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

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What Is East Valley Real Producers?



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Real Producers started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly.

Name a large city and we are there or will be soon! In every market, we take the top 500 agents, based on the MLS production, and we build an exclusive magazine around those agents.

We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication. We strive to inform and inspire the top-producing real estate agents in the local market and connect them socially.

The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: WHO RECEIVES EAST VALLEY REAL PRODUCERS MAGAZINE?

The top 500 agents in THE EAST VALLEY from the previous year. We pull the MLS numbers (by volume) from the previous year. Approximately 14,000 agents are licensed in this territory. We cut the list off at #500, and the distribution was born. The Top 500 cutoff is \$12 million. The list will reset at the end of every year and will continue to be updated annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the Top 500 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email our publisher Shane Dasher at shane.dasher@n2co.com with the subject line, "Nomination: (Name of Nominee)."

Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to interview to write the article and for our photographers to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR® /TEAM TO BE FEATURED?

Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away!

We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top agents has recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you know and want to recommend a local business that works with top REALTORS®, please email our owner to let us know at mike.maletich@n2co.com

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NATE KNIGHT

cover agent

Written by Kendra Woodward
Photography by Gilead Hernandez, Grafobox Media

WORK HARD AND BE GOOD TO PEOPLE

Nate Knight's life and career are guided by a simple yet powerful motto: "Work hard and be good to people." This principle has not only shaped his personal life but has been the cornerstone of his thriving business ventures. After successfully leading Knight and Associates for three years, Nate faced a pivotal moment where he decided to transition from running a team to overseeing operations at Varsity Homes Real Estate (VHRE), a brokerage he built from the ground up.

Unlike traditional real estate teams, VHRE stands out as an entirely new brokerage, a distinction Nate is eager to share with the industry. Admittedly he says, they are built a bit differently because they are simply a team of agents, instead of being a team within a brokerage which is most common in real estate.

While he's planning to keep Knight and Associates for marketing purposes, he has some very unique marketing ideas for the new team. His innovative approach includes incorporating "seller's playbooks" and "buyer's playbooks" into their systems, not only as a creative play on words but also as educational tools for clients. Embracing a varsity theme, varsity jackets will be utilized for all agents, creating a tangible space for recognitions and awards to be displayed, reminiscent of varsity athletes. The nostalgic touch is something anyone, at any age, can relate to.

Born and raised in Mesa, Arizona, Nate grew up in a suburb of Phoenix, Ahwatukee. In 2008, he graduated from Desert Vista High School. Nate hit the ground running and in 2011, attended the Police Academy in South Phoenix. After working in the Patrol Unit at his local sheriff's office for about three years, he transitioned into crime scene investigation and worked as a Crime Scene Investigator for seven years. Admittedly he says it was "the coolest job in the world." But when his wife was

pregnant with their second daughter and they were looking at how much childcare was going to cost, instead of complaining about it, they made changes to their lifestyle and that's when Nate got into real estate in September 2018.

Despite the seemingly abrupt transition, Nate's intrinsic understanding of real estate, garnered by passing conversations with family members in real estate, laid the foundation for his remarkable success. Having some knowledge of the industry, Nate jumped in and aimed high, to close 12 houses in his first year. Surprisingly even himself, he was wildly more successful within his first year than he ever imagined he could be and had to quickly reevaluate his goal early on as he managed to close 56 transactions while still working full-time at the sheriff's office.

When Nate realized the beast he was creating, completing 72 transactions the following year, he knew he needed to reign back the 60-hour weeks at the sheriff's office. For Nate however, his jobs were always about helping people. While he was very fulfilled in his CSI role, giving a voice to those who were no longer with us, he realized he was able to touch more people's lives through real estate.

Once he decided real estate was the route he was going to take, he bought an office building in Downtown Queen Creek and started his team. After examining a variety of brokerages and their business models Nate built Varsity Home Real Estate into a boutique-style brokerage where everyone works under the same mindset and code of morals. With a team of established, high-producing agents, there's no hand-holding Nate admits. We are all working together towards a common goal — "It's all about working hard and being good to people."

"I think real estate is pretty easy if your mind is in the right place. You have to want to help people." Lucky for Nate, he says giving back to others is his love language. If he's having a bad day, he'll go buy someone a coffee or do something small to make their day better.

It's in moments when he can sense and see the satisfaction on his client's faces that makes it all worthwhile for Nate. Giving his clients the "Nordstrom Experience" when they don't expect it or think they're worthy of it, is the reason he gets up every day. "It's awesome to be so influential and important in somebody's life... they're going to remember you forever."

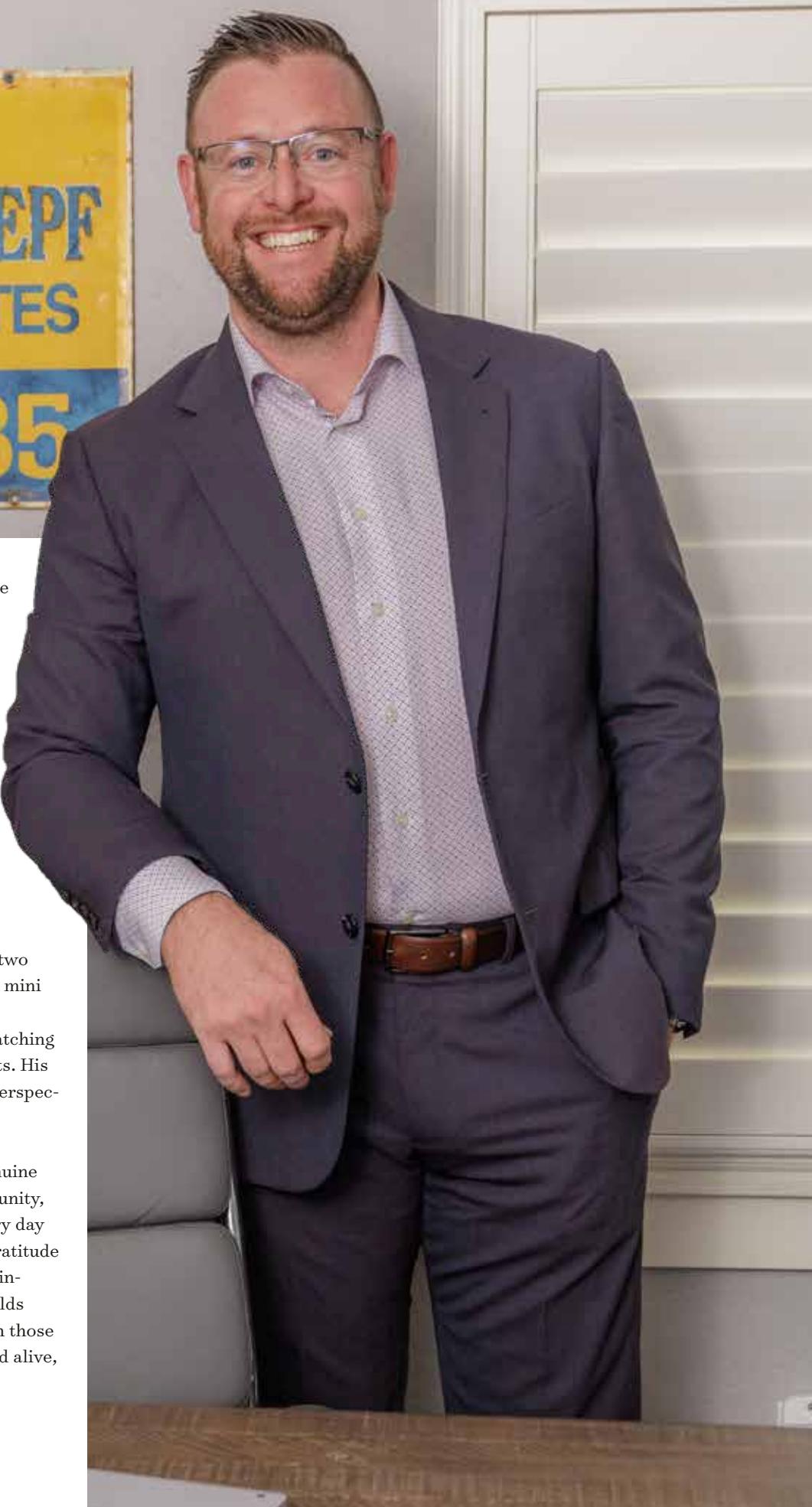
"When I work with clients, I always say that we're family, we become family." As he works on 100% referrals, Nate also implements client appreciation events, closing gifts, recognizing his clients for achieving their goals, and occasionally documents his first-time homebuyer's successes by videoing them receiving their keys and capturing some of their first day in their home. These are the touches that his clients cherish.



Nate's commitment to community service is equally commendable. Partnering with local school districts during the holiday season, Nate seasonally adopts the foster children, ensuring they have a memorable Christmas. He also collaborates with organizations like the Ronald McDonald House and the 100 Club, a nonprofit supporting families affected by the loss of law enforcement members.

Having learned this much about Nate, it should come as no surprise that family holds a special place in Nate's heart - his two daughters, Paisley and Delaney, and their mini Schnauzer, Scruffy. Nate cherishes dad-daughter dates, playing princesses, watching Peppa Pig as of late, and indulging in crafts. His interests include golf and maintaining a perspective of gratitude.

Nate's journey, marked by hard work, genuine connections, and a commitment to community, serves as a testament that "you start every day at zero." As he navigates each day with gratitude and a sense of humor, Nate Knight is a shining example of someone who not only builds success but also shares it generously with those around him. "No one gets out of this world alive, don't take it too seriously."



► announcement

East Valley Real Producers Welcomes The CLASS of 2024!

Congratulations on making the cut and being in the Top 500 In The East Valley for 2024. We look forward to meeting you at our Kickoff Event in February!

Event in February

► announcement

YOUR *EAST VALLEY* *REAL PRODUCERS* BADGE



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Now, you have your own badge! Use it however you'd like to show that you are a part of the *exclusive community* of the top 1-2% in East Valley real estate.

Using your badge? We would love to see how! Show us how you are using your badge and you just might find a picture of what you shared in the magazine! Social media, email signatures, web, listings, marketing material...nothing is off-limits.

Our RP-vetted businesses have been carefully selected to be a part of this community and have their own badge. They have been recommended by your peers in the top 500 and are some of East Valley's most respected businesses. Look for this badge to know that you are working with one of the best of the recommended best!

Missing your badge? Email Shane.dasher@n2co.com

FIDELITY NATIONAL HOME WARRANTY

Working Together to Provide Seamless Support

► meet our partner

Written by Kendra Woodward
Photography by Gilead Hernandez, Grafobox Media

Fidelity National Home Warranty (FNHW) is more than just a service provider; it's a team of dedicated professionals, like Corina Rodriguez and Lindsay Nurnberg, who go above and beyond to ensure their clients are covered and supported. Although not officially a team, Corina and Lindsay work closely, their territories closely aligned, to maximize their collective impact. In Arizona, they are part of a dynamic team of six, complemented by three more team members in Nevada.

The essence of FNHW's commitment is captured in its motto, "We've got you covered!" This isn't just a tagline; it's a reflection of the core principle driving their success. They take pride in thoroughly explaining their plans to clients, ensuring they understand the coverage and how it can alleviate the financial burden of unexpected breakdowns.



What sets FNHW apart from similar businesses? According to Corina, two key elements distinguish them. Firstly, their coverage stands out, especially regarding critical components like AC units. Also, FNHW doesn't impose dollar amount limits, age restrictions, or freon limitations, providing comprehensive coverage vital in the Arizona climate. Secondly, FNHW believes that the strength of a home warranty company lies in its representatives. With local reps for every city and a commitment to being accessible even after transactions close, FNHW ensures that clients and agents can reach out for support at any time.

Corina and Lindsay go above and beyond simply providing excellent service, they invest in their client's education. Local reps sponsor classes for agents, offering CE classes and valuable insights to enhance their skills. FNHW's commitment to education extends to internal training, continuously improving its processes to better serve agents and homeowners.

JOINING FORCES

At Fidelity Home Warranty, they stand by their commitment - "We've got you covered!" This isn't just a slogan; it reflects their unwavering dedication to ensuring their clients are well-protected. They take immense pride in thoroughly explaining the intricacies of their various plans, ensuring each client has a clear understanding of what is covered. Their goal is to provide comprehensive support, helping to mitigate the financial impact of unexpected breakdowns in major systems and appliances precisely when their clients least anticipate them.

The company's adaptability and commitment to its clients are evident in its response to the changes brought about by the pandemic. "We have to find creative ways to get in front of our clients since many don't work from a physical office anymore," Lindsay explains. Creative strategies ensure they stay connected with clients in a real estate landscape where physical offices are no longer the norm.

In the dynamic industry of real estate, Fidelity National Home Warranty, represented by professionals like Corina and Lindsay, stands as a testament to the importance of comprehensive coverage, accessibility, education, community engagement, and personal growth. Their commitment goes beyond transactions; it's about building lasting relationships and ensuring that clients feel secure and supported throughout their homeownership journey.

CORINA'S JOURNEY

Corina embarked on her real estate journey in 2020 and transitioned to home warranty in 2021, discovering her true passion in helping people while navigating the world of contracts. Raised in Southern California, particularly in the Antelope Valley area, Corina attributes her strong work ethic to witnessing her entrepreneurial immigrant parents pursue the American Dream through hard work and determination. "I grew up seeing my parents, from sunup to sundown, working on their business to provide for their family. So, my work ethic comes from seeing my parents work."

Before entering the real estate realm, Corina spent eight years as a paralegal, gaining extensive knowledge in reading and handling contracts. Her move to home warranty was prompted by the desire to merge her love for assisting people with the intricacies of contractual processes, finding a perfect blend in this new avenue. For Corina, the appeal of real estate lies in connecting with individuals, both buyers and sellers. Transitioning to home warranty, her focus shifted to building relationships with real estate agents, recognizing the symbiotic nature of serving clients and supporting agents.

In the competitive 2021 seller's market, Corina adapted her approach as the landscape shifted, emphasizing the value of a home warranty to both homeowners and agents. She dedicated herself to educating clients about the benefits, ensuring they understand its significance in their homeownership journey.

Beyond her professional life, Corina is happily married to Ruben, celebrating their 10th anniversary recently with their two children, Sunrise and Max. Balancing family life, fitness, and personal interests, Corina enjoys working out with her husband and fostering a healthy lifestyle for their children. A blend of bookworms, gamers, and fitness enthusiasts, Corina strives to get involved with her kids and share their interests as best she can, making the effort to show them she appreciates their interests. An avid reader, Corina recently started a small library in their home with everyone boasting their section of books. Corina's life revolves around the values of family, fitness, and the joy of reading, creating a harmonious and enriching environment at home.



LINDSAY'S JOURNEY

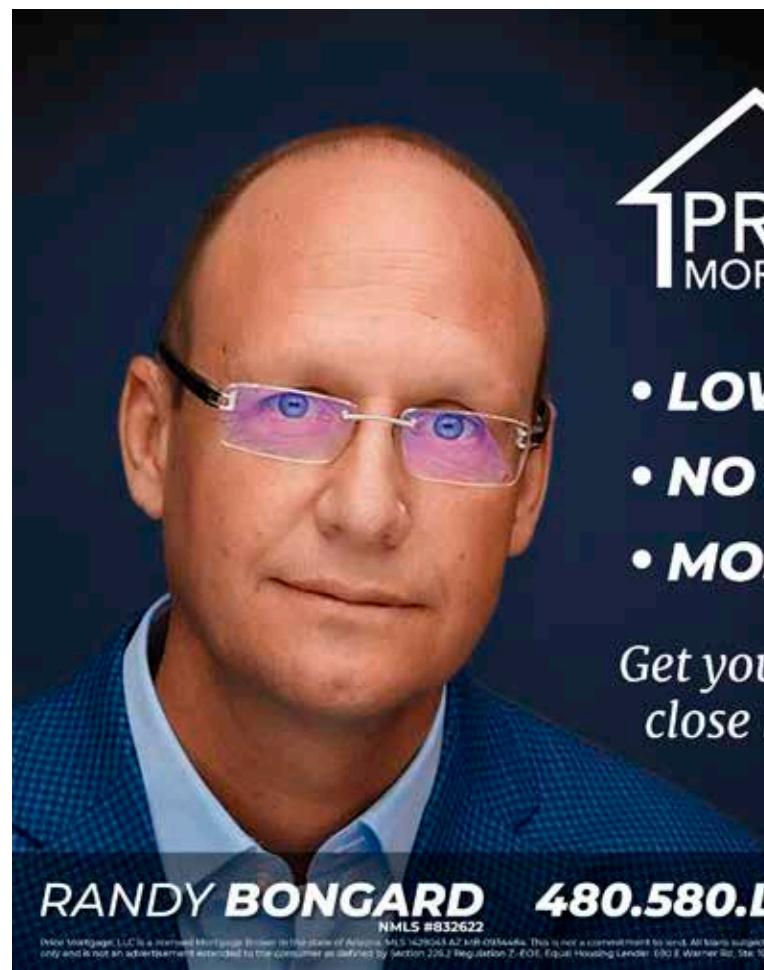
Lindsay's journey into the world of Home Warranty commenced in 2022, marking a shift from various sales positions, including marketing and human resource technology sales at ADP. Her diverse professional background also includes managing a local Italian restaurant in Chandler for a year before joining the FNHW family. A true Arizona native, Lindsay hails from Scottsdale and has deep roots in the Valley. In 2019, she, along with her husband and daughter, made the move to the East Valley, finding a new home in the vibrant community.

An alumna of Arizona State University, Lindsay proudly identifies as a Sun Devil, reflecting her commitment to excellence in education. Her journey has been shaped significantly by her parents, who instilled values of strength, independence, and hard work. Lindsay's admiration for her mom and dad is evident in the daily conversations that serve as a source of support and guidance.

In her professional life, Lindsay derives immense fulfillment through helping people, emphasizing her dedication to exceptional customer service. Striving to always do right by her clients, she ensures she provides unwavering support for their individual needs.

At home, Lindsay shares her life with her wonderful husband, Morgan, who played a pivotal role in their move to the East Valley. Together, they are parents to two beautiful daughters, Raegann and Monroe. Their shared love for animals, nature, and the outdoors manifests in their exploration of new restaurants and travel adventures. Recently, they enjoyed an all-expense-paid trip to Aruba, celebrating Morgan's achievement as Salesman of the Year for his company.

The family's laid-back demeanor extends to their love for trying new things and embarking on exciting journeys together. In addition to her family life, Lindsay has found a creative outlet through a side business crafting Charcuterie, allowing her to express her creativity and contribute to events for clients, friends, and family. With a dynamic blend of work, family, and creative pursuits, Lindsay exemplifies a well-rounded and adventurous spirit in both her professional and personal spheres.



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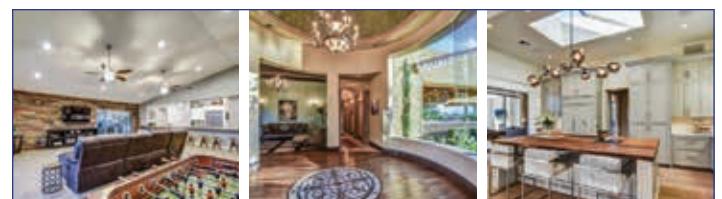
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"I am not an advocate for frequent changes in laws and constitutions. But laws and institutions must go hand in hand with the progress of the human mind."

— Thomas Jefferson.

A year and a half ago, I wrote an article about restrictions that local governments and HOAs can impose on short-term rentals. As a refresher, generally, according to Arizona law, cities, towns, and counties cannot prohibit an owner from entering into short-term rental agreements for their homes. See A.R.S. § 11-269.17 and A.R.S. § 9-500.39. A.R.S. § 9-500.39 does allow a city to "regulate vacation rentals or short-term rentals" for certain specified purposes, including "adopting and enforcing residential use and zoning ordinances, including ordinances related to noise, protection of welfare, property maintenance, and other nuisance issues." Arizona law does include limitations on the use of a property as a "party house" by stating that "a short-term rental may not be used for nonresidential uses, including for a special event that would otherwise require a permit or license pursuant to a city or town ordinance

or a state law or a retail, restaurant, banquet space or similar use."

In that article, I analyzed whether HOAs could pass CC&R amendments that would prohibit short-term rentals. At that time, some lawyers and real estate experts interpreted *Kalway v. Calabria Ranch HOA, LLC*, 252 Ariz. 532, 506 P.3d 18 (2022) as a bar to all HOAs across the board from limiting short-term rentals. But that is not what the Arizona Supreme Court held as that case dealt with restrictions limiting an owners' ability to convey or subdivide their lots, restricting the size and number of buildings permitted on each lot, and reducing the maximum number of livestock permitted on each lot. The Arizona Supreme Court held that the amendments in that case were invalid because they did not give sufficient notice of the possibility of a future amendment, that is, the amendments were not reasonable and foreseeable at the time one purchased a home.

But now in a recent opinion issued in October 2023, the Arizona Court of Appeals has finally extended the rationale of the *Kalway* decision to CC&Rs specifically dealing with amendments to ban short-term

rentals in *Village of Oakcreek HOA v. Bonham*, 2023 WL 6444337 (Ct. App. 2023). In that case, the Village of Oakcreek Association (the "HOA") formed in 1981. The HOA, like most, recorded its declaration of covenants and restrictions ("CC&Rs") but it

did not restrict short-term rentals in the original CC&Rs. Bonham and his family owned a home in the HOA which they bought in 1989. The HOA amended the CC&Rs by majority vote in November 2016 and again in May 2017 (collectively, the "Amendments"). The Amendments banned short-term rentals. Bonham began renting the home to short-term renters in 2021.

The HOA sued Bonham in April 2022, seeking a court order that he stop short-term rentals. Bonham moved to dismiss the lawsuit challenging the Amendments under the *Kalway* case. Bonham argued he did not receive sufficient notice of the Amendments. The Yavapai County Superior Court granted Bonham's motion to dismiss, concluding that Bonham was not bound by the 2017 Amendment because he "did not purchase the property after the recording of the 2017 Amendment," and the 2017 Amendment was "not tethered to" the

original CC&RS. The HOA appealed. The Court of Appeals held that a HOA "may unilaterally amend its covenants and restrictions only if the amendments would have been 'reasonable and foreseeable' under the CC&RS." The Court of Appeals went on to hold that an HOA "need not provide notice of the precise details" of the future amendment but must at least "give [homeowners] notice that a restrictive or affirmative covenant exists and that the covenant can be amended to refine it, correct an error, fill in a gap, or change it in a particular way." The Court of Appeals ruled that "an amendment cannot be 'entirely new and different in character' from the provisions in the original" CC&Rs. The Court of Appeals applied an objective inquiry to determine whether an original CC&Rs "gave notice of the amendments at issue," aiming to give effect to the parties' original intent and resolving any doubts against the validity of a restriction.

The HOA urged the Court that the Amendments were foreseeable to Bonham citing a section of the original CC&RS which prohibited operating a business on the property. The HOA reasoned that rentals are a form of commercial business, so Bonham should have known that he was prohibited from renting for short periods.

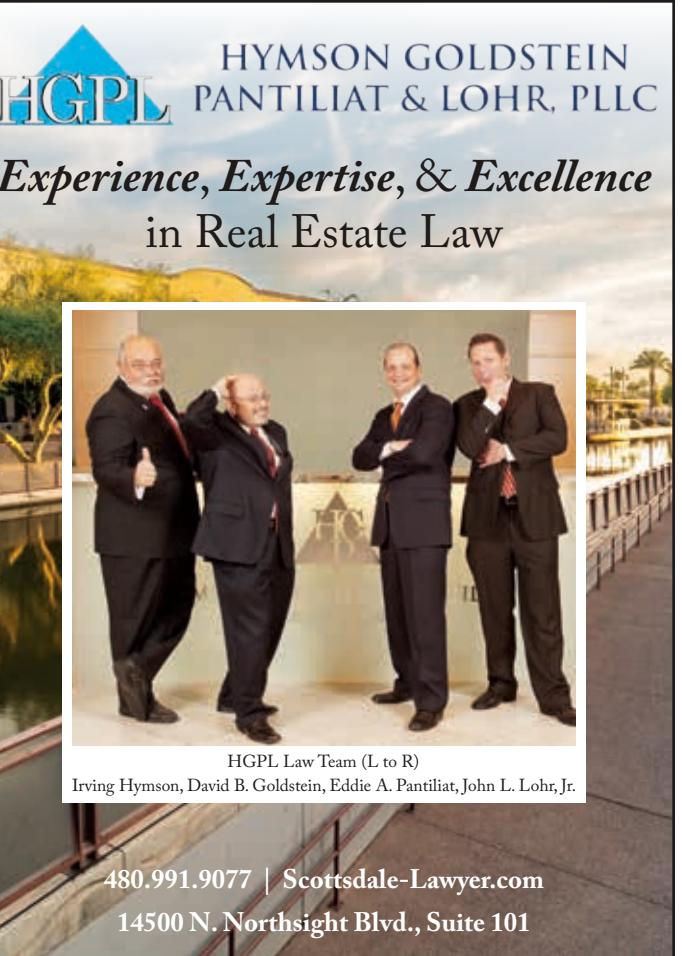
The Court of Appeals disagreed with the HOA. The Court of Appeals held that the original CC&Rs generally forbids business operations on the premises but it says nothing about residential rentals. Because the CC&RS did not provide sufficient notice of the possibility of a future rental restriction on short-term rentals, the Court of Appeals affirmed the Yavapai County Superior Court decision when it dismissed the HOA's case and striking the rental restriction from the Amendments.

Unfortunately, the Bonham case was not an outright bar to an HOA restricting short-term rentals. If an HOA can show that homeowners should have anticipated a ban from the original CC&Rs or if they bought a home after a ban in an amendment was passed, the HOA may be able to restrict the short-term rentals. The Court of Appeals did not really give us much guidance on what type of language would make a homeowner reasonably foreseeable an amendment from the original CC&Rs but maybe future cases will further elaborate as homeowners continue to challenge homeowner associations' attempt to restrict short-term rentals. Another unfortunate takeaway from the Bonham

case was that it was not a published opinion. Under Arizona Rule of the Supreme Court 111(c), this decision is not precedential and may be cited only as persuasive authority for future courts.

In Arizona, some HOAs may try to completely ban short-term rentals. This is often done to maintain the overall character and tranquility of the neighborhood. Other HOAs may have more lenient regulations, allowing short-term rentals but with certain restrictions or requirements in place. It's important to note that the specific rules and regulations regarding short-term rentals can vary from one HOA to another. Some HOAs may require homeowners to obtain permits or licenses, adhere to specific rental durations, or follow certain guidelines for guest behavior and parking. These rules are typically put in place to protect the interests of the community and ensure that short-term rentals do not disrupt the residential atmosphere. It's important to review your HOAs bylaws and CC&Rs to understand their stance on short-term rentals. To get the most accurate and detailed information, it's best to consult with your HOA directly or seek advice from a local real estate professional who specializes in Arizona real estate law. They'll be able to provide you with the specific guidelines and regulations that apply to your situation.

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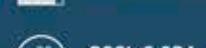
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Written by Kendra Woodward
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Jason LaFlesch, hailing from Northern California and nurtured in the vibrant surroundings of the San Francisco Bay Area, is not just a real estate aficionado; he's a testament to the enduring influence of family values. Raised by a business-savvy mother and father, Jason credits his work ethic and character to them both. In a household where real estate was more than a topic, it was a way of life, Jason imbibed the essence of investing and the lifestyle it could provide from a young age.

His parents, already real estate investors since the '70s, further solidified the blessings a real estate-centric lifestyle could offer once Jason realized the benefits they garnered from their endeavors — such as their cabin in Lake Tahoe and the numerous smaller hotels they owned. Witnessing their passion and knowledge of the industry attested to a legacy of astute real estate decisions in Jason.

Following his collegiate golf career at Arizona State University, Jason delved into real estate heavily, capitalizing on the knowledge passed down through his parents. In 2004, after a decade

of selling new homes, he founded his brokerage, Results Realty, with an initial goal in the first month to sell five homes. While the goal was small, Jason could never have imagined the relationships and opportunities he was able to glean by switching from residential sales to new home investments and flip homes crushing his goal of five homes the first month into 57 homes!

Capitalizing on his network, Jason found himself in a favorable position as he was acquainted with numerous new home investors who were rapidly acquiring properties. This phase marked the epitome of the fast-paced real estate world he was delving into even in just his first year as a team leader. Jason actively participated in the intricate homebuilding processes, meticulously selecting touching finishes for all investors' homes.

After orchestrating the seamless cycle of selling these properties to his investors, subsequently reclaiming them and then reselling them, Jason showcased a unique and agile approach to real estate dynamics. It was because of his business and prowess that he was able

to surpass even his own expectations in his first year as a team leader, selling well over 1,500 homes.

Jason's approach transcends conventional real estate norms. To become debt-free and stay debt-free, he and his wife Jennifer focused on cash transactions, steering clear of extravagant purchases unless they could be afforded outright. Simultaneously engaging in property flips, investment ventures, and commercial acquisitions, Jason and Jennifer navigated the real estate landscape with versatility. Their strategy involved purchasing speculative homes for both residence and future resale, a method that contributed to their financial independence for the past 15 years.

Reflecting on his career, Jason acknowledges the challenges posed by the 2009 downturn but used that experience to deepen his understanding of the industry. Admittedly he says he took a beating during that time because they were heavily invested in rentals. But as Jason suggests, if you never take a nosedive in real estate, you never have a full understanding of what real estate truly is. Emphasizing

the importance of learning from setbacks and adapting to the ever-evolving industry.

Beyond the transactions, Jason values the flexibility real estate provides him and his family. While he is openly committed to 24/7 availability through his well-known tagline “And Yes, I Do Answer My Phone,” he relishes the opportunity real estate provides him to be present for his kids, never missing out on crucial moments in their lives. As a father of 17-year-old triplets, Jason seamlessly balances work and family life, attending every practice and event.

A strong advocate for leveraging video content and speaking at educational workshops, Jason



66

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uses technology as a powerful tool for individuals looking to enhance their real estate skills and take their expertise to the next level. With the added advantage that video has of being both cost-free and user-friendly, almost anyone can understand it. It's authenticity that is key, as Jason describes, “The more organic your video is, the more people connect with it.” Consistency is also key, coupled with a genuine passion for your craft. Passion will naturally show through your message, creating a more impactful connection with your audience in a service-oriented industry where personal connections matter most.

Beyond his real estate endeavors, Jason is a compassionate philanthropist. Engaged in charity work for the homeless downtown in The Zone by providing oranges and water over the last 20 years. He also utilizes organizations like Open Arms in Gilbert to supply them with fresh bread. His passion for family keeps him further involved through his sponsorships of various youth sports leagues throughout the East Valley.

Further ingrained in the real estate industry is Jason’s wife, Jennifer, who serves as the Broker of their company Results Realty, while Jason is at the helm leading the team. Their triplets, comprising two boys, Lucky and Cash both wrestlers, along with their daughter Lily who is an outstanding volleyball player, add immense joy and purpose to their lives. Mr. Karl, their Goldendoodle, completes their dynamic family and provides endless humor.

The LaFlesch family are avid foodies, exploring culinary delights all across the valley. Golf, travel, visits to their Air BnBs, and family cruises are among their shared interests, creating a tapestry of memories that will last a lifetime. At home, the kids keep Jason and Jennifer on their toes with their endless sports, but they’re happy to provide their kids with a life they won’t regret.

A maverick in the real estate realm, seamlessly blending business acumen, family values, and a passion for philanthropy, Jason is leaving an indelible mark on both his industry and community.



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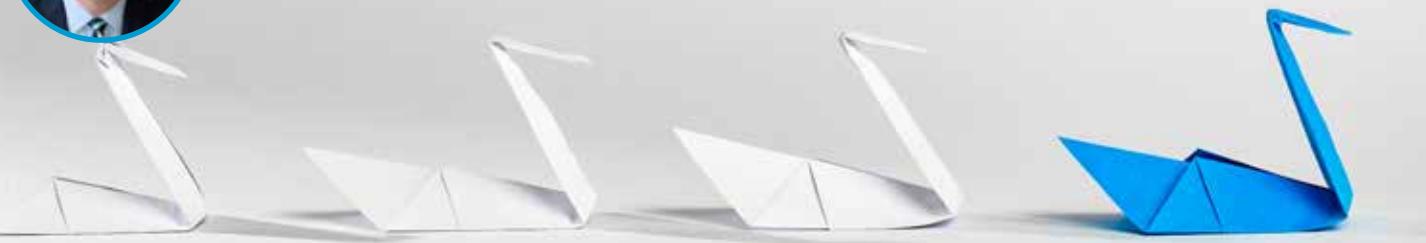






► weserv monthly update

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



Focusing on PROFESSIONALISM & LEADERSHIP

In February, Arizona is one of the most spectacular places in the world. Those who call this Arizona home know just how fantastic this place is. We just finished the Phoenix Open, the weather is perfect, and 2024 is in full swing. As a backdrop, real estate is moving forward, and the favorable winds of change are occurring.

There are a couple of areas that WeSERV and I are focusing on in 2024, professionalism and leadership in our industry. Professionalism is a word that is thrown around in our industry, but what does it mean? Well, over one hundred years ago a group of real estate salespeople came together with an eye to make buying and selling real estate a profession that members of the public could have faith in. The industry was rife with dishonorable people that would take advantage of those who could least afford to be taken advantage of. With that, REALTORS®, and the Code of Ethics was born. Knowing that is where the industry started, how does that thought of professionalism impact us now and how will it impact us into the future?

What does professionalism mean to you? Professionalism isn't just a slogan on the wall, it is how you conduct yourself every day and with every client. One of my favorite definitions of professionalism is not only what it means but what it does not. Professionalism does not mean wearing a suit or carrying a briefcase; instead, it means conducting oneself with responsibility, integrity, accountability, and excellence. It means communicating effectively and appropriately and always finding a way to be productive for yourself and your customers.

WeSERV will spend 2024 focusing on communicating and providing tools to help our members do that. If our members strive for responsibility, integrity, accountability, and excellence, everything else will fall in line. Our members' clients will find more excellent value, and cooperation among our members on your client's behalf will improve. That all-important effective communication will also improve, which will allow the next iteration of what it means to be a REALTOR® to be that much stronger. Our industry improves, our relationships with our clients and customers improve, and the public's view of the role of the REALTOR® improves.

WeSERV understands how vital the role of the REALTOR® is in each community. WeSERV knows that REALTORS® help people connect and provide an excellent service for all who take advantage of that service. In other words, REALTORS® lead. The second item we are focusing on is leadership. How will we do that? By investing in our members through classes, our leadership program, and having the right people in the right place and at the right time. And perhaps more critically, being an advocate for the great work you do.

With an eye to the theme of our 2024 President Kelly Soriano, "We Can't Spell Success Without You." That couldn't be truer than now; the success of real estate depends on REALTORS® and affiliates working together to meet the needs of their customers and clients. WeSERV certainly needs you, your clients, and the communities you serve need you. Together, we can make a difference in the lives of all those who call Arizona home.



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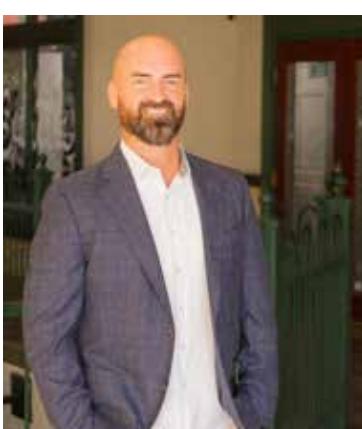
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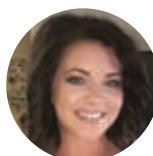


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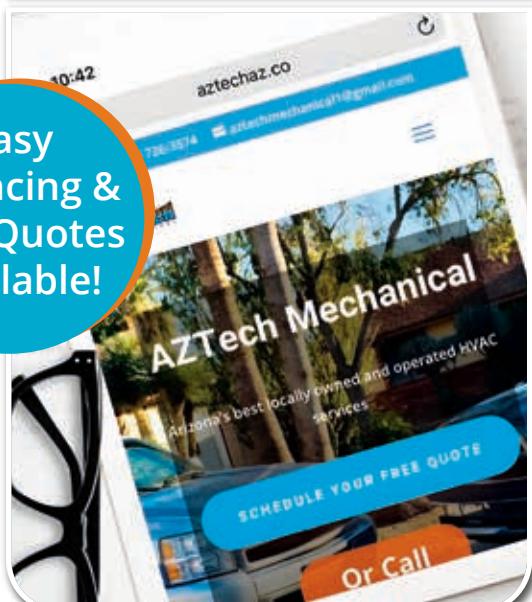


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