

SALT LAKE CITY

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*Shandell*  
**SMOOT**

OCTOBER 2023





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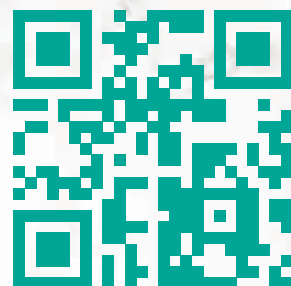
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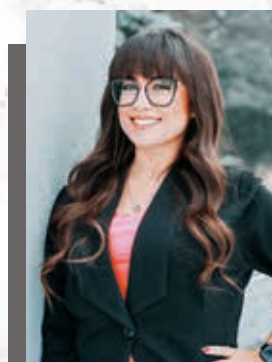


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## MEET THE SALT LAKE CITY REAL PRODUCERS TEAM



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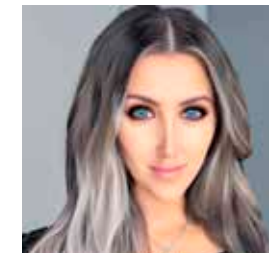
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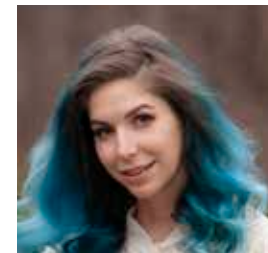
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## What Is Salt Lake City Real Producers?

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

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

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

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

#### Q: WHO RECEIVES SALT LAKE CITY REAL PRODUCERS MAGAZINE?

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

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

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

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

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

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

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

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

#### Q: WHO ARE THE PREFERRED PARTNERS?

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



#### Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

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# Shandell SMOOT

## A COACH IN LIFE AND REAL ESTATE

### WHO IS COACH?

Shandell Smoot, commonly known as Coach, is a prominent figure in the North Salt Lake, Utah, community. He has dedicated his life to real estate development, coaching, and serving his church. His accomplishments have been driven by his work ethic, strong family values, and passion for helping others.

Smoot's journey began when he graduated from Utah State University in 1995 with plans to attend law school. However, his late father had just been approved for a large development project and urged him to join the family business. Smoot took his father's advice and became his apprentice in real estate and land development. Over the next 30 years, Shandell became a principal broker and managed all sales for the company.

Surrounded by four older brothers and two brother-in-laws, including some who run different commercial real estate companies, Smoot credits his father for mentoring him in business and in life. He saw first-hand the passion, vision, patience and perseverance it takes to work in residential real estate and land development. Stan Smoot truly wanted to help each client and family find or build the home of their dreams, and Shandell has adopted the same philosophy. "Eaglewood Estates and Golf Course has brought great satisfaction to our family and hundreds of other families who also call it home," mentions Smoot.

Shandell has been the benefactor of great coaches in many aspects of his life. While in high school and college, he excelled in football and wrestling. Just a few months after graduating from Utah State, he started his own coaching career that now spans nearly three decades. He has dedicated countless hours teaching young men. Shandell emphasizes the fundamentals and helps build their confidence by avoiding many things that will make them weak. Part of the championship recipe is helping kids understand that they must stay away from bad things in order to wrestle/play their best. "If they avoid the garbage, they will fight with an unconquerable spirit, and that's a winning recipe," says Smoot.

In addition to coaching, Smoot is active in his church and volunteers his time and service to different callings. He believes that serving others is essential to living a fulfilling life. He also finds gratification in helping families find homeownership, whether it is their first time owning a home or finally finding their dream home. Shandell believes that stability is the foundation for a successful life.

“

Focus on the quality of your work. Be a better communicator; don't be scared to tackle the intimidating hurdles.

”







Smoot's impact on the community cannot be overstated. He has dedicated his life to helping others and has left an indelible mark on those he has coached, served, and worked with. His work ethic, family values, and passion for helping others have made him a respected member of the community.

#### THE FAMILY BUSINESS

After running a successful dairy farm, Shandell's dad started a real estate company and developed their farm property into a beautiful neighborhood. The vision was to create safe and stable communities where you could raise a family. Their developments spread throughout south Davis County having developed over 1600 lots on 1200 acres.

Their latest development at Eaglewood Cove is located in a suburb of Salt Lake City. The development includes an 18-hole golf course, and they just finished improvements for 39 luxury lots nestled between the golf course and the national forest service. The development is 12 minutes from Salt Lake City and the airport with views of Antelope Island and the great Salt Lake.

Just like in many markets, there are ups and downs. Despite the challenges, the Smoot family has persevered and created a legacy of building family-friendly neighborhoods where everyone wants to live at that point in their life. "When the recession hit hard in 2007, it was a difficult time in real estate and especially land development," Smoot explains. "Equity was gone, financing was impossible, and we had to sell some assets to stay afloat. Despite the challenges, we managed to survive and work our way through it. Now, we are working on the final three phases of the Eaglewood Cove development, which has taken over 10 years to get city approvals."

Shandell feels a responsibility to finish the Eaglewood development that his father helped start. He feels blessed to have helped families live in their 73 phases of lots developed over the last 30 years.

The wonderful people he has met have enriched the lives of him and his family and they have become both neighbors and friends to the Smoots. They are now quickly moving forward to sell some of their largest and most luxurious lots ever.







#### LOOKING TOWARDS THE FUTURE

Shandell is always on the lookout for another large project like Eaglewood. Once the last lots are sold in North Salt Lake, he will likely take his talents to another long-term development. He feels his education developing and selling over the last 30 years, during good times and bad, has prepared him to do it again.

Along with work, Shandell will always support those local programs that build character in the youth. The Sanderson Wrestling Academy in Bountiful is one such program.

Outside of work Shandell and his wife, Heidi, enjoy spending time with their four children - Kylie, Madison, Christian, and Lockwood. Kylie and her husband, Wes, live in Lehi, and she is currently working as Shandell's assistant. Madison is working as an accountant in Logan, Christian helped his college wrestling team to victory in their National Championship recently and will soon be serving a mission in Johannesburg, South Africa, and Lockwood enjoys playing quarterback and all other aspects of high school.



Be more concerned with your character than your reputation. For your character is who you are, while your reputation is merely what other people think of you.



Shandell beamed when sharing that his daughter, Kylie, blessed them as grandparents just a short while ago, as he says, "She's given me a whole new lease on life." The Smoots also have a goldendoodle, Winston, and love traveling to their "dream place" in Lake Powell.

#### ADVICE FROM A PRO

Shandell advises, "Focus on the quality of your work. Be a better communicator; don't be scared to tackle the intimidating hurdles. Through constant learning, work hard to become the authority in your field of expertise. Take good care of your clients. The way you make them feel will stay with them long after the transaction is done."

Shandell adds, "There's plenty of real estate to go around, so create a good relationship with your fellow REALTORS®. Real estate is unique in that your success can be largely based on the success of your competitors. REALTORS® have to work together. I sell listings of fellow REALTORS® and they sell mine."

Shandell has felt blessed to be surrounded by wonderful family, friends and co-workers who set good examples for him. He watches and learns from them. He has tried hard to also be a good example for those around him.

One of Shandell's favorite quotes comes from UCLA basketball coach John Wooden for inspiration and focus, in which he sums up his teachings very well when he said, "Be more concerned with your character than your reputation. For your character is who you are, while your reputation is merely what other people think of you." His dad also said, "Live your life in such a way, that if others speak ill of you, the ones who know you best won't believe them."



# 2022

## BY THE NUMBERS

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

12,637  
  
TOTAL TRANSACTIONS

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

\$21  
MILLION

AVERAGE  
SALES VOLUME  
PER AGENT



 26  
AVERAGE  
TRANSACTIONS  
PER AGENT



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»» realtor on the rise

Written by Kendra Woodward • Photography by Holly Bown

# DEVIN HUBBARD

**D**evin Hubbard is a man of many talents. He's a licensed real estate professional who has been in the industry for five years, and his work involves a mix of development, investing, and residential sales. Born in Bountiful, Utah, Devin only lived there for a couple of years before moving to Layton, where he was raised. He graduated from Layton High and has many fond memories of growing up in Utah. "I would say being raised in Utah, there's definitely the 'bubble feature' that most people refer to," Devin says. "It's definitely a great place, with its faith and outdoor aspect of things."

After high school, Devin served a church mission in Costa Rica for two years. "Being able to experience life in a third-world country and having to learn Spanish to communicate brings some humility and gratitude," he admits, "in the sense of how

much we truly have here in the US." Costa Rica may be the wealthiest country in Central America, but that's not saying much. The conditions there were a far cry from what Devin was used to back home. "Dirt floors, sheets used for walls, metal roofs, things we take for granted here are luxuries down there," he explains.

Devin got an associates degree from the University of Phoenix. "I hated school. It took me too long to get a degree, so once I got my associate's, instead of getting a bachelor's degree, I decided to focus on investing and real estate," he admits. "The networking aspect of being an entrepreneur and business owner has been more influential than traditional schooling."

Helping and inspiring him along the way was Devin's mentor, an old co-worker turned friend that he's known for over 20 years. "He's become like an older

brother," Devin says. His friend helped bring a lot of joy and fun to their workspace with his sense of humor and perspective on life, which was a very influential time for Devin. And admittedly, Devin says his friend was, and still is, able to make friends with anyone and everyone he meets.

Before becoming a real estate professional, Devin worked for the LDS Church Welfare Program for over 10 years. He always wanted more control over his income and time, so he made the move into real estate. "Your network is directly related to your net worth, so the people you choose to surround yourself with is incredibly important," he said.

Outside of work, Devin and his wife, Leslee, enjoy taking their five children (Makayla, Daxton, Carter, Grayson, and Kade) on a variety of trips. "We love to travel in an RV together. We've gone on multiple trips to the Redwoods







“

MY WIFE AND I HAVE BEEN DOING IT TOGETHER, AND IT'S BEEN A GAME CHANGER FOR US IN BEING INFLUENCERS AND LEADERS IN OUR SPACE AND INDUSTRY, AS WELL AS BEING PARENTS AND IN OUR MARRIAGE.

”



and Mount Rushmore together,” Devin says. They’re also a very sports-centered family, whether they’re playing or watching. “Leslee and I play indoor soccer and pickleball together. We also enjoy watching our kiddos play multiple sports.”

Devin also likes to hunt and fish, enjoying the outdoors in his free time. “I grew up hunting with my dad and grandpa. Hunting and fishing have always been things I enjoy doing. Hiking is also a fun outdoor hobby that we enjoy doing as a family,” he says.

Looking to the future, Devin hopes to build a bigger team, to help and inspire other agents, “especially those that currently do it part time or as a side gig,” he says. “My goal is to help newer agents, or part time agents, get into it full time.”

He also plans to continue his work with investing and developing. “The goal I have with my wife, who is a lender, is to help 100 individuals or families with lending, buying, or selling this year,” he says.

Devin and one of his business partners host a podcast titled “Mogul Mentality”, focused on the importance of mindset in life and business. “A lot of the trainings that my wife and I have done over the years has to do with your mindset, training your brain, and also the importance of overcoming limiting beliefs,” he explains. The podcast often delves into the benefits of NLP (Neuro Linguistic Programming), essentially the power of the words we use, the values and beliefs we have, as well as our body language.

While much of who you are as a person is determined by how you were raised, NLP training forces you to retrain your mind in order to perceive the world in a better light ... thus, manifesting and creating a better world. Devin admits, “My wife and I have been doing it together, and it’s been a game changer for us in being influencers and leaders in our space and industry, as well as being parents and in our marriage.”

Devin also supports and contributes to Operation Underground Railroad (OUR), which is an organization that helps rescue kids from sex trafficking. “The people and the relationships are way more valuable than money is. As long as you treat people right, the money will come. Having a genuine desire to help people is big,” he explains. “It’s about creating a lifestyle that you don’t need a vacation from.”





## family

Written by **Kendra Woodward**  
Photography by **Holly Bown**  
Additional Photography by  
**Lindsey Stewart Photography**



Photo courtesy of Lindsey Stewart Photography



# Flavio & Kim ORLANDINI

## HELPING OTHERS

*Meet Flavio and Kim Orlandini, the husband and wife team behind Keller Williams/Team Orlandini. Flavio, originally from Sao Paulo, Brazil, moved to the U.S. when he was 18, while Kim grew up in Salt Lake City, Utah. Flavio has been in the business for over 15 years having received his license in 2006. Kim is a newcomer to the industry, having received her license in 2021.*

When Flavio initially made the move to the U.S., he served as a service missionary in Anaheim, California, helping the Hispanic community. He shared, “I was having a hard time learning the English language and was living in California speaking Spanish, which is similar to Portuguese. It was a fast track for me to learn different cultures and backgrounds. It expedited my ability to connect with people on different levels, walks of life, and backgrounds. It was eye-opening for me and really uplifting.”

He also jokingly admits that after he noticed how the school system here was a bit easier, he decided to stick around. That’s not to say Flavio has anything against education and knowledge, however, because the wannabe pilot has an

associate’s degree in accounting and business management and almost completed a bachelor’s degree in both as well. “I’m really good with numbers, graphs, and patterns,” he admits. “So, I thought accounting was a perfect fit, but I learned I hated sitting in front of a computer.”

Though being a pilot was his initial passion, Flavio switched over to business management, and Kim encouraged him to make another switch into real estate since that was something his family was already involved in. Despite being four classes away from earning that bachelor’s degree, he knew it wasn’t where his future lay.

Kim grew up in Salt Lake City, Utah, and studied photography in college despite her initial plans to become an English teacher.



Admittedly, she says she bounced around a lot, learning little bits and pieces about everything. As she got older, she discovered the main reason why she was so good at multitasking - a little thing called ADHD. Before she had kids, she worked as a nail technician for a number of years, but recently got her real estate license so she could help Flavio.

After meeting Flavio, Kim discovered a passion for Italy and Brazil, despite never having ventured to Italy yet. This is because Flavio is 50/50 Italian (on his dad's side) and moved to Brazil when he was younger. Having moved to the U.S. during WWII, Flavio's grandparents only knew how to speak Italian, and Kim became fascinated with the language and the culture upon meeting them. As she recalls, "When I first met her, Flavio's grandma had this beautiful Italian-Portuguese accent. And, I was fascinated by her. They worked so hard. So, we researched his family and wanted to go visit." Although they have not been to Italy yet, they took their children to Brazil several times so they could experience where their father came from.

Throughout their lives, both Flavio and Kim have faced difficulties and hurdles. For Flavio, he says, "It may sound cliché, but it was verbalizing that I wanted to get married to Kim that has been one of his most defining moments to date. I kind of figured that early on, but it took a while to verbalize it," he laughs.

That love for Kim has helped her blossom into the strong woman she is today...pointing out that many of her most defining moments were brought on by traumatic events. After losing 100 pounds, seeing a therapist regularly, and healing her inner trauma, she notes how happy she finally is. "Marriage is hard and rough, but I finally feel worthy of it. Give me all that love!" she chuckles. "There's just something about feeling that inner trauma go away. I'm grateful that I've learned to do that."

Together, Flavio and Kim have three teenagers: Jothan, Emmaree, and Camilla. Jothan works with them on the property management side of things, while Emmaree is more interested in the sales side of things, with marketing and such. Camilla is just excited to come along with her siblings and offers input on whether they should buy the next house.

When asked what is the most fulfilling part about their job, Kim says, "You will never regret being kind. It's something I live by."

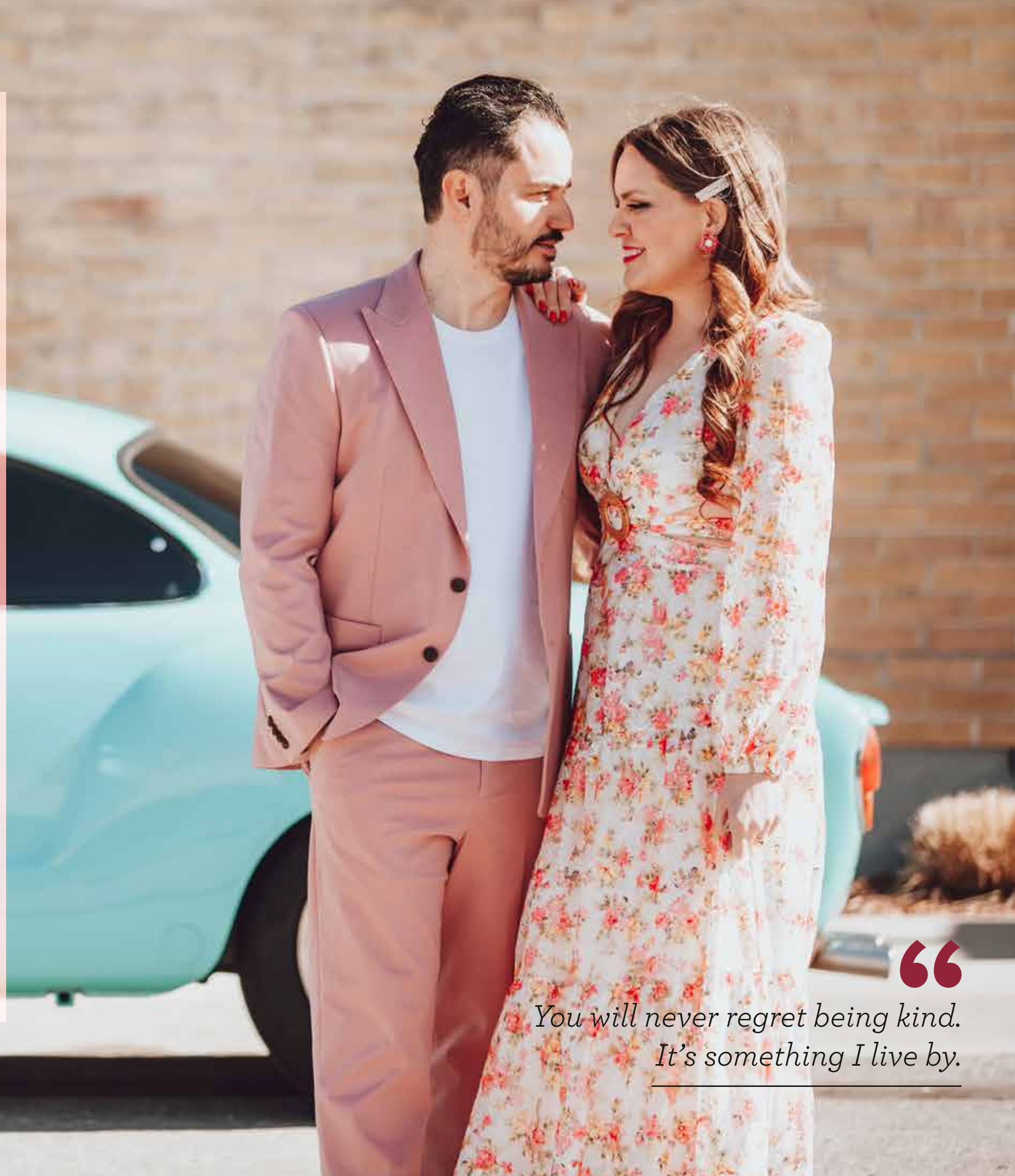
Outside of real estate, Kim enjoys satisfying her dopamine responders by filling her online shopping carts, but never actually buying any of it. She is also into quilting, knitting and sewing, having once sewn costumes for an Etsy shop for ten years, and recently has been sewing costumes again for the local junior and high schools.

Flavio's hobbies are a bit more fast-paced, as he collects cars and enjoys riding bicycles. He shared, "I like cars. I've always liked cars, but my very first classic car was acquired two years ago. It was the first time I was actually able to pull the trigger on buying one. And then it became a slippery slope, and I started buying them back to back. I like to collect, and I enjoy driving them. I don't really like to work on them. I have people who help me with that."

Ironically, Flavio realized about eight years ago that his family had always been in real estate. "Dad is a hair stylist and mom is a math teacher, but down in Brazil, they have always been involved with building and renting property," he says. "When they first moved to the U.S., they wanted to do the same thing. They didn't speak the language, so I got to translate transactions for them."

It was a combination of that knowledge, and Kim saying he should get his license, that sparked the idea. Initially, he only planned to do the business with his parents, but his dad would often recommend Flavio to his salon clients, which he obviously would help. "It evolved quickly from there," he admits.

No matter the level of luxury, or price point in which a client is searching, Flavio and Kim simply enjoy helping others. "It's the sense of accomplishment you feel after helping someone find their dream home that makes it all worth it," he says.



“  
You will never regret being kind.  
It's something I live by.”





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