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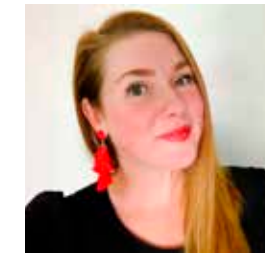


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MEET THE SALT LAKE CITY REAL PRODUCERS TEAM



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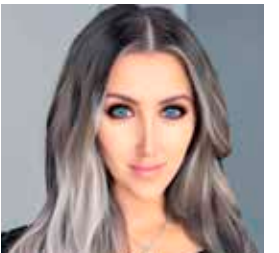
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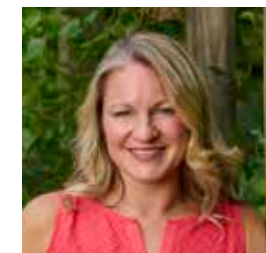
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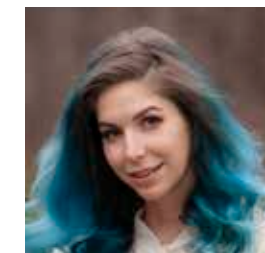
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announcement

What Is Salt Lake City Real Producers?

Real Producers started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. We are EXCITED to launch *Salt Lake City Real Producers*!

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 *Salt Lake City Real Producers* MAGAZINE?

The top 500 agents in Salt lake City 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 update 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 Marissa McCutchan at marissa@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 conduct an 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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DANA CONWAY

Building Wealth Through Real Estate

Dana Conway's story isn't all about selling properties, it's about building wealth, cherishing family, and giving back to the community. With a heart as warm as her smile, Dana has carved her path in the real estate world with an unwavering commitment to her clients and an unshakable connection to her roots.

If there's one person who has had an indelible impact on Dana's life, it is her grandmother, Muriel Sobieski. "She was just a force," Dana fondly remembers. Muriel, a mother of six, was known for taking care of everyone around her while embracing life's challenges with a smile. She wasn't afraid of hard work and left an enduring legacy. Muriel's influence is evident in Dana's approach to life and her real estate career.

Dana was born in Redwood City, California, and grew up in Utah. After high school, she headed to college in California for her

freshman year and then transferred to Brigham Young University, where she obtained a degree in history with a minor in women's studies. Having met her husband while in school, they decided to move to San Francisco after graduating so he could attend law school at UC Hastings (now UC Law San Francisco). During this time, she worked as an insurance underwriter. After nine years, they moved back to Utah and she worked in business development for a software company there until she got her real estate license in 2006.

Dana's experience as a buyer before getting her real estate license profoundly impacted her approach to her next career chapter. She recalls that her REALTOR®, Connie Kwant, treated her like a family member and prioritized what was right for Dana over making a sale. This experience left a lasting impression on Dana, and she strives to emulate that

► cover agent

Written by
Kendra Woodward
Photography by Tiffany
Burke Photography



Photo by Aleah Cheryl Co.

approach in her real estate practice. She often humorously refers to the question, “What would Connie do?” as a guiding principle in her early years as an agent.

“The most fulfilling part of my job is seeing people build financial stability and wealth through real estate.” She emphasizes that a home doesn’t have to be a house; it can be an apartment or other structure, but the joy of watching people build wealth through real estate investments is what is most rewarding for her. “The thing that I’m really trying to focus on is teaching my clients about how to become a real estate investor by using your primary residence to buy another property.”

In her quest to help her clients become better investors, Dana is focused on making real estate investments more attainable to them. “I wish someone had taught me that,” she looks back. She wishes someone had encouraged her to buy real estate as young as possible, and that someone had helped her to see how to do it. Dana wants all her clients, young and old, to learn all the options available to them to become real estate investors, from house hacking to traditional investment options. “The key is educating people on their options – I don’t just want to sell them a house; I want them to understand real estate.”

Dana’s advice for fellow real estate professionals is simple but profound: “Take care of every client like they are your family member.” She advocates caring about the client more than the commission, a secret to building lasting relationships in the industry.

Beyond her successful real estate career, Dana is deeply committed to giving back to the community. She serves on the board of the AMAR Foundation, which supports refugees and refugee camps in the Middle East. They provide medical care, education, and music education to refugees abroad and are also actively involved in supporting Ukrainian refugees in Utah. Dana also supports the YES Utah! program which educates people about organ donation and encourages people to register as donors. Dana has had the unique opportunity to be an organ donor as a Good Samaritan kidney donor AND an organ recipient, as a cornea transplant patient.

Dana’s family is the center of her life. She is married to Michael, an executive in the tech industry. The couple has four children: Harrison (married to Tessa), Carter (married to Emma), Gabrielle



“

***I DON’T JUST WANT TO SELL
THEM A HOUSE, I WANT
THEM TO UNDERSTAND
REAL ESTATE.***

”

(married to Jacob), and Nick, each adding their unique spark to their family dynamic. She also has a large extended family with 4 sisters and 3 brothers, all of whom live in Utah.

When asked about her hobbies and interests outside of real estate, Dana's sense of humor shines, acknowledging that friends and family would tell you, 'She's probably working.' But, she finds joy in many things like traveling, scuba diving (the entire family is scuba certified), boating, pickleball, and spending time at Bear Lake. Dana also loves to bake but admits she's not fond of cooking. She jokes, "If you want a cake for dinner, come to my house."

Dana Conway's story is not just about a successful real estate career; it's a narrative of building wealth, cherishing family, and leaving a positive impact on her community. With her genuine dedication to clients and her unwavering commitment to making real estate investment accessible, Dana continues to make a difference in the lives of those she serves.



“

**IF YOU WANT A CAKE
FOR DINNER,
COME TO MY HOUSE.**

”

Casey Larsen, the owner of Pillar to Post Home Inspectors, The Larsen Team, stands at the helm of a family legacy that spans over two decades. Born and raised in Salt Lake City, he grew up in Riverton before moving to Millcreek where he currently resides. Casey's journey with Pillar to Post began early, as he started assisting his father at the tender age of 11, clambering up ladders and performing simple tasks like testing outlets. He even became a NACHI certified home inspector at the age of 12. This hands-on experience continued through middle and high school, forging a strong foundation for his future.

Following high school, Casey attended the University of Utah, where he embarked on a business-related educational path. Initially venturing into his own venture by managing a detail and valet company in Salt Lake City, he eventually rediscovered his passion for home inspection. It was during his tenure as a full-time home inspector, which spanned eight years, that Casey realized he had found his calling in the industry. Casey's impressive journey reached a pivotal milestone when he purchased the company from his father back in March, cementing his commitment to the business that runs in his blood.

A true standout for Pillar to Post is the remarkable PTP360 virtual inspection that they provide their clients, a testament to Casey's innovative approach to the industry. He proudly emphasizes their 360 inspection's unrivaled quality, stating, "We call our home inspection the ultimate home inspection." This unique offering includes a 360 tour of the home, complete with photos, floor plans, room measurements, and more. The ultimate home inspection also includes the PTPHomeManual app, which aids clients in keeping track of appliance manuals, notifying them of any recalls, providing links to parts and accessories, and even how-to videos for each appliance.

Casey knows that buying a home often involves questions beyond the inspection, things like furniture fit and wall colors, Pillar To Post provides all this information in one easily accessible location with PTP360. Even minor issues such as a nonfunctional outlet that are found during the inspection will show up in the proper room, with photos and the inspection comment, making it easy for homebuyers to

find all the information they need before, and even after, they move into the home.

While PTP360 streamlines the client's experience, Casey acknowledges the significant effort his team invests in providing the service with every inspection. Their dedication is not driven by ease, but by the profound impact this tool has on their clients' lives, making the buying process smoother and more transparent.

Casey cherishes the dynamic nature of his career, relishing the opportunity to witness something new each day and help people navigate one of their most significant life events. As he describes, "We get to help people on one of their biggest days and help them understand how to live more safely in their homes."

What truly sets Pillar to Post apart is their professionalism and unwavering commitment to training and education. The team is actively involved in the Utah Real Estate Inspector's Guild, with Casey even serving as president this year. The inclusion of a Spanish-speaking inspector and expansion into Davis and Weber counties further enhances their ability to serve diverse clients across the Wasatch Front and beyond.

The internal motto that guides their work is "First Serve Others," as Pillar to Post is deeply dedicated to the welfare of both buyers and agents, ensuring that the transaction proceeds as smoothly as possible while going the extra mile to answer questions and offer support.

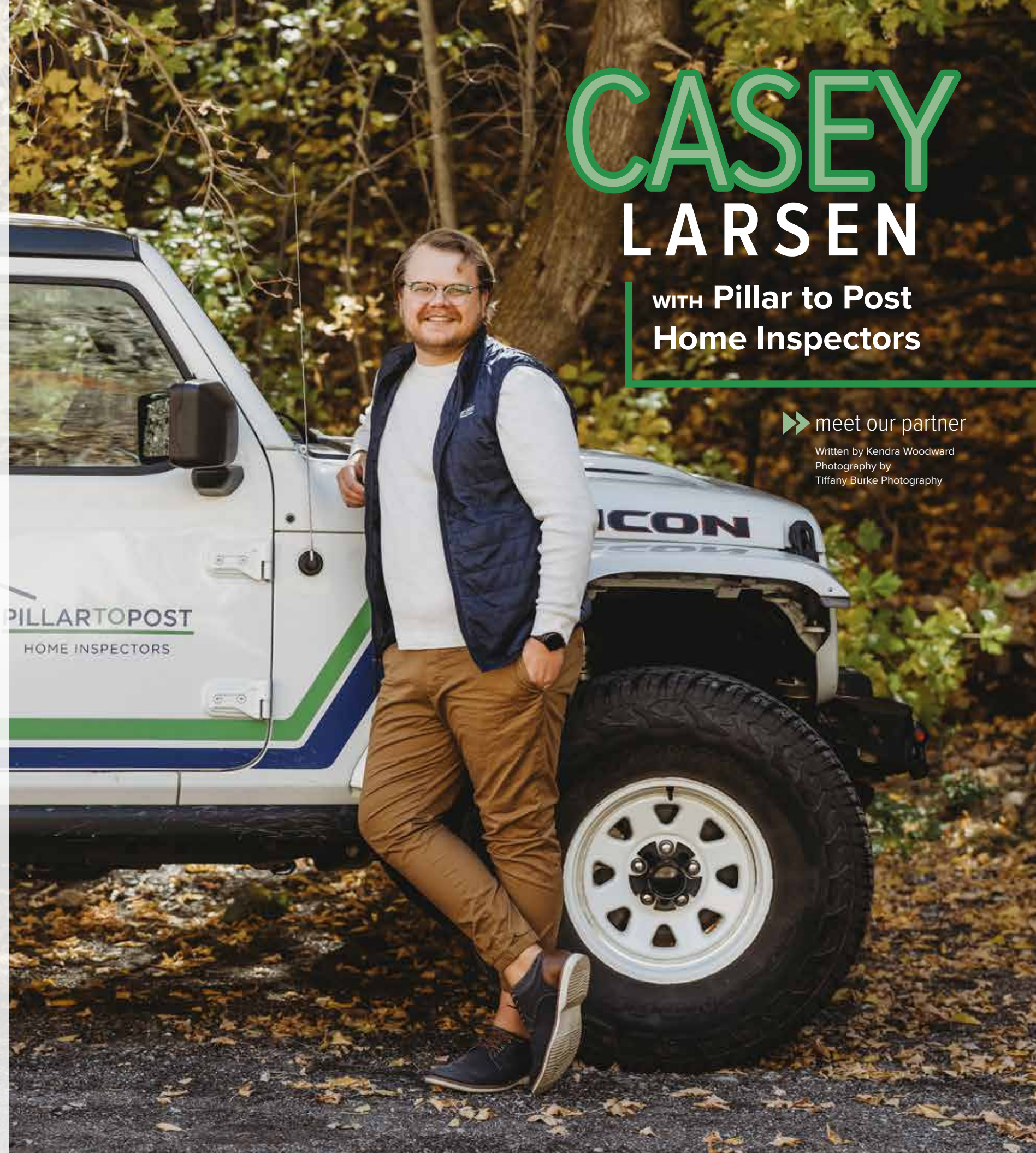
In his personal life, Casey's journey extends beyond his career. Last year, he married his wife, Alexis, and the couple shares their lives with two dogs, Pepper and Opal. As he opens

CASEY LARSEN

WITH **Pillar to Post Home Inspectors**

► meet our partner

Written by Kendra Woodward
Photography by
Tiffany Burke Photography





up about his passions outside of work, golfing takes center stage. An avid golfer, he is enthusiastic about taking on golf courses across the country. Casey's recent trip to Ireland was a golfing adventure to remember, and he is already planning a visit to Minnesota next year. Besides golfing, camping and off-roading in his Jeep are cherished activities that he enjoys with his wife, dogs, and friends.

Casey also boasts that Alexis is an extraordinary figure in her own right, who is deeply involved in cancer research. Her work encompasses running a drug discovery lab and devising cancer treatments.

As he reflects on his values and what holds significance for him, Casey chooses "growth" as his guiding word. He believes that every individual's path to success centers on personal growth. This perspective urges him to aim for continuous improvement, making it his annual tradition to look back at his journey and observe how far he has come while striving to grow a little more every day.

“ WE GET TO HELP PEOPLE ON ONE OF THEIR BIGGEST DAYS.



CARMEN CRANE'S journey through life has been nothing short of remarkable. A dynamic entrepreneur, real estate aficionado, and a beacon of resilience, her story is one of finding strength, joy, and success through the trials and tribulations of life.

Born in Oregon, Carmen made a pivotal move to Utah at the age of 18 where she embarked on her journey towards independence. While in Utah, she pursued a degree in business management and marketing, along with a minor in accounting, but Carmen had always been a natural entrepreneur at heart, a trait that would eventually define her career path.

Upon graduation, Carmen found herself not just building her career, but also juggling the profound loss of her husband at a young age. He was 33, and she was just 31 when she had to navigate the challenges of life alone with their three boys. She decided to sell their business and began her entrepreneurial journey anew by founding a wedding flower company. The years passed, and she found love once more, venturing into several new businesses together.

However, as life took its course, her second marriage faced its own challenges which became a transformative period and was the defining moment that propelled Carmen into the world of real estate. The allure of being her own boss, combined with her entrepreneurial spirit, led her to obtain her real estate license in 2018.

Interestingly, one of the ventures Carmen undertook with her ex-husband was property management. They owned numerous rental properties, and she was primarily responsible for their management—a role she thoroughly enjoyed. It was from this experience that she set a goal of owning 20 rental properties by the end of her career.

Through the twists and turns of her business ventures, Carmen gained valuable insights that reshaped her perception of the real estate industry. Transitioning from running a flower business where word-of-mouth referrals fueled her success, she initially underestimated the

challenges of the real estate profession and the notion that clients would seek her out and the idea of setting her schedule were quickly dispelled. “I thought, ‘Oh! I’m going to get my license and people are just going to come to me and want me to help them buy a house and help them sell a house.’ But that is not how it is,” she chuckles.

Carmen’s perspective shifted significantly when, with a couple of years of experience under her belt, she joined The Roxburgh Group with Real Broker. There, she found a mentor in Heather, who taught her to focus on working relationally rather than transactionally. It was a game-changing shift that redefined Carmen’s approach to real estate.

Fast forward to today, Carmen’s journey in real estate spans over half a decade, in which she has uncovered profound moments of joy, especially when she hands over keys to first-time homebuyers. There’s a unique sense of satisfaction in witnessing first-time buyers become homeowners, and she takes immense pride in being a part of their journey. “There’s just something really special about watching them be able to be a homeowner for the very first time.”

One particular experience that touched Carmen deeply was helping a client from Africa become a U.S. citizen and guiding her in purchasing a home to start building wealth for her family. This achievement filled Carmen with immense joy, underscoring the significance of her role as a real estate agent.

When asked about the advice she would offer to emerging top producers, Carmen emphasizes the importance of financial preparation. She recommends having at least six months of savings to fall back on, emphasizing that real estate success doesn’t happen overnight. Hard work and persistence are key to building a thriving business, so her advice is simple but profound: “Work really hard and DO NOT give up.”

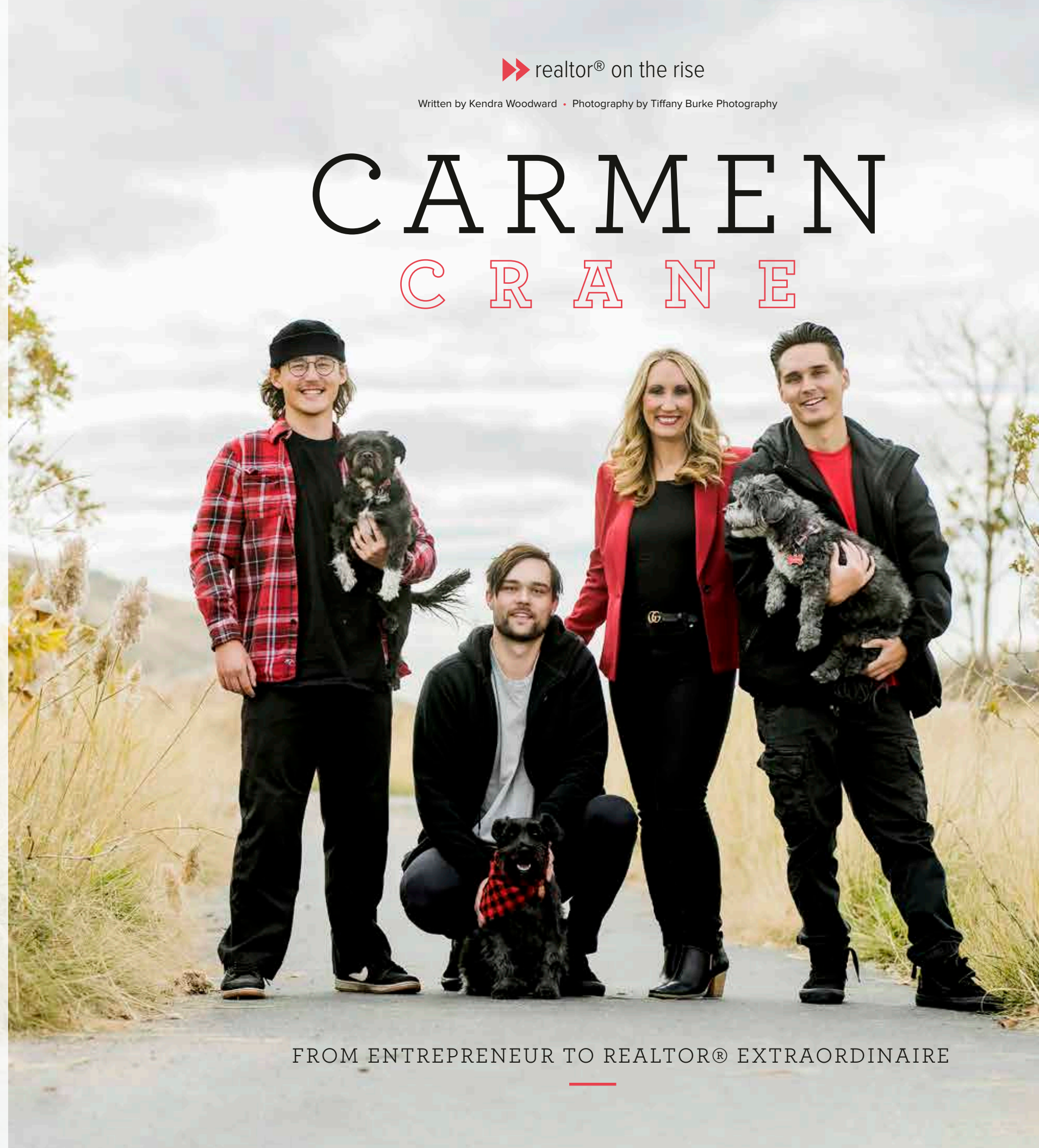
Always keeping up with trends, Carmen has harnessed the power of AI programs like Chat GPT to set and achieve her goals. The ease of communicating her targets to these programs helps her work through weekly and monthly objectives, enabling her to reach her larger

» realtor® on the rise

Written by Kendra Woodward • Photography by Tiffany Burke Photography

CARMEN

CRANE



FROM ENTREPRENEUR TO REALTOR® EXTRAORDINAIRE

“ WORK REALLY HARD AND DO NOT GIVE UP. ”



goals more easily. She also uses AI to enhance her social media scripts and improve listing descriptions when she feels stuck.

“What you focus on expands” is the motto that Carmen lives by, and it’s a testament to her active and fulfilling life. Beyond her real estate career, she is deeply involved in her church, holding a leadership position. With her three boys now all young adults, she has added two dogs to her family, Cooper and Shadow, who often accompany her on leisurely walks and invigorating hikes.

Carmen’s life is an exciting blend of adventure, outdoor exploration, and cherished social connections. She is an avid traveler, finds peace and exhilaration in hiking through scenic landscapes, relishes the beauty of the great outdoors, and her passion for cycling knows no bounds as she enjoys the open road on her trusty road bike and conquers rugged terrains with her mountain bike.

She cherishes the moments spent with her close-knit circle of friends, a diverse group of single individuals, divorcees, and widows, engaging in a variety of shared activities that foster strong bonds. And, of course, Carmen has a soft spot for retail therapy, reveling in the joy of shopping and discovering unique treasures.

Carmen’s journey is a testament to resilience, entrepreneurial spirit, and the joy she finds in her real estate career, where she continually strives to make homeownership dreams come true.





With two decades of experience in real estate, Ty Wilde's journey is as diverse and fascinating as the creative solutions he uses to help his clients buy and sell properties. Born in St. George, Utah, and raised in Arizona, Ty's life took a unique twist when he spent five years on a Navajo reservation before moving to Phoenix during his 4th-grade year. Though he ventured far from his roots, he admits that it was family that eventually brought him back to Utah. Despite pursuing his education in Hawaii, the feeling of home beckoned, and he moved back to Utah, seeing it as a safe and nurturing environment to raise a family and build his life.

During his time at BYU Hawaii however, Ty embarked on a path towards elementary education. His journey took an unexpected turn as he switched to communications and graduated with a degree in film editing. This diverse background laid the foundation for his ever-popular Real Estate YouTube channel, which showcases his expertise and passion.

Even as a little boy, Ty was intrigued by real estate, a fascination that started when his grandpa took him to see five acres that he purchased up on a mountain. Ty remembers thinking "I can't believe my grandpa owns this piece of the mountain," and since then, he has been hooked.

His journey as a real estate agent wouldn't be his initial career path. Much like his educational journey, Ty had to test out a few options first and finally dove into real estate after a stint as a home inspector. There he found himself frequently interacting with real estate agents. After meeting a few REALTORS® who lacked professionalism, Ty recalls feeling as though he was on the wrong side of the transaction after noticing the stark difference in how they treated their clients and then comparing his earnings to theirs. Ty admits, "I just kind of woke up one day and thought 'I'm going to get my real estate license!'"

While Ty was drawn to the allure of real estate early on, he

acknowledges that he wasn't fully prepared for the challenges that lay ahead and he's glad nobody brought them to his attention. Acknowledging how real estate is known to be a competitive profession, Ty's experience with other agents at training, conventions, and in the field has largely been positive. He has enjoyed meeting and working with so many unique individuals in the industry and looks forward to building relationships with his peers in the future. And while life as a REALTOR® can present many challenges, especially in the first few years as you work to build your reputation and establish a clientele, Ty humorously notes, "You have to 'embrace the suck' if you want to be a successful agent," and he candidly admits if fellow agents had warned him about "the suck," he might have chosen a different profession. Nevertheless, his love for real estate shines through.

Now Ty's passion lies in helping buyers overcome their hesitations and fears to achieve homeownership. He takes pride in guiding people who were initially too afraid to move forward, witnessing them reap the countless blessings that come from home ownership. "I'm proud that I've been able to help people who were too afraid to move forward, and then to see the blessings of homeownership for those families as they build equity over time."



realtor® life

Written by Kendra Woodward
Photography by Tiffany Burke Photography



In his remarkable journey, two game-changing moments stand out. The first was when Ty was approached by a builder after being in the industry for about a year. This opportunity saw him selling five houses in his first two weeks, leaving others in awe of his accomplishments. Ty consistently found himself as a top performer in the new home construction industry, eventually becoming the #1 salesperson for one of the nation's largest home builders, selling an impressive 89 homes in a single year. In 15 years as a new home construction specialist, Ty gained a deep understanding of the home building process.

The second pivotal moment was the creation of his YouTube channel, where he's known as Ty the Real Estate Guy. He regularly spends 35-40 hours per week researching, writing scripts, filming and editing. He emphasizes that people often underestimate the time required to succeed on the platform. During the initial years, his focus was on educating people rather than gaining business. It was only when a friend encouraged him to prompt viewers to reach out to him that he began incorporating business aspects into

his channel. Ty produces several fresh, new videos each month delivering tips for buyers and sellers along with housing market updates, and of course, new home construction, sharing his insights and passion for the ever-changing real estate industry.

In the present day, Ty's primary focus of his channel is explaining why right now is an ideal time to purchase a home, a topic he is deeply passionate about. He uses data to explain why the housing market will not crash and genuinely believes the current market offers some incredible opportunities, especially for home buyers.

Aside from his thriving real estate career, Ty actively supports Operation Underground Railroad (OUR) and is deeply involved in wildlife conservation after a life-changing experience swimming with sharks and stingrays in the Bahamas. To help protect wildlife and their natural habitats, he started a non-profit organization. His passion for wildlife conservation has extended to his daughters, who share his love for animals.

Ty's family life is also a testament to his devotion to both his work and his loved ones. He and his wife, Chelsie, are blessed with four daughters: Hallie, Ady, Taelyn, and Demri Shay. While Chelsie enjoys her role as a stay-at-home mom, she also got

her real estate license to support Ty in his endeavors.

The family is actively involved in sports, particularly basketball, and enjoys traveling. Ty and his family love relaxing on tropical beaches, surfing as a family, and swimming in the ocean where they hope to connect with wildlife. His deep passion for wildlife and travel is shared on their YouTube family travel channel (Traveling Wilde), along with an adventure channel he co-hosts with a friend (Adventuretainment TV).

As Utah's #1 REALTOR® on YouTube, Ty Wilde continues to expand his impact with insightful videos like "20 Advantages of Buying a Home," emphasizing the opportunities that await potential homeowners. And, his most popular video, "The Most Comprehensive Video EVER Created on the Home Build Process." In this 1-hour video, Ty gets you close to the action showing how a house is built, step-by-step. He brings a unique blend of expertise, dedication, and compassion to the real estate industry, making a lasting impact on those he serves and the natural world he strives to protect.



“
I JUST KIND OF
WOKE UP ONE DAY
AND THOUGHT
'I'M GOING TO
GET MY REAL
ESTATE LICENSE!'”



2023

BY THE NUMBERS

HERE'S WHAT
SALT LAKE CITY'S
TOP 500
AGENTS SOLD....

12,637

TOTAL TRANSACTIONS

\$
\$10,274,086,806
SALES VOLUME

\$21
MILLION

AVERAGE
SALES VOLUME
PER AGENT



 26
AVERAGE
TRANSACTIONS
PER AGENT



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