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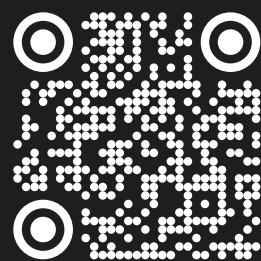
**ALISON
GUELKER**

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Written by Elizabeth McCabe
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Alison Guelker

Arizona Native Rises in Residential Real Estate

“I love what I do,” raves REALTOR Alison Guelker with Christie’s International Real Estate. This top-producing agent excels in service, sales, and negotiations. Her clients range from those buying their first home to multiple investment properties and luxury properties. Alison firmly believes that luxury is a service, not a price point. “Everyone deserves fair representation and good service,” she emphasizes.

Alison thrives on the variety and personal connections that real estate offers. “Every transaction is different, whether it’s a first-time homebuyer or someone investing in their first property. I get to meet so many different people,” she smiles.

Alison embodies dedication and passion in the real estate world. Born and raised in Arizona, Alison’s journey into real estate was influenced by her early exposure to the industry and her family’s encouragement. Now she can’t imagine doing anything else.

Roots in Real Estate

Alison’s father, a contractor, built a spec home in North Scottsdale during her childhood. Although the market crashed, leading them to move into the house, it ignited a spark in Alison for real estate. Growing up in Paradise Valley, she attended elementary and high school locally before heading to college in Tucson. With a half-sister in California and a close-knit family, Alison’s strong family ties have been a cornerstone of her support system.

“

I LOVE WHAT I DO,”
raves REALTOR Alison Guelker with
Christie’s International Real Estate.





Alison pursued a degree in regional development at the University of Arizona. “It was the closest thing to real estate,” she explains. She immersed herself in planning, zoning, and even interned with a local developer. This foundational knowledge set the stage for her real estate career. Alison has had her real estate license since her Junior of college and now celebrates her 20th year licensed.

After college, Alison moved to Las Vegas and ventured into vacation ownership, which honed her sales and management skills. She attributes her success to the lessons learned from her mother, Suzie, and her vacation ownership experience. After five years in Vegas, she transferred back to Phoenix with Wyndham Vacation Ownership.

Six years ago, Alison made the bold decision to leave the corporate vacation ownership business and start her own real estate venture. “It was partially scary, but something I should have done a lot sooner,” she reflects. The passing of her father seven years ago was a turning point, pushing her to pursue independence and leverage her commission-based background for success in real estate.

The Guelker Girls

Alison and her mother formed “The Guelker Girls,” a dynamic real estate team. “I absolutely love it! Each year it keeps getting better and better, and I’m lucky to have a great network of friends and family throughout the valley,” Alison shares. Their collaboration has led to numerous accolades, including being named a Top Producer in Phoenix Magazine and earning the prestigious 40 Under 40 award twice.

What are the secrets to her success? Alison attributes her success to hard work, attentive listening, and a strong support team. “A lot of people aren’t willing to put in the hard work. Listening to what clients tell you and making a win-win for all parties involved is crucial,” she notes. She values her team’s contributions and is always open to suggestions.

Work Hard, Play Hard

Alison’s work ethic is unparalleled. “I’m a workhorse, but wouldn’t change it for anything,” she asserts. When

not working, she takes time to relax and recharge through travel, dance classes, and sports. A die-hard Wildcats fan and Phoenix Suns season ticket holder, Alison’s enthusiasm for life is contagious. Her motto is simple: work hard, play hard. She jokes, “I say yes to everything, whether a happy hour or showing a home with 10 minutes to spare.”

Her dedication to real estate knows no bounds, especially with her passion for home renovations, which has been beneficial for her clients. She has completed two renovations, including tearing down and rebuilding half of her current house. This first-hand experience allows her to guide clients realistically about the renovation process. “It’s not as easy as it looks on TV,” she laughs. “I want to do more of it,” she says, with a goal of gaining more knowledge, which in turn will help benefit her clients. Alison adds, “I want to build lasting relationships and become their trusted real estate advisor for life.”

Looking Ahead

Alison’s future aspirations include continuing to grow in real estate and expanding her expertise in renovations and development. Her commitment to her clients and passion for her work ensures that she will remain a trusted advisor in the real estate industry for years to come.

Whether helping clients find their dream homes or guiding them through renovations, Alison’s commitment to excellence shines through in everything she does.

“

I want to build lasting relationships and become their trusted real estate advisor for life.

As a REALTOR®, do you rank in the top 500? Have you been successfully working in the real estate industry for many years and would like to share your story? Email us at scottsdale@realproducersmag.com or reach out via social media to learn how.

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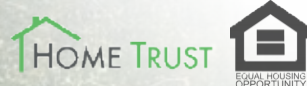


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Giving Back Is Part of REALTOR® Paul Baker's DNA

He's Wired to Serve!

"I will lead with my heart," says REALTOR® Paul Baker with RE/MAX Fine Properties. A leader in real estate and a change marker in the nonprofit world, he leads others with passion and purpose. "When I have the microphone and I am in front of the room, everything I say will come from my heart," he comments.

Motivated to Make a Difference

Why does Paul make a difference in the real estate community and beyond? "It's in my DNA," he explains. "When I was growing up, I watched my dad do community service." He served on City Council for several terms, chaired the Council, and served as the County Clerk and on the Hospital Board— not to mention serving on the Library Board. "He was also an active Shriner for most of his life," adds Paul.

Paul's grandfather on his mother's side also led a life of service. "He was extremely involved in his community— a small town in Nebraska known for hosting one of the largest rodeos in the country every year," shares Paul. He served as a prominent member of the rodeo board, taking his leadership to a regional and then national level. He served for two years on the National Finals Rodeo Board.

Paul's commitment to service was reignited when his daughter went off to college in 2017. He became more engaged in his community,

joining the Chamber of Commerce and staying active in major events. In his 20s and 30s, Paul was involved with the Scottsdale 20/30 Club, which later became The Saguaros. In 2017, he joined the board of governors for Boys and Girls Clubs of Greater Scottsdale and has since become deeply involved, serving on various committees. "Being a REALTOR®, I have the flexibility to attend events and committee meetings without needing to ask a boss for time off," he explains.





Paul is set to become the Chairman of the Board of Governors for BGCS for the next two years. “I’m really happy and proud about it. I want to accomplish great things with a strong board of 47 members and an outstanding CEO and staff,” he says.

Leadership in Real Estate

Paul’s road to leadership in real estate is equally impressive. Encouraged by friends and leaders, he ran for the local association board and won. He has served on numerous committees and is now involved with the state association. “This spring, I campaigned for a line office position and will be sworn in as the Treasurer for the Arizona Association of REALTORS® at our fall conference. It’s standard practice to progress from Treasurer to Vice President, President-Elect, and then President. In four years, I’m likely to be the President of the Arizona Association of REALTORS®.”

With 37 years of experience as a broker, Paul has dedicated his entire career to real estate. “I tried banking for a year, but it wasn’t for

**REAL ESTATE IS A
PEOPLE BUSINESS, AND
I’M A PEOPLE PERSON.**



“

PAUL HAS RECEIVED TWO AMAZING AWARDS: FIRST REALTOR OF THE YEAR FOR SCOTTSDALE IN 2021 AND THE JIM HILL AWARD FOR BGCS, WHICH IS GIVEN FOR OUTSTANDING SERVICE TO THE ORGANIZATION.



me. Real estate is a people business, and I’m a people person,” he explains. Real estate has awarded his family a wonderful lifestyle despite its ups and downs.

Bringing Others Along

Paul values the friendships he has made throughout his career and is committed to bringing others along in his commitment to serve the community and make it a better place. “I’ve achieved success with the Boys & Girls Club and the state association, and I enjoy helping others,” he comments. Over the past five years, he’s brought six or seven board members to the Boys & Girls Club board, each achieving incredible success. Now, he’s championing others on the REALTOR® board, supporting and promoting future leaders.

A Family Man

When he’s not working, Paul enjoys local sports, cheering for the Arizona Diamondbacks and the Phoenix Suns. He loves traveling with his family, especially with his 18-month-old grandson. “When we travel, it’s usually with our daughter, son-in-law, and grandson. It’s a family affair,” he smiles.

Paul has been married to his wonderful wife Denise for 32 years. Their daughter Rachel has taken on leadership roles, inspired by Paul’s example. “When I drove her to school, I’d tell her to be a leader, and she’d laugh. Now, she’s leading a moms’ walking group,” he comments. Paul is proud she’s embracing leadership, and will continue to encourage her.

Leading by Example

Paul is an inspiration. He’s living proof that it only takes one person to make a difference in the world. In the process, he’s leading the way in real estate and beyond, answering the call to serve! His dedication to serve is truly part of his DNA as he fulfills his purpose here on the planet.

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