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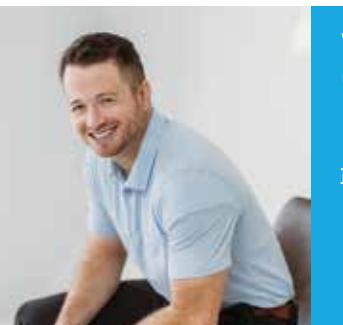
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MEET THE SALT LAKE CITY REAL PRODUCERS TEAM



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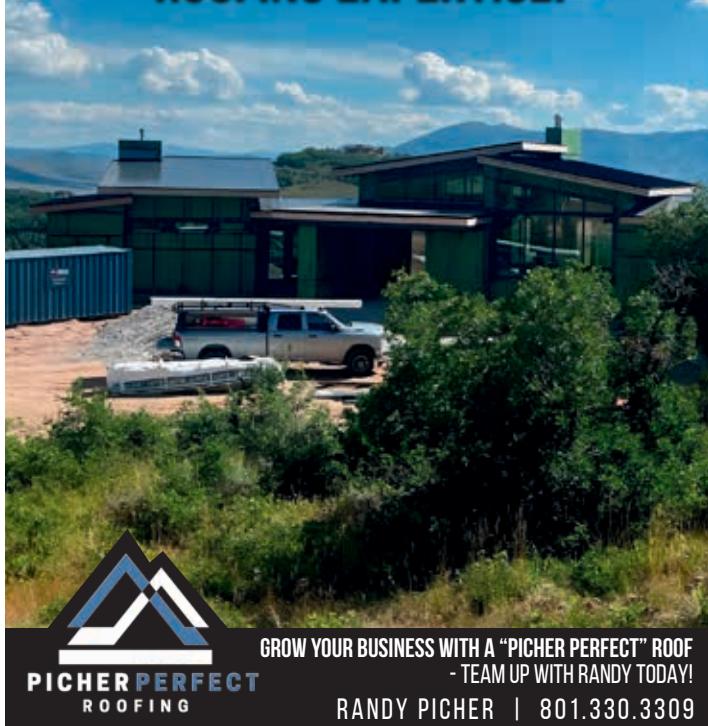


Kendra Woodward

Writer

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TOTAL TRANSACTIONS

\$ \$8,282,568,316
SALES VOLUME

\$17
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AVERAGE
SALES VOLUME
PER AGENT



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AVERAGE
TRANSACTIONS
PER AGENT

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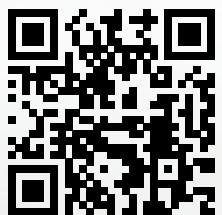
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MICHAEL HESLOP

Navigating
Home Buying
with Confidence
and Ease

► cover agent

Written by Kendra Woodward & Liz Glenn
Photography by Tiffany Burke



I will do
just about
anything
to get my
clients more
money.



With a background rooted in entrepreneurship and a passion for helping others, Michael Heslop has established himself as a trusted advisor and valuable advocate for his clients in the Utah real estate market. Licensed in 2015, Michael's journey into real estate began with humble beginnings and a drive to succeed.

Michael Heslop is no superhero, but the way his clients describe him might make you think that he is. With client reviews that use words like "outstanding," "amazing," and "fantastic," you know that he is doing something right. Over a career of 9 years, Mike has successfully guided his clients through over 500 real estate transactions and set himself apart as a top REALTOR® in Utah. In spite of managing this large volume of transactions, he consistently meets his clients' needs by focusing on people, honesty, and providing unbeatable value. His down-to-earth relatability and outward-focused, service-oriented character are trademarks of what his clients love about working with him.

Not many people can say their career started in a mortuary, but this unconventional start for Michael fits with his unconventional, flat-fee real estate business model. When Michael was first married, he and his wife moved into a mortuary for rent-free housing. As part of the arrangement, he would go with the morticians on late night calls to help pick up the recently deceased. During this two-and-a-half year period, Michael's

wife, Stephanie, worked as a CNA to pay for their living expenses. He is quick to give her credit for his success, saying, "I wouldn't have been successful without Steph. Her support allowed me to focus wholly on real estate and get my career off the ground quickly."

In September of 2021, Michael's life took a major turn when his wife passed away unexpectedly and he was left a single parent to their twin 5-year-olds, Porter and Zella. It was a period of darkness that not many in their 30s have to experience, but the flexibility his real estate career provided proved to be a light in that darkness. Because he had already established a successful real-estate business by that point in his life, Michael was able to support his family financially and emotionally through that difficult time.

One characteristic that sets Michael apart from other REALTORS® is his focus on clients, not the paycheck. Because he charges a flat fee, rather than the typical commission-based fee, it doesn't matter if he's helping someone sell a mobile home or a mansion, he provides the same top-quality service. He is a fair person who will be there for his clients no matter how big or small the deal. His clients know that they are getting the full-service REALTOR®, without paying the full percentage-based price, and that's what keeps them coming back to him for all their real estate needs (and referring their friends and family to him as well).

As Mike provides a fair and affordable experience for his clients, his goal is always aimed at streamlining the process for them. "I will do just about anything to get my clients more money," he laughs. Just a few months ago, he personally helped a client sand their deck to make sure the sale went through and the client was able to pocket a little more money. It's not often you find someone with the experience and expertise Mike provides in combination with his humble attitude and strong work-ethic.

Just as he remains committed to bettering the lives of his clients, Michael remains dedicated to his family. With Porter and Zella by his side, he finds joy in spending time with loved ones, cheering on the Utah Jazz, and indulging in his hobbies, which include playing Super Smash Brothers, watching sports, and enjoying music. After the loss of his wife in 2021, Michael set out to be more spontaneous and ensure, above all else, that his kids had a great upbringing. Occasionally, they'll go out to the movies together, and as of late, Michael is trying to get back into the swing of things by going on dates on the weekends.

With his superpowers of unwavering commitment to excellence and laser-like focus on serving others, Mike Heslop is poised to lead Utah home-buyers and sellers through successful and affordable real estate transactions with confidence and ease.



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P.
hi
RICHTER

UTAH LINE WORKS

There's No Substitution for Proficiency and Experience

As the founder of Utah Line Works, Phil Richter's mission is clear: to provide property owners with the vital knowledge needed to protect and understand their most valuable asset - their land. "At the end of the day, having a survey done is a way for property owners to take inventory of the most important asset they own," he advises.

Born in East Los Angeles but raised across varying locales due to his father's service with the Marine Corps, Phil and his entire family shared the same sentiment and agreed that they all loved Utah. And when the time came to transfer to yet another new

location, Phil's mom insisted they keep their Utah home and rent it out until they could return once more. Once old enough, Phil spent some time in Southern California, but Phil's return to Utah solidified his love for its way of life and scenic beauty, eventually becoming the foundation of his professional journey.

During his first career pursuit, Phil was able to indulge his passion for music by managing a specialty guitar shop and teaching weekly guitar lessons. His experiences there opened him up to one of his first mentors, the shop owner, who taught him the



importance of creating devoted customers and instilled in him a relentless work ethic - a skill set that would later shape his approach to surveying.

After years of working at the guitar shop, Phil began contemplating what the future held for his growing family, his daily lifestyle, and what career would support them along the way.

Knowing he could never get enough of the Utah landscape, Phil started thinking beyond transi-

tional brick and mortar jobs. By chance, he came across a listing for a traveling position surveying abandoned mineral claims across the state. With no experience, he was turned down for the position; however, it ignited a passion within Phil and he sought to gain the qualifications necessary to obtain the job by attending Salt Lake Community College.

With a surveying and geomatics degree in hand, Phil was finally ready to apply for the position once more and was hired on as a rodman, where he quickly advanced through the rankings eventually

becoming the survey crew chief. He embraced the field's challenges and the intricacies of construction surveying, realizing its resilience even during economic downturns. Phil's commitment and aptitude led him to obtain his professional land surveyors license in Utah, marking a significant milestone in his journey.

"I've interpreted plan sets and performed construction layouts benefitting countless, multi-million dollar infrastructure projects throughout the state - including highway overpasses, vehicle and pedestrian bridges, roadway reconstruction, airport runways, taxiways and aprons, as well as home and apartment developments, trails, and a multitude of utility projects."

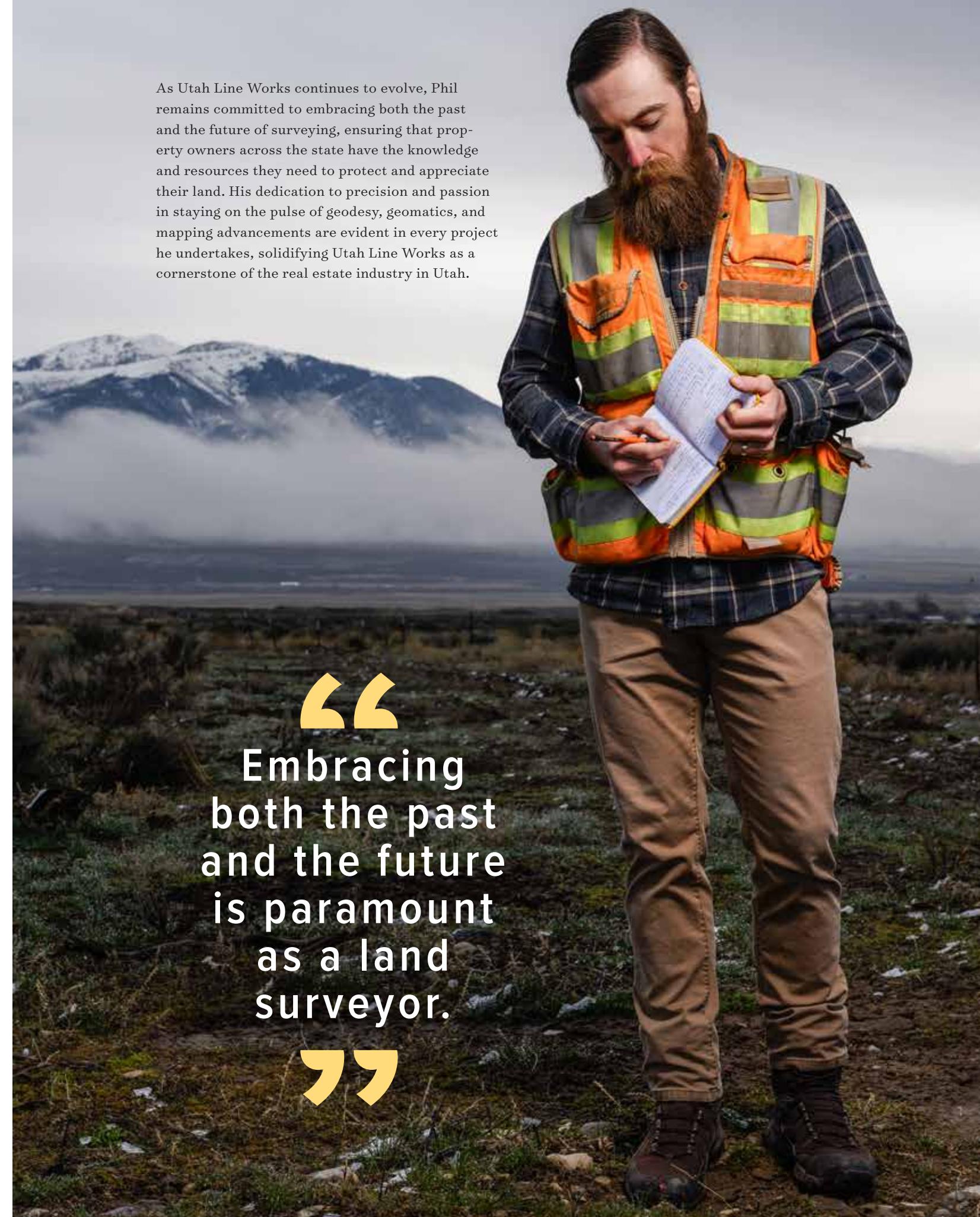
Recognizing construction surveying as a necessary gateway to the profession he one day hoped to be in, Phil became more involved in document research, analysis, and support preparation which led to a fluency in boundary surveying, ALTA surveys, subdivision plats, easement documentation, and ultimately gaining his professional land surveyors license.

Ultimately, the inception of Utah Line Works stemmed from Phil's desire to make surveying services accessible to all property owners, not just large enterprises. His company specializes in providing accurate boundary surveys and other tools that are crucial for property conveyance and development. For Phil, "Embracing both the past and the future is paramount as a land surveyor." And by integrating advanced data collection methods, new software, and drone technology, Utah Line Works can produce detailed 2D and 3D maps, aiding in property conveyance, site development, and engineering projects.

However, Phil emphasizes that technology alone cannot replace the importance of historical records and meticulous research, which form the foundation of accurate boundary location. "The most modern and expensive survey instruments will never substitute a proficient understanding of research and interpretation of those records in the county vaults," he prides. "It is at this crossroad where proficiency in field data collection meets fluency in record analysis and that the accurate location of boundary lines becomes possible."

Outside of work, Phil finds joy in spending time with his family—his wife, Sandy, their two daughters, Jayci and Layla, and their beloved dog, Maiden. Together, they enjoy exploring Utah's natural wonders, upkeeping their property in Monticello and supporting each other's hobbies. But Phil jokes that playing his guitar or trekking on a multi-day expedition are at the top of his hobby list.

As Utah Line Works continues to evolve, Phil remains committed to embracing both the past and the future of surveying, ensuring that property owners across the state have the knowledge and resources they need to protect and appreciate their land. His dedication to precision and passion in staying on the pulse of geodesy, geomatics, and mapping advancements are evident in every project he undertakes, solidifying Utah Line Works as a cornerstone of the real estate industry in Utah.





►family matters

Written by Kendra Woodward

Photography by Carrie Vines, Purple Moss Photography

RYLAR AND NICOLE MASCO

If You Take Care Of People, The Money Will Come

Rylar and Nicole Masco stand out, not just for their success in real estate but also for their unwavering commitment to making a positive impact in their community. Together, they lead Masco Realty with Utah Key Real Estate as a dynamic team focused on delivering exceptional service and helping clients achieve their financial goals.

Rylar, licensed in 2016, hails from Kanab, Utah, and grew up in Manti. His journey into real estate was influenced by a strong desire to help others achieve financial freedom thanks to the great interaction he had with his own REALTOR® while buying his first home. After completing his education in business and earning his MBA, Rylar initially obtained his real estate license as a side gig but built it into a full-time career within a couple years.

Nicole was born and raised in South Jordan and brings her own unique perspective and skillset to the Masco Realty team. With a background in education and a natural knack for money management, she joined Rylar in the real estate industry in 2019 when she noticed he needed the extra help. Nicole excels in helping people prepare their homes for sale and helping ease first-time homebuyers into making smart financial choices.

Together with four additional members on their team, Rylar and Nicole are dedicated to empowering clients with knowledge and sound financial advice. “Clients Before Commission” is their team motto and it isn’t just a tagline—it’s a philosophy that guides their approach to business. It’s about transforming lives and blessing others.

Each playing the role of both agent and certified financial coach, Rylar and Nicole believe in making smart financial choices and helping others achieve their dreams. It’s not just about the house, it’s also about taking the first step toward financial freedom.

Passionate about their “clients before commissions” practices, the Masco Realty team offers full-service with personalized attention. They extend that mindset to their team and look to help build them up in any way they can, whether through coaching,



including meeting certain GPA requirements and staying away from alcohol, drugs, and gangs.

The Mascos also serve their local community by staying active and involved in local organizations. Rylar coaches his son's soccer team, is involved with

the local church ward, and they have remodeled a few properties to use as nightly/monthly rentals. They have enjoyed buying and remodeling homes where they love to travel, one of which is Rylar's childhood home in Manti. They enjoy providing amazing nightly rental properties for themselves, family, and anyone

to enjoy. Nicole loves being a mother, doing home renovation projects, landscaping, gardening, financial coaching, and working alongside Rylar, as well as her involvement with youth groups in their local church organization.

Family time plays a significant role in their lives. Several of their remodel projects and investment properties, like Rylar's childhood home, have become regular vacation destinations for the family. Nicole even explains that their kids, Milo and Mayzie, have already become "travel connoisseurs." But when they're at

home, they continue their passion for projects through working on their primary home or helping friends/family. "We always have a project going on," Nicole laughs.

As Rylar and Nicole continue to redefine real estate, their mission remains clear: to put clients before commissions, to educate, empower, and uplift them. "We don't just preach real estate; we live it," Nicole prides. Through their dedication to integrity, compassion, and financial education, they are not just selling homes - they are helping people build wealth and creating opportunities for a brighter future.



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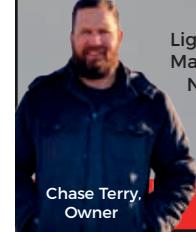
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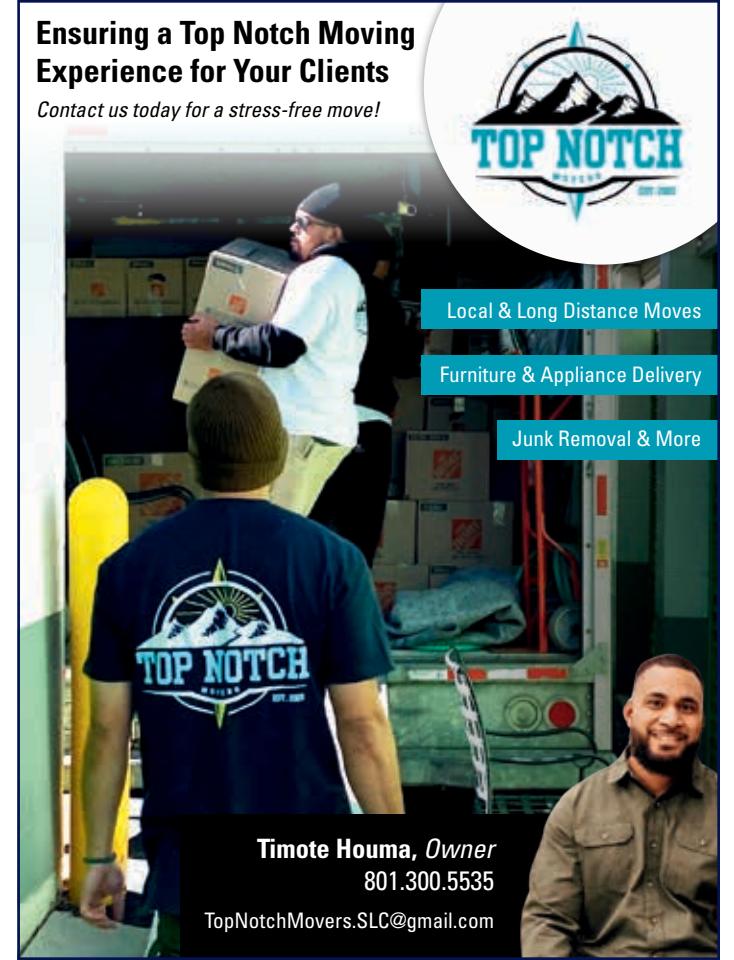
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Stephanie ARAGON

A N A G E N T W I T H S M O O T H M O V E S

As a top-producing agent with Realty ONE Group Signature, Stephanie Aragon's journey into real estate is a testament to her resilience and passion for helping others achieve their dreams. Defined by her compassion, work ethic, and a strong commitment to her clientele, Stephanie's accolades speak volumes towards her dedication and success in the industry — receiving her brokerage's prestigious title of Realty ONE Group Signature's Salesperson of the Year by selling the most volume last year. She also earned recognition on the Rate My Agent platform as the statewide winner, #1 in Tooele County and Tooele City, Top 100 agent nationally, Top 20 Mountain Region, and ranking in the Salt Lake Board of REALTORS® REALTOR® 500. Stephanie compounds these accolades with the Certified Luxury Homes Marketing Specialist, and the Accredited Buyers Representative and Military Relocation Professional designations. Stephanie was also a military spouse, so she is especially proud of her MRP as she is fully aware of how challenging military relocation can be on individuals and their families.

Born and raised in Tooele, Utah, Stephanie's diverse background encompasses an education that was initially directed towards psychology, political science, and economics. In 2008, she began working for Developers Diversified Realty, a development construction company. When the market showed signs of slowing, she took a position in pharmaceutical research. The company wasn't sustainable through the economic challenges. Stephanie began working with the State of Utah Administrative Services, where shortly after, she was recruited by Wasatch Property Management where she worked as a leasing specialist. Eventually on to Oakwood Corporate Housing, where she transitioned into the account coordinator position and made a lot of valuable

business connections. When Stephanie realized how many clients she was handing off to outside brokerages, she asked her regional manager if they would mind her obtaining her real estate license in order to keep and strengthen those relationships with their clients versus handing them off. With the green light, Stephanie attempted her real estate journey in 2013, but was so busy in her current role that she couldn't actively put it to use. When Airbnb entered the market and the writing was on the wall, Stephanie really felt Oakwood might not sustain the market as they operated off similar business models; ultimately, she was right. Oakwood downsized and centralized in Arizona in 2016.

Ultimately, she had to retake the entire real estate course in 2019. She began her real estate career and hit the ground running and had multiple clients right out the gate. As each year passes, it's proven to be the best decision she's ever made. Stephanie's journey into real estate wasn't about transactions; however, it was about connecting with people on a deeper level. With her background in learning about psychology, Stephanie utilizes her understanding of the complexities of human behavior and listens attentively to her clients' needs. Her empathy and ability to connect with her clients shows in her numbers, but the pleasure and joy she gets from helping clients invest in their future is immeasurable.

Stephanie's approach to real estate is characterized by her authenticity, humor, and a never-ending desire to be a source of knowledge and support for those surrounding her. Her clients appreciate her down-to-earth personality and commitment to making their real estate experience as smooth as possible. Second to her humor is her ability to stay in front of her

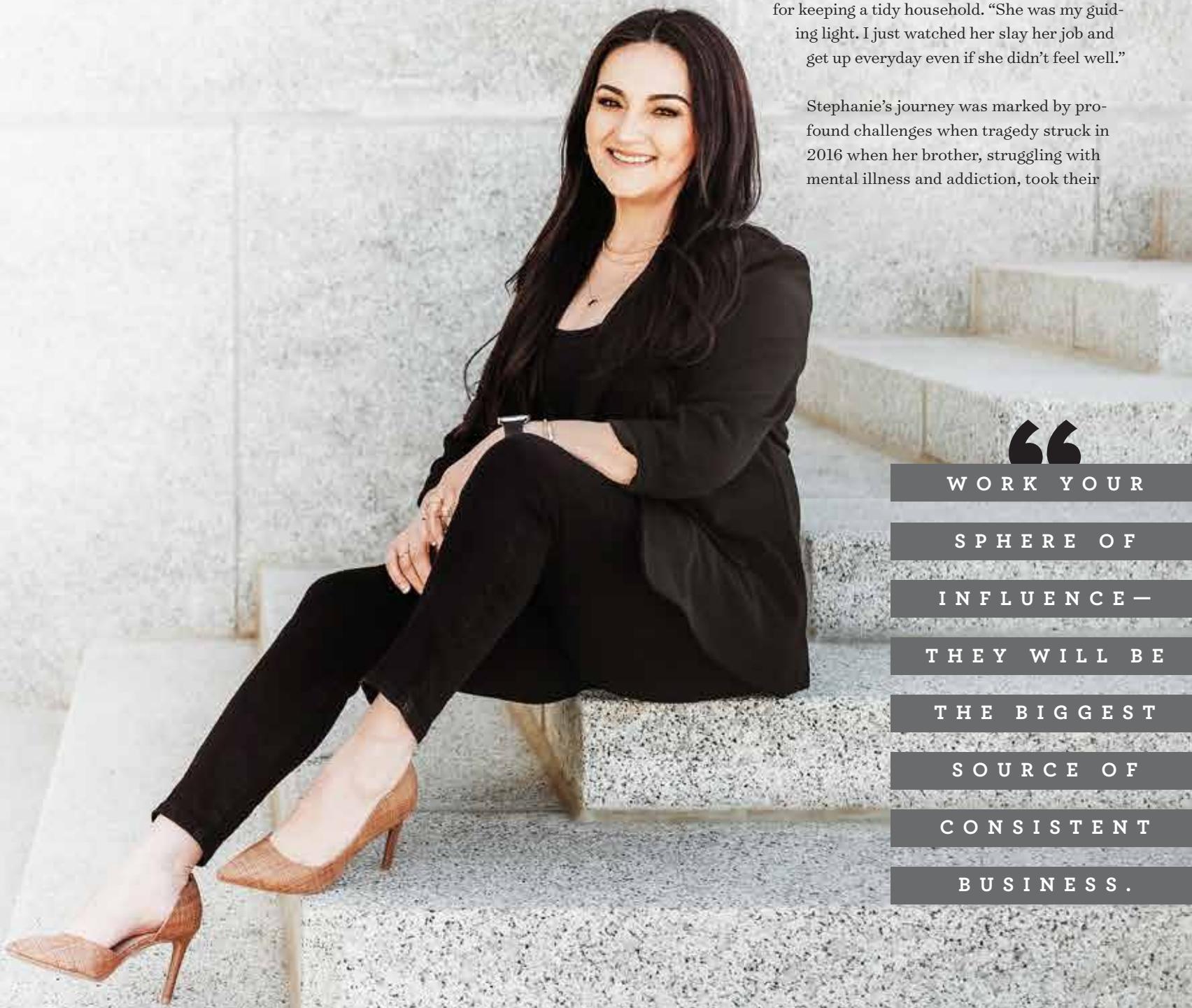
► REALTOR® life

Written by Kendra Woodward
Photography by Tiffany Burke
Makeup by Melody Talaverra
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clients by way of social media, particularly Facebook, where she interacts with friends, family, and clients first thing in the morning, which keeps their communication open for the remainder of the day. But it's her down-to-earth demeanor and style that makes her clients feel at ease. "You have to make sure people know they matter to you on a deeper level."

Having been raised by a single mother with four children, Stephanie proudly boasts that she gets her work ethic from her mom. "She was hands down the best mom," Stephanie admits with emotion crowding her voice. Her mom juggled two jobs to give us whatever we wanted; she was always known for keeping a tidy household. "She was my guiding light. I just watched her slay her job and get up everyday even if she didn't feel well."

Stephanie's journey was marked by profound challenges when tragedy struck in 2016 when her brother, struggling with mental illness and addiction, took their



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mother's life. This heartbreak event ignited Stephanie's passion for mental health advocacy and legislative reform, where she strives to raise awareness and support legislation to ensure that those seeking help receive the support they need and that policies and procedures put in place by legislation are followed through and met.

Outside of work, Stephanie cherishes time with her fiancé, Willie, and her sons, Nicholas and Darrian, their Australian shepherd, Miley, as well as Darrian's family, including his partner, Melody, their baby, Venice, and little dog, Louie. Stephanie and Willie enjoy frequenting his family's cabin up at Flaming Gorge, boating, fishing, riding



motorcycles, reading, bicycling, cooking, watching crime shows, and exploring warm locales.

While Stephanie wishes she would've started sooner in real estate, she advises one important note to young, up-and-coming agents. "Work your sphere of influence—they will be the biggest source of consistent business." Stephanie attributes the success of her business to her sphere. "My sphere supports me and my business wholeheartedly."

Stephanie's life is a balance of hard work and cherished moments with loved ones, reflecting her resilience and deep appreciation for life's joys. With every transaction, Stephanie leaves a lasting impact, guided by her constant commitment to her clients and her community.

Stephanie has two favorite quotes: "If you're the smartest person at the table, find another table," from her dad, and "Stay humble. You can learn from anyone. Keep an open mind."



Nick, Willie, Stephanie, Darrian, Melody and Venice

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