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A full-page photograph of Cheryl Wood, a woman with long blonde hair, smiling and standing in a desert landscape. She is wearing a white off-the-shoulder top, blue jeans with a large turquoise belt buckle, and a turquoise necklace. She is holding a pink cowboy hat in her left hand. The background features a saguaro cactus, green shrubs, and mountains under a clear sky.

Cheryl
WOOD

COVER STORY

Cheryl Wood

RISING STAR

Cristina Coronado

PARTNER SPOTLIGHT

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MEET THE WEST VALLEY REAL PRODUCERS TEAM



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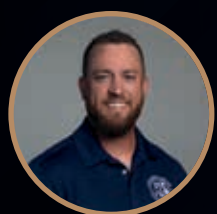
If you are interested in contributing or nominating agents for a story in future issues, please email us at laura.robinson@RealProducersMag.com.

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►► publisher's note

By Laura Robinson

Welcome TO WEST VALLEY REAL PRODUCERS

Providing a platform to celebrate and unite the top real estate professionals.



It's my honor to bring Real Producers to the West Valley and to celebrate everything that makes you all an outstanding part of the Arizona real estate community. I look forward to highlighting your accomplishments, encouraging your dreams and recognizing you for your continued excellence in serving your clients.

Real Producers started as an idea in 2015 and is spreading across the nation like wildfire. We are now in over 140 markets and as we launch here in the West Valley the mission remains the same; to connect, elevate, and inspire the top leaders in real estate, highlighting what makes them human and providing opportunities for the best of the best to strengthen their network and better their businesses.

As we embark on this journey, I promise to create platforms to connect this community and to recognize and celebrate what makes each one of you iconic. In the years to come, I hope to interview every one of you so that I can share your success stories in future issues. I also look forward to celebrating with you at our events, providing tools and connections to help you grow your business and representing your passion for this industry that we all share.

As for me, I am honored to be the one to represent you and tell your story of how you created such a successful career. I have a passion for deepening community and relationships and my overall goal is to bring each of you that bit closer together. Thank you to those agents that have met with me so far, invited me for coffee, connected over zoom and

introduced me to your office and teams. You all have your own story to tell, each one different and unique, and I love that we get to share this with you.

I also bring you the Preferred Partners, because top agents need the best associates to help make your job and the stressful move for your clients that bit easier and more joyful. This group are reputable, trustworthy and extremely skilled in what they do. Together you form an unstoppable elite community over here on the West Valley.

This publication will be in your mailbox every month and we'll see you at our exclusive events. This is your community, so join in the fun and start sharing your stories and if you have someone you'd like to nominate for a feature, reach out! I'd love to hear from you.

Let the fun begin!



Laura Robinson
Owner/Publisher
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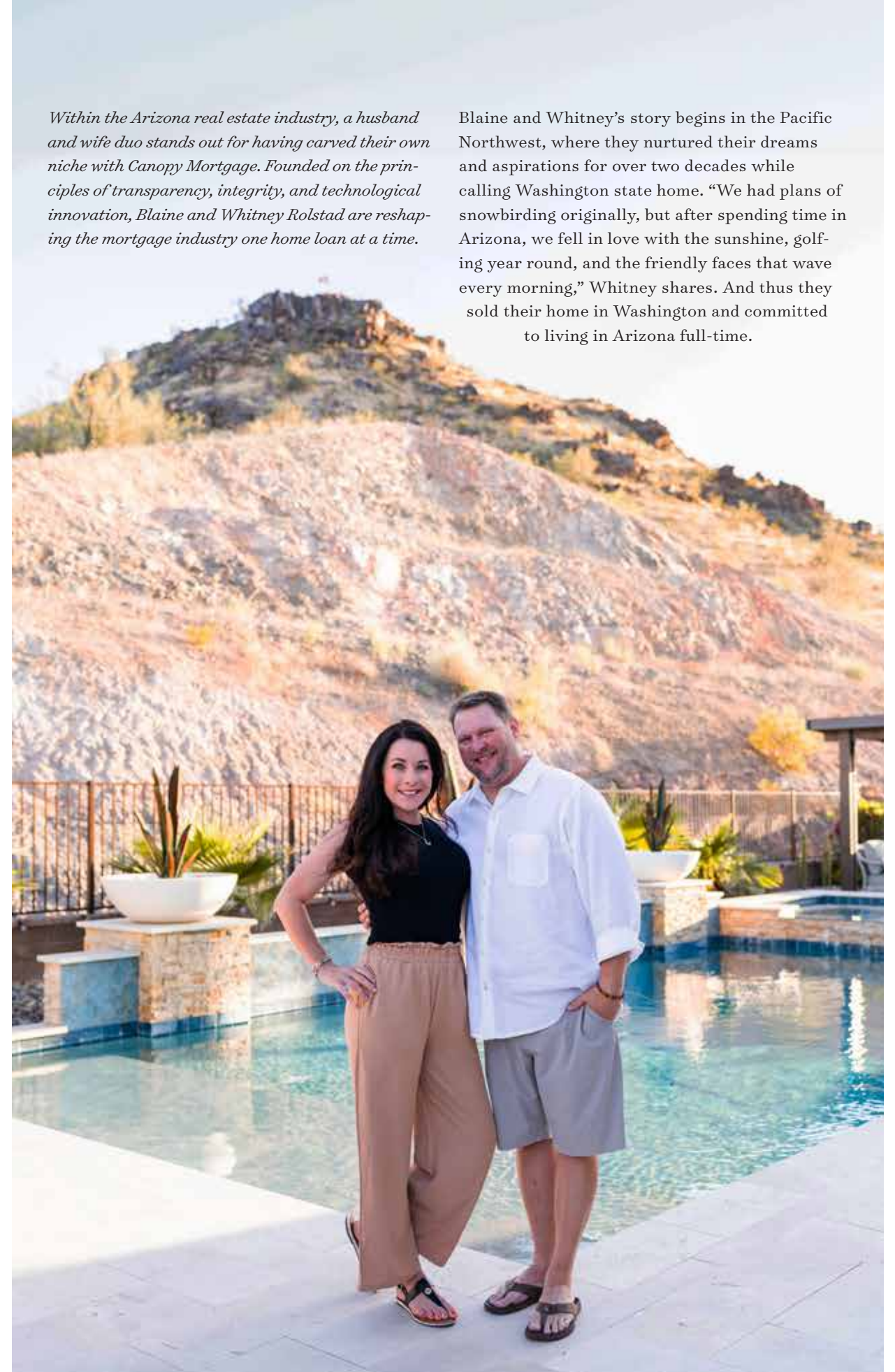
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▶ partner spotlight

Written by Kendra Woodward
Photography by Sarah Medina

Within the Arizona real estate industry, a husband and wife duo stands out for having carved their own niche with Canopy Mortgage. Founded on the principles of transparency, integrity, and technological innovation, Blaine and Whitney Rolstad are reshaping the mortgage industry one home loan at a time.

Blaine and Whitney's story begins in the Pacific Northwest, where they nurtured their dreams and aspirations for over two decades while calling Washington state home. "We had plans of snowbirding originally, but after spending time in Arizona, we fell in love with the sunshine, golfing year round, and the friendly faces that wave every morning," Whitney shares. And thus they sold their home in Washington and committed to living in Arizona full-time.



Despite getting a degree in Psychology, Blaine decided after only a year in the field that his efforts were better made in the field of finance. So, he switched careers and became an originator in the mortgage industry. Blaine explains how leveraging his expertise to assist clients in achieving their homeownership goals has benefited him, "I feel like I use my education in Psychology on a daily basis in the mortgage industry, as I need to keep all parties in the transaction as calm and cool as I can, and keep everyone on task for their home loan."

For Whitney, her journey to becoming a mortgage professional was a natural progression, but happened much later in life. Armed with a Business degree from the University of Arizona and a shared passion for real estate, she joined Blaine on their mission to revolutionize the lending landscape nearly a decade ago.

The decision to join Canopy Mortgage was one made on having the ability to offer loan officers and consumers a better way to lend. With most lenders and brokerages stuck in the past and lagging behind technological trends, Blaine and Whitney saw a need to help reduce the unnecessary costs to consumers, while also improving updated processes and systems in an effort to shorten the timeline as well.



Their dogs and their favorite sports teams.

Based on the foundation of providing ethically responsible service and competitive products, Canopy Mortgage focuses on fostering agent/client relationships and community engagement through philanthropic endeavors. "Our office culture is one of professionalism, integrity, and most of all fun!" Whitney beams. By harnessing cutting-edge technology and streamlining the lending process, Blaine and Whitney have created a platform that is faster, easier, and more cost-effective for clients.

"Gone are the layers of poorly interfacing programs, unnecessary costs added by a bloated management structure, and little control throughout the loan process," Blaine says. "At Canopy Mortgage we've created a technical infrastructure and blended the best of retail, wholesale, and direct-to-consumer mortgages to create a streamlined process that's quick, easy, and cheap - all while cutting out the downsides of traditional lending."

There's no middleman at Canopy Mortgage, making direct-to-consumer mortgages more appealing while still providing the personal touches and support of a loan officer. They automatically shop and streamline the mortgage process, which means lower costs, quicker turnaround times, and more money back in the consumer's pocket.

"We want to be transparent with everyone we know," Whitney begins. "We often have very positive feedback from our clients, because we enjoy getting to know them and becoming part of their life." At Canopy Mortgage work ethic and integrity are the utmost priority, leading by example in the way they do business and listen to their clients' needs and suggestions.

Helping people navigate the process of buying a home, and the joy that it brings them when their home closes, is the most fulfilling part of the job for Blaine and Whitney. They agree that creating meaningful, long lasting relationships with clients, agents, and third party affiliates is what matters most.

Beyond their professional endeavors, Blaine and Whitney find joy and solace in spending time with one another and their two "very spoiled" rescue dogs that they treat as children, Ellie and Jackson. In their free time they stay busy by traveling, golfing, and grilling out (Whitney jokingly admitting while Blaine is a fantastic cook, if you find him by the grill you'll also find all their spices and sauces from the pantry as well). They also actively

participate in local organizations like their local Moose Lodge, the Estrella Mountain Ranch Small Business Group, and the SW Valley Chamber of Commerce.

As Canopy Mortgage continues to evolve and expand its reach, Blaine and Whitney remain committed to their vision of empowering clients, fostering positive change within the mortgage industry, and closing on time OR EARLY. With integrity as their compass and innovation as their guide, they are poised to lead the way towards a brighter, more accessible future for homeowners everywhere.

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▶▶ rising star

Written by Kendra Woodward

CRISTINA CORONADO

INVESTING IN THE FUTURE OF OTHERS



Photo by Sarah Medina

Cristina Coronado, a successful solo agent with Realty One Group, has had a passion for the real estate industry as far back as she can remember. Despite heading to school to become a Registered Nurse, Cristina took her first small step into real estate at the young age of 18 when she started working as a receptionist at a mortgage brokerage. There she learned all about the ins and outs of the process, as well as the going-ons behind-the-scenes.

With the market uptick of the early to mid-2000's, Cristina quickly advanced to a full fledged Mortgage Loan Processor, where she stayed for 10 years before taking leave after becoming pregnant. When she was ready to close her chapter as a stay-at-home mom, she took up a job at an insurance brokerage, but her underlying passion for real estate was still itching to be set free.

After numerous occasions where family and friends would reach out to her for advice on buying and selling, and having to refer them to agents she had met over the years, "I started thinking 'I should be doing this for a living', because I enjoy those conversations and I'm flattered when people ask for advice," she recalls. "I decided to make that jump and get my real estate license."

Cristina is loving her job and pushing herself to be better every day. Goal-driven and always wanting to perform her best, Cristina continuously tracks the housing market, stays abreast of new trends, and attends broker meetings and classes. "I am always wanting to learn and hear from my peers what's working or not working for them," she explains. "I like to collaborate with others and I'm very open to new ideas."

Clients agree, Cristina is patient, listens to their goals, and that she eases the process by being available, communicative and always finding solutions. "I feel fulfilled when I can help others with their real estate goals," she beams. "I love my job!" She's also perfected the art of time management by staying organized and planning her days out. "It helps me stay productive at work and home."

Driven by a desire to give her clients the best experience possible while also giving back to those who put their life on the line everyday, Cristina extends her support to first responders, military personnel, and veterans through commission-based donations. **Being a law enforcement family, with her husband and several family members having served in law enforcement, fire and rescue, and military, Cristina knows first hand the toll it can take on an individual and their family, and aims to ease that in any way she can.**



Cristina and her husband taking part in the 9/11 Tower Challenge, Desert Diamond Arena in Glendale last year.

For fellow agents, Cristina advises staying positive and persistent in the ever-fluctuating market that is real estate. Find what you're passionate about, be ready to invest your time, and always be on your client's side. Explaining how the fluctuating market makes it difficult to find serious buyers and sellers because everyone is always waiting for "the best time" to buy, Cristina notes that it is an agent's responsibility to navigate and coach their client through the process and enlighten them to what matters most - moving on to their next chapter. "The market will always be changing, and most of the time for the good, but homeownership is a long term investment and it's always good to invest in your future."

Reflecting on her journey, Cristina admits she finds fulfillment in the relationships she has built and the lives she has touched along the way. "One of my favorite clients has been a young family that wasn't sure they would be able to buy a home." Cristina felt like she had become part of their family and was happy to help them reach their goals. As they began remodeling their home they kept her included throughout the process by sending her pictures. "These things always stick with me and warm my heart. **I love building long lasting relationships with clients who become friends.**"



Cristina loves to spend quality time with her family.

Success in being a REALTOR® is defined by the ability it gives Cristina to be an inspiration for her children. "I want them to see that you can find something you are passionate about and give it your best and become successful." Married with three kids, Cristina enjoys long walks with her spoiled German Shepherd, hiking and going to the movies with her family, hosting gatherings with friends and family, and vacationing with her family.

It's obvious after talking with Cristina that her passion for improving the lives of others returns to her tenfold in the way her family, friends, and clients adore her. "I feel fulfilled when I can help others with their real estate goals. When I see how happy they are when I give them keys to their new home, and receive messages afterwards thanking me...it makes me so happy. Having a job that I love, that allows me to be flexible for my family and still help others, is success for me.

“
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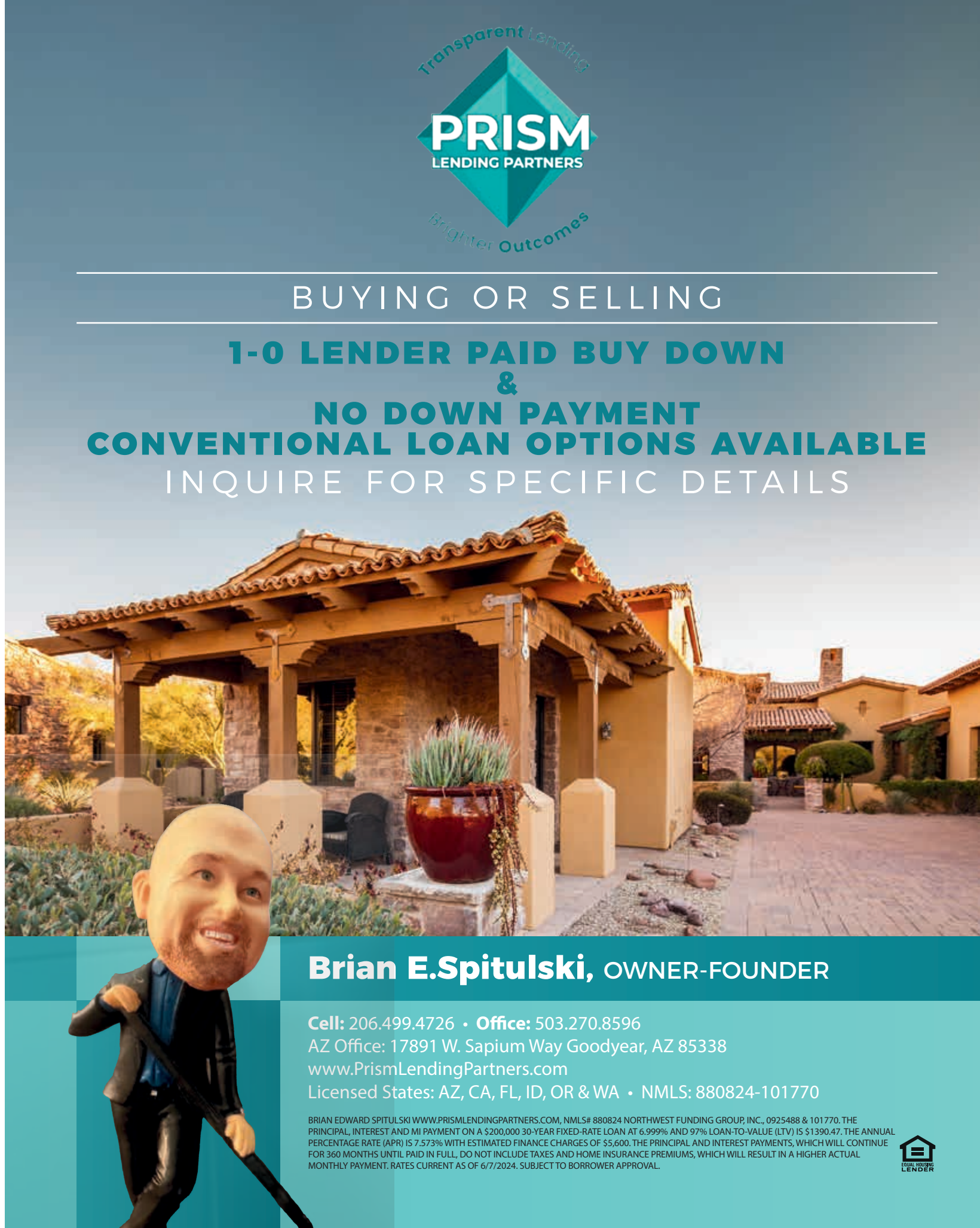
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▶▶ feature story

Story written by Kendra Woodward
Photos by Halie DeRossett

Cheryl WOOD

*“Relationships Are Everything.
People Over Transactions Every Time.”*

As mentioned in the title of this article, Cheryl Wood stands out with her unwavering dedication to her core principle boasting relationships above all else. As a licensed real estate agent with the Happy Cactus Homes Team at West USA Realty for five years, she has cultivated a reputation for her genuine care for her clients well-being and her ability to turn them into lifelong friends.

Cheryl's journey into real estate wasn't a conventional one, yet it was always headed in that direction. With every lesson she learned, experience she lived through, and every job she held, Cheryl added to her repertoire of skills that would serve her later in real estate. When she started getting into personal growth books, videos, and podcasts about 15 years ago, Cheryl's life changed immensely and she decided to switch careers, opting into direct sales. The leadership training that was provided to her during this chapter of her life was invaluable to her personal growth and development, and it's also where she learned about attraction marketing, a lesson that would serve her well for social media later.

However, when her family relocated to Arizona the experience she received during the buying process was lacking and redirected her career trajectory. “The agent basically dropped the key and said thanks,” Cheryl recalls. And they never heard from her after that. Cheryl knew there had to be more to the buying and selling process and decided to take a baby step into the industry by opening a staging business. She loved real estate so much she obtained her license less than a year later. “Starting my staging company really ignited my fire, but it was always inside me,” Cheryl beams, recalling the numerous flipping and staging shows she would watch as a little girl.

“My heart came alive seeing homes transform.” Bringing humor, light, and a shoulder to lean on to the real estate industry means a lot to Cheryl. That's why she advises up-and-coming agents to learn where others have failed,

jumping in 100% from the start, taking action, being unique, networking as much as you can, and implementing the tools you have at your disposal - like social media and training programs.

Above all, ensuring you have systems in place to maintain a work/life balance is crucial to preventing early burnout - Cheryl suggests hiring a transaction coordinator, creating a shared calendar with partners and people who are assisting, and putting your phone down to dedicate time for yourself and your family. “Real estate can be a lonely career,” she admits. “But being a part of my clients' lives is such an honor.”

Creating one of their many humorous listing videos. Follow them @happyactushomes for more.



With a focus on providing an exceptional client experience from start to finish, Cheryl goes above and beyond to ensure her clients feel supported and valued. **One of the ways she accomplishes this is through humorous, and often themed, listing videos.** Growing up with a camera always present, thanks to her father's videography company, Cheryl became familiar with the editing process long before it was a trending phase - a skill that now serves as her hallmark.

"They make me laugh so much," she chuckles. "I re-watch them sometimes and laugh to tears with some of them: baywatch, titanic, the notebook... I just love being creative." Outside of her real estate endeavors, Cheryl is deeply involved in charitable initiatives and community service

- supporting organizations like Natalie's House and volunteering weekly at her family's church, The Garden in Surprise. "We really try to embody a servant's heart for others at all times - whether it's helping a client tow their golf cart, picking up a couch for a client in my truck, or helping a seller load their Uhaul as my clients are waiting to get their keys to move in!"



“
*But being a part of my clients’
 lives is such an honor.*
 ”

At the heart of it all is Cheryl's family and their commitment to God. Alongside her husband, Brent, and their daughter, Kennedy, the Woods spend their free time managing their one acre property and the abundance of life it plays host to - two dogs, two cats, two horses, and 30+ chickens with more hatching any day now. The family enjoys spending time with friends, going on bike rides and roaming around in their golf cart, hosting barbecues by the pool, attending Bible study groups, DIY projects, and rearranging their furniture regularly, she jokes.

Grateful for her blessings and guided by her faith, Cheryl defines success not by material wealth but by the richness of her relationships and the impact she makes in the lives of others. For Cheryl, being a child of God, spending time with loved ones, having a support system to encourage and share love with is what makes her fulfilled in life. “I know a lot of agents say this, but when I say I have the best clients, I truly mean it.” Cheryl's clients truly become part of her family, the proof lying in the numerous wedding, birthday parties, and baptisms she gets invited to. In return she hosts client-appreciation events regularly, like her highly-anticipated annual Friendsgiving. “Relationships with my clients are number one to me. I'll lose a deal any day to keep a relationship.”

Cheryl loves spending time with her family.



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QUICK FACTS

ABOUT WEST VALLEY REAL PRODUCERS

So this has landed in your mail box, lucky you! But who gets it, and why? You may be wondering what it's all about and how you too can get a FREE feature story written about you. Well let's take a look.

DISTRIBUTION:

This magazine is mailed free of charge to the top 500 agents in the West Valley Regional MLS, according to volume each year. Within our state, there are thousands of agents, and you, in this elite group, are the cream of the crop. Just to be included in this group is an accomplishment that testifies to your hard work, dedication and proficiency.

CONTENT:

This is all about you. We'll do personal and unique stories on members in the community, providing you with a platform to inspire others. As we grow, we'll add fresh content focused entirely on you. It costs absolutely nothing for a REALTOR® to be featured. We are not a pay to play model; we write real stories, about Real Producers, and we're always accepting nominations. We will consider anyone brought to our attention; we don't know everyone's story so we need your help to learn about them!

OUR PARTNERS:

Anyone listed as a "Preferred Partner" in the front of the magazine is funding and fueling this community and is an essential part of it. They are the top professionals in their industry. They will have an ad in every issue of the magazine, attend our 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. Many of you have

recommended these preferred partners you see in this publication. We won't even meet with a business that has not been vetted by one of you or someone we know, and "stamped for approval." 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.



EVENTS:

Along with the magazine, we will host free events exclusive to this community, where the best of the best get together at reputable local venues to socialize, mastermind, deepen our connections, and better our businesses. We will communicate about events through the magazine, emails, and on social media.

CONTRIBUTION:

If you are interested in contributing, nominating REALTORS® to be featured, know of top-notch affiliate partners who you believe should be a part of our community, or would simply like to network; email or call me. I look forward to hearing from you!



I'd like to personally thank all of our Preferred Partners as well as the many REALTORS® and Managing Brokers who helped bring *West Valley Real Producers* to life. We would not exist without you. I appreciate you and look forward to seeing you soon!

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