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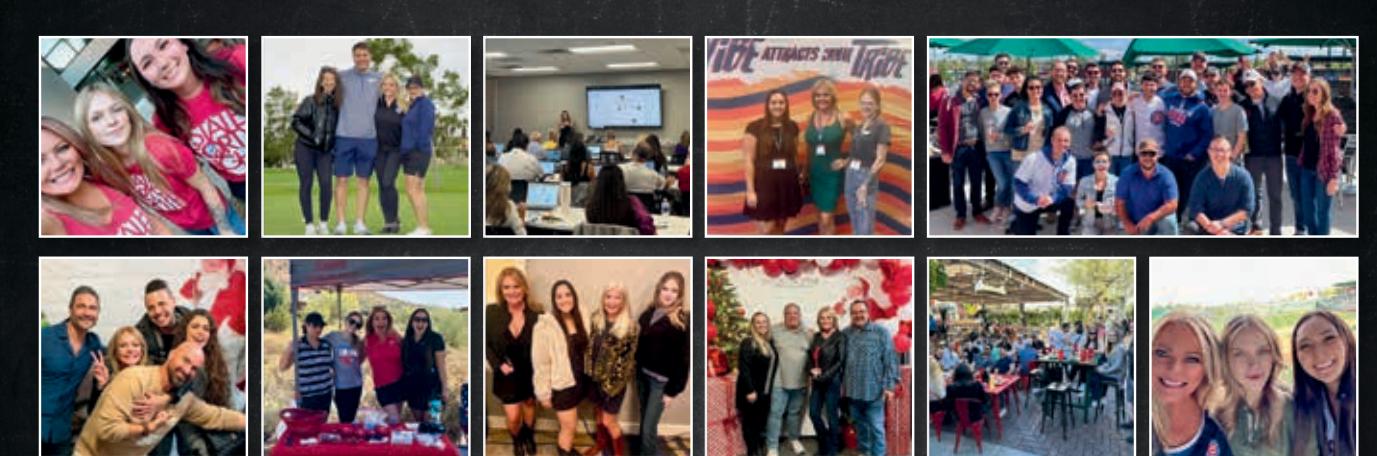


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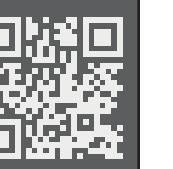
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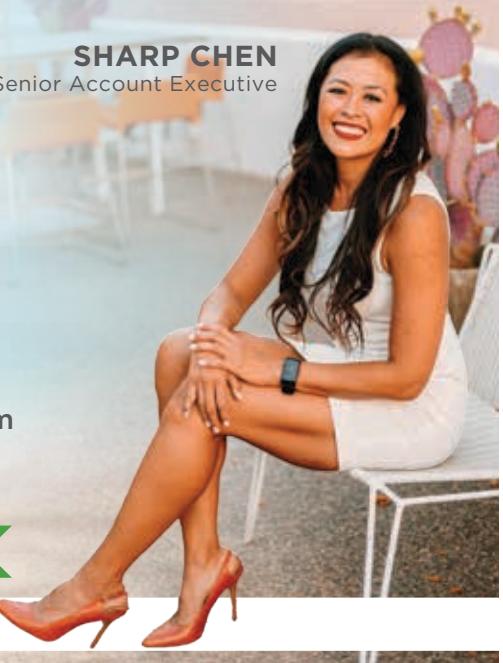
  
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► cover agent

Written by Kendra Woodward  
Photography by Gilead Hernandez, Grafobox Media  
Photographed at Keller Williams Integrity First

## LEADING WITH HONESTY & INTEGRITY

Connie Murphy, a seasoned real estate professional licensed since 2010, has cultivated a sterling reputation in the East Valley for her unwavering dedication to her clients and her commitment to excellence. "I've built my resume by treating my clients like family, focusing on educating my clients in the process, doing things the right way, and working towards a WIN/WIN for all parties," she proudly states.

As a full-time agent with Keller Williams since May 2017, Connie has honed her skills and expertise to become a trusted advisor and advocate for those navigating the complex world of real estate. "My business has truly grown through referrals, recommendations have been wonderful to me! The HEART of my business. It took about 4 years for it to really start to pay off and has been pleasantly steady the past few years." With a career spanning over three decades in sales and marketing, Connie brings a wealth of knowledge and experience to her role as REALTOR®, a journey that was a natural progression, driven by a desire to help people achieve their financial goals, and secure their dream homes.

Rooted in her belief that homeownership is key to building wealth, Connie has made it her mission to guide her clients towards success. Beliefs which are often reinforced by her taglines; "Build Wealth with Real Estate" and "Love Where You Live". But it's Connie's unparalleled commitment to her clients that truly sets her apart.

She grew up in Iowa, has that Midwest vibe and work ethic she got from her parents. She transferred to ASU from the University of Iowa, and graduated in Business Marketing. A proud Arizona resident since 1986, Connie boasts an intimate knowledge of the East Valley, having resided in Tempe,

Mesa, Scottsdale, Gilbert, and currently in Chandler. Her deep ties to the East Valley area, coupled with her background in marketing, provide her with a unique advantage in the competitive real estate market. From Pricing It Right/Pricing to SELL approach, Cleaning Services, Home Staging as needed, to Professional Photography with Drone, Twilight and Video to strategically market it, and Transparent Communication with clients and cross agents, Connie leaves no stone unturned in her quest for client satisfaction. Since listings are golden, doing extra things that not all agents will do for their clients to make their home stand out is her strategy!

In high school, Connie's aptitude test suggested she follow a career as a stockbroker, REALTOR®, or insurance agent which are all great career choices for someone like her who is passionate about understanding numbers. While she took that knowledge and steered towards a degree in Marketing, (in college, she thought Marketing equaled lots of client lunches, talking and helping people make solid buying decisions). Connie's appreciation of finances prompted her to purchase her first house in her 20's — introducing her to the world of real estate. Marketing sounds just like real estate, right?

After a few successful careers in various sales and marketing roles — one of her favorites at a builder's design center helping buyers with their interior designs selections — Connie combined her near three decades of experience into her brief role as an insurance agent that included financial planning (with her series 6 and 63 license) and quickly worked her way into real estate from part time to full time. "I loved the idea of helping people with finances or money," Connie shares. "I felt like that was an area that I was good at, I love math and also love seeing homes. Bottomline,



Connie's son Shane, on the field with them at a game.

I'm all about making informed decisions, improving financial literacy, financial stability and how you grow your net wealth."

When she finally decided to invest into real estate full time and move over to Keller Williams, Connie was able to bring her vision to life by helping her clients invest in themselves and build wealth through real estate. "It's a constant challenge, it's fun and so rewarding," she quips.

Admitting she's finally where she was always meant to be, Connie ensures her clients are educated and informed properly before moving on with their purchase or sale. "That's how I do my business, I'm straightforward, and passionate about making it a learning process."

Driven by a competitive spirit instilled during her days as a basketball and volleyball player in high school — being from and being in a sports family — Connie approaches

specialist inspections too as needed, and finally getting the BINSR re-inspection at the final walk through. It is a lot to process but it's a big deal to know more, and get some clarity/peace of mind. So being very detailed in this part of the process is very important to her and to her clients. "When you take care of people, you get referrals," she beams.

Beyond her professional achievements, her greatest joy is her family and friends! Connie enjoys spending time with family, her husband, Brian, and their 2 sons, Patrick and Shane. "Our boys' Club Baseball and High School baseball teams are how we've met and connected with so many people with common interests. This has helped with organic networking. It was scary at first to talk about real estate and now it feels very natural. People ask questions and I get excited to talk about real estate. Our baseball community/baseball life has helped me grow my business and my referrals so much. We still meet neat people through our sons' activities, and when we travel to see them too." Her youngest son, Shane, is now



Connie's son Patrick, on the field with them at a game.

“ THAT'S HOW I DO MY BUSINESS, I'M STRAIGHTFORWARD, AND PASSIONATE ABOUT MAKING IT A LEARNING PROCESS.



playing with the Chicago White Sox in the Minor Leagues while her eldest son, Patrick, is playing baseball in Japan where he resides with his fiancé and baby during baseball season. Both boys are home in Arizona in the off season, thankfully. During their seasons, she and Brian love to take a couple of week-long trips to visit them, and this summer, a 2-week trip to Japan in late July/early August. Also, her goal is one big family vacation in the off-season, and taking trips to Iowa and New York to see family. She adds that their newest joy is her little granddaughter, Liv!

For Connie, this career is what she's always been meant to do. Took a little time to get here. "My ultimate goal is for you to love where you live and to build wealth! I love what I do-helping people, and I have the best clients! I am extremely blessed."



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Originally from Los Angeles and raised in Malibu, Randy's journey into real estate finance was shaped by his passion for helping others and his innate drive for excellence. After earning his degree in Business from the University of Arizona, where he also played baseball, Randy embarked on a successful career in commercial real estate working for large publicly traded REITs, where he spent two decades on the East Coast. With each promotion, Randy was transferred and covered just about every state from North Carolina to Florida.

Throughout his career, Randy has remained steadfast in his dedication to delivering exceptional customer experiences no matter the industry, but helping individuals and families navigate the complexities of mortgage lending has been his most satisfying. With a firm belief that homeownership is a cornerstone of personal pride, security, and long-term wealth, Randy finds immense fulfillment in guiding individuals and families through the home buying process.

Randy spent 7 years on the mortgage banking side of the business with Academy Mortgage. He has now been with Price Mortgage on the mortgage broker side of the business for 6 years, where he knows he can provide the most value to real estate agents and their clients (buyers). Randy is happy to be a part of one of the largest mortgage brokerages in the Valley. Randy loves what he does helping individuals and families buy homes, as he knows this makes a real difference in their lives. "Having spent 20 years in commercial real estate in middle management,

I was laid off twice due to the economy. I told myself it wouldn't happen again," he explains. "I'd rather bet on myself than let others control my success."

As well, Randy prides himself on his ability to help real estate agents do more business. He does this by being able to get their clients (their buyers) a better deal on their mortgage (lower rates and fees) ... which gives them more purchasing power, helping them close more transactions (because of the wide array of loan programs he has access to, he is able to qualify for people to purchase homes), and by providing an exceptional customer experience from first contract through closing (which leads to more referrals). Randy always has his sights set on an end goal.

A true mentor and role model in the industry, Randy draws inspiration from Andy Price, the founder of Price Mortgage and a seasoned loan officer known for his commitment to his family and to all 100+ of his employees, as well as his professionalism, expertise, generosity, humility and sense of humor. "He's the best loan officer I've ever seen," Randy says. "And he's the most humble." His career with Price Mortgage has provided Randy with the ability to do what he's most passionate about — helping individuals and families buy homes. "It's personally rewarding to help people buy their homes ... knowing the difference this can make in their lives."

Randy's commitment to hard work, consistency, and personal integrity reflects his background in sports and his belief in controlling what one



can control. "We're all going to have good days and bad days," he explains. But it's the consistency in your work ethic and attitude that separates one from the pack. "My success is solely dependent on my own commitment, attitude and work ethic."

With a focus on building trust and fostering genuine connections, Randy distinguishes himself from traditional bankers by being able to get people their mortgages for a lower cost (rate and fees), as well as being very creative in figuring out solutions. Being 100% commission-based motivates him to work

hard every day and stay consistent. "I feel like a mortgage is a commodity," he admits. "So, you have to be able to provide the most value and to deliver an exceptional customer experience at the same time." To further push the boundaries of what he can accomplish, Randy is actively involved in WeServ, where he serves on several committees and sponsors many of their classes and events.

Beyond his professional endeavors, Randy finds joy in spending time with his family. Married for 30 years to his wife Courtney, Randy cherishes moments shared with their two

children, Bauer (24) and Cannon (21), who have both excelled in athletics and academics. Together, they spend the weekends enjoying sports (mostly golfing), fitness, and exploring the beauty of Arizona.

For Randy, success is measured by the lives he has positively impacted and the relationships he has built along the way. With his unwavering dedication to excellence and his passion for making a difference, Randy continues to redefine what a loan officer should be, one mortgage at a time.



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# EVANGELINA MADRIGAL

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MOTIVATED AND MAKING DREAMS COME TRUE



Written by Kendra Woodward  
Photography by Gilead Hernandez, Grafobox Media

**Evangelina Madrigal's journey into real estate is a testament to her unwavering dedication to her clients and community. Licensed in 2005 and currently with Keller Williams Integrity First Realty, Evangelina is renowned for her commitment to making her clients' dreams become reality.**

Evangelina's real estate career began in California after leaving her banking career of 12 years. Her background in banking exposed her to high-pressure environments that left little time for her growing family. Seeking more control over her schedule, she transitioned into real estate to strike a better balance between career success and family life. With a brother-in-law who owned his

own brokerage, Evangelina set out to obtain her real estate license and ultimately sold 10 homes her first year.

Upon moving to Arizona however, Evangelina stepped back into banking while she built a new sphere of influence, right before the market crashed. The new territory meant Evangelina had to find new ways to sell homes, so she focused on short sales and dual modification. But it was during this time that Evangelina met some of her most memorable clients, one of which was a single mother working a low-income job. Evangelina helped her negotiate her way into a foreclosed home which has since appreciated to over three times the amount she paid! Recalling the occasion, Evangelina prides, "Stuff like that is what motivates me to continue and be a part of real estate."

For Evangelina, real estate is all about



building lasting relationships and generational wealth for her clients. Through real estate, Evangelina gains friends, great memories, and helps her community grow. Fluent in Spanish, she takes pride in serving the Latino community, integrating seamlessly into their families and providing personalized guidance throughout the home-buying process.

A game-changing moment in Evangelina's career occurred when she connected with mentor Kenny Klaus, who offered invaluable guidance and support on selling Hud homes and eventually provided Evangelina with a paid mentorship program. The program allowed Evangelina to work in her own area, implementing Kenny's tools and techniques, all while learning from one of the best agents in the nation. This mentorship propelled her to break away and establish her own path with Keller Williams, where she continues to thrive.

Reflecting on her journey, Evangelina emphasizes the importance of perseverance in real estate. Despite the challenges and competition, her unwavering dedication to client satisfaction has been her driving force. No matter the length of time a home might take to sell, or how stressful things might get on the back end, Evangelina's goal is always to make the experience a positive one for her clients.

For up-and-coming agents, she offers some advice she wishes she had been given — "Don't give up!". Explaining how real estate is a 20/80 job, where only 20% of agents do 80% of their work; Evangelina suggests that you need to stay focused, be consistent, show up every day, and love helping your clients and community in order to be successful in real estate. "If you



really see yourself helping people, you'll be okay."

Furthering her reach into her community, Evangelina gives back through her participation with several of KW's charitable initiatives like KW Red Day, being part of the Agent Leadership Council for the last six years, and through her position as Chair of the Health and Wellness Committee where KW aims to help agents clear their minds and build camaraderie through course classes and in-office events.

Having grown up alongside nine siblings, it's no surprise that Evangelina

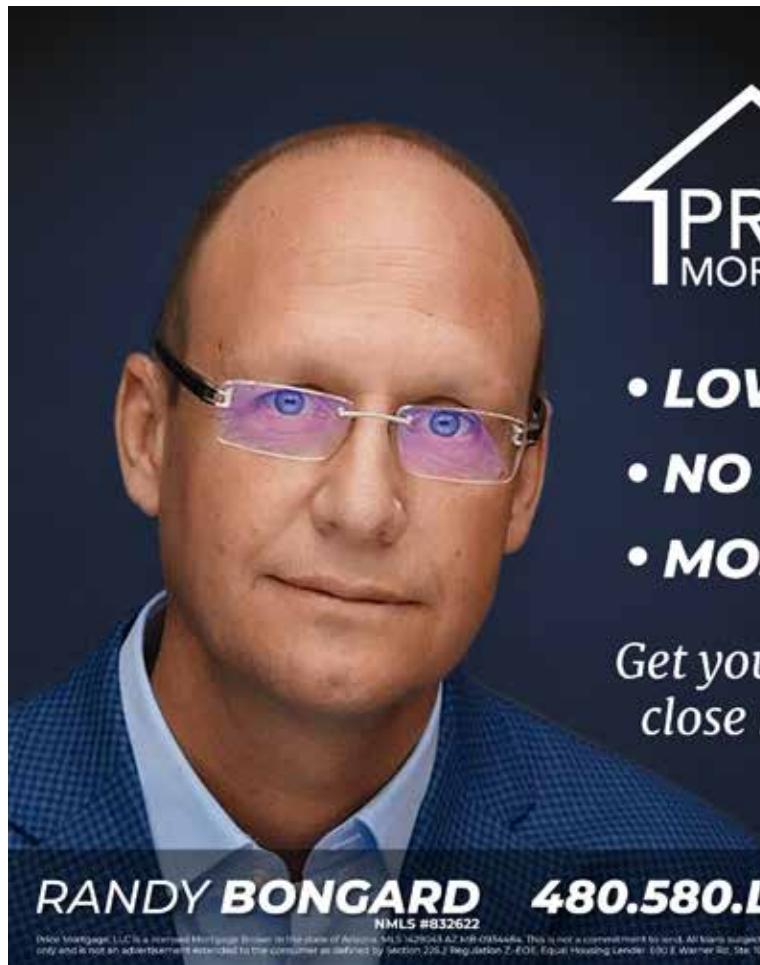
has a good size family as well, married to her high school sweetheart, Jose, the two have four children, Bianca, Jose, Daniel, and Abigail. Evangelina's mom made sure her children were focused on education, instilling in them a deep sense of community and a tough work ethic. Despite being the only one out of all her siblings without a college education, Evangelina has taken that negative and uses it as a positive motivator in her success every day.

From camping in the California Sand Dunes to exploring the vast landscapes of Montana, family gatherings and vacations are a cherished part

of the Madrigals' lives. Evangelina cherishes her family's shared love for travel, camping, and outdoor adventures, and makes holiday gatherings a high priority.

Evangelina's upbringing, instilled by the values of hard work, extracurricular activities, and education, continues to guide her as she navigates a successful career while giving back to her community.





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# BECKY BLAIR KIM CARLSON

► family

Written by Kendra Woodward  
Photography by Devin Nicole Photography

## SISTERS IN REAL ESTATE, MAKING A DIFFERENCE

Becky Blair and Kim Carlson, sisters who have been making waves in the industry for nearly two decades, bring a unique blend of expertise and personalized service to every transaction. Their team name, which is also their slogan, “Make a Difference” reflects their shared commitment to leaving a positive impact on their clients’ lives.

Born and raised in Northern Indiana, Becky and Kim embarked on their real estate journey in 2004, both obtaining their licenses and starting their team simultaneously. Becky’s background in social work, with a Bachelor’s and Master’s degree from ASU, along with 30 years of experience in hospital settings, instilled in her a deep sense of empathy and drive to help others. “I dealt with all the bad things that came through the emergency room,” she recalls. “It was very challenging.”

Kim, a former stay-at-home mom and 17-year retail veteran, found inspiration in her husband’s family of entrepreneurs and tradesmen, paving the way for her transition into real estate. While initially contemplating a career in property management



and flips, with Kim's husband leading as the general contractor to all their friends and family in various trades, the duo was looking for a career that offered a better work/life balance, joking that they were looking for something where they could make money laying poolside.

Now, having found their niche, Becky and Kim began specializing in 55+ communities and first-time homebuyers, offering their clientele a more comprehensive approach to real estate. They understand the diverse needs of their clientele and tailor their services accordingly, whether it's assisting with retirement downsizing, building an investment portfolio, or navigating the complexities of buying a first home.

For Becky and Kim, the most fulfilling aspect of their work lies in helping people build wealth and achieve their homeownership dreams. From guiding clients through the process of buying and selling to providing support during challenging life transitions, they are committed to making a meaningful difference in every client's journey. "Buying a house is like having a savings account to spend on your next house," Becky advises, a thought that most agents don't present to their clients.

Throughout their career, Becky and Kim have encountered their share of challenges, from navigating the fallout of the housing crisis to experiencing short sales firsthand. These experiences have not only strengthened their resilience but also deepened their understanding of their clients' needs and concerns. "It's helpful for us to have to have gone through it ourselves," Kim admits.

Two decades later, Becky and Kim have gained so much knowledge on the industry and admit, "There is no 'done' in real estate...there's always something to do." Kim continues, "If you want to be successful at it, especially in the beginning, you have to give up your personal time until you can manage your bank account enough to start pulling back."

For this duo, having two agents at your side is their specialty. It doesn't matter if you call Kim first, or Becky, you still get them both. "Kim and I have immersed ourselves in the dynamic shifts of Maricopa and Pinal Counties. This journey has equipped us with

invaluable insights and an intimate understanding of the area, allowing us to offer not just tailored advice but a genuinely personalized touch to our clients."

"What distinguishes us is the harmony between Kim's extensive local insights and her passion for a holistic lifestyle, which resonates with everyone from young families to retirees seeking peace in adult communities," Becky explains. "My own academic background and diverse experiences complement this perfectly, enabling us to navigate complex transactions and meet the varied needs of our clients, including our honored veterans and savvy investors."

Outside of their professional endeavors, Becky and Kim are passionate supporters of various charitable causes, including Alzheimer's research, inspired by their mother's journey with the disease. Through their contributions to Keller Williams Cares and local organizations like Oak Wood Memory Care and Silver Leaf, they strive to make a positive impact in their community and beyond.

At home, both women focus on living healthy lifestyles and growth through daily workouts, self-help books, and various classes... not always real estate focused. Becky and her husband Patrick have two dogs named Jazz and Brooklyn, and their hobbies include morning runs, hanging out with their kids, and traveling. They try to take at least three trips out of the country annually, and their weekends are filled with football and hiking.

Kim and her husband, Paul, have three grown children, all female — Morgan, Tatum, and Jordan. The three women come over almost every Sunday for family dinner and in her free time Kim enjoys golf, pickleball, gardening, hiking, and working out. But admittedly, she says her weekends are mostly dedicated to spending time with her kids and grandkids.

With their unwavering commitment to excellence, personalized service, and heartfelt approach to real estate, Becky and Kim will continue to make a profound difference in the lives of their clients, one home at a time.



“

IF YOU WANT TO BE SUCCESSFUL AT IT, ESPECIALLY IN THE BEGINNING, YOU HAVE TO GIVE UP YOUR PERSONAL TIME UNTIL YOU CAN MANAGE YOUR BANK ACCOUNT ENOUGH TO START PULLING BACK.



# REVITALIZE YOUR REAL ESTATE BUSINESS:

## The Power of Consistency and Open Houses

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Has your real estate business been slowing down over the past several months? Are you consistently maintaining your marketing message, or are you waking up feeling sorry for yourself, playing the blame game on why you're struggling? It's time to change that mindset right now! With over 30 years in the real estate industry, I've discovered numerous strategies to keep busy and avoid the dreaded rut. Here's how you can reignite your business with consistency and proactive engagement.

### Consistency is Key

Consistency in your efforts is the bedrock of success in real estate. How often have you sent out a few flyers or run a short-lived online marketing campaign, expecting big results, only to be disappointed? Real estate marketing requires ongoing, sustained efforts. Consider the following:

*1. Flyer Campaigns:* Don't just flyer a neighborhood once or twice. Make it a routine. Regularly update your materials and keep your name and services in front of potential clients.

*2. Online Marketing:* Are you trying video marketing only a few times before giving up? Consistency in video marketing builds your brand. Stay on message and keep



coaching corner

Written by Jason LaFlesch

producing quality content. The more organic and real your videos are the better! Makes you far more relatable and approachable.

### Maximize Open Houses

One of the most effective, yet often underutilized, strategies is hosting open houses. Here's how to turn open houses into a goldmine of opportunities:

*1. Frequent Open Houses:* Commit to as many open houses as you can handle each week. Weekdays are good, but weekends are crucial. The more you do, the more exposure you get.

*2. Engage Visitors:* When potential clients arrive, meet them at the door. Give them a warm welcome, demonstrate the property, and engage in conversations to learn about their current living situation. Whether they are renting or owning, gauge their interest in the property and showcase your expertise and energy.

*3. Build Relationships:* Use open houses to make connections. If visitors aren't interested in the subject property, impress them with your knowledge and friendliness to become their go-to agent for future needs. This often leads to representing them in their next purchase AND listing their current home. I call that a Twofer.

### Productive Downtime

Open houses aren't just about the visitors. The downtime between guests is perfect for catching up on other work:

*1. Client Follow-Ups:* Use this time to make calls and check in with past clients or prospects. Maintaining these relationships is crucial for repeat business and referrals.

*2. Marketing Content:* Create videos explaining where you are and what you're doing. Keep your videos light hearted and have fun! Show potential clients that you are actively working and dedicated to your business. This demonstrates your commitment and can attract new clients who see you as a hardworking, full-time agent.

### Mindset Matters

All of this hinges on your mindset. Success in real estate isn't a part-time endeavor; it requires full-time dedication and a strong work ethic. Here's how to cultivate the right mindset:

**1. Hard Work:** Real estate is demanding. Embrace the hard work and see every task as an opportunity to grow your business.

**2. Consistency:** Stay consistent in all your efforts, from marketing to client interactions. Over time, this builds a solid reputation and reliable business flow.

**3. Positive Attitude:** Avoid self-pity and the blame game. Focus on what you can control and take proactive steps to improve your situation.

Revitalizing your real estate business is within your reach. By committing to CONSISTENCY in your marketing and leveraging the power of open houses, you can generate new business, maintain relationships, and showcase your dedication to potential clients. Adopt a mindset of hard work and perseverance, and you'll find your way out of any rut and back onto the path of success. Remember, the key to a thriving real estate career lies in your hands. Take action today and watch your business flourish.

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