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Cheers to 5 Years!

► publisher's note

In August of 2019, we welcomed the Top 300 agents in Albuquerque to the brand-new Real Producers community and the inaugural magazine! Cheers to everyone as we enter our sixth year!

YOU all—ABQ's top-producing REALTORS® and Preferred Partners—are the ones that make this community happen. I continue to be so humbled and grateful for your support! It is such a blast telling your stories, celebrating your successes, and bringing inspirational energy to this community through the monthly magazine as well as our large and small events. Who knew so many valuable friendships would be gained as well?

Thank you from the bottom of my heart to our

Preferred Partners, many of whom have been with us since the very first issue of *ABQ Real Producers!* To my phenomenal staff and team — you are the magic behind this platform, and I literally could not do it without you!

To each and every REALTOR® that has read this magazine, been to our events, or simply reached out to our Partners on behalf of ABQ RP—we appreciate you more than you will ever know!

Be sure to watch your emails for an exclusive invitation to our September five-year anniversary event! We can't wait to see you all and celebrate!

If we haven't had the chance to meet, please reach out to me. I'd love to get to know you!

Warmest regards,

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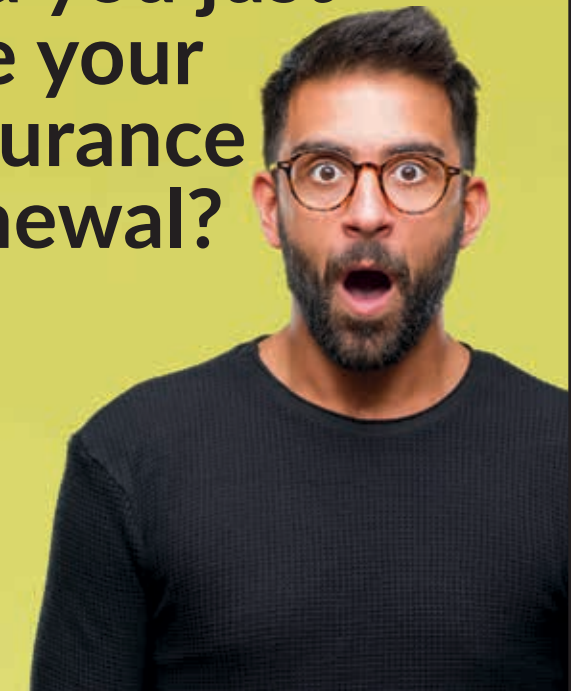
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FOUR SEASONS CLEANING



YOU CANNOT CLIMB THE LADDER OF SUCCESS WITH YOUR HANDS IN YOUR POCKETS.



▶ partner spotlight

By Beth McCabe
Photos by Angela Adkins

A FRESH START EVERY SEASON

“When you are working, don’t have your hands in your pockets.” Michael Galaviz, co-owner of Four Seasons Cleaning (along with his wife Margaret), remembers that quote fondly. Growing up, he would help his father with small construction jobs. Cleaning windows, sweeping, cleaning tools, and lending a helping hand came naturally to him with his servant’s heart.

“One time, I put my hands in my pockets to warm them up,” he recalls. His father told him not to do so. Years later, Michael had a renewed

appreciation for his father’s words of wisdom. “I saw a sign at a restaurant, ‘You cannot climb the ladder of success with your hands in your pockets.’” That message continues to resonate with Michael today.

A hard worker and Albuquerque native, Michael has appreciated the beauty of a clean space since his childhood days. “As a child, I would help my mother clean the house,” he comments. “I made the beds, washed dishes, dusted, polished furniture, and emptied the trash. I would do anything I could to help.”

In high school, Michael took care of calves for his aunt and uncle, who paid him in cows. “My first car cost me three cows and a haircut,” he jokes. That was back in 1984. During this decade, Michael thought he was going to go into engineering. After graduating in the top ten students at Albuquerque High School, he attended the University of New Mexico.

“I wasn’t sure what I was going to do,” he admits. He took math and science classes and happened to stumble across a drawing he did as a child. “I put on the drawing that I wanted to be

a janitor," he reminisces. Little did he know that the childhood dream was the door to his destiny.

STARTING HIS OWN BUSINESS

In 1987, Michael started Four Seasons Cleaning at the age of nineteen, a business he built from the ground up. He took the advice of an owner of a vending company to heart, "Get your business license and just start doing something." It paid off.

Now Michael and his dedicated team clean homes, ensuring that people's spaces look better than ever. When it comes to listings, there is never a second chance to make a first impression. Make the right first impression with Four Seasons Cleaning. From bathroom cleaning, tile cleaning, and floor cleaning to appliance cleaning, Michael has you covered from top to bottom. He leaves nothing to chance with an eye for detail.

Margaret, Michael's wife, handles office work, data entry, and invoicing. "She helps me out with carpets too. We often go clean offices together," Michael shares. Over the years, their business has grown to include regular janitorial office

I ENJOY SEEING THINGS CLEAN AND MAKING A DIFFERENCE.

cleaning, residential cleaning, and one-time cleanings for homes being sold or deeply cleaned.

CHALLENGES AND TRIUMPHS

Michael's dedication to his work is evident. "I do like what I do. I enjoy seeing things clean and making a difference," he says. His advice to anyone starting in this field is straightforward: "If I had known how difficult it would be, I might not have done it. But not knowing allowed me to start without negativity."

He credits much of his success to Margaret. "My wife is such a trooper. She is hardworking and kind. We support each other in business and in our personal lives."

Michael's family has always been a pillar of strength. His parents instilled a strong work ethic and the importance of a clean and loving home. "My grandmother and grandfather were

hard workers, even into their nineties," he says. His father's humor and his mother's kindness have left a lasting impact on him.

PERSONAL PASTIMES

Michael enjoys socializing to relax. "It's nice on a weekend to have friends and family over and continue to be social with people I've met through the business," he comments.

When not working, Michael used to enjoy autocross car racing. "COVID changed a lot of things, and I haven't had time for it lately, but I used to participate in timed driving events," he shares. He is excited to get back to it soon.

FOR MORE INFORMATION

Michael's story is one of perseverance, hard work, and dedication. Four Seasons Cleaning is built on these principles, offering respected, reputable, and reliable cleaning services year-round. Whether it's residential or commercial, Four Seasons Cleaning ensures your space will be spotless, allowing you to focus on what truly matters.

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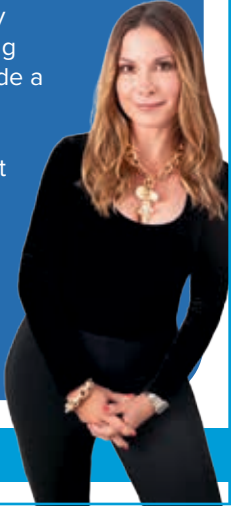
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MELISSA MOYA

WEICHERT, REALTORS
— IMAGE

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“

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That’s a role that Melissa Moya prizes, as well.

As a REALTOR® with Weichert, Realtors—Image, Melissa knows all about the rewards of creating results. She puts the “real” in REALTOR® with her presentation and commitment to her clients.

FINDING A NEW PATH AHEAD

Melissa’s path to real estate began unexpectedly.

“I had always been interested in real estate,” she shares. “When I lost my job in ophthalmology during COVID while living in Texas, I saw it as an opportunity to pursue something I had always thought about.”

Moving to New Mexico presented a fresh start, and real estate became her chosen path.

OVERCOMING HURDLES

Transitioning into real estate wasn’t without its hurdles.



Photo by Angela Adkins

“At first, I felt overwhelmed,” Melissa admits. “I wanted to know everything right away, but I quickly realized that learning in real estate is an ongoing process.”

Despite the initial challenges, Melissa’s determination and passion for helping others propelled her forward.

REALIZING THE VISION

What drives Melissa most is the joy of helping clients find their dream homes.

“I love seeing the excitement in buyers’ eyes when they know they’ve found the perfect home,” she says with enthusiasm. “Especially helping first-time homebuyers and single moms navigate the process—that’s incredibly rewarding.”



“My girls mean everything to me,” she emphasizes. “We enjoy activities like roller skating, visiting Hot Springs, and having fun with family game nights.”

These moments of togetherness are essential for Melissa, grounding her in what matters most.

STAYING INVOLVED

Melissa has a heart for helping. She has volunteered with the Who I Am Foundation, demonstrating her commitment to giving back to the community by feeding the homeless and

participating in events for the elderly.

For aspiring real estate professionals, Melissa offers timeless advice.

As she says, “Find a mentor you connect with and learn everything you can from them. Stay true to your word, be kind, and always deliver on your promises.”

LEGACY OF INTEGRITY AND KINDNESS

Melissa’s clients often become friends, a testament to her honesty, kindness, and reliability.

“I believe in treating others as I want to be treated,” Melissa reflects. “Many of my clients have become friends, and we enjoy getting together outside of work.”

Her genuine care for people underscores every aspect of her work and

life. Congratulations to Melissa Moya for the way she dedicates her gifts and care to the needs of those she serves ... in turn, experiencing the rewards of being “real” and creating “real” results.

“

I LOVE SEEING THE EXCITEMENT IN BUYERS’ EYES WHEN THEY KNOW THEY’VE FOUND THE PERFECT HOME.



Photo by Brooke Bailey

MOTIVATION AND SUCCESS

The flexibility and independence that real estate offers are what truly resonates with Melissa.

“I thrive on the freedom of this career,” she states. “I don’t want to be in a position where I feel replaceable. I want to provide value to my clients, and I want them to know how much they mean to me. My motivation is to build success for myself and my family, knowing that my efforts directly impact our future.”

FINDING SUCCESS

Melissa’s dedication has not gone unnoticed. In a short time, she has become the top-producing REALTOR in her office and earned national recognition for her achievements.

“In May, I was ranked number 31 in the nation of all REALTORS® in the Weichert systems,” Melissa explains.

Her success underscores her commitment to excellence and her ability to connect with clients on a profound level.

FAMILY HIGHLIGHTS

Melissa treasures time with her girls, Makaela and Kat. They are her whole world.

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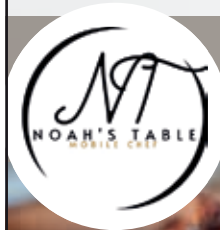
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DELILAH



ARMENDAREZ PEREA

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HELPING CLIENTS,
WHETHER THEY ARE FIRST-
TIME BUYERS OR SEASONED
INVESTORS, ACHIEVE THEIR
GOALS GIVES ME IMMENSE
SATISFACTION.”

» **overcomer** By Dave Danielson | Photos by Liz Lopez
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SPARKING SUCCESS

Real estate is a profession that provides a world of rewards. But one of the greatest of all is knowing that your efforts made a real difference in the life of a family when they needed it the most.

That’s a vital role that Delilah Armendarez Perea cherishes, as well.

As a REALTOR® with Keller Williams Realty, Delilah is there to spark success for those around her day by day.

A Foundation of Growth

Delilah’s journey into real estate began in 2010 when she started as an office manager. In 2014, following her broker’s recommendation, she obtained her real estate license.

“I took a leap of faith and never looked back,” she recalls.

Transitioning from office management to becoming a licensed REALTOR® was a pivotal moment, opening doors to a career that would blend her organizational skills with her innate ability to connect with people.

Her Early Steps

Delilah’s early years in real estate were marked by significant achievements, including earning the Rookie of the Year award in 2014.

“It was a confidence booster,” Delilah reflects. “It showed me that with hard work and determination, the sky’s the limit.”

She credits mentors like Alyson Campbell, Rosie Harmon, Jerry Garcia and Bricena Aragon for guiding her through the initial stages of her career.

“Having great mentors and supportive peers was crucial,” Delilah emphasizes. “They helped me learn the ropes and encouraged me to spread my wings.”

Passion for the Profession

What truly drives Delilah is her love for building relationships.

“Meeting new people and forming friendships beyond business transactions is what I cherish the most,” she shares warmly. “Helping clients, whether they are first-time buyers or seasoned investors, achieve their goals gives me immense satisfaction.”

Her approach to real estate is deeply personal, focusing on understanding her clients’ needs and guiding them through the process with care and empathy.

Family Foundation

Delilah finds joy in her tight-knit family. She shares her life with her husband Carlos, her daughter, Shylah and her son, Louie, along with their beloved Yorkie, Chloe.

“Family and God are my anchors,” Delilah says. “They give me strength and perspective.”

Together, they enjoy camping trips and outdoor adventures.

Success Through Faith

Delilah’s journey hasn’t been without obstacles. Battling lupus, arthritis, and fibromyalgia, she has faced health challenges that could have deterred her spirit.

“There were times when I was really sick and had to step back,” she recalls. “But my faith in God kept me going.”

Delilah's positive outlook and determination to overcome adversity inspire those around her.

"God has been my rock," she says. "He's the reason I am where I am today."

Engaged in the Future

Delilah is actively involved in the community, from activities to events to giving back as often as she is able to.

"Giving back is important to me," she notes. "It's about making a meaningful impact wherever I can."

She extends her gratitude to her husband, colleagues, and supportive team member Gabby Aragon.

"Having a supportive partner like Carlos and a dedicated team means everything," Delilah expresses. "They motivate me to be my best."

Advice and Legacy

For aspiring REALTORS®, Delilah offers solid advice.

"Stay humble, stay coachable, and never stop learning. Approach every opportunity with a win-win mindset."

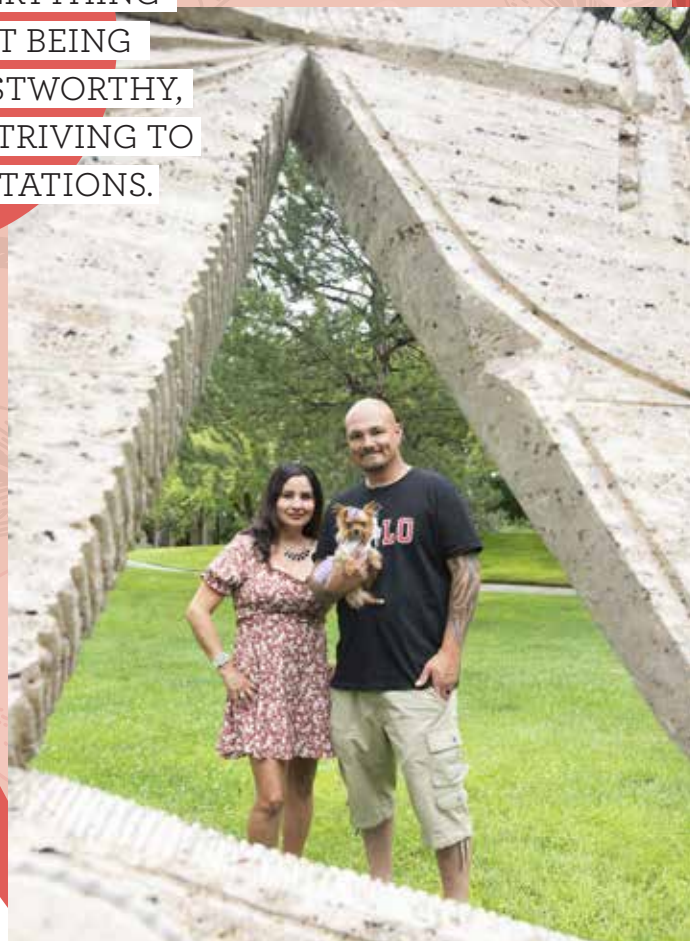
Her dedication to her clients and her unwavering faith serve as a testament to her character and professionalism.

"I put my heart and soul into everything I do," Delilah says earnestly. "It's about being reliable, trustworthy, and always striving to exceed expectations."

Congratulations to Delilah Armendarez Perea for her dedication and commitment to helping dreams come true for those around her. In turn, she serves others with her ability to spark success.



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It taught me hard work, how to build relationships, and that I wouldn't get paid unless I sold.

THAT PREPARED ME FOR THE UPS AND DOWNS OF REAL ESTATE.

▶▶ cover story

By Beth McCabe
Photos by Liz Lopez



PASSIONATE. PERSISTENT. PURPOSEFUL. "The amount of no's I have heard is unbelievable," recalls Mark Price, Team Leader of Empire NM Realty, powered by Hallmark Realty. However, Mark is a man of drive and determination. Rejection doesn't faze this Top Producer.

"I have overcome a lot of obstacles to be where I am now in real estate," says Mark. "This year, we are in the top five in the first quarter for production."

MISSISSIPPI ROOTS

Starting from humble beginnings, Mark's journey in sales began in the rural town of Mississippi where he grew up. "It's so small you don't have traffic lights," he reminisces. Watching his father, a local real estate investor who owned 40-50 rental



EMPIRE NM REALTY

MARK PRICE

properties, negotiate transactions in the mayor's office was eye-opening for young Mark. His mother, a school teacher, and his father, both graduates from Ole Miss, instilled a strong work ethic in him. Little did he know that this would be instrumental in his future career.

EXCELLING IN SALES

"When I was younger, I figured out I would be in some type of sales and marketing," says Mark. Inspired by the movie "Ferris Bueller's Day Off," Mark's dream was to go to Chicago. "After college, I took my first job in sales. I needed to work for myself, and I realized that," he reflects.

Mark's career in sales began in door-to-door sales, a field that taught him the value of perseverance and persistence. "I started a door-to-door sales company in Chicago, selling everything from telecommunications to energy," Mark shares. "Speaking to 50-100 people a day and hearing 1 to 2 'yeses' taught me to handle rejection and build relationships." Over nearly a decade, he grew his company to 100 agents in five different states.

"It taught me hard work, how to build relationships, and that I wouldn't get paid unless I sold. That prepared me for the ups and downs of real estate," comments Mark.

In 2020, Mark transitioned into real estate, becoming what he calls a "COVID REALTOR®." The initial switch was challenging, involving multiple brokerage changes until he found the right fit. "I joined smaller brokerages for hands-on mentoring and training," Mark explains.

Rejection doesn't impact Mark with his years of experience in sales. "When we miss out on an offer or don't get the listing, my mindset is—if it's not this person, it's going to be someone else. Rejection means that there is someone else out there that we should be working with," he asserts.

His mentor, Roger Hall of Hallmark Realty, has also been instrumental in shaping his career. Mark has a heart of gratitude for him.

HELPING OTHERS

In addition to excelling in real estate, Mark desires to help others. He comments, "I want to become an expert in the field of real estate. Helping other people become more successful is my new goal."

Mark motivates his team to succeed. "I try to be available for agents on my team, answering questions promptly and providing support," he points out. He proudly recounts the story of Sandra Quezada, a new agent who joined his team six months ago with zero sales. "By sharing my experience and guiding her, she now achieves over \$1 million in production two months in a row," he says.

FATE, FAMILY, AND FUN

When not working, Mark values spending time with his fiancée, Larisa, an Allstate insurance agent. Their love story began professionally, with Mark insuring his car. "She has always supported my dreams and kept me grounded and motivated," he says. Years later, they bought a house together, and on Christmas Eve, they found their dream home. "We're getting married in October 2024," he smiles.

Mark is grateful for his family. Mark credits his parents and his siblings, who help with the family's rental properties, for their continuous support. "My dad gives great advice about real estate and life. My mom and Larisa are very close," he notes.

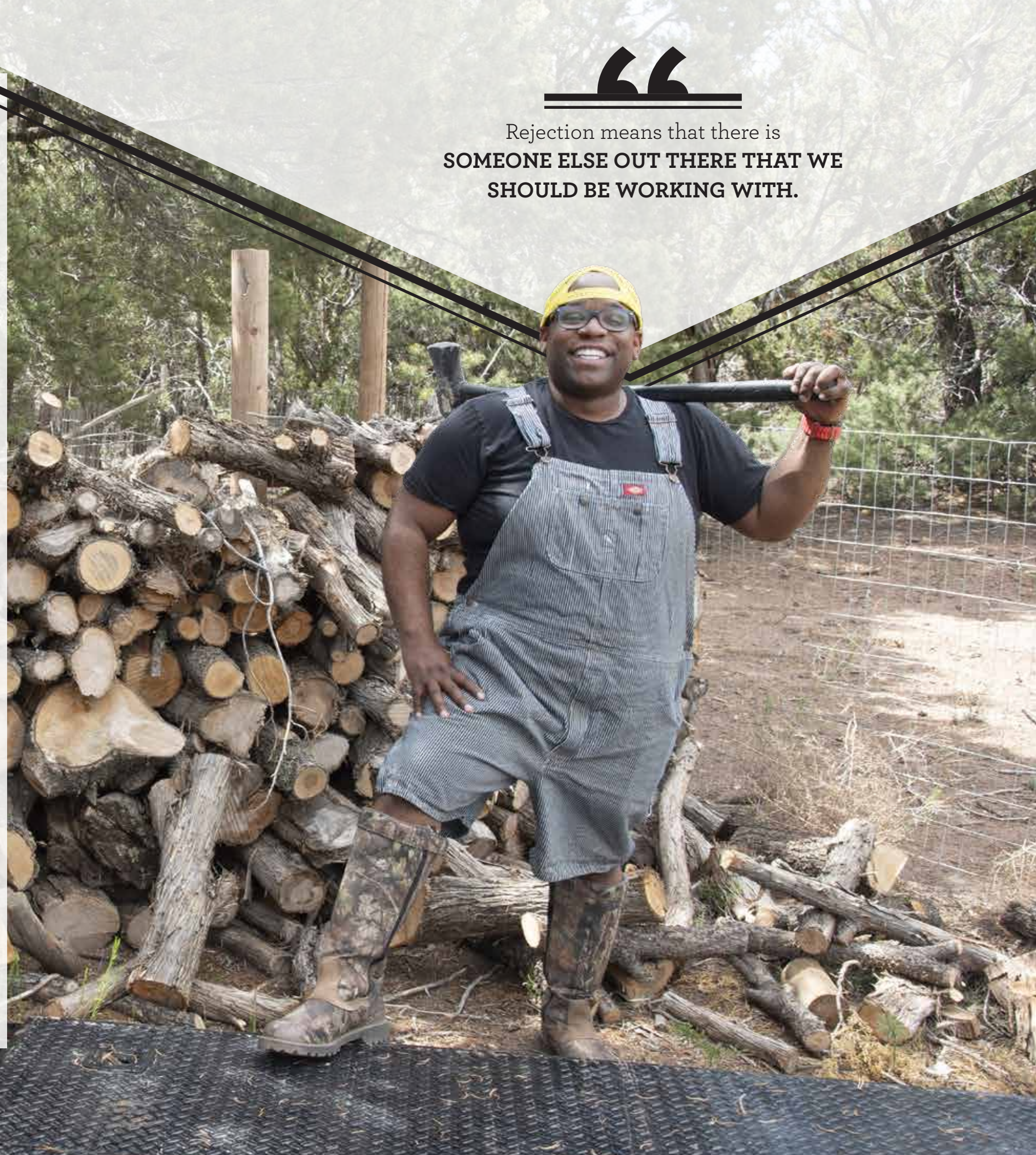
To relax and unwind, Mark enjoys working on his tractor and classic cars. "I grew up working with my dad and brother with the family rentals, so this is something that has always been a part of my background," he shares. His passion for classic cars is evident in his collection, which includes a 1967 Mustang convertible and a 1964 Thunderbird.

DRIVEN + DETERMINED

From a small-town boy in Mississippi to a top-producing real estate leader, Mark's relentless drive and determination are inspirational. With a deep appreciation for his roots and a commitment to helping others, Mark has built a successful career while maintaining his humility and passion. As he looks forward to his wedding and continues to grow his team, Mark remains a shining example of how passion, persistence, and purpose can lead to extraordinary success.

“

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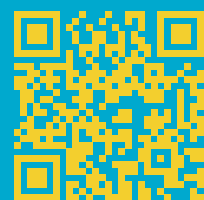


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