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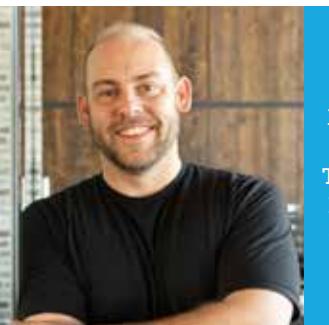
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Real Producers started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly.

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 \$8 million. The list will reset at the end of every year and will continue to be updated annually.

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

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Erika Soto
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► cover agent

GINA DONNELLY

Success Measured in Smiles

Written by Kendra Woodward • Photography by Gilead Hernandez, Grafobox Media

Born in the heart of New York, Gina Donnelly's early years were steeped in city life and a very structured childhood that taught her how to be committed to the task at hand — her parents teaching her the value of taking pride in being able to take a commitment from start to finish. As Gina explains, it was a different time...one where you went to school even if you didn't feel good, where you didn't take a day off of work unless you were at the hospital, and where you never made excuses for why something wasn't completed...because if you took on a project, you finished it.

While Gina's early career path was aimed toward dental hygiene, real estate wasn't a thought until she experienced the homebuying process first hand in 1991 when she purchased her and her husband's first home in New York. It was then that

her fascination with the real estate process truly took root. Gina continued to work as a dental hygienist even after moving to Arizona later on, but the allure of helping families find their perfect home ignited a spark within her. However, the prospect of working on commission initially gave her pause, so she decided to take a baby step into real estate by getting her license and practicing part-time.

Gina's innate ability to connect with people became her greatest asset during these early stages of her budding real estate career. She began sharing her passion for real estate with her dental patients and soon saw her business rapidly spread. Juggling dental hygiene by day and real estate by night, it got to the point where Gina was working at all hours of the day and needed to decide between her two careers. So, when her dental hygienist license came up for renewal, she made the choice to dive into real estate full-time.

When the 2008 market crash hit, she quickly realized she had to carve her own path. Gina did this by navigating the complexities of short sales and forging connections with banks and third parties. It was a journey of reinvention and adaptation where she was now working with multiple different avenues to discover new listings and secure new clients.

Because of her familiarity with sudden and drastic changes to the market, Gina was overly prepared for when the pandemic hit. "I'm a chameleon," she admits with a smile, reflecting on her ability to thrive in any environment. From navigating the intricacies of the market to providing the red-carpet treatment for her clients, Gina's dedication knows no bounds. "I love making people happy," she beams. For her, real estate isn't just about transactions; it's about building relationships and making dreams come true. "I want people to feel like I'm doing this for them, not for the paycheck."

For Gina, success isn't measured in sales figures or accolades; it's measured in the smiles of satisfied clients and the sense of fulfillment that comes from knowing she's made a difference in someone's life. Whether it's guiding first-time buyers through the process or helping families find their dream vacation home, Gina's passion for her work shines through in every interaction.

To accomplish this, Gina likes to stay top of mind with her clients, ensuring they always feel like they're in the loop. She doesn't ever want to wonder or worry about where they are in the process, so she stays far ahead of that by having systems and processes already in place to assist her in staying on track. Second to staying top of mind, Gina says you have to listen to your client and hear what they're really saying. When you understand the underlying note of what your client is verbalizing to you, you begin to understand what they're truly looking for even if that's not exactly what they're asking for.

Although she has proven time and time again that she can overcome any challenge, she too needs those that she can lean on for support. She, her daughter, and her son-in-law through another daughter together make up The Donnelly Group. Though they work individually, Gina, Katie Horn, and Zack Young are always available



to help each other out. Beyond the professional support for one another, they also support each other through their familial bonds outside the office. This bond can especially be seen through their CrossFit activities. This high-intensity workout regimen directly parallels the amount of power and effort that goes into such a successful team.

Just as she adores helping her clients, Gina also enjoys supporting various local charities and organizations. "I'm always a proponent of helping others who need help." She and her husband, Jim, love spending time with their adult children and especially their grandchildren. They also love being able to get away from the Valley and spend quality time together in their house up north. Gina also jokes that she enjoys sleeping and traveling, but doesn't get to do enough of either.

As she looks towards the future, Gina remains committed to her core values of integrity, compassion, and service. With each transaction, each client, she continues to uphold her motto: "Come Home in Style." For Gina, real estate isn't just a career, it's a calling. It is a chance to make a difference one home at a time. Gina stands at the forefront of the industry with grace, humility, and an unwavering dedication to her craft.



Katie Horn, Gina Donnelly, and Zach Young, during one of their CrossFit sessions.



Gina's innate ability to connect with people became her greatest asset during these early stages of her budding real estate career.



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▶ meet our partner



Written by Kendra Woodward • Photography by Devin Nicole Photography



Allie Jennings and her brother, Josh Furman, stand at the helm of AJF Inspections, a company built on a foundation of integrity, dedication, and family. Their journey is intertwined with the legacy their parents, Paul and Sharon, began when they laid the groundwork for AJF Inspections back in 1996, fueled by a desire for change and warmer climates. After selling their radon testing and remediation company in Philadelphia, they made the move to Arizona and opened AJF Inspections out of their home.

AJF blossomed under Paul's expertise as a mechanical and nuclear engineer and Sharon's experience as a Vice President in the television and advertising industry. With no licensing requirements for inspectors at the time, Paul's background propelled the company forward, allowing them to offer unparalleled expertise to their clientele. Today, AJF boasts the largest full-time inspection team in Arizona, a testament to their unwavering commitment to customer

service, training, and staying at the forefront of industry knowledge.

So how did Allie and Josh come to join the family business that was named after them? - Allie and Josh Furman = AJF. Well, since they grew up in the business, it was a pretty natural progression to take over and continue building upon the relationships that their parents started. Growing up immersed in the company, they witnessed firsthand the dedication and passion their parents poured into their work. From assisting their mother, Sharon, at real estate events to lending a helping hand with holiday gifts, the siblings were ingrained in the fabric of AJF and real estate from an early age.

Allie's journey with AJF began in a part-time role after earning her Master's degree in Social Work. However, her commitment to the company saw her rise through the ranks after six years, transitioning into a full-time role and eventually assuming the role of Director of Growth. Her vision for AJF is rooted in the

company's mission, "To protect, educate, and deliver an exceptional experience, every time." Every decision, every action is guided by that mission and their commitment to providing "truly valuable services, at the highest level."

Josh, an attorney by trade, joined AJF two years ago after 8 years as a litigator in advertising law and business disputes. His strategic thinking and problem solving has been an invaluable asset to AJF's continued success. Together, Josh and Allie are very proud to be the next generation leading the company.

At the heart of AJF's ethos is a relentless pursuit of excellence in service. From home and sewer inspections to radon testing and mold assessment, AJF offers a comprehensive range of services, each delivered with precision and care. To further promote expertise in their field, the sewer and home inspection sectors remain separate divisions at AJF which allows them to ensure that each service is performed at the highest level by

inspectors with training focused on their discipline. As well, to ensure their ability to perform roof inspections regardless of accessibility or roofing material, every field inspector is FAA certified and equipped with a company drone.

Their commitment to a seamless experience extends beyond the inspection process and is further supported with strong scheduling systems and clear communication channels, ensuring clients and agents feel supported every step of the way. Along with their inspection report, clients are provided tools that connect them with local contractors should they need any repairs, as well as the resources and information they need in order to make a clear decision on their own.

“What do people need and how can we be the solution?” is a constant question at AJF Inspections. Which is why, with an industry that can take a turn at the drop of a hat, commitment to their team plays a key role in their ability to maintain a strong foundation. While AJF remains at the forefront of innovation, their team continues to grow and learn as well, ensuring each member values their mission and has opportunities to advance within the company. Even last year, in a downturn market, AJF continued to grow and provide the best service for their clients while still focusing on their employee’s education. Through their Inspector Team Captain structure, they support one

another in a personal manner while providing ongoing training.

For Allie and Josh, their efforts reach beyond AJF Inspections with a focus on giving back to the community through various charitable endeavors. Whether it’s supporting children’s hospitals, pet charities, or local schools, AJF is dedicated to making a positive impact on their community.

Their involvement in the real estate community extends its reach through Allie’s position on the board of directors for the Scottsdale Area Association of REALTORS®, reflecting AJF’s commitment to supporting and uplifting their fellow



“We have a growth mindset with a thirst for knowledge, we want our team to take initiative to think independently, and exhibit a positive and patient attitude and energy.



industry professionals and agents. Through sponsorships, e-classes, and continued education initiatives, AJF ensures REALTORS® have the tools they need to thrive in their careers.

At AJF Inspections, success is measured in the lives they touch, the communities they support, and the legacies they build. “I’m proud of watching our team be able to grow, meet their goals, and provide opportunities for them,”

Allie beams. “We have a growth mindset with a thirst for knowledge, we want our team to take initiative to think independently, and exhibit a positive and patient attitude and energy.”

With a steadfast commitment to their mission, Allie and Josh are proud custodians of their parent’s legacy, carrying forward the vision their parents began over two decades ago.

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Cody Livingston

Written by Kendra Woodward
Photography by Gilead Hernandez, Grafobox Media

A Quest for Success

Born in Mesa, but raised amidst the rustic charm of a 10-acre property in Flagstaff, Cody Livingston's childhood was spent building an appreciation for animals and a connection to nature. From an early age, he learned the value of hard work and independence, and even spent many years in 4H, where he would show farm animals in the county fair. Admittedly, he says he was very involved as a kid.

At 14, while most teenagers were navigating the complexities of adolescence, Cody was honing new skills while learning how to build and wire houses during his summer job as an electrician. He further compounded that knowledge, at the age of 18, when he picked up a job as a superintendent at a company who worked for local general contractors and residential builders.

His formative years were shaped by experiences that eventually became the cornerstone of his success in

the real estate world — like serving on a 2-year mission trip when he was 19, where they traveled to McAllen. This is where he learned to speak Spanish. The experience also taught him how to grow up, be on his own, and how to communicate effectively with people no matter their culture or language — all skills he is utilizing today as a real estate agent. "I think that gives me a leg up on my competition since I've been doing it from such a young age," Cody admits.

After his missionary trip, Cody started working at a real estate photography company and was looking into purchasing a franchise with them too. But after meeting and networking with so many agents, he realized real estate buying and selling was more along the lines of what he wanted to do, rather than the photography side of things. He admits after meeting numerous agents, he thought to himself, "If they can sell a house, so can I." So, in 2019, he got his license and started selling.

Cody's path has been a testament to his relentless drive and determination, but it was during the tumultuous times of the COVID-19 pandemic that he truly made his mark. Embracing innovation and creativity, he pioneered virtual home tours by bringing a touch of humor and humanity to every listing. Every Monday and Friday he would post his video tours on social media and then when his son, Myles, was born he started bringing him along...which soon became a trademark for his brand and was later dubbed "Myles Monday"

The gimmick worked well to help him stand out from the crowd and he's now bringing both of his boys with him for house tours, despite his clients and fans still referring to them as "Myles Monday" tours. The Monday/Friday schedule slowly bled into the other days of the week where Cody continued to post funny videos of his listings and eventually caught the eye of numerous brokerages who tried to court him.



► realtor on the rise



But Cody's success isn't just about gimmicks and social media prowess. It's rooted in his unwavering commitment to his clients and his relentless pursuit of excellence. His advice to new agents echoes his own journey — "Understand the hours and work it takes to actually get a sale," he says. He adds, finding your niche and most importantly, cultivating genuine connections with your clients. "You have to get people to **WANT** to work with you."

More recently, Cody started mulling over additional ways to make a sale work for his clients, not only means of residential buyers and cash offers, he began looking into Buy and Hold companies as well. Having a listing open to various avenues of purchase or renting furthers his sellers' ability to entertain multiple offers and opportunities, rather than being forced to deal with low ball offers because of market trends.

Today, Cody's ambitions know no bounds. With his sights set on becoming number one, he navigates the

real estate landscape with a fervor matched only by his love for his family. Married to Corttney, with two adorable sons, Myles and Bo, Cody's life is a delicate balance of work, family, and adventure. From CrossFit sessions to family travels, Cody embraces life with boundless energy and enthusiasm. The kids go with them everywhere they travel, and Cody is a huge Cardinals fan. Admittedly he says he can't stay put, which means no matter the day, he's filling it with some sort of activity; movies, food, walking around the neighborhood, frequenting soda shops, hitting a casino, or watching drug shows on TV (who doesn't love *Breaking Bad*).

As he continues his quest for success, Cody remains grounded in his roots, guided by the lessons of his upbringing and fueled by an insatiable hunger to be the best. With each sale, each milestone, Cody inches closer to his dream of dominance in the real estate arena — a dream fueled not just by ambition, but by a genuine love for his craft and an unwavering commitment to his clients' happiness.



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THE PARLAY KITCHEN + COCKTAILS

Making Every Experience A Winning One

Written by Kendra Woodward • Photography by Gilead Hernandez, Grafobox Media

In the heart of Chandler, Arizona, there's a culinary gem that's been turning dining experiences into winning bets since its inception – The Parlay Kitchen + Cocktails. Owned and operated by Kyle and Erica Walters, this local hotspot has become a beloved fixture in the community, renowned for its scratch kitchen, craft cocktails, and warm hospitality.

Kyle, a Gilbert, AZ native, found himself drawn to the world of hospitality during his college years. “Golf was my life. I was still chasing the professional golf dream after playing at the University of Hawaii,” Kyle reflects. Upon returning back to Arizona however, he needed to find a night job so he could support his golf routine during the day, and quickly developed a fondness for restaurant and hospitality.

What began as a part-time gig soon evolved into a full-fledged career with Kyle’s natural aptitude for guest interaction and competitive spirit propelling him into management roles. “I knew very early on that I wanted to own my own restaurants someday.” And after opening up several restaurants for other owners, that dream became a reality when

Kyle and Erica put all of their savings into opening the doors in 2019.

A short time later, when the COVID-19 pandemic swept across the globe, leaving uncertainty and disruption in its wake, the Walters faced many challenges to keep their doors open. But they persevered, buoyed by the unwavering support of their community, staff, and loved ones. For Kyle, it was during this time that he recognized the need for compassion in the industry. “Compassion is the ultimate humanizer,” he explains. “The key to human connection.” As Kyle continued connecting with more and more people through the restaurant, he began to understand the role compassion plays in growth and success. “Whether I am engaging with guests, or coaching 40+ employees at each restaurant, compassion for their wants, needs, and desires goes a long way.”

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I FINALLY FOUND SOMEBODY WHO WORKED HARDER THAN ME, SO I HAD TO MARRY HER!



COMPASSION IS THE ULTIMATE HUMANIZER. THE KEY TO HUMAN CONNECTION.

Understanding his sphere and the community surrounding it, Kyle has also picked up a proclivity for manifestation. A firm believer in the Roman philosopher Seneca's mantra that, "luck is what happens when preparation meets opportunity," Kyle maintains a belief that there is always an influx of opportunities in life, and that if you work hard and believe in yourself, you can achieve anything. To accomplish this one must be willing to surround themselves with people who are better-skilled and more knowledgeable of said goals, in order to learn and absorb their mindset.

Similarly, you have to be willing to adapt to your surroundings, much like the daily trials and tribulations of the restaurant industry. "You always hear in the

restaurant industry "it's something different everyday", but I actually enjoy that aspect. Sure, there are headaches and stress, and it's not for the faint of heart, but I enjoy the unpredictability of it to an extent." As he looks to the future, Kyle is committed to maintaining the mindset that he is creating his own destiny...and inspiring others to do the same.

"I firmly believe in creating our own luck," Kyle asserts. "If we work hard, prepare for our long-term goals, and surround ourselves with people who inspire us, success is inevitable." At The Parlay Kitchen + Cocktails, success isn't just a goal - it's a fundamental principle that guides every aspect of the business. "To win a 'parlay' bet in the gambling world, all bets within the bet have to win," Kyle

explains. Similarly, Kyle and his team strive to excel in every aspect of the dining experience - from food and drinks to service and atmosphere. "Because if even one of those is off, everyone loses."

As The Parlay Kitchen + Cocktails brand continues to grow and evolve, Kyle and Erica remain dedicated to staying ahead of the curve. "In the restaurant business, you're either growing or dying." With a dedication to staying on top of trends in both the culinary side of things, as well as beverages, Kyle is constantly prepping new ideas and making changes and tweaks to the menus. If something isn't working, they acknowledge it and grow from it.

Outside of the restaurant, Kyle finds solace in family and sports. Married to a "real-life superhero," he praises Erica for her ability to juggle their businesses, the house, and the kids. "I definitely couldn't do this life without her," he praises. "I finally found somebody

who worked harder than me, so I had to marry her!" he jokes. Along with their two children, Kamden and Kennedy, the family just experienced their first real camping adventure up north and enjoyed it so much so, they're planning a few more this summer to get out of the Arizona heat. When he is not working in the restaurants you can find Kyle cheering on his Suns, Cardinals, and Diamondbacks, joking that he's a hometown Arizona sports-sufferer for life.

In every dish served and every cocktail crafted, The Parlay Kitchen + Cocktails embodies the spirit of resilience, creativity, growth, and unwavering dedication. As Kyle and Erica continue to write their culinary story, one thing is certain - at The Parlay, every moment is a winning bet.

To find out more about the restaurant or how to book your next event, please visit: TheParlayAZ.com | TheParlayEvents.com

WeSERV Gateway to Professionalism: Enhance Your Real Estate Career Today

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



The landscape of our industry has seen tremendous growth and changes in the past years. WeSERV must provide our members with a variety of tools and resources to enhance their business practices and better serve their clients.

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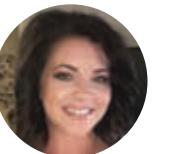


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As CEO of WeSERV, I'd like to thank Lance Billingsley personally for providing the Gateway to Professionalism program to our association. Lance has served WeSERV in different capacities throughout the years, and it's terrific to see him develop a platform to support other real estate professionals.

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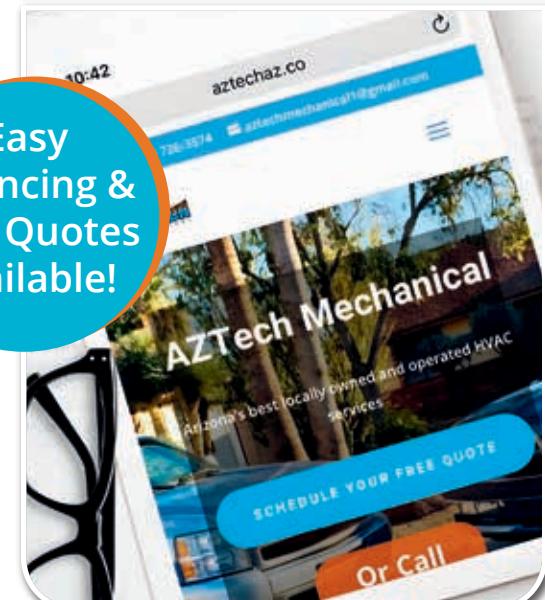
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