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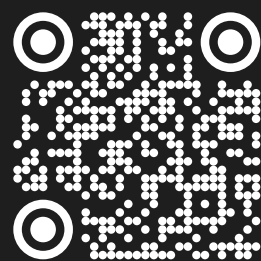
**ON THE RISE**

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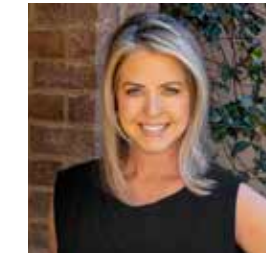
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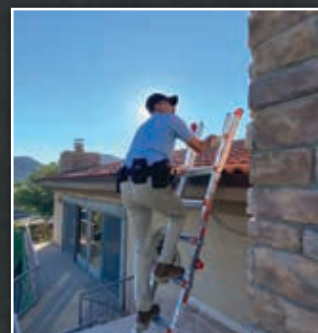
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# SHAWNA WARNER

“Simply put, she is an A++!” reports a satisfied client describing Shawna Warner, a Founding Partner at RETSY, continuing “Shawna is the reason we have the home we love. She was always there for us. We went through a couple of years with lots of ups and downs in this challenging Phoenix real estate market, but she kept us encouraged in the search. Once we found the place we fell in love with, she was effective in closing the deal and guiding us through a smooth process.”

Born and raised in Orange County California, Shawna graduated from San Francisco State University with her BA in Journalism. Soon after, she met her future husband, an Arizona native and moved to the state where after 30 years she considers herself to be a native too. Not seeing career opportunities within her existing marketing skill set, she obtained her real estate license, and started in new home sales at a time when, as she recalls, “Thompson Peak Parkway was just a dirt road, and they were putting infrastructure in for the Gray Hawk community.”

After her children came along, Shawna sought a better work/life balance and moved into residential resales with 19 years at Sotheby’s. In 2021, she became a co-founder of RETSY. “I had an opportunity to merge with Chris Morrison, whom I highly respect and who had plans to do things differently,” she explains. A recent market report recognizes their rapid growth—“a winning combination of proprietary technology and top agents have propelled RETSY to early success.”

Explaining that growth, Shawna says, “We wanted to offer tools to agents to enable integrity and operational effectiveness. We’ve grown from 12 to almost 160 agents in less than 3 years, attracting many of the top producers around the Valley who share our thinking and like our vibe.” As co-founder, Shawna sits on the Advisory Board and continues to sell real estate, one of a team of three partners who have worked together for 12 years.

As Shawna notes, “the real estate industry has changed so much. There are those who think it is easy and it’s not. It is problem solving, working with the client to find the lane of communication they prefer to build the relationship, to meet their needs and protect their interests. We pride ourselves on the due diligence our processes ensure.” Her team operates with a full-time licensed transaction coordinator as well as experienced junior associates, yet she is not motivated to build an even larger team as she prefers to remain hands-on with her clients.

Most of her business comes from referrals. “Our market niche is quite small: Arcadia, Paradise Valley, and Biltmore Corridor,” Shawna explains, “and we do our best to stay in front of our clientele with targeted marketing using billboards, grocery carts, and geo targeted digital communications.”

A cornerstone of RETSY’S direct marketing to buyers introduced by Chris Morrison is their oversized QR Codes displayed on yard signs, allowing interested buyers to quickly connect via their phone



Founding partners  
Rebecca Clayton-  
Hoyt, Lara Broadrick,  
and Shawna Warner





The Team at RETSY

for real-time information on the home right at the curbside. The result is homes sell faster and at higher prices.

Returning to the importance of due diligence, Shawna says, “Integrity and trust differentiate us. I can’t tell you how many times I’ve come across a listing where the agent has ‘increased’ the square footage by 350 feet, which at \$1,000 a foot is \$350,000. We must always be on guard for our clients. We dig deep into the public records to get to the truth. In Phoenix today we need to be extra vigilant, for example, to make sure the client’s house is hooked up to the city sewer.”

Outside of her work in real estate, Shawna is passionate about playing tennis early in the mornings. While her children were younger, she was closely involved in the community, coaching her daughters’ softball teams, running the auction and fashion show (raising more than \$1 million for her son’s



Shawna plays tennis with her business partner, Lara.

school), on the board of Little League, and on the Mother’s Guild at her daughters’ school. Plus the whole family worked with André House, a ministry to the homeless and poor populations of the Phoenix area.

Today Shawna’s passion is still playing tennis and traveling to visit her children, now that two of the

“ I’M AN OPEN BOOK AND A LOYALIST AT HEART; I PROTECT THOSE I CARE ABOUT, INCLUDING OUR YOUNGER AGENTS AT RETSY. THEY ARE MY COMMUNITY NOW. ”



Shawna with her family at her daughter’s wedding

three are living out of state. While the oldest is in Phoenix, her middle child works on the North Shore in Chicago and wants to go to PA school. About the youngest, a junior at Ole Miss in Jackson MI, Shawna shares, “She wants to work in real estate, but I am encouraging her to get her business degree first. It would be great to build a legacy business, but skills learned elsewhere would be useful.”

Shawna is intimately informed about all segments of the market, selling from \$300,000 condominiums to the growing luxury end of the market, and the team’s average transaction is \$1,800,000. She describes one transaction that was a significant source of pride. “In 2020, I sold the most expensive and largest house in Arizona for \$24 million. While that price was surpassed in 2022, at that time it was the largest,” she notes.

Looking ahead to the changing market in Phoenix and Arizona, Shawna predicts the team’s average transaction value will increase, and notes that the challenge for some years has been lack of inventory.

“During COVID, Arizona became a desirable place to live. Californians moved here because they were tired of their children being taught school online while our schools were open. Our governor then had a more relaxed view. We saw a huge explosion in demand, and when people moved here, perhaps temporarily, they decided to stay, even if a few wanted to go back to a cooler climate. We have a wonderful lifestyle here. Now inventory is low because of high interest rates.”

On the founding of RETSY, Shawna believes that in giving tools to agents to help them succeed, they have done something unique in the industry. “Helping others succeed is core to my own perspective on personal success,” she concludes, “I’m an open book and a loyalist at heart; I protect those I care about, including our younger agents at RETSY. They are my community now.”

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](mailto:scottsdale@realproducersmag.com) or reach out via social media to learn how.



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Written by Elizabeth McCabe  
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# JACOB CHAPMAN

## MORTGAGE LOAN OFFICER FOUND BRIGHTER FUTURE IN REAL ESTATE

“After graduating ASU with a degree in economics, I didn’t know what I wanted to do or how my degree would be best utilized in the real world,” says REALTOR® Jacob Chapman. “I knew I didn’t want to be stuck at a desk for eight hours a day reading spreadsheets or preparing proposals, so I did what any young graduate with an economics degree would do; I submitted my application to the local police department.” As the process started to become closer to a reality, Jacob began to have reservations that this career choice may not be as rewarding as he originally believed, literally. “Money wasn’t my main motivation in choosing a career, but as much as I respected the profession, it had its financial disadvantages,” he shares.

After careful consideration, Jacob decided to step back for a year and take a job as a loan officer with his family’s mortgage company. “It took about 30 days but once I received my first commission check, I knew I would be in commission sales for the rest of my career. I was making more money than most of my peers, setting my own schedule but was stuck at a desk most of my time.” It wasn’t long after Jacob began having success as a mortgage loan officer that he finally started to decide what he wanted to do going forward.



“Coming from a large family with a big network, we were referring all our real estate business to one specific real estate agent,” Jacob recalls. “I had a better idea. Why don’t they refer that business to me?” With that thought in mind, Jacob got his real estate license in 2007 and found real estate to be exactly what he was looking for. “I always wanted to be a business builder.”

After three years in real estate, Jacob knew that he would get his broker’s license. “That’s when I reconstituted Desert North Realty as the sole owner and the journey began.” Building a business from scratch is hard enough to begin with, but coupling that with a unique new strategy was going to make it even tougher. “Realtors, like many other professionals, resist change, especially when you are

trying to convince them the traditional model is dying, and they should join a brokerage that isn’t designed to be profitable.”

It was a slow and deliberate process. After adding 70 agents to the team, Jacob’s concept and business plan have taken hold.

### A BOOMING BUSINESS

What is Jacob’s secret to success? Focusing on people, not money. He explains, “It all started when I dragged one of my longtime friends into the business kicking and screaming. He has an unbelievable ability to connect with people. He simply trusted me and took the leap of faith. His very first year in the business, he did well over six figures, more than double his previous years earnings as a truck driver. It was amazing to watch his growth,” he smiled. He went on to explain, “when I focused on helping people and growing their business, the dollars came. When you take that mentality and mindset, it will spread like wildfire”.

He adds, “This business is a lot like show business. You can’t quit your day job until you make it big.” Jacob has helped many members of his team make the successful transition from their “day jobs” to a full-time solo career in real estate. He followed with, “We still have a physical





“

When I focused on helping people and growing their business, the dollars came. When you take that mentality and mindset, it will spread like wildfire.

”



therapist, laser hair removal technician, and a mobile dog grooming business looking to make the transition.” With many of his agents’ clients coming from their existing business contacts, the timing of when to make the switch can be a challenge. “It’s rewarding to see them make the transition, but it can be scary,” he comments.

With any business, the only constant is change. As Jacob and his company move to other markets with their new concept, he has had to make one of the toughest decisions to date, walking away from a brand he has spent years building. In his usual calm fashion, he simply stated, “It’s not about me or the company for that matter; it’s

about the agent and their brand. I can’t expect an agent in South Beach to promote the name Desert North.” Consequently, Desert North Realty is in the process of becoming Realty85!

**FAMILY**

It’s all about family to this dedicated father and husband. Jacob and his wife Stacy have been married since 2011 and have two children, ages 7 and 8. Jacob says, “She was pregnant for 2 straight years and with 2 children under 1, while trying to run a business. If you can survive that, you can survive anything!”

In his free time, Jacob enjoys taking his kids to school every morning. “I’m always home for dinner and bedtime,” he says. He cherishes the moments with his kids, including coaching his son’s football team.

**FINAL THOUGHTS**

As Desert North Realty continues to grow, making the transition to Realty85, Jacob’s story stands as a testament to the power of vision, perseverance, and the invaluable role of relationships in building a thriving real estate business. With a focus on people over profits, Jacob is shaping a brighter future for himself, his family and the agents he proudly supports.

Do you know of any awesome real estate professionals who have worked in the industry for five or more years and are still crushing it, or are one yourself? Email us at [scottsdale@realproducersmag.com](mailto:scottsdale@realproducersmag.com) to get the word out.





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# SPENCER Jones

Written by Elizabeth McCabe | Photos by Tammy Brice Creative

Genuine. Transparent. Authentic. These three words describe Realtor Spencer Jones of Coldwell Banker Realty. He is licensed in both Arizona and Minnesota.

With his personality and desire to help others, he is building his business here in Scottsdale one satisfied client at a time. Spencer comments, “I like to be there for people and really connect with them, which may lead to a client or even a friend. That may mean someone at the coffee shop that you meet and greet. I value being a true friend and neighbor, someone you can count on in the community.”

Spencer has been married to his wife, Carla, since June 2021. He got involved in real estate 11 years ago, and Carla got into real estate during the pandemic.

#### RISE IN REAL ESTATE

“I’ve been working as an active REALTOR® since COVID,” says Spencer. “I got my license when I was 18 and became active in real estate when I was 28.” He worked in project management at a specialty contracting service before joining with Carla in real estate during the pandemic, eager to forge a new way in life.

Spencer has fond memories of his parents purchasing plenty of real estate when he was a child from Dave Bigham, a former professional pitcher for the Minnesota Twins. He says, “I watched my parents buy homes from him. I looked up to him and wanted to be a REALTOR® just like Dave. I got my license and started working for him before he passed away a year later.” After working for Dave’s team, Spencer joined Carla in real estate. Spencer and Carla both received the International Sterling Society in 2020 for reaching \$170,000+ in commissions. Spencer and Carla have consistently

sold over \$10,000,000 each year since 2020, and hit \$15,000,000 in sales in 2023.

#### INSPIRING INFLUENCES

One commonality that Spencer and Carla share is that they both look up to Carla’s aunt, Yvette Beaulieu. Carla explains, “She is a huge role model in my life and has become a huge role model in Spencer’s life. She’s a strong and powerful woman.” Yvette resides in Arizona and is a multi-unit operator at European Wax Center. Yvette has coached them through situations with her business acumen.

Spencer also looks up to his best friend, Scott Gannis. He comments, “We met on the football team in tenth grade and have been best friends ever since. He has an interesting combination of an extremely hard work ethic and is the most intelligent person I know, plus he’s downright hilarious.” Scott also officiated Spencer and Carla’s wedding, a moment that they will always treasure in their hearts.

#### BUSINESS EXPANSION & INVESTING

Spencer has continued to expand his businesses and investments over the years.





First, when getting licensed and beginning to sell real estate in Arizona in 2022. In his first 18 months selling real estate in Arizona, he has accomplished over \$10,000,000 in sales just in Arizona, while maintaining Minnesota real estate sales as his primary business. Additionally, his wife and him have used their real estate success to further invest. They are opening their first restaurant “Dexter’s” on 50th in France in August of 2024. They partnered with James Beard Nominated chef Daniel Del prado. Dexter’s is named after Spencer and Carla’s beloved six-year-old French Bulldog, Dexter. “He might as well be the head of the household,” Spencer laughs.

**Beyond Blessed**

When sharing his real estate career and how far he has come, Spencer has a heart of gratitude. He concludes, “I remember where I was and how happy I am now; I always remember when I wanted everything that I have now.” Life is everything he has ever wanted, and he wouldn’t have it any other way.



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We design, print and distribute a monthly social publication for the top performers in the local real estate community. The articles in the publication are all about what is relevant to top performers. We share stories about top producers on what their routines are, what motivates them and how they got to the level they are at. We have articles that feature agents at different levels, leaders in the industry, popular and reliable partners, upcoming developments, luxury listings, investment properties, incredible admin staff, inspirational nonprofit activities and events.



**Mastermind Panels** — We have an educational series of events that will feature some of the real estate experts in our market. The panels will be your way to access not just *who* is doing it but *what they are doing*.

**Team Building Tours** — We assemble a group of 30 to 50 agents and preferred partners, and we go out for a night on the town — holiday tours, brewery tours, winery tours, nonprofit impact tours and more. *Scottsdale RP* picks up the tab on the bus, but we do ask that you contribute toward gratuity for the driver. If you are interested in learning more or joining us on one of these tours, please contact us at [scottsdale@realproducersmag.com](mailto:scottsdale@realproducersmag.com).

**REALTOR® Socials** — Quarterly we host what we call a REALTOR® social. These events typically include 150-plus people at a location that is fun, interactive and has upbeat energy. The purpose of the socials is to give everyone an opportunity to meet, get to know each other and stay connected. Stay tuned for specific details about REALTOR® socials; they are always a blast!

### SOCIAL MEDIA

In addition to having a print presence, we are active on Facebook and Instagram! Don't forget to like us and follow us at [@ScottsdaleRealProducers!](https://www.instagram.com/ScottsdaleRealProducers) We post snippets of some of our articles there, promote upcoming events in and for the real estate community and showcase our preferred partners— all who have been vetted, do great work, bring you solutions to help you sell homes faster and at a better price, and they have all been referred to us by real estate agents in the top 500!

### EVENTS

We have a series of events planned for you in 2024. We won't reveal ALL of them, as sometimes plans change; however, we have quite a bit in store!

Are you planning an event or know of a local event you would like to invite other top-producing real estate agents to? Email a brief description to [scottsdale@realproducersmag.com](mailto:scottsdale@realproducersmag.com), and we'll help you promote the fun!



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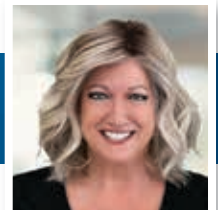
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