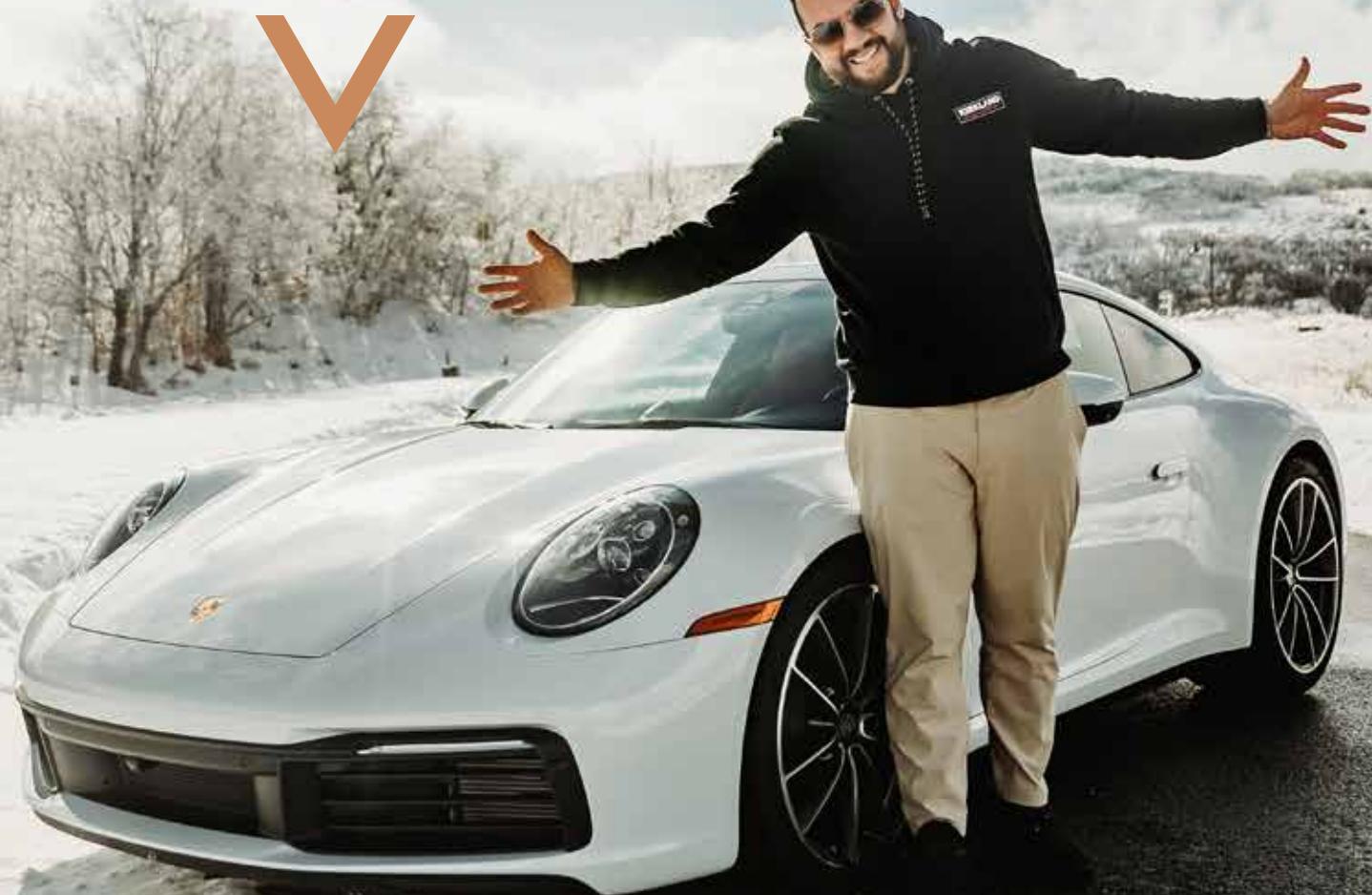


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## MEET THE SALT LAKE CITY REAL PRODUCERS TEAM



**Mike Maletich**

Owner  
412-606-9954  
mike.maletich@n2co.com



**Marissa McCutchan**

Publisher  
951-233-4899  
marissa@n2co.com



**Katherine Fondren**

Editor



**Lanie Schaber**

Ad Strategist



If you are interested in contributing  
or nominating REALTORS® for  
certain stories, please email us at  
[Mike.Maletich@n2co.com](mailto:Mike.Maletich@n2co.com)

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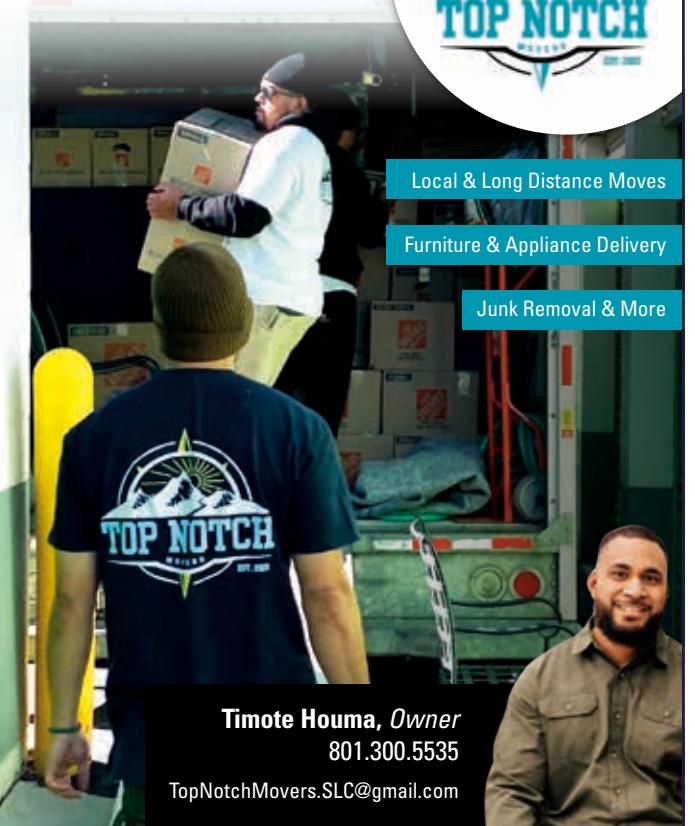
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## ► cover agent

Written by Kendra Woodward  
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# KEAGAN MATAELE

## Understanding The Change and Transcending Industry Boundaries

**K**eagan Mataele stands out as a beacon of authenticity and innovation when it comes to the real estate industry. With his slogan, "Keagan It Real," a playful nod to "keeping it real," Keagan has not only transformed his team at Infinite Real Estate and continues to redefine what 'team' means, but he has also left an indelible mark on the industry.

Born in Edmonton, Alberta, Canada, but hailing from Draper, Utah, Keagan's journey has been one of constant exploration and diversification. From operating a window cleaning company and working in software to partnering in a clock-making venture, his eclectic background has equipped him with a unique perspective on entrepreneurship and business dynamics. It was during his stint in software sales that Keagan discovered and honed his parallels between the tech world and real estate, realizing that a solid understanding of those business principles transcended industry boundaries, translating directly into real estate.

Joining Infinite Real Estate last April amidst a team of 11 agents, Keagan embarked on a journey of growth and adaptation helping boost the team to 27 agents in just a few short months. However, despite facing challenges, including a tumultuous year that saw their team dwindle to seven agents, his resilience and strategic acumen have propelled them to even greater heights. "We've honed our style through adversity, focusing on quality over quantity," he shares, reflecting on the team's evolution. The outcome from

such a transition ended up boosting their numbers and saw them doing more volume than before. For Keagan, real estate isn't just about transactions; it's about forging genuine connections with his clients, creating long lasting relationships, and exceeding their expectations. Keagan's aim is always to get the client a better deal than they initially anticipated and to be 100% present for each of his clients. "Focus on the client, not the commission" is a common theme at work.

His commitment to client-centricity is especially evident in how he holds his buyer consultations, where he delves deep into their preferences and aspirations, ensuring a tailored experience unlike any other. "It's about understanding their dreams





We've honed our style through adversity, focusing on **QUALITY** over **QUANTITY**.

and making them a reality," Mataele asserts, emphasizing his ethos of under-promising and over-delivering.

But Keagan's impact extends well beyond the realms of real estate. A dedicated family man and community

advocate, he founded the Koloa Foundation, a non-profit aimed at empowering lower-income families through education and support. Through initiatives like fundraising galas and community outreach programs, Mataele and his team (Philip Amone, Nick Strong, Kaumana Rindlisbacher and Caleb Reber) are making a tangible difference in the lives of those in need.

When he's not negotiating deals or championing social causes, Keagan finds solace in his family and hobbies. A proud husband and father of two, he cherishes moments spent with his wife, Sandy, and their two children, Teo and Estelle. Whether it's bonding over a game of Super Smash Bros. with his son, indulging in his love for sports, or spending his time making music, playing the piano, jamming on his drums, or strumming his ukulele, Keagan's zest for life is infectious.



The extroverted Polynesian adds that he enjoys hosting parties and traveling with his family, wrenching on vehicles (wrapping cars, working on the engine, or just tinkering with the interiors), and lest we not forget to mention his passion for Legos. As a testament to his entrepreneurial success, Keagan rewards himself with new Lego sets after reaching each new closing goal - a whimsical tradition that underscores his playful spirit and unwavering dedication.

Keagan's effervescence for life is clear in his unique marketing strategies, as he intertwines his love of cars into his business with his Executive Town Car (which is basically a limo, he chuckles) that he uses to chauffeur his clients to their closing meetings, and his KEI van that's covered in his marketing. "No other REALTOR® picks up their clients and drives them to title with some champagne or Martenelli," he laughs.

"Looking ahead Keagan is poised to expand his horizons further, with plans to launch a business consulting venture and continue pushing the boundaries of innovation in real estate. So much so, that he has now branched off and started his own team! He is grateful and humbled that he has led the team at Infinite to a record-breaking year in GCI (despite the 2023 downturn) and is eager to build a team of "baller agents". As he navigates the ever-changing landscape of entrepreneurship, a few things remain constant-his commitment to authenticity, service, and making a positive impact, one brick at a time."



No other REALTOR® picks up their clients and drives them to title with some champagne or Martenelli.



Keagan and his children, Teo & Estelle  
Photo courtesy of Lostboys Marketing LLC

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*“Building Trust Since 2000: Where Professional Knowledge Meets Friendly Dedication to Your Peace of Mind” is not only the tagline at All Points Inspections, it’s the foundation of their business.*

Nestled in the heart of Utah, this family-owned business has become synonymous with excellence and reliability - All Points Inspections (API). Led by Jolene Lehman (General Manager), and supported by her father, Al Rickard (Senior Inspector), and her brother, Fredd Rickard (Certified Master Inspector), API stands as a beacon of integrity and expertise in the realm of residential and commercial inspections.

Founded in January 2000 by Al and Jolene, All Points Inspections has evolved into a thriving enterprise, offering a comprehensive suite of inspection services, including radon testing, mold testing, appliance recall checks, sewer scopes, lead and asbestos testing, and more. “We provide it all,” Jolene beams, “and if we don’t, we know who you can call to get a knowledgeable professional to help you.”

With a steadfast commitment to excellence, All Points Inspections goes above and beyond to ensure that every client receives the highest level of service and expertise. For Jolene, the essence of her work lies in the profound impact it has on people’s lives. “Being a part of such a life-changing event like purchasing a home is not something I take lightly,” she reflects. “Every inspection is different, every customer is different, and we work diligently to make every inspection as educational and informative as possible.”

As the driving force behind API, Jolene brings a wealth of experience and passion to her role. Born and raised in Laurel, Montana, Jolene’s journey to Utah was propelled by a major life-changing event paired with the desire for new opportunities and experiences. With a background in real estate and office administration, her transition into the world of inspections was a natural progression - a decision that would ultimately shape the course of her career and the trajectory of API.

While working as an office administrator for more than 15 years, Jolene obtained her real estate license to gain a deeper understanding of the local market. After starting as office manager at a small brokerage in Butte, Montana, she continued her real estate career when she and her husband moved to Utah, where she worked as a marketing coordinator for Mansell & Associates and grew even more fond of the intricacies of real estate. When her parents also moved to Utah in 1998, and her dad wanted to pursue a home inspection business, they joined forces and opened All-Points Home Inspections in 2000.

With Jolene covering the real estate side of things, working at the brokerage, her dad would go office to office dropping off materials and performing presentations. All that hard work saw Al inundated with more and more clientele than he could handle, which is when Fredd joined the team. It wasn’t long after that Al had a heart attack and they decided it was time for Jolene to take the reins. Despite the change, Al continued performing inspections and environmental testing and got licensed to teach CE classes.

After nearly three decades, API has weathered its fair share of challenges, from market fluctuations to economic downturns. Yet, with resilience and determination, the team has navigated these obstacles, emerging stronger and more resilient than ever. “We pride ourselves on being more than just inspectors,” Jolene asserts.

“We go out and inspect the home’s systems and foundation for 2-3 hours and are responsible for educating the customer on the current condition of the home, and hopefully give them maintenance suggestions and advice on



how to maintain their new home.” Jolene continues, “However, we decided we weren’t going to stop there. We pride ourselves on educating the customer; many are first-time home buyers and have no idea how certain systems within their home work. It’s our job to guide them along the way.”

Proof of API’s success is its unwavering commitment to education and customer service. With a keen emphasis on knowledge, Jolene and her team continually strive to stay ahead of the curve, mastering new systems and technologies to better serve their clients. “Knowledge is key,” she emphasizes. “We’re expected to explain things within a property we don’t live in, and in most cases, will never enter again.” To compound this, they joined a mastermind group of home inspectors nationwide that in turn helped to add on services such as pool and sprinkler inspections, and developed systems to keep in touch with homeowners both before and after the inspection.

Beyond their professional endeavors, the Lehman family is deeply rooted in their community, actively participating in organizations like the Salt Lake Board of REALTORS® and supporting charitable causes close to their hearts. At home, Jolene and her husband of 27 years, Wes, enjoy spending time with their two sons, Chris and Bradley. With family being at the core of their lives both personally and professionally, the Lehman family is excited to have recently welcomed their first grandchild, Lacey Sue, via Chris and his wife. They are a very active family and enjoy camping, boating, snowmobiling, and just hanging out enjoying life.

With a focus on giving back and making a positive impact, All Points Inspections’ commitment to community engagement is as strong as ever. With a legacy built on integrity, family values, and a passion for excellence, they stand as a testament to the power of dedication, hard work, and the enduring bonds of family.



“

EVERY INSPECTION IS DIFFERENT,  
EVERY CUSTOMER IS DIFFERENT, AND WE WORK DILIGENTLY TO MAKE  
EVERY INSPECTION AS EDUCATIONAL AND INFORMATIVE AS POSSIBLE.

”





► REALTOR® on the rise

Written by Kendra Woodward  
Photography by Tiffany Burke Photography

**Juan Magana** stands out not only for his expertise in the real estate realm, but for the depth of his personal journey which he regards so closely to that of his clientele. With his slogan “The Juan Choice in Real Estate,” Magana is redefining what it means to find a home, JUAN client at a time.

Born and raised on the sun-kissed shores of Acapulco, Mexico, Juan's story is one of resilience and determination. After relocating to Salt Lake City in 2010 and graduating from BYU Idaho, his trajectory seemed destined for the bustling streets of New York. However, fate had other plans when he met his husband and decided to get licensed in 2018, anchoring him firmly in the Utah landscape. In 2020, Magana achieved a majorly significant milestone by becoming a citizen of the United States.

As a newly minted citizen himself, Juan intimately believes that this country is the land of opportunities where hard work, dedication and commitment are all it takes for anyone to pursue their individual American dream. Juan is a testament of having achieved incredible success, being named Top 500 REALTOR® four years in a row and Top Producing REALTOR® at his brokerage.

With a background in business marketing and a keen eye for investment opportunities, Juan's foray into real estate was a natural progression. Having already unknowingly dabbled in the industry, Juan turned his previous properties into investment properties with each upgrade and new home he purchased. Following a layoff from a startup in 2019, he took the leap into real estate and quickly found success beyond his expectations.

His passion for client success, instilled by mentors like Christine Bangerter, drives Juan to provide nothing short of excellence in every transaction. For him, real estate isn't just about deals - it's about stewardship and nurturing the dreams

and aspirations of his clients. While Chris had helped Juan when he was buying a house, she was unknowingly mentoring him on the correct way to make a client feel appreciated and understood. She was hard working, determined, and always available, attributes Juan tries to emulate every day.

For Magana, the essence of real estate lies in its ability to transform lives. “What we do is really important for people,” he reflects. “It's not just about monetary assets; it's about the place where they've held their life, their nest.” With unwavering dedication, Juan goes above and beyond, ensuring his clients' needs are not just met, but exceeded. Having struggled to find a place of his own, he understands how powerful homeownership can be.

To better assist his sellers, Juan and his team go above and beyond in their marketing, just as they do in everything else - taking professional photos, cleaning, staging, doing anything they can to ensure top dollar for their clients.

Outside of real estate, Juan is a devoted advocate for his community, supporting organizations like Equality Utah and the Hispanic Chamber of Commerce. His commitment to diversity and inclusivity extends well beyond his professional endeavors, helping to shape his worldview while enriching his interactions with clients and colleagues alike.

At home, he finds solace in the company of his husband, Tyler Black, and their beloved dogs, Bruno and Paris. Whether it's exploring new destinations abroad, trying out local restaurants, unwinding at their cabin nestled amidst nature's embrace, or immersing himself in the art of home remodeling, Juan's zest for life is palpable.

He cautions taking time to care for yourself and your loved ones, as he does at his cabin - surrounding himself with peace and nature to remind one another of the importance of the simple things in life. On the other hand, experience and gathering an



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appreciation for the diversity in the world is also a necessity of life, which Juan explores while traveling with friends.

In a world where real estate transactions often feel transactional, Juan Magana brings humanity, compassion, and a profound understanding of the immigrant experience. Through his unwavering commitment to service and advocacy, he's not just helping clients find homes - he's helping them build their American dreams, JUAN choice at a time.



## MR. MAKE IT HAPPEN

SOLO TUIAKI, A RISING STAR AT SURV REAL ESTATE INC., BURST ONTO THE REAL ESTATE SCENE IN 2022 WITH A UNIQUE TAGLINE: "SOLO, BUT TOGETHER WE CAN!" BORN AND RAISED IN SALT LAKE CITY, UT, SOLO'S JOURNEY WAS MOLDED BY THE INDOMITABLE SPIRIT INSTILLED BY HIS HARDWORKING PARENTS WHO, DESPITE THEIR IMPOVERISHED LIFESTYLE, ALWAYS DISPLAYED THE IMPORTANCE OF HARD WORK, GRATITUDE, AND SACRIFICE.

His early work experiences, starting as a cook/cleaner at the age of 11, forged a foundation of resilience and determination in Solo, qualities that continue to define his success in the competitive real estate industry. Leaving school at 3:10pm, Solo would rush home to change and be at work by 3:30pm five days a week.

He would work until 7:30pm on school days, and 9am-7:30pm on Saturdays. Looking back, he recollects how this experience taught him grit.

Despite facing financial hurdles that led to leaving college early to support his family, Solo started working as a sales admin at

## ► REALTOR® on the rise

Written by  
Kendra Woodward

Photo by Umata Kaufusi



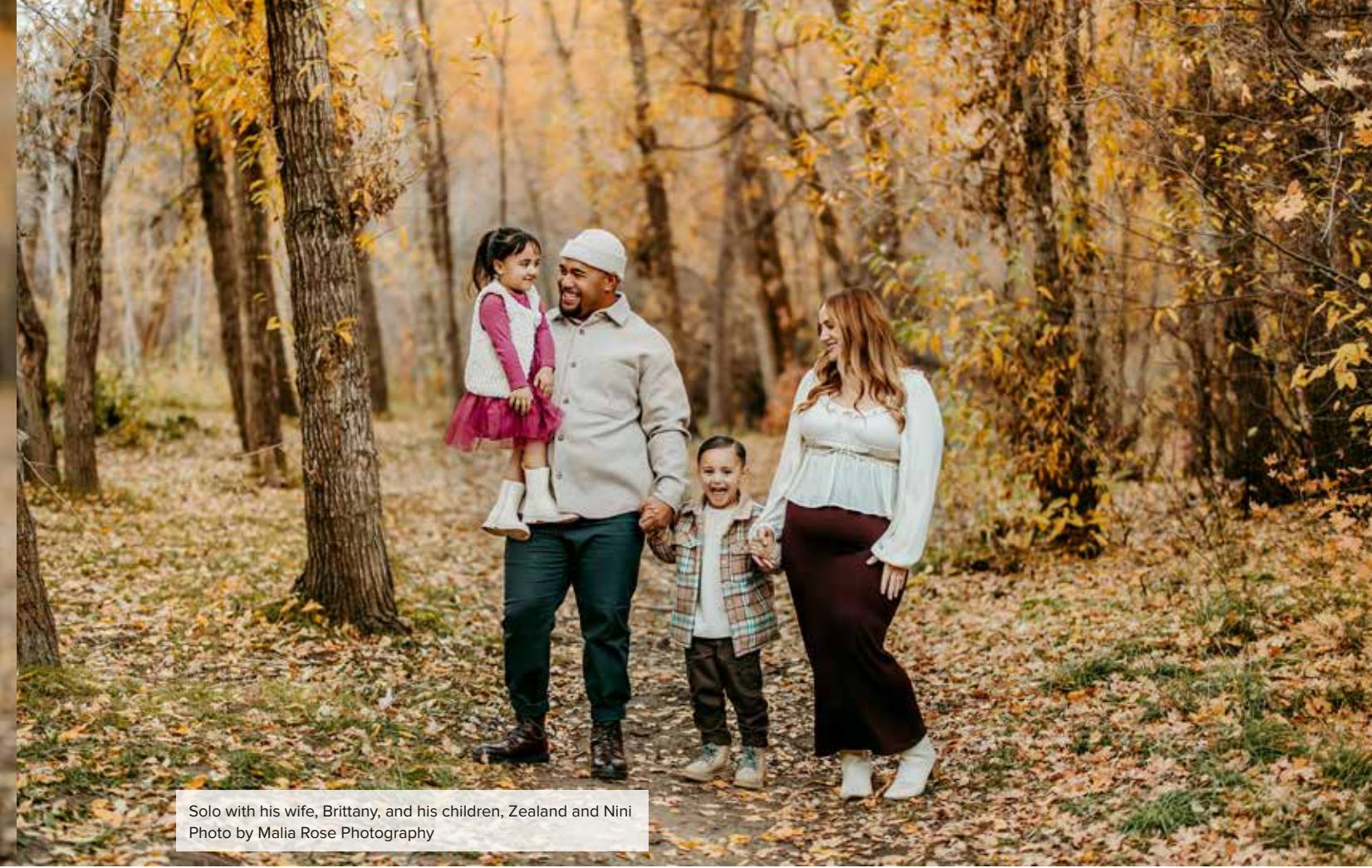
Photo by Malia Rose Photography



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Solo with his wife, Brittany, and his children, Zealand and Nini  
Photo by Malia Rose Photography

Farr's Ice Cream during the day and as a custodian at Montessori Community School at night. After a year, he traded his custodial job for a sales representative position with Delta Airlines.

After witnessing the successful CEO at Farr's, he inquired and discovered real estate was his secret, explaining how you could make good money if you put your mind to it. "Well, since he was a successful man who owned a company, I took his word for it," Solo recalls. After six months studying, he obtained his real estate license and quit working at Farr's. Another six months later, he went all in on real estate and left Delta as well.

"Each adventure and job has made a huge impact with helping me in my real estate career. There are things I've learned from being a sales admin, custodian, and sales rep that I apply currently into my business. From connecting professionally with clients, to

keeping a clean and smooth purchasing/selling process, I know these are principles I have taught myself with my past careers."

For Solo, success in real estate is about being genuine and unique. His buyer consultations, conducted in the comfort of his home, exemplify his commitment to building personal connections beyond transactions. "This has made the process easier for my clients to open up and connect with me not only on a transactional level but also on a personal one, too," Solo admits. Encouraging fellow agents to embrace their individuality, he also emphasizes the importance of finding what makes them special and mastering that aspect of their business.

The journey from self-doubt to self-assurance was pivotal for Solo, and he advises new agents to stay the course, remain humble, and always express gratitude. His fulfillment

in real estate comes from helping clients achieve what they thought was impossible, turning dreams into reality. "Not all REALTORS® work the same, have the same motives or plans, and that is ok. It is ok to be different." Solo continues, "Create your own success, and if it works, keep doing it! There is nothing wrong with doing things in a way that works best for you and how you want to."

With a focus on social media, Solo acknowledges its role in generating leads and building a supportive community. "I find the majority of my leads come from social media and I now have a strong following, who not only support me but also advertise my business as well and that means so much to me." He also uses the platform to his advantage in giving back to his tight-knit community. "Coming from a poor family to now reaching out and giving to other families in my neighborhood is such a rewarding feeling."



Photo by Umata Kaufusi

Outside of real estate, Solo is a devoted member of the Church of Jesus Christ of Latter Day Saints, and he annually contributes to non-profit organizations in his Polynesian community while orchestrating give-back events for families in need. He loves hanging out with family and friends, playing card games and board games, and in his free time enjoys playing pickleball. "I am not the best at it, but could play for hours if I was asked to." When time allows, Solo and his wife, Brittany, enjoy taking their two kids, Zealand and Nini, on tropical cruises.

Solo Tuiaki's journey in real estate reflects not only professional success, but also a commitment to authenticity, resilience, and community service. As Solo continues to make a mark in the industry, his unique approach and dedication to making dreams possible stand as an inspiration for both aspiring and established real estate professionals.

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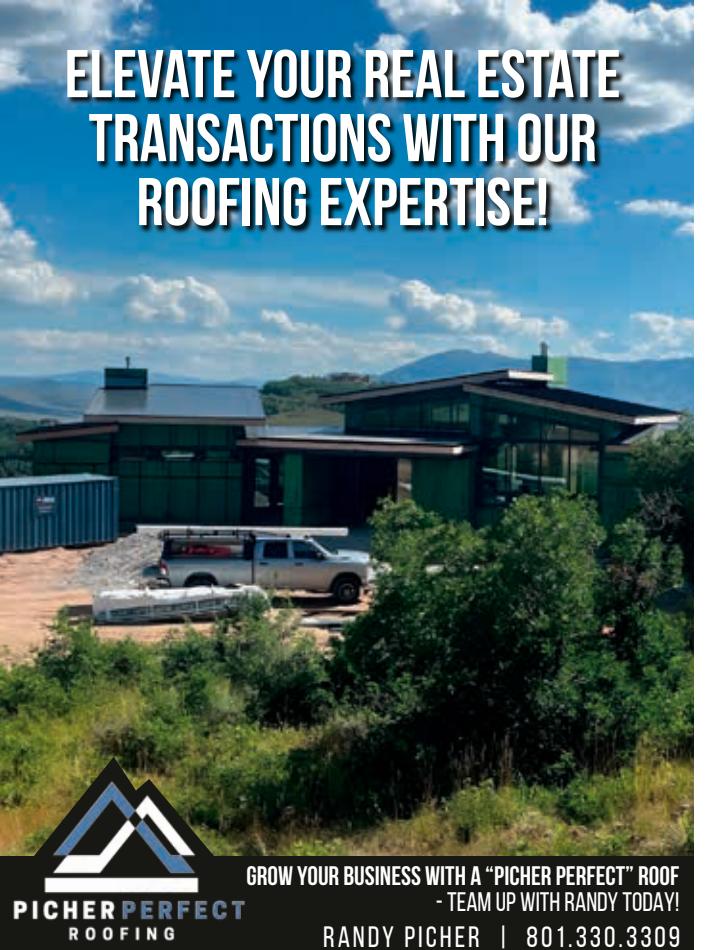
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