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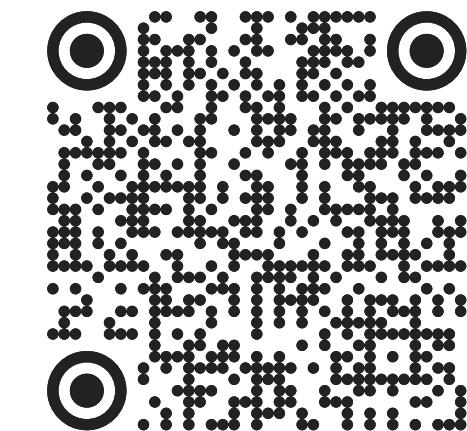
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If you are interested in contributing or nominating REALTORS® for certain stories, please email Mike at Mike.Maletich@n2co.com

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Jen Felker

Former Stockbroker Made the Leap to Real Estate

► cover agent

Written by Elizabeth McCabe
Photos by Grafobox Media

Almost 20 years ago, Jen Felker made a major life decision, taking the leap to real estate and leaving her eight years as a stockbroker behind her.

"I was working with the most active and wealthy investors at a large brokerage firm," she explains. "Real estate was a large part of their portfolios and I saw the potential and need to grow that side of their wealth for them." That was her motivation to switch her career to real estate.

In 2005, she got her license and has excelled in sales throughout her career. Jen, team leader of The Felker Group, works for Launch Powered by Compass. You can find her and her team selling houses throughout Scottsdale, Phoenix, and luxury properties in the East Valley.

As for her "why," Jen explains, "I love the challenge and see the need for ethical, driven, and knowledgeable agents to help people achieve their financial goals."

Hard Work Pays Off

If Jen had any advice for those who are new to the industry, it is that "hard work pays off." Jen has put everything she has into her career. "My favorite part about real estate is my success," she smiles. "I've worked SUPER hard over the years and made

a lot of sacrifices to get where I am today."

Her whole business is referral-based. "The level of success I've had is a direct correlation to my hard work," she explains. Jen is most passionate about helping people see the positives within the market and getting them into homes. She adds, "I'm also focusing on introducing my boys (Preston, 21, and Cole, 20) into real estate so we can work together."

“

I love the challenge and see the need for ethical, driven, and knowledgeable agents to help people achieve their financial goals.

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"Real estate has made me who I am today," says Jen. "I'm planning on continuing along this same path for years to come."

A Happy Household

When not working, it's all about family to Jen. She has been married to Mike, a firefighter for the City of Chandler, for 25 years. "We met at the U of A and now have two boys, Preston and Cole. I'm definitely a 'boy mom' and love us all to be together."

As a family, everyone enjoys traveling, skiing, boating, and golfing. "I'm working on my golf game! My goal is to play a lot more over the next year," says Jen.

Jen also likes giving back to the community. She's been a member of the Chandler Service Club for almost 20 years. She contributes to several other local charities, too.

Final Thoughts

If Jen had advice for other up-and-coming real estate professionals, it would be to "make yourself known within the community and become THE expert." That advice has worked for her. Putting clients first has been the secret to her success.

"I'm dedicated, serious about my job and the knowledge it takes to be of benefit to my clients," she concludes. We wish Jen the very best as she continues to soar in real estate!



“

I've worked *SUPER* hard over the years and made a lot of sacrifices to get where I am today.

”



VALLEY BUILDING INSPECTIONS



Written by Elizabeth McCabe
Photography by Grafobox Media

meet our partner

EVERY HOME HAS A STORY

From the ultra-luxury home with its own lazy river to a bug-infested, multi-unit complex with a pet parrot singing "La Cucaracha," every home has a story to tell. After 30 years, Paul and Jeanne Staron with Valley Building Inspections have seen it all!

Before establishing Valley Building Inspections, Paul and Jeanne enjoyed successful careers with the IBM Corporation. They leveraged the skills they learned there—a commitment to customer service and excellence—to pursue their entrepreneurial dream of running their own business.

Armed with his general contractor's license, their first venture focused on the handyman and remodeling sectors. As the Phoenix real estate market continued to grow, they pivoted into the property inspection business, and in the spring of 1994, Valley Building Inspections was born.

"We saw a young, undeveloped profession and had the privilege to shape it with strong communication skills, professionalism, and customer service.

In the words of a colleague, 'Service is the highest form of leadership,' says Paul. "Our mission to this day is 'to empower people to live well.' This created a foundation for a company dedicated to elevating the inspection experience to build a safe and thriving community."

Buying or selling a home is one of the most significant financial AND emotional experiences a person can have, and it is the goal of Valley Building Inspections to make it a positive experience for everyone. "We believe in enriching people's lives so everyone feels physically safe and emotionally secure. That belief extends to

our team, our buyers and sellers, and their agents," explains Jeanne.

With a commitment to customer service, Valley Building Inspections' knowledgeable staff makes it easy to schedule inspections, providing all the services needed in one place. In addition, they communicate their findings in a manner that gives their customers true confidence, the way buyers and sellers should hear it. "Enlighten, not Frighten," as we say. No one experiences the same home purchase, and no two homes are the same, so we seek to understand what's most important and deliver that information in a meaningful and non-alarming way," says Paul.

When choosing a home inspector, you can never be too careful. "Did you know there are no ongoing continuing education requirements for home inspectors?" continues Paul. "Once you're licensed, 'you're official' in perpetuity. At Valley Building Inspections, we require our team, as ASHI members, to complete no less than 20 credit hours annually. Also, remember that Arizona Home Inspection Standards of Practice were recently updated in May of 2024, so ask your inspector about these changes!"

REALTORS® should ensure they set expectations for the buyer about the home inspection. As the Starons state, "While all major systems are reviewed, the inspection is not all-inclusive, nor does it remove all risk in the home buying process."

Pre-listing inspections are also essential. "Be proactive on repairs that can help streamline the sale process and facilitate smoother negotiations," remarks Jeanne. "Also, keep in mind if your client is purchasing a new

build, don't rely on the builder warranty alone. New construction is a specialty that not all companies can accommodate so call us and we would be happy to discuss it with you!"

Paul advises, "Real estate is such a vibrant ecosystem that demands frequent relationship management efforts. Remember to manage relationships with preferred vendors and networking partners who make your business successful."

For the Starons, being an inspector is a rewarding profession, and serving others is a core value of their team. "We found an opportunity to truly make

a difference in our community," shares Jeanne. "We contribute a portion of every inspection and donate all proceeds from our CE classes to our philanthropic partner, Save the Family Foundation. They are a wonderful organization that assists families who are currently experiencing homelessness. They serve with a holistic approach to overcome the obstacles we all encounter from time to time, helping to empower and allow families to pull themselves out of difficult circumstances." Paul has also donated his time at both national and local levels by serving on the board of directors of ASHI, the National Home Inspector Exam Committee, and the Arizona Board of Technical Registration, which oversees the home inspection profession.

What's next for Paul and Jeanne and their family-owned business? As they begin to look towards retirement, their son, Jake, accompanied by a talented team of business and inspection professionals, is ready to lead Valley Building Inspections into its next chapter. Bringing value to their clients and the real estate community is what it's all about to the Staron family, and they are ready to be a part of your next home story.

Want to learn more? Call Valley Building Inspections at (480) 860-1100, or visit their website, vbiaz.com, to start the process. Marketing Manager Bill Denhard can be reached at bill@vbiaz.com for more information about the team, services, pricing, and events.



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