	99	36	Justyna Korczynski	The New Home Company	\$18,380,096	39
3	Richard Harless	AZ Flat Fee	\$59,769,834	131	37	Hai Kim Bigelow	Redfin Corporation	\$18,224,000	30
4	Darwin Wall	Realty ONE Group	\$49,448,959	101	38	Nick & Kristy DeWitz	72SOLD	\$18,154,200	33
5	Karl Tunberg	Hague Partners	\$46,987,462	76	39	Delaney S Rotta	Launch Powered By Compass	\$18,143,231	5
6	Shannon Gillette	Real Broker AZ, LLC	\$44,682,240	84	40	Robin R. Rotella	Keller Williams Integrity First	\$17,721,900	35.5
7	Mary Jo Santistevan	Berkshire Hathaway HomeServices Arizona Properties	\$44,374,193	106	41	Eric Brossart	Keller Williams Realty Phoenix	\$17,506,000	18.5
8	Carol A. Royse	Your Home Sold Guaranteed Realty	\$32,095,575	56.5	42	Blake Clark	Limitless Real Estate	\$17,406,400	18
9	Tyler Blair	My Home Group Real Estate	\$30,739,594	66	43	Heather Openshaw	Keller Williams Integrity First	\$17,255,817	30
10	Garrett Lyon	eXp Realty	\$27,621,155	56	44	Thomas Popa	Thomas Popa & Associates LLC	\$17,199,525	15
11	Jody Poling	AZ Seville Realty	\$26,006,705	19	45	Rodney Wood	Keller Williams Integrity First	\$17,117,765	26
12	Kenny Klaus	Keller Williams Integrity First	\$24,682,907	52	46	Lorraine Ryall	KOR Properties	\$17,061,000	18.5
13	Ben Leeson & TJ Kelley	Keller Williams Integrity First	\$24,615,292	47	47	Stacy Ladin	Berkshire Hathaway HomeServices Arizona Properties	\$16,540,000	2
14	Rebekah Liperote	Redfin Corporation	\$24,341,550	37	48	Brock O'Neal	West USA Realty	\$16,501,900	16.5
15	Lacey & Drew Lehman	Realty ONE Group	\$24,234,255	49	49	Bob & Sandy Thompson	West USA Realty	\$16,240,200	26.5
16	Charlotte Young	Realty ONE Group	\$23,976,229	44	50	Mary Newton	Keller Williams Integrity First	\$16,067,750	43.5
17	Mindy Jones	eXp Realty	\$23,963,940	59					
18	Russell Mills	Close Pros	\$23,896,665	32					
19	Benjamin Arredondo	My Home Group Real Estate	\$23,715,849	32					
20	Jody Sayler	Just Selling AZ	\$23,358,482	37.5					
21	Michelle Rae Colbert	Keller Williams Integrity First	\$23,189,000	36					
22	Clayton Denk	David Weekley Homes	\$22,331,484	26					
23	Nathan D Knight	ProSmart Realty	\$22,298,239	38					
24	Scott R Dempsey	Redfin Corporation	\$21,358,212	36					
25	Randy Courtney	Weichert Realtors - Courtney Valleywide	\$20,912,870	31.5					
26	Rebecca H. Rains	Berkshire Hathaway HomeServices Arizona Properties	\$20,721,509	56					
27	Carin S Nguyen	Real Broker AZ, LLC	\$20,272,135	38.5					
28	Adam Prather	Russ Lyon Sotheby's International Realty	\$19,884,100	30.5					
29	Carey Kolb	Keller Williams Integrity First	\$19,565,975	37.5					
30	Charlotte M Allred	Gehan Homes	\$19,451,641	29.5					
31	Heather M Mahmood-Corley	Redfin Corporation	\$19,443,175	31.5					
32	Brandon Howe	Howe Realty	\$19,325,500	18					
33	Daniel Brown	My Home Group Real Estate	\$18,441,190	30					
34	Yalin Chen-Dorman	Realty ONE Group	\$18,404,209	33					



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## TOLMACHOFF FARMS

📍 Glendale

Oct. 1st – Oct. 31st

## MACDONALD'S RANCH

📍 Scottsdale

Oct. 1st – Oct. 30th

## HALLOWEEN TOWN

📍 Phoenix

Oct. 13th – Oct. 31st

## ROCKER 7 FARM PATCH

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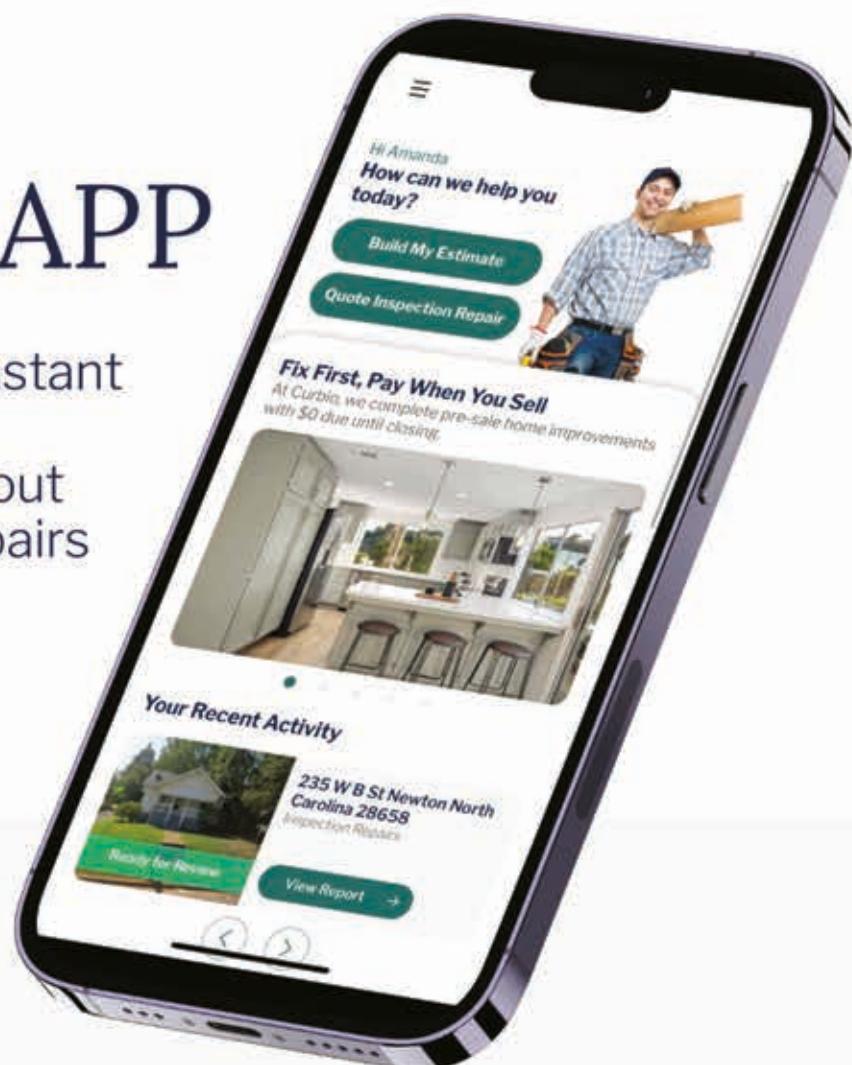


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# TOP 300 STANDINGS

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

#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023	#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023					
51	James Bill Watson	Keller Williams Realty Sonoran Living	\$15,998,202	18	85	Mary Almaguer	Apache Gold Realty, LLC	\$12,001,500	26.5					
52	Rick Metcalfe	Canam Realty Group	\$15,984,799	40.5	86	Kelly Khalil	Redfin Corporation	\$11,972,000	19					
53	Kevin Albright	Century 21 Northwest	\$15,641,155	10.5	87	Eve Bragg	Opendoor Brokerage, LLC	\$11,898,375	27.5					
54	Jill Vicchy Heimpel	RE/MAX Classic	\$15,570,375	39.5	88	Suzy Steinmann	Realty ONE Group	\$11,889,400	24.5					
55	Beverly Berrett	Berkshire Hathaway HomeServices Arizona Properties	\$15,555,206	12.5	89	Elizabeth Rolfe	HomeSmart	\$11,840,215	14.5					
56	Cassandra J Mueller	Limitless Real Estate	\$15,175,080	35	90	Angela Tauscher	Rover Realty	\$11,815,917	22					
57	Megan C Perry	Woodside Homes Sales AZ	\$14,972,091	24	91	Kelly Saggione	eXp Realty	\$11,765,075	18					
58	Jerry Thomas Beavers	Realty ONE Group	\$14,877,650	18.5	92	Janine M. Igliane	Keller Williams Realty East Valley	\$11,740,315	21					
59	Jorge L Quijada	DeLex Realty	\$14,563,750	5.5	93	Stacia Ehlen	RE/MAX Alliance Group	\$11,738,050	17.5					
60	Jason LaFlesch	Results Realty	\$14,523,000	19.5	94	Tara Hayden	Redfin Corporation	\$11,734,897	22					
61	Richard Johnson	Coldwell Banker Realty	\$14,425,995	23.5	95	Daniel Callahan	RE/MAX Classic	\$11,687,050	31					
62	Brian J Cunningham	eXp Realty	\$14,357,200	21	96	John Biddle	Redfin Corporation	\$11,586,900	22					
63	Leonard Behie	Realty Executives	\$14,019,287	18	97	Jason Crittenden	Realty ONE Group	\$11,467,965	22.5					
64	Bill Bulaga	Russ Lyon Sotheby's International Realty	\$14,001,000	4	98	Sergio Santizo	Hague Partners	\$11,412,210	22.5					
65	Dallin Simonton	Realty ONE Group	\$13,813,500	18	99	Leslie K. Stark	Realty ONE Group	\$11,342,000	10					
66	Aimee N. Lunt	RE/MAX Solutions	\$13,773,442	21	100	Elizabeth A Stern	Farnsworth Realty & Management	\$11,331,500	24					
67	Cindy Flowers	Keller Williams Integrity First	\$13,769,949	25	<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	Susan Goodrich	Cachet Development	\$13,735,411	8										
69	David C Zajdzinski	eXp Realty	\$13,496,328	26.5										
70	Michaelann Haffner	Michaelann Homes	\$13,446,300	24										
71	W. Russell Shaw	Realty One Group	\$13,277,900	29										
72	Jennifer Felker	Keller Williams Integrity First	\$12,899,949	15.5										
73	Chris Allen	Hague Partners	\$12,892,550	23.5										
74	Heather Werner	Ravenswood Realty	\$12,705,975	21.5										
75	Cristen Corupe	Keller Williams Realty Phoenix	\$12,681,450	10										
76	Mikaela N Clark	Limitless Real Estate	\$12,645,731	10										
77	Jacquelyn E Shoffner	eXp Realty	\$12,626,881	17.5										
78	Joshua Will Hogan	eXp Realty	\$12,480,213	17.5										
79	Brent Heiden	Iannelli and Associates	\$12,413,499	26										
80	Chris Anthony Castillo	CPA Advantage Realty	\$12,325,000	8										
81	Kathleen Scott	Redfin Corporation	\$12,267,249	26.5										
82	Scott Cook	RE/MAX Solutions	\$12,260,650	20										
83	Karen C. Jordan	Thomas Popa & Associates LLC	\$12,134,675	10.5										
84	Mary Almaguer	Apache Gold Realty, LLC	\$12,001,500	26.5										



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# TOP 300 STANDINGS

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

#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023
101	Curtis Johnson	eXp Realty	\$11,232,700	23.5
102	Tiffany Gobster	My Home Group Real Estate	\$11,225,000	7.5
103	Alisha B Anderson	Real Broker AZ	\$11,008,800	22
104	Shannon Nicole Duke	AZ Flat Fee	\$11,003,200	19.5
105	Suzanne M Daniels	Opendoor Brokerage, LLC	\$10,954,250	25.5
106	Frank Gerola	Venture REI	\$10,943,540	18
107	Krzysztof Okolita	My Home Group Real Estate	\$10,879,999	21
108	Dawn M Forkenbrock	Real Broker AZ, LLC	\$10,693,556	17.5
109	Scott Heywood	HomeSmart	\$10,661,990	11
110	Daniel T Birk	Realty Executives	\$10,654,000	18
111	Erik Geisler	West USA Realty	\$10,605,900	12
112	Adam B Coe	DeLex Realty	\$10,586,700	19
113	Kirk Erickson	Schreiner Realty	\$10,582,800	20.5
114	Kathy Camamo	Amazing AZ Homes	\$10,579,860	26
115	Angela Larson	Keller Williams Realty Phoenix	\$10,570,150	29
116	Michael W Cunningham	West USA Realty	\$10,551,409	15
117	LaLena Christopherson	West USA Realty	\$10,463,500	12
118	Laura Kulakowski	Realty ONE Group	\$10,458,300	6.5
119	Denise Hanna	Gehan Homes	\$10,410,879	18
120	Jason Arnett	Arnett Properties	\$10,392,700	17
121	Adriana L. Spragg	RHouse Realty	\$10,343,799	20
122	Amanda Pinkerton	HomeSmart Lifestyles	\$10,315,000	15.5
123	Jesse Wintersteen	ProSmart Realty	\$10,291,400	21
124	John Evenson	eXp Realty	\$10,279,070	25.5
125	Annette E. Holmes	Good Oak Real Estate	\$10,262,700	18.5
126	Jaime L Blikre	My Home Group Real Estate	\$10,234,315	19.5
127	Kelly Michael	KOR Properties	\$10,227,990	6
128	Nicholas Giles	Keller Williams Realty East Valley	\$10,224,100	13
129	Michael Ratzken	Two Brothers Realty & Co	\$10,217,200	15
130	Lisa M Harris	Hague Partners	\$10,097,777	19
131	Caitlin Bronsky	eXp Realty	\$10,074,000	12
132	Allison T Johnson	Good Oak Real Estate	\$10,055,501	9
133	Nicholas R Kirby	Keller Williams Realty Phoenix	\$10,048,050	18

#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023
134	Lori J Peterson	American Realty Brokers	\$10,045,000	24
135	Kimberly Lotz	Redfin Corporation	\$10,023,071	20.5
136	Braden Johnson	Limitless Real Estate	\$9,988,755	17
137	S.J. Pampinella	Redfin Corporation	\$9,871,500	16.5
138	Chad Fuller	K. Hovnanian Great Western Homes	\$9,825,269	11
139	Rachele M. Oram	HomeSmart Lifestyles	\$9,720,429	14
140	Lisa Hordichuk	RE/MAX Fine Properties	\$9,700,000	5
141	Lori Blank	Lori Blank & Associates	\$9,693,900	11
142	Cynthia Ann Dewine	Russ Lyon Sotheby's International Realty	\$9,681,900	14.5
143	Casey J. Jann	My Home Group Real Estate	\$9,677,366	8.5
144	Brian Kingdeski	Gentry Real Estate	\$9,582,675	16.5
145	Heather Taylor	ProSmart Realty	\$9,550,499	10.5
146	Cynthia Worley	Keller Williams Realty East Valley	\$9,517,261	11
147	Hannah Farbstein	My Home Group Real Estate	\$9,442,868	18
148	Nicholas L. Carlson	Launch Powered By Compass	\$9,440,500	3
149	Thomas L Wiederstein	Redfin Corporation	\$9,410,499	22
150	Shawn Rogers	West USA Realty	\$9,379,900	18.5
151	Trisha A. Carroll	Wedgewood Homes Realty	\$9,280,301	17
152	Andrew McGuire	ProSmart Realty	\$9,276,900	15
153	Stacie Neumann	Russ Lyon Sotheby's International Realty	\$9,246,890	12
154	Christina M Fox	Tierra Bella Realty	\$9,229,275	25
155	Tammie Fischer	Realty ONE Group	\$9,158,900	18
156	Shanna Day	Keller Williams Realty East Valley	\$9,130,050	12
157	Michelle Cross	Launch Powered By Compass	\$9,126,750	5
158	Marc Slavin	Realty ONE Group	\$9,119,225	4.5
159	John Hrimnak	Keller Williams Integrity First	\$9,100,167	17.5
160	Mike Mendoza	Keller Williams Realty Sonoran Living	\$9,021,211	15.5
161	Michael D Smith	Barrett Real Estate	\$8,989,120	15.5
162	Pamm Seago-Peterlin	Century 21 Seago	\$8,982,000	17
163	Robert Reece	Good Oak Real Estate	\$8,917,000	17
164	Bret Johnson	Realty Executives	\$8,871,900	18.5
165	Andrea D Garcia	Keller Williams Realty Sonoran Living	\$8,867,500	18

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# TOP 300 STANDINGS

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

#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023
166	Michelle Mazzola	Berkshire Hathaway HomeServices Arizona Properties	\$8,865,368	13
167	Laura Michaud	Orchard Brokerage	\$8,860,650	17
168	Marshall Hancock	DeLex Realty	\$8,858,197	11
169	Ryan Rossrup	Realty ONE Group	\$8,839,500	15
170	Natascha Ovando-Karadsheh	KOR Properties	\$8,833,250	9.5
171	Justin Cook	RE/MAX Solutions	\$8,832,845	14
172	Ben Swanson	Keller Williams Integrity First	\$8,823,240	21
173	Beth Rebenstorf	Realty ONE Group	\$8,822,313	13
174	Katie Lambert	eXp Realty	\$8,800,240	15
175	Kristen Hekekia	HomeSmart Lifestyles	\$8,796,152	9
176	Stephanie Strobel	Hague Partners	\$8,794,750	17.5
177	Wendy J Macica	Home Centric Real Estate	\$8,750,400	19
178	Lorri Blankenship	Carriage Manor Realty	\$8,727,500	52
179	Paulina Matteson	Realty ONE Group	\$8,692,977	10.5
180	Roger Lewis	Realty ONE Group	\$8,690,000	11
181	Cheri Smith	eXp Realty	\$8,653,090	13
182	Kirk A DeSpain	Call Realty	\$8,599,990	10
183	Brian Christopher C McKernan	ProSmart Realty	\$8,581,900	23
184	James Thompson	Keller Williams Realty East Valley	\$8,528,050	18
185	Amy N Nelson	Keller Williams Realty East Valley	\$8,519,500	14.5
186	Jardin Ratzken	Two Brothers Realty & Co	\$8,517,250	10.5
187	Danielle Bronson	Redfin Corporation	\$8,506,890	18
188	Mike Schude	Keller Williams Integrity First	\$8,501,875	13.5
189	Kelly R. Jensen	KJ Elite Realty	\$8,494,507	19
190	Warren Petersen	Network Realty	\$8,494,016	5
191	Julie Chamberlain	eXp Realty	\$8,489,909	6
192	Dianna Wood	Opendoor Brokerage, LLC	\$8,489,617	19.5
193	Carla Holzer	Realty ONE Group	\$8,470,500	5
194	Michele Keith	HomeSmart	\$8,439,391	9.5
195	Steven Coons	Farnsworth Realty and Management	\$8,423,799	21
196	Radojka Lala Smith	eXp Realty	\$8,390,250	13.5
197	David Larsen	West USA Realty	\$8,342,490	15
198	Brandi Samples	Long Realty Partners	\$8,339,495	16

#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023
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199	Lisa Fonseca	Lori Blank & Associates	\$8,329,500	17
200	Kiara I Cadillo	Opendoor Brokerage, LLC	\$8,283,038	19.5
201	Lynnanne M Phillips	Keller Williams Realty Sonoran Living	\$8,274,000	11
202	Adam Dahlberg	Hague Partners	\$8,256,150	18
203	Daniel A Baker	Russ Lyon Sotheby's International Realty	\$8,228,970	13
204	Melanie Nemetz	Keller Williams Integrity First	\$8,219,510	13.5
205	Peggie Jean	Realty Marketing Group Herron-Simmons	\$8,177,051	7
206	Chris Benson	NextHome Alliance	\$8,172,000	12.5

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# TOP 300 STANDINGS

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

#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023
207	Ryan D Bawek	eXp Realty	\$8,144,500	7
208	Todd Stengel	Morgan Taylor Realty	\$8,138,325	7.5
209	Kimberly Sanders	Realty ONE Group	\$8,129,500	14
210	Leila A. Woodard	My Home Group Real Estate	\$8,120,179	17
211	Kandi Andresen	Keller Williams Integrity First	\$8,068,890	13
212	Beau K Tanner	Perkinson Properties LLC	\$8,054,000	6
213	Kraig Klaus	Keller Williams Integrity First	\$8,034,375	18
214	Gordon Hageman	Real Broker AZ	\$8,024,167	17
215	Brett Worsencroft	Keller Williams Integrity First	\$8,010,079	17
216	Donna Mendoza	Jason Mitchell Real Estate	\$7,990,835	11.5
217	Lauren Sato	West USA Realty	\$7,989,500	17
218	Ryan Meeks	eXp Realty	\$7,988,310	12
219	Christine Schroedel	CMS Properties & Real Estate LLC	\$7,951,990	10
220	Royal Henry	Cactus Mountain Properties	\$7,927,500	24
221	Ann Adams	Ann Adams And Associates Realty	\$7,918,900	13
222	Austin Denham	DenMar Realty	\$7,888,000	20
223	Aaron Stradling	Weichert, Realtors-Home Pro Realty	\$7,883,400	11
224	Christian Lemmer	Engel & Volkers Gilbert	\$7,852,500	2
225	Catherine Merlo	Berkshire Hathaway HomeServices Arizona Properties	\$7,830,071	15
226	Kathleen McMullen	Exclusive Homes and Land	\$7,803,500	5
227	Julia Kinkead	HomeSmart	\$7,803,000	10
228	Keith M George	Coldwell Banker Realty	\$7,799,250	21.5
229	Annette Nelson	HomeSmart	\$7,797,490	16
230	Jeffrey L. Franklin	Realty Executives	\$7,791,592	13
231	Rachel Krill	eXp Realty	\$7,767,087	16.5
232	Anastasia Gervasi	HomeSmart	\$7,760,499	16
233	Sharon Cochran	HomeSmart	\$7,750,000	2
234	Vincent Clark	VCRE	\$7,745,000	3
235	John Karadsheh	KOR Properties	\$7,744,250	7.5
236	Kristi Jencks	eXp Realty	\$7,724,900	12.5
237	Brandon Gavins	Hague Partners	\$7,710,850	14.5
238	Heidi S Spielman	Platinum Living Realty	\$7,707,311	31
239	Pamela L Docekal	Realty ONE Group	\$7,648,300	10
240	Jean Grimes	Russ Lyon Sotheby's International Realty	\$7,614,750	13.5

#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023
241	Benjamin Graham	Keller Williams Realty East Valley	\$7,614,000	15
242	Jed A Gray	HomeSmart	\$7,609,300	9.5
243	Katrina L McCarthy	Hague Partners	\$7,603,230	12.5
244	Kevin McKiernan	Venture REI	\$7,589,750	14
245	Christy Rios	Keller Williams Integrity First	\$7,559,250	10.5
246	Ronald Bussing	Realty ONE Group	\$7,558,433	13.5
247	Atif Musharbash	Keller Williams Realty Sonoran Living	\$7,529,390	8
248	Bryce A. Henderson	Four Peaks Brokerage Company	\$7,511,800	15
249	Kimberly L Schonhoff	KJ Elite Realty	\$7,511,651	16
250	Brian Rhode	Barrett Real Estate	\$7,511,500	10.5
251	Nicole Karantinos	Realty Executives	\$7,504,144	9.5
252	Trevor Bradley	Real Broker AZ, LLC	\$7,495,000	13.5
253	Deanna Calkins	Home Centric Real Estate	\$7,494,935	14
254	Michael Hargarten	Jason Mitchell Real Estate	\$7,459,175	12
255	Chris Lundberg	Redeemed Real Estate	\$7,420,500	12.5
256	Ashley McKee	Realty Executives	\$7,415,700	16

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# TOP 300 STANDINGS

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

#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023
257	Heather Rodriguez	eXp Realty	\$7,394,740	12.5
258	Christopher T Doyle	Realty ONE Group	\$7,370,000	3
259	Gilbert Moreno	HomeSmart	\$7,349,306	17.5
260	Lindsay Mazzola	eXp Realty	\$7,340,000	4
261	David Courtright	Coldwell Banker Realty	\$7,317,060	16
262	Renee' Merritt	Keller Williams Arizona Realty	\$7,315,000	6
263	Matthew Kochis	Keller Williams Realty East Valley	\$7,293,960	14
264	Jim Sobek	Weichert, Realtors-Home Pro Realty	\$7,273,250	14
265	Richard Alan Ashby	Ashby Realty Group	\$7,242,389	12
266	Allen R Willis	Ensign Properties Corp	\$7,228,500	15
267	Bryant William Aplass	Gentry Real Estate	\$7,214,000	5
268	Mike Mazzucco	My Home Group Real Estate	\$7,190,350	15.5
269	Jenna L. Marsh	Realty Executives	\$7,169,715	9.5
270	Cory Whyte	Keller Williams Integrity First	\$7,168,160	7.5
271	Dawn Carroll	Lori Blank & Associates	\$7,153,000	10
272	Kyle J. N. Bates	Keller Williams, Professional Partners	\$7,148,190	14.5
273	Chris Baker	Hague Partners	\$7,125,300	13
274	Diane Bearse	Realty Executives	\$7,122,614	10.5
275	Christy H Le	eXp Realty	\$7,094,170	14
276	Len Nevin	eXp Realty	\$7,076,499	13.5
277	Jeffrey T Traynor	Howe Realty	\$7,075,000	1
278	Nicki Highmark	Realty Executives	\$7,066,000	8.5
279	Amy Laidlaw	Realty Executives	\$7,027,815	14.5
280	Bart Haiduk	Haiduk Realty Experience	\$7,013,675	13
281	Sarah Anderson	RE/MAX Solutions	\$7,003,000	12
382	Julie R.B. Quesada	Keller Williams Integrity First	\$6,948,520	10.5
383	Kristi Hinkle	MCO Realty	\$6,947,900	11.5
284	Ashley McCombs	Keller Williams Integrity First	\$6,939,815	14
285	Michael Kent	RE/MAX Solutions	\$6,932,350	20
286	Timothy Ehlen	RE/MAX Alliance Group	\$6,930,950	10
287	Eric R Middlebrook	Your Home Sold Guaranteed Realty	\$6,928,000	11
288	Timothy J Cusick	Homelogic Real Estate	\$6,892,491	11.5

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

#	Name	Office	Total Volume Sales Jan 1-Aug 31, 2023	Total Unit Sales Jan 1-Aug 31, 2023
289	Mark Berberian	My Home Group Real Estate	\$6,855,000	3
290	Susan Hallamore	HomeSmart	\$6,789,000	5
291	Barbi King	Keller Williams Integrity First	\$6,785,000	5
292	Barbara A Shadoan	RE/MAX Classic	\$6,769,000	18
293	Becky Kolb	Keller Williams Integrity First	\$6,738,225	11
294	Eleazar Medrano	HomeSmart	\$6,705,280	11.5
295	Benjamin Eberhard	HomeSmart Lifestyles	\$6,682,490	11
296	Mary Lokka	Century 21 Arizona Foothills	\$6,657,400	13
297	Eric Cluff	RE/MAX Alliance Group	\$6,645,500	12.5
298	Alexander M Prewitt	Real Broker AZ	\$6,644,937	8
299	Bill Brimie	Rio Salado Realty, LLC	\$6,600,200	10.5
300	Jeremy Jennings	Libertas Real Estate	\$6,580,500	16

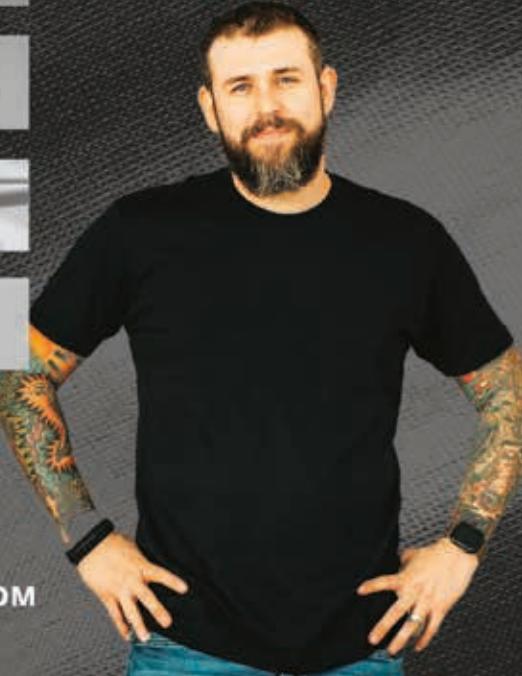
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