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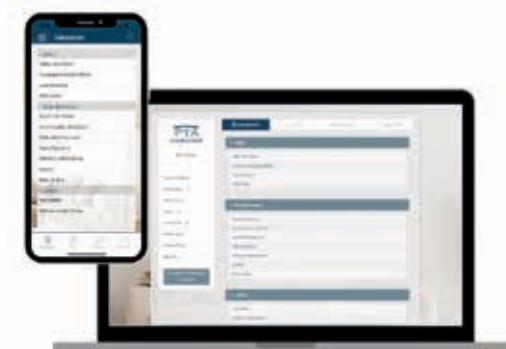
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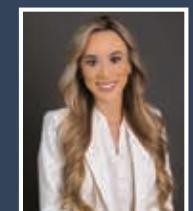
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SCOTTSDALE REAL PRODUCERS -



► publishers note

become the average of who we spend time with. So through several tools we use such as the monthly social publication you are looking at, a variety of social events, our social media presence, and strategic introductions, to create opportunities for top performers to elevate their businesses.

Over the next several months you will notice several NEW types of articles being added to the publication. We encourage your participation by nominating other agents. Also, keep an eye on your inbox for your invitation to our upcoming Scottsdale Realtor Social. There will be over 150 fellow top performing agents there. You won't want to miss it!

Until then, I look forward to meeting each and every one of you!

With gratitude,

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It is our mission to build community and strengthen relationships among realtors all over the Scottsdale Area. We accomplish this by implementing "power of proximity". Meaning, we

Stretching Beyond Limits: Michelle & Paul's Yoga-Inspired Love & Business Journey

By Tiffany Brown

Yoga can enhance mental clarity, relieve stress and sharpen concentration, but for Michelle O'Neill it brought her true love. Fifteen years ago Arizona natives Michelle O'Neill and Paul Perry met at a yoga class on a Superbowl Sunday. Five years later they ran into each other again at Target and the timing was perfect for the beginning of their love story.

When Paul proposed, it happened in the exact same yoga room where they very first met. They were in the middle of a yoga pose and he rolled over with a custom ring and asked "Will you marry me?" Michelle said yes, and as a true expression of their down-to-earth nature, they left in their yoga clothes and went to grab a pizza and a Dairy Queen ice cream cone to celebrate.

Michelle is the proud mother of triplet sons and she was moved beyond words when she realized that the incredible ring not only was set with an emerald, which was her birthstone, but also three diamonds with each one representing one of her sons. Paul and the boys fell in love with each other, too. "Paul knows that the way to your heart is through the stomach and he cooks everyone lots of food; the boys think that is the cat's meow," says Michelle.

The next natural transition to this beautiful relationship was the decision to go into business together. Paul has been in real estate since 1998 in the valley and Michelle already had her license but hadn't been working in the industry for several years. Paul wanted a partner and asked if she would be interested in getting back into it. The timing was perfect since the kids were starting college, and she decided to jump right in.

It turns out they're a perfect business match, too. They have different skill sets that allow them to provide a full-service experience for their clients. Paul is a meticulous person who takes pride in everything he does. When he arrives at a listing or an open house, he has his blower in tow. He cleans the interior and exterior of the property so that everything is perfect. He has a great sense of humor, loves people, and engages with his clients to find out what they need and how he can solve any problems that may arise.

Michelle is skilled at handling behind-the-scenes tasks. She loves working on the details of the documentation. She prepares the listing paperwork, taking into account the true value of the home. The compatibility of their relationship makes their

workflow seamless and they enjoy every minute of it. Their clients appreciate their mix of personalities as well—clients don't want to be all business and they don't want to be all fun and games either.

Paul had focused his entire career in Paradise Valley and Silverleaf but was friends with Jack O'Keefe, the owner of Russ Lyon Sothebys in Desert Mountain, and he was offered an opportunity to head up to Desert Mountain to try working out of that office. Paul immediately loved the area. Because they had lived in Scottsdale for their entire lives, Michelle was hesitant to make the move until she experienced it, too. They love the calmness of the area, the dark skies at night, the wildlife, and the amenities of the community. "When you are driving up Pima Road you can start to feel the energy becoming calmer and calmer the further north you drive," said Michelle. They both agree that this was one of the best decisions they could make at this time in their lives.





Photo by David Lee,
Paparazzo Photography

They take full advantage of the amenities at Desert Mountain. They love to golf and enjoy a round at the new No.7 golf course. They aren't bothered by the heat, so even in the middle of summer they'll grab their clubs after work, walk to the course, and then grab dinner afterward. They also hike the nearby trails.

In their day-to-day business dealings, they both put respect and clear communication at the forefront of being a husband/wife team. Michelle states "Paul and I have done a very good job of recognizing each other's strengths and utilizing them to provide an exceptional level of service. We communicate this approach to our clients and help set the expectation that they are working with a team that is going to work together to achieve a successful transaction. I highly recommend thinking about each of your strengths and taking advantage of them if you work with your spouse, or in any team environment." They believe this approach creates the best experience for their clients and helps them feel at peace with the entire process. They each thrive on having each other's back, making things happen, getting creative, and doing whatever it takes to provide an incredible service.

When it comes to achieving a work-life balance, they laughingly admit "We don't! But that's only because we truly love our work, so it moves into our home life." They even have a large whiteboard in their family room where they brainstorm about branding and talk through the next steps of a transaction (or a million other business topics).

Michelle and Paul are also passionate about community involvement, and each year they pick a new organization to support. Michelle is part of the Russ Lyon Foundation, which selects a new non-profit every year as well as encourages office engagement. This first quarter they supported the Southwest Amature,

which had its annual tournament on the Cochise Course back in June.

When they aren't working, Michelle and Paul can usually be found spending time with their family. "Our three boys are super important and we love spending quality time with them! They inspire us to turn work off or 'simmer it' for the opportunity to hang out with them. All three of the boys have incredible girlfriends and they come up to spend time together for family dinners. Paul cooks and we all sit around the dining room table for hours just talking and enjoying each other," says Michelle. They appreciate

listening to the boys and feel like this younger generation is incredibly smart and offers so much. Michelle and Paul also are grateful that both of their parents are nearby so that they can spend time with them regularly. Family is the most important thing for both of them and they take every opportunity to share their lives.

As a REALTOR®, do you rank in the top 500 or know someone who does? Email us at scottsdale@realproducersmag.com or reach out via social media to learn how to share your story!



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The Riviera meets the Desert with this spectacular Desert Mountain Estate and with a golf membership available. Located in Apache Peak Preserve on more than two private acres, this gorgeous property is nestled among ancient rock formations—all overlooking the Valley for amazing year-round sunsets and city lights!

This estate provides ultimate curb appeal with a gated porte-cochere and circular auto court. You can even stroll through the magnificent rose and lavender gardens that encompass colonnaded patios, ramada and spa deck.

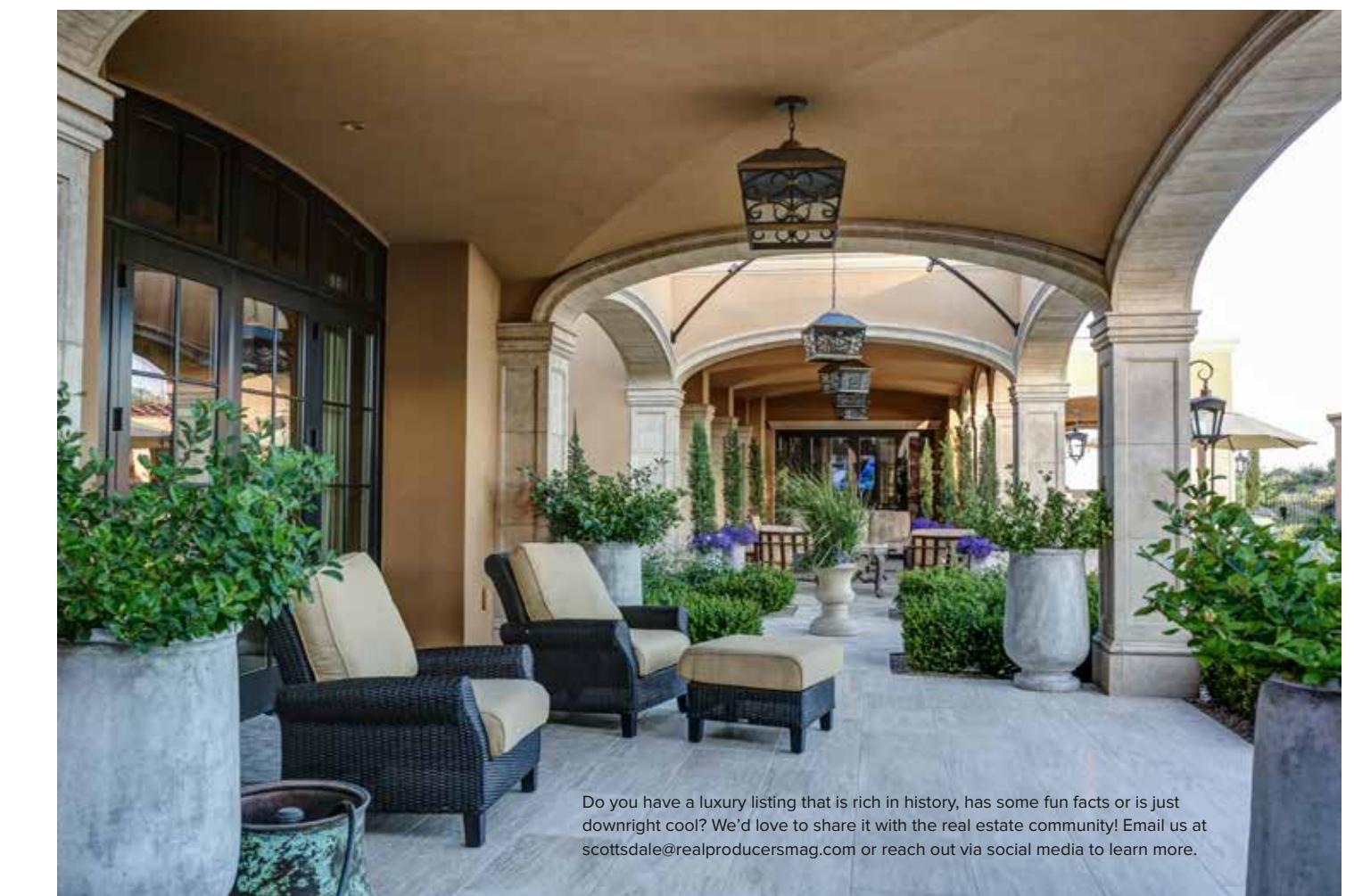
Another amazing feature of this home is the casita patio with an enclosed olive garden that overlooks the



Superstitions. The home is a collaborative effort of 4 "Masters of the Southwest" for interior and exterior design, construction and landscape. The exquisite details abound in the selections of fixtures, finishes, appliances, and smart home technology, executed by expert artisans.

There are so many amenities to enjoy in this exclusive community like tennis, pickleball, bocce, a spa and training center, 20 miles of private hiking trails, and much more!







▶ making a difference

By **Ashley Miles**
Nominated by **Erin Ethridge**

Sell a Home, Save a Child

Several years ago, Nick Shivers, a successful real estate agent out of Portland, Oregon, went to Nicaragua in search of the perfect beachfront property on which to place his luxury resort. Instead, he found himself in a small town outside of Managua where his heart changed forever.

La Trecca is a community that was built inside a garbage dump. Here, Nick heard stories of how families survive by sorting through trash to find recyclables to sell. Each family had seniority over what trash they could dig through to make an average of three dollars per day to feed their entire household. Seeing this reality was heartbreakingly. The worst part is that young girls would line up and give their bodies to the garbage truck drivers so that their families could have the first pick of the trash that day.

After hearing this, Nick called his friend Erik (another top-producing agent located in Fargo, North Dakota) and told him about what he had seen, and together they decided to launch Sell a Home, Save a Child. Their dream was to fund Villa Esperanza (Village of Hope), a home for young girls often forgotten about in Nicaragua. This home was established by Forward Edge International 10 years ago to break the cycle of poverty and to teach young girls that they are valuable, worthy, loved, and designed for a greater purpose than selling their bodies for trash.

Forward Edge believes in helping the most vulnerable children in small focused groups. Changing the life of a single child, in turn, changes their future, which eventually changes a generation one by one. Our mission is to create opportunities for people to discover their true worth and pursue an extraordinary purpose in their lives.

Sell a Home, Save a Child was founded to bring valuable resources to those young girls selling their souls for trash and to many other children in Forward Edge programs around the

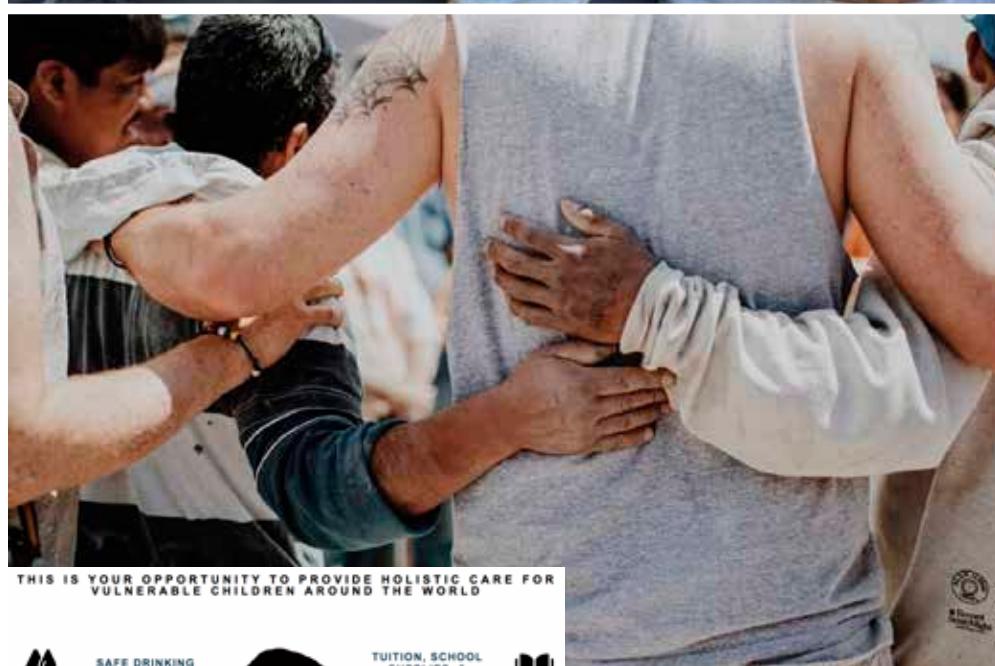
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world (Kenya, Haiti, Cuba, Nicaragua, and Mexico). Nick saw the incredible opportunity to make a difference in the lives of children through real estate by inspiring others to build businesses not only for profit, but for a purpose. Each realtor who teams up with Sell a Home, Save a Child provides holistic care for children in the above-mentioned countries. We believe the seeds we're planting today are building a brighter tomorrow.



By partnering with Sell a Home, Save a Child you, too, can make a difference in the lives of vulnerable children around the world. We have found that building businesses for a greater purpose has, in turn, expanded our profits, team values, and referrals. We're looking for realtors in Arizona who want to differentiate themselves and their businesses by partnering with Sell a Home, Save a Child. Once you become a member, you have access to valuable marketing materials that are customized to your brand, which showcase the impact your clients will make.



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We have a series of events planned for you in 2023. We won't reveal ALL of them, as sometimes plans change; however, we have quite a bit in store!

Mastermind Panels — We have an educational series of events that will feature some of the real estate experts in our market. The panels will be your way to access not just *who* is doing it but *what they are doing*.

Are you planning an event or know of a local event you would like to invite other top-producing real estate agents to? Email a brief description to scottsdale@realproducersmag.com, and we'll help you promote the fun!

Team Building Tours — We assemble a group of 30 to 50 agents and preferred partners, and we go out for a night on the town — holiday tours, brewery tours, winery tours, nonprofit impact tours and more. *Scottsdale RP* picks up the tab on the bus, but we do ask that you contribute toward gratuity for the driver. If you are interested in learning more or joining us on one of these tours, please contact us at scottsdale@realproducersmag.com.

REALTOR® Socials — Quarterly we host what we call a REALTOR® social. These events typically include 150-plus people at a location that is fun, interactive and has upbeat energy. The purpose of the socials is to give everyone an opportunity to meet, get to know each other and stay connected. Stay tuned for specific details about REALTOR® socials; they are always a blast!

SOCIAL MEDIA

In addition to having a print presence, we are active on Facebook and Instagram! Don't forget to like us and follow us at **@ScottsdaleRealProducers**! We post snippets of some of our articles there, promote upcoming events in and for the real estate community and showcase our preferred partners—all who have been vetted, do great work, bring you solutions to help you sell homes faster and at a better price, and they have all been referred to us by real estate agents in the top 500!

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