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Written by Kendra Woodward
Photography by Devin Nicole Photography

Janine IGLIANE



ATTITUDE IS EVERYTHING

“There’s so much power in your attitude towards everything.”

Janine Iglane grew up the eldest of six girls in a blended family. Born in Garden Grove and raised in Southern California, her father, a lifelong REALTOR®, would eventually play a pivotal role in her career path. However, despite bearing witness to the industry first hand and her dad’s encouragement to join the field, Janine initially pursued a career in the hotel industry where she enjoyed great success.

After leaving her dream job to become a stay-at-home mom for seven years, a pivotal moment occurred towards the end of Janine’s third pregnancy when she was placed on bed rest due to being high risk. Having just begun taking real estate classes, the order meant she couldn’t finish on the timeline she expected to, and shortly thereafter her mom suffered a massive stroke.

One thing after the next continued to fall into Janine’s lap as she became the sole caregiver to her mother both physically and financially while raising three children, almost on her own, since her husband was commuting so far for work. It seemed like there was no relief in sight.

After the birth of her youngest, Janine turned towards real estate once more hoping to ease the stresses surrounding her. The plan was to sell just one house a month while helping her husband find a job closer to home, which would allow her to better care for her mom while raising her family. And as fate would have it, Janine swiftly realized real estate was where she should’ve been all along, as she explains, “I quickly fell in love with the industry and it quickly became a full-time thing for me.”

Janine’s passion for real estate quickly turned into a full-time career and her

business took off in 2013, thanks in part to the mentorship of her father. “He taught me everything I know.” She started out learning the ropes alongside her dad, geo farming to make a name for herself within her community. “A big part of the way I built my business is around community service and giving back.” That commitment to growth and networking turned into a passion for educating her clientele, ensuring they are prepared for the buying/selling journey.

When Janine eventually moved to Arizona, she had to rebuild her sphere all over again, as well as her circle of friends, so she began attending local events within her neighborhood to meet her neighbors and start connecting with the locals. It was those regular events that her community hosted, like the Princess Party she first attended, that helped her make friends and connections so fast...some of those connections are some of her best friends now.

*A Big Part Of The
Way I Built My
Business Is*

**AROUND
COMMUNITY
SERVICE AND
GIVING BACK.**



Janine soon came to realize just how many transplants were moving to the state with the same worries she had once had, and was determined to help them forge new relationships just like she did. That commitment to service helped Janine establish herself within the community, and now she's hosting regular team events to bring her neighbors together as well.

One of her most successful community initiatives is an annual food drive that benefits House of Refuge, a local organization that provides transitional housing for homeless families. Her team organizes the event by distributing food bags to neighbors and picking up the bags to drop off for donation. "It's an opportunity for us to partner with our neighbors," Janine prides. The food drive, which has become the largest of the year for the organization, was even featured in Costco magazine. "All of this was born out of a place of gratitude."

This "hyper-local" mindset is also reflected in Janine's social media presence, where she shares posts for her followers that sometimes don't even involve real estate. Her most popular recurring posts are called Fix-It Fridays, which cover tips and tricks for quick home improvement projects. But ultimately, Janine admits her favorite part of the job is hosting client events. Whether it's summer movie nights, happy hours, photoshoots, or fall festivals, these gatherings foster strong

*I'm very intentional
with who I surround
myself with*
**AND I LOVE
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relationships that often turn into lasting friendships. “Pouring into our clients and hosting events for them, that’s the best part of what we get to do.”

Janine also places a strong emphasis on family and faith. Married for 21 years to her husband Rey, a fire-fighter living his lifelong dream, the couple has three children — Elise, Malorie, and Chase — and a Mini Goldendoodle named Bailey. The family enjoys spending time together

whether it’s biking, playing games, gathering for dinner, or meeting up with friends.

Having learned her lesson from prior experiences of working herself to exhaustion, Janine now strives for a healthier work-life balance, ensuring she’s present for the things that matter most. And she credits her nightly journaling, which focuses on three wins throughout her day, and Keller Williams’ philosophy — God

first, family second, and business third — with aligning perfectly to her own values, for helping manage that balance as well.

Looking ahead, Janine is focused on building her real estate rental portfolio and exploring creative ways to expand it, and growing her team, The Home Selling Team. “I’m very intentional with who I surround myself with and I love working with great agents.”



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JASON PAYNE

WITH STATE 48 ROOFING



RAISING THE ROOF ON INDUSTRY STANDARDS



► meet our partner

Written by Kendra Woodward
Photography by Daquota Avila, Your Media Guy and Jessica Rousel

Born and raised in Gilbert, Arizona, Jason Payne's entrepreneurial spirit was cultivated from a young age. Having grown up on a mini-farm (before the term was even popularized), Jason spent his childhood cutting grass, delivering bales of hay, taking care of animals, and performing outdoor chores — an upbringing that instilled in him a strong work ethic and a love for the surrounding environment. His father, a small business owner in Gilbert for over 40 years, also played a significant role in shaping Jason's character, teaching him the value of hard work and perseverance.

Throughout his school years, Jason continued to hustle and work hard. Always juggling two to three jobs every summer while also playing sports, Jason took every opportunity to fill his time with life experiences and even spent his summers lifeguarding at his local pool. Upon graduating from high school, Jason took the opportunity to serve on a mission trip to Mexico City with his church - an experience that was not only insightful for the small-town farm boy, but it even provided Jason the opportunity to learn Spanish first hand.

Upon his return to the States, Jason spent a year working in landscaping before receiving an offer to work for his uncle's roofing company in 2010. Like many before him who work with their family in business, Jason realized he wanted to carve his own path and be his own boss. So, while Jason ended up moving over to another roofing company for a year, he began building what would soon become State 48 Roofing. And in August 2019, he launched his creation alongside his wife Heidi, and Dory who serves as COO. They had two employees and a single truck.

A stand out — not only for its quick success and growth, but for its commitment to community service — Jason has since grown State 48 Roofing to 91 employees divided across 13 crews, and has accumulated 15 trucks. He is very proud of his team's accomplishments, touting their achievements such as Best of Valley in Phoenix Magazine in 2023 and 2024, as well as their 500+ 5-star reviews!

And he does it all to help grow and support his community, boasting that State 48 Roofing gives back to their community more than any other roofing company in Arizona.

Whether it's raising money, donating time and supplies, fundraising, or volunteering, the crew at State 48 Roofing helps anyone from schools, churches, and nonprofits to everyone in between. If there is a need for help, they rally in support. This dedication to their community has since become a cornerstone of their business philosophy, as Jason acknowledges that without the support of his community, State 48 Roofing wouldn't be what it is today.

Reflecting on the moment he decided to start his own company, Jason admits, "When I left my uncle's company to start my own, I was absolutely terrified." Interestingly, he was more anxious about transitioning from working with his uncle and becoming a sales rep than he was about starting his own business. This fear, however, was short-lived once Jason saw what he could achieve with his vision.

Now, with the ever-growing rise of social media and the impact it can have on a business, Jason has more recently directed his efforts towards capturing a broader audience and the positive results that Instagram and Facebook can bring...when used correctly. "I think it's an amazing resource for personal development. It's an underutilized free platform to better our families, relationships, and our income." The company's hashtag, "#SexyRoofStatus," is also a lighthearted testament to the team's dedication to changing the roofing industry. "We're not just putting on roofs; we're changing the roofing industry with our professionalism," Jason says, aware of the negative reputation that often surrounds the roofing industry.

Outside of work, Jason is a family man. He and his wife, Heidi, have been married for 11 beautiful years and have five children — Noah, Cash, Remington, Oakley, and Nixon — as well as a dog named Rooster. The family enjoys spending time outdoors and is currently in the process of building a pool, which they hope to enjoy this year.

“

Our number one goal is changing the overall approach to working with a roofing contractor. Number two, is changing the lives of the employees with State 48 Roofing and changing their families' lives.

For Jason and his team at State 48 Roofing, the work they do is more than just roofing — it's about making a difference in their community, in the lives associated with their team, and about changing the stigma that roofers have. “Our number one goal is changing the overall approach to

working with a roofing contractor. Number two, is changing the lives of the employees with State 48 Roofing and changing their families' lives.” Under his leadership, State 48 Roofing is building a better future for its employees, customers, and the broader community.



Why Being A REALTOR® MATTERS



► weserve quarterly update

Written By: Roger Nelson, CEO of the West and SouthEast REALTORS® of the Valley Inc

I am often asked why being a REALTOR® matters. In my twenty-plus years as the Chief Executive Officer of a local REALTOR® association in the valley, I have the unique privilege of working with and for thousands of REALTORS®. There are a few very public ways, such as credibility and trust, but many private ways, like access to exclusive resources and networking opportunities, that having

the term REALTOR® attached to your name adds value to your chosen profession.

When you join a local REALTOR® association in Arizona, you also join the Arizona Association of REALTORS® and the National Association of REALTORS® (NAR). NAR has been the largest trade association in the United States since the 1970's. The Arizona REALTORS® (AAR) is Arizona's most prominent state trade association. The West and Southeast REALTORS® of the Valley (WeSERV) is the largest local trade association by a large margin. Membership in WeSERV is not just a transaction. It's an invitation to a community of committed real estate professionals nationwide and in the state.

To become a REALTOR®, you agree to abide by the NAR Code of Ethics and Standards of Practice. Members can and should promote that fact in their marketing materials and online, positively communicating their commitment above that of a standard real estate agent. I encourage you to use this network that you belong to grow and expand your business both nationally and internationally.

WeSERV is not just a membership — it's a gateway to personal and professional growth. It provides access to a wealth of education, training, certification, and designation resources. At a minimum level, WeSERV offers members enough free license renewal classes so that you would never have to pay anything to educational institutions to renew your license. But it doesn't stop there. WeSERV also offers classes that count toward earning a myriad of designations such as the Graduate REALTOR® Institute (GRI), the Certified Residential

Specialist (CRS), and many others. These opportunities for growth are designed to inspire and motivate you to reach new heights in your career.

By utilizing just a few of the member benefits and discounts, a REALTOR® can more than cover the cost of the yearly membership alone. Currently, over fifty cost-saving perks are available with WeSERV membership, providing a significant return on your investment.

Members can count on WeSERV to be in their corner regarding local and state legislation and regulations that impact the real estate industry. One great example was working with the state association to pass a constitutional amendment outlawing services taxes. This tax alone could have cost the WeSERV member tens of thousands yearly.

Many opportunities to make connections and networks exist within WeSERV. Join other REALTORS® at weekly happy hours and networking

events, put your listings on marketing home tours to get client feedback, join affiliates at the yearly expos and trade shows, or join an ancillary group that speaks to something important to you.

One additional item is the impact such a large group of professionals collectively have on the communities our jurisdiction serves. This can be seen through the actions of the foundation associated with WeSERV, the REAL Wishes Foundation. Over the past years, this foundation has helped numerous individuals and organizations with hands up, not handouts. It has been recognized for its essential work showing the value of REALTORS® and the REALTOR® brand.

WeSERV is here to enhance your real estate journey. Our mission is to empower member prosperity through bold leadership, professionalism, integrity, engaged culture, and advocacy. If there is something we can do to help the real estate community strive to achieve this mission, please let me know.

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DANIELLE JANSSEN

PROTECTING YOUR WEALTH...AND YOUR HEALTH

In just under five years, Danielle Janssen has made an undeniable mark on Arizona's real estate industry, proving that success doesn't always require decades of experience. "Many talented agents feel intimidated by the established names, but I'm here to show that success is possible not just with hard work and dedication, but by being able to build meaningful relationships and connection to others," Danielle proudly states.

Danielle's ability to connect with people has been a key factor in her swift rise, along with her unique background and diverse experiences. With a story that begins in the picturesque port town of Superior, located on the Minnesota-Wisconsin border, Danielle quips, "It's funny how you don't appreciate your hometown until you leave." A recent 20-year reunion reminded her of the beauty and value of the locale that helped her develop her work ethic and charismatic approach to life, but like many, she sought new opportunities beyond hometown life.

When contemplating how they wanted their lives to look, Danielle and her husband, Tony, talked often about the "snowbird" lifestyle — living in warmer locations during the cold winters, only to return once it was over. That's when it dawned on them...they didn't have to wait until retirement to live out their dream life. Why couldn't they make the change now and take a chance on some place warmer? So they did! And swiftly chose Arizona as their destination.

As Danielle found herself in a similar situation to her parents who relocated many times through her childhood, it prompted curiosity and eventually became the lynchpin that propelled Danielle towards a career in real estate...eventually. Danielle's previous careers as an Executive Assistant, Project Manager, and Director prepared her well for what was to come, and after taking time off to raise their two daughters, Gia and Elliot, as a stay-at-home-mom, she began to crave a new adventure. "I realized I needed to transition from, and lean

into, something outside of my four walls." Unclear on which direction that ideology might take her, Danielle began journaling, working on herself, and listening to both entrepreneurial and inspirational podcasts.

While driving to dinner one night, it became clear that Danielle's future lay in real estate, and Tony was quick to point it out. "He planted the seed," Danielle recalls after ogling over some newly built model homes and pressing Tony to pull over so they could take a peek. "Over the next week or so, it manifested a deeper desire and I decided to sign up for school and see what I really thought about it." What started as a vague idea quickly turned into a reality, and Danielle soon found herself immersed, building a career that combined her love of homes and her knack for connecting people.

Danielle's path to real estate may seem serendipitous, but in many ways, it was inevitable. "Some may say real estate was in my blood," she prides, sharing how her grandparents flipped homes before the term became popularized — that same entrepreneurial spirit and fascination with homes guided Danielle's journey. The goal for her grandparents was simple...flip enough homes in order to provide their children with their first homes.

For Danielle however, the goal was a bit different - the key to success for her lies in building relationships and fostering trust with her clients and friends. "Your reputation supersedes you," she says. "People want to buy *you* — not just what you're selling." This philosophy has guided her work, helping her build a

thriving real estate business despite the sacrifices involved.

Recalling a career-changing moment: Danielle explains just how full circle her journey has truly been, when former affiliates reached out to her to help them relocate to Arizona. About 15 years prior while Danielle was in her twenties, she was flying across the country preparing and hosting seminars for doctors, and organizing high-level events. She was meeting people who were leagues above her paygrade, citing, "I was afforded a proximity to high level people, and that transcended my ability to connect with people who weren't in my league but pushed me to have more, do more, and become more." That simple connection, so long ago, became the key to an over \$8 million deal! "They knew who I was as a person," she says. "It was the most complicated transaction with so many twists and turns, at no fault of theirs, and it was the most meaningful and rewarding in my career to date."

Danielle's perspective of the industry and her work ethic, is truly what makes the difference in her quality of service. How you show up daily and what you are willing to do for that end result or goal, speaks volumes of who you are. And through it all though, Danielle remains a firm believer in the power of manifestation and the law of attraction. "What you think about, you bring about," she says, crediting her ability to turn her dreams into reality through hard work and positive thinking.

When she's not focused on helping her clients make smooth transitions

“WHAT YOU THINK ABOUT,
YOU BRING ABOUT.”



to Arizona, Danielle is focused on Evolve A Centre for Optimal Living, a wellness center she co-founded with her husband, Dr. Tony Janssen — a renowned nervous system doctor. Born from her own health struggles, Evolve empowers the community to live healthier lives.

Danielle’s passion for supporting women entrepreneurs is also evident in her collaboration with Victoria Boyle of Skin By You (@skinbyyouaz) and Dr. Shelby Gillespie of Higher Ground Healing Sanctuary (@highergroundchiro), both of whom operate out of Evolve

A Centre for Optimal Living. “My passion is uplifting others, especially women in business,” Danielle states. “By supporting and empowering each other, we can all reach our full potential. I love partnering with other women who have the same mission of helping our community evolve and become their best self.

“The real estate industry is full of unspoken truths that I wish I’d known before diving in. I didn’t realize the immense sacrifice involved, the constant demands on my time, and the struggle to maintain a

healthy work-life balance. Missing dinners, school events, and quality time with family became a reality. It’s a tough balancing act for those of us trying to be both successful professionals and dedicated parents and partners. For anyone starting out in this industry, my advice is to do your best. Perfection isn’t always achievable, so it’s important to focus on progress. It’s okay to feel overwhelmed at times, but establishing daily systems and processes can help you manage your time, energy, and emotions more effectively. Remember, protecting yourself is crucial in this demanding field.”





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PAULINE MATTESON

ALWAYS EVOLVING

Six years after obtaining her real estate license, Paulina Matteson added Broker to her resume when she obtained her brokers license and swiftly continued the upward trajectory she was on. Now an Associate Broker with Realty ONE Group, Paulina combines her business acumen with a passion for exceptional service, creating seamless real estate experiences for her clients.

Born in Russia, Paulina moved to the United States when she was just three years old, and grew up in New York before heading west to Arizona to attend Arizona State University (ASU) for business and marketing. Having met her husband while in school, Paulina decided to settle in Arizona upon graduating and entering the workforce. “I worked in Investor Relations for ten years, managing communication between the company and its investors, including shareholders, potential investors, analysts, and the financial community. I ensured they were well-informed on company strategy, performance, and outlook, delivering clear messaging to enhance shareholder value and support informed investment decisions” Paulina shares. “Over time, my interests expanded, and I developed a strong passion for real estate, where I could channel my skills in a new direction.”

After starting a family, and while her children were still young, Paulina decided it was time to follow her lifelong passion of real estate. Her goal was simple: to help people calmly and seamlessly navigate one of the most significant decisions in their lifetime...finding a place to call home. “It’s incredibly fulfilling,” she shares. “I really strive to make their real estate experience seamless and enjoyable and exciting. Being able to constantly learn and adapt keeps me motivated, whether it’s about market trends, tech, or negotiation tactics.” This constant



Written by Kendra Woodward
Photography by Devin
Nicole Photography

evolution in the industry, both personally and professionally, keeps Paulina excited to see what each transaction may hold.

With a business model founded on expertise, consistency, integrity, and an unparalleled work ethic, Paulina emphasizes that her approach informs every facet of her business. This methodology is centered on delivering a concierge-level experience, where every detail matters, and no effort is too great. “The Art of Personalized Real Estate,” as she describes it, “ensures that clients enjoy outstanding service and achieve the best possible outcomes.” Whether it’s coordinating inspections, staging homes, or negotiating the best deals, she handles every aspect with precision in order to ensure a seamless experience for her clients. “My goal is to anticipate needs, prioritize exceptional communication and ensure every client’s needs are met with the highest level of service.”

In addition to her hands-on approach and forward thinking, Paulina has leveraged her passion for global networking to elevate her business to help serve her clients at her best. Traveling to masterminds with top agents across the country has provided Paulina with invaluable insights and connections. “Building connections with agents across the country, and the world, has allowed me to extend my reach and bring more opportunities to my clients,” she explains.

This passion and dedication to constant evolution and growth in the industry has also provided Paulina with many opportunities to coach and be coached by some of the top agents in the industry, attend numerous masterminds globally, and meet some incredible people. Throughout her journey, she has had the opportunity of connecting with Ryan Serhant, the CEO and broker of Serhant. She recognizes that his visionary and innovative approach has not only transformed the industry but has also profoundly influenced her career, particularly through his impactful masterminds and coaching.” She especially loves two of his quotes: “Take care of the work, and the work will take care of you” and “Be maniacal about the detail.”

At home, Paulina is a devoted wife and mother. Married for 19 years to her husband, Eric, a Program Director at Northrop Grumman, they have two children, Alexa and Nicholas. Paulina loves spending time with her kids, supporting Alexa in



Paulina with Ryan Serhant, CEO of Serhant

her competitive dance pursuits both at her high school and with her studio company. Nicholas, who plays on his basketball team, has a keen interest in aviation and aspires to become a pilot. Family time is precious to Paulina, and she cherishes every moment spent with them.

Traveling is another passion for the Mattesons. Having visited four countries in the past year, Paulina jokes, “I haven’t been everywhere, but it’s on my list.” Also an avid reader, she listens to several audiobooks a week, often choosing personal development and business books to keep her mind sharp and motivated while on the road driving to and from showings, listings, and the office.

With her focus on personalized service, global networking, and continuous learning, Paulina doesn’t merely fulfill the definition of a broker, she goes above and beyond. She’s a trusted advisor for her clients and agents alike, with an overwhelming drive to deliver excellence at every turn. Whether a client is buying or selling, Paulina’s concierge-style approach ensures they receive the highest level of service possible. “Always deliver more than expected,” she says, adding that going beyond the usual scope of work is a key part of her philosophy. From finding off-market opportunities to handling every detail of a transaction, she ensures her clients have a seamless experience from start to finish.





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