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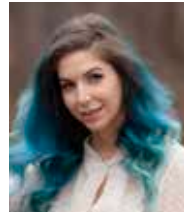
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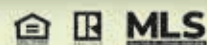
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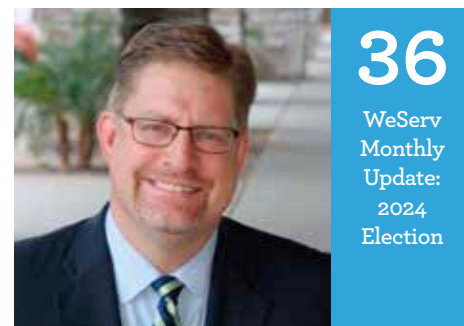
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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at shane.dasher@n2co.com.

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What Is East Valley Real Producers?



announcement

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 \$12 million. The list will reset at the end of every year and will continue to be updated annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the Top 500 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email our publisher Shane Dasher at shane.dasher@n2co.com with the subject line, "Nomination: (Name of Nominee)."

Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to interview to write the article and for our photographers to schedule a photo shoot.

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

Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away!

We are not a pay-to-play model. We share real stories of Real Producers.

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. Every single preferred partner you see in this publication has been recommended by many of the top agents. 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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► cover agent

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Written by Kendra Woodward

Michelle

MAZZOLA

“Success is not final, failure is not fatal: it is the courage to continue that counts.” - Winston Churchill

An agent dedicated to her clients and her community, Michelle Mazzola of Berkshire Hathaway HomeServices Arizona Properties reflects the epitome of hard work and resilience. Born in Scottsdale, Arizona, and having been raised in the same house her entire young life, Michelle’s story is intertwined with the very fabric of her community.

While studying Business at Arizona State University, Michelle initially started out as a courtesy clerk and bagger with Fry’s Food Stores, where she then climbed the corporate ladder for 11 years. As a 16-year-old entering the workforce, Michelle eventually worked her way up to management positions before acquiring a spot in their corporate office.

After much contemplation over her career path, Michelle had the idea that real estate would be her next stepping stone. “I always had a dream and goal to become a real estate agent after being exposed to an aunt who sold new construction homes,” she recalls, but was nervous about the shift from being a salaried employee with benefits to becoming a business owner with no safety net. But when her third child was born, Michelle decided it was time to embark on a new adventure.

Further expanding her newfound career path, Michelle recalls purchasing her first home at age 20 with a small tax refund and enjoying the process and opportunity that owning her own home provided. “I had the passion and desire to share that same experience with as many people as I could, and bring the dream of homeownership and investment properties to all.”

Her style, as she puts it, is that of a concierge-like manner — connecting clients with an array of services, from contractors to healthcare professionals. The goal is not just buying or selling homes, but ensuring a seamless

transition and a positive impact on their lives. “As we say in our company, ‘I want to be my client’s forever agent,’ and I work hard to communicate to my clients that I am here for it all.”

Helping clients, family, and friends achieve their goals for themselves and their families, is what Michelle finds most fulfilling about real estate. In order to achieve some of those goals, she has become somewhat of a self-proclaimed project manager in many cases, helping clients with renovations, staging, and more. She wants her clients to feel secure in having an extra team player on their side.

“I am a strategic partner and strategist for them. We all go through life changes (marriage, children, divorce, death, graduations, retirement) and have so many different life experiences and goals. I help to pave a way for them to attain those goals.” It doesn’t matter if a client is buying their first home, upsizing to their dream home, acquiring land, or diving into investments, Michelle can navigate them through the process with ease and experience.

Michelle’s journey includes navigating the tumultuous real estate market crash of 2008. Assisting clients facing economic hardships, job loss, and home foreclosures during one of the worst economic downturns was both challenging and pivotal for her. Reflecting on those times, Michelle emphasizes, “I have never forgotten what those days were like. In fact, during challenging times I reflect back to those days to stay focused and grounded.”

Perseverance and dedication define Michelle’s approach to her career. In constant pursuit of survival and growth, Michelle aligns herself with other like-minded professionals to further grow and collaborate with. Whether it’s through mastermind sessions or YPN

meetings, she is always looking to learn and challenge herself.

To others looking to give back in the same capacity she does, Michelle suggests getting involved and staying educated. “Never be afraid to ask for help,” she advises, and always look for opportunities to surround yourself with others who will help you level up. She did so, herself, when she joined her local board and the East Valley YPN. She was in awe of the agents that were in the group and their willingness to share their knowledge and offer guidance.

“Early on I formed strong bonds and relationships with those people and chose to further give back by leading the YPN group, getting involved in SEVRAR leadership, and continuing to grow myself. In turn, that gave me the confidence to then mentor new agents and help them to be successful as well. I will be forever grateful for the leaders, colleagues, partners, and other agents that encouraged me along the way to step out of my comfort zone to lead, get involved, and give back to others. This has shaped me in so many ways and made an impact not only on myself but others.”

The best advice she ever received was to “Take risks in life and business, respect all people, have confidence, learn how to delegate, find balance, and learn when to say NO.” This philosophy, combined with her work ethic and thirst for knowledge, has led to Michelle’s greatest achievement: the ability to give back and touch people’s lives in various aspects.

Outside of her real estate career, when she takes off her REALTOR® shoes, Michelle enjoys spending quality time with her husband, Seth, and their three children - Lindsay, Tyler, and Katelyn. They share a love for travel, having explored destinations both



domestically and internationally, and recently celebrated their eldest daughter's college graduation and youngest daughter's high school graduation with a trip to Greece and Italy. They also enjoy spending time at their cabin in the White Mountains of Heber Overgaard, Arizona that they have deemed their "little slice of heaven".

For Michelle, success is not about numbers; it's about relationships and doing what is right. "Many of my clients over the years have turned into some of my dearest friends and I genuinely care for them and their desired outcomes." Her hope for the future is to continue growing personally and professionally, possibly expanding into a small team. Curiosity drives her and she seeks to learn something new every day, embracing new ideas and challenges.

Michelle's story is a testament to the transformative power of passion, perseverance, and caring in the realm of real estate. In her words, "Success is no accident. It is hard work, perseverance, learning, studying, sacrifice, and most of all, a love of what you are doing or learning to do." Michelle's love for her work and dedication to her clients have created a lasting impact, making her not just an agent but a trusted advisor and caring friend.



2023

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Steve Anderson, the Owner of National Property Inspections (NPI), has been transforming the landscape of home inspections since 2010, earning accolades from the company and local real estate agents alike for their unwavering commitment to clients and meticulous attention to detail. Vanessa Pearson, Business Development Supervisor and Managing Partner of National Properties Bank, affirms, “Our job is to make the REALTOR® look good.”

Before venturing into the realm of home inspections, Steve spent a decade managing travel centers and truck stops across Wyoming, overseeing over 50 employees. His dedication to ensuring both employee and customer satisfaction was evident, and he consistently sought ways to enhance people’s experiences

while also looking ahead for ways to improve the experience people had when they stepped through the doors. This commitment manifested in innovative restaurant concepts within his locations, showcasing his forward-thinking approach.

In 2010, Steve, alongside his son Ricky, embarked on a new career path by acquiring a National Property Inspections franchise. Working as a team has now proven the NPI Phoenix way, with two inspectors on each property. Despite the Phoenix franchise’s established presence since 2002, the company as a whole has over 250 franchises across the US and Canada, Steve aimed to infuse his down-home charm and entrepreneurial mindset into the venture.

Having grown up on a dairy farm, Steve’s grass-roots upbringing showed him the beauty in being knowledgeable in a lot of different areas. His father taught him the value of hard work while managing daily tasks around the

farm, which led Steve away from the farm life and into building a couple convenience stores and car washes. “I have a varied interest and am not afraid to do new things like home inspections,” Steve admits.

The transition from small-scale retail storefronts to a thriving home inspections business with ten dedicated employees was fueled by Steve’s genuine fascination with the process. He found joy in exploring different houses and architecture, engaging with builders and clients, and assisting individuals in making a significant lifetime purchase.

Self-proclaimed as a “one-stop shop,” the NPI team brings creativity to the home inspection process, offering added value in areas often overlooked. Their focus on assisting newer agents, particularly with marketing options to enhance their social media presence, exemplifies their commitment to fostering reciprocal relationships in the real estate industry.

Covering nearly every aspect of the home inspection process, except radon, NPI prioritizes client satisfaction, often going above and beyond by answering work calls and emails, “As we say we work REALTORS® hours.” As Steve explains, “we never know when the phone is going to ring but Taylor and Courtney are on top of things and take it upon themselves to ensure the office runs smoothly. Now it’s become part of the character at the company that REALTORS® have come to expect and enjoy.”



Taylor and Courtney, the adept office managers at NPI, are on the front end of the business. They handle all inbound communications with down home customer service and a knowledge of the business that could even rival Steve's. The duo is super kind and polite, they're very patient, and very good at getting all calls answered in a timely manner - a trait the business gets complimented on regularly.

With a keen eye on trends and market fluctuations, Steve is always looking for ways to improve and enhance their practices, one such being their reporting system. While they have a well-oiled system in place at the moment, Steve is currently

investing time into updating the system and researching different companies' variations and programs. Admittedly, Steve says things like this can take time to ultimately weave into their current processes, but it's a challenge that's worth it if it improves the agent's and client's lives.

Steve's focus extends to new builds and commercial inspections, emphasizing the importance of thoroughly investigating craftsmanship details to guide clients effectively, especially amid economic adjustments affecting many builders. Steve is finding craftsmanship to be one of the first things that oftentimes gets overlooked,

which needs to be well looked into and relayed to the client in detail.

Armed with an array of tools and programs, Steve and the entire National Property Inspections team leverage every opportunity to brighten their clients' days. From adopting new tools during the pandemic, such as implementing sewer scans and drones, to delivering exceptional care on every job, NPI remains dedicated to providing the best service possible.

In the world of home inspections, National Property Inspections sets the standard for excellence, ensuring that every client's experience is unparalleled.



Top row: Vanessa Pearson, Devin Gillis, Brian Gillis, Steve Anderson, Malani Tillotson
Bottom row: Eddie Ceaser, Alex Tuia, Taylor Tuia, Courtney Allen, Brian Petersen.



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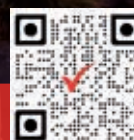
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SPENCER MARMARO

**A Different
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Written by Kendra Woodward
Photo Credit Gilead Hernandez,
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Spencer Marmaro is a real estate agent with a different perspective. As Team Lead for his local Relevate branch with Keller Williams, Spencer took the advice of friends and clients who were constantly trying to get him to come work for them and bet everything on real estate.

Spencer's trajectory in life had initially set him on a path towards a career as an attorney. Born in Littleton, Colorado, he moved to the area at the young age of four and has continued to call the Gilbert and South Chandler areas home ever since. After heading to college with the intention of becoming an attorney, Spencer was offered an opportunity he couldn't pass up ... becoming Partner of an Orangetheory franchise.

After eight years doing what he loved - working in sales - Spencer quit his job at Orangetheory to invest in a Nutrishop storefront in California while he was living there for a few years. Despite the business doing well, the pandemic destroyed their chances at keeping the doors open when California forced them to close their doors after a few months.

Despite the hardship and lack of income, the landlord still expected the rent on time; and with all his savings tied up in the new shop, Spencer had to make the difficult decision to call it quits and invest in real estate full time. “It was a very sink or swim moment,” he recalls. And without the six-month runway that most agents will tell you is a must when starting up your real estate career, Spencer had to hit the ground running with no safety net in sight.

Before Spencer could start practicing real estate, he and his wife made the decision to move back to Arizona, opting to settle in the Phoenix area due to family that lived nearby. With the downtime that COVID-19 provided them, he started taking his real estate classes and was licensed by the end of the year.

Despite the numerous clients at his Orangetheory location having suggested that he get into real estate, and/or coming to work on their teams, Spencer’s entrepreneurial spirit had him soldiering out on his own. The monotony of cold calling all day at his first brokerage had Spencer reaching out to Nick Kibby via Instagram to see if he would be willing to have lunch and talk real estate trends and tactics. Spencer recalls the lunch meeting being very insightful and that brought about the biggest game changing moment of his career...joining Relevate.

Spencer enjoys real estate and the lifestyle it provides. It allows him to do what he loves best; which is communicating with clients, meeting new people, and supporting the people around him. He notes that the ever-changing nature of real estate keeps him intrigued and engaged with his work, where he often focuses much of his efforts on Veteran support.

With many of his clients going through different phases and chapters in their lives, whether it be downsizing, first home buyers, newlyweds, divorcees, or Veterans, Spencer finds that often-times more than not, they create a lifelong friendship and great business networking opportunities through their interactions.

Looking forward, after three years as a solo agent, Spencer is aiming to build a team of young and ambitious, like-minded individuals. He enjoys mapping out his own journey and wants to find others who are willing to do the same. He also likes the challenge and opportunity to help those who feel they are stuck on a plateau, to get themselves into the next level of real estate.

Going into 2024 Spencer remains focused on social media marketing and even hired a videographer to start improving his content in the new year.

But a focus that will always remain at the forefront is his dedication to his Veteran clients as they make up approximately 60% of his business. He also enjoys working with Veterans United, the ASPCA, and giving back to the community when he can through supporting his friends and clients when they’re in need.

At home, Spencer enjoys spending his time with his family, as that is what it’s all about for him. He and his wife, Sydney, met in the eighth grade and now have two beautiful kids together, Harvi and Jaxx. And life wouldn’t be complete without their three dogs - Bella (a long haired Dachshund), Bishop (a German Shepherd), Hera

(also a German Shepherd). Both Spencer and Sydney’s parents live within 10 minutes, so family time is a staple in their lives.

In his free time, Spencer enjoys adding to his tattoo collection (paying homage to his love of tattoos is his Instagram handle - Inked_In_Escrow), smoking cigars, sampling bourbons and red wine, and driving his Porsche. Along with his business partner, Nick, who also has a Porsche, the two can often be found geeking out on cars.

As Spencer jokes that real estate agents work on everyone else’s timelines, he admits he’s happy he chose it as his career. Laughing, he claims he’s never met a happy attorney, so he’s glad he didn’t follow that path. In real estate he is able to *Look Forward*, his motto actually, and surround himself with others that are trying to better themselves and their communities. The author of his own destiny, Spencer enjoys helping people find their dream home and add to the next chapter of their lives, something he’s contemplating doing himself as he considers writing a book in the near future.

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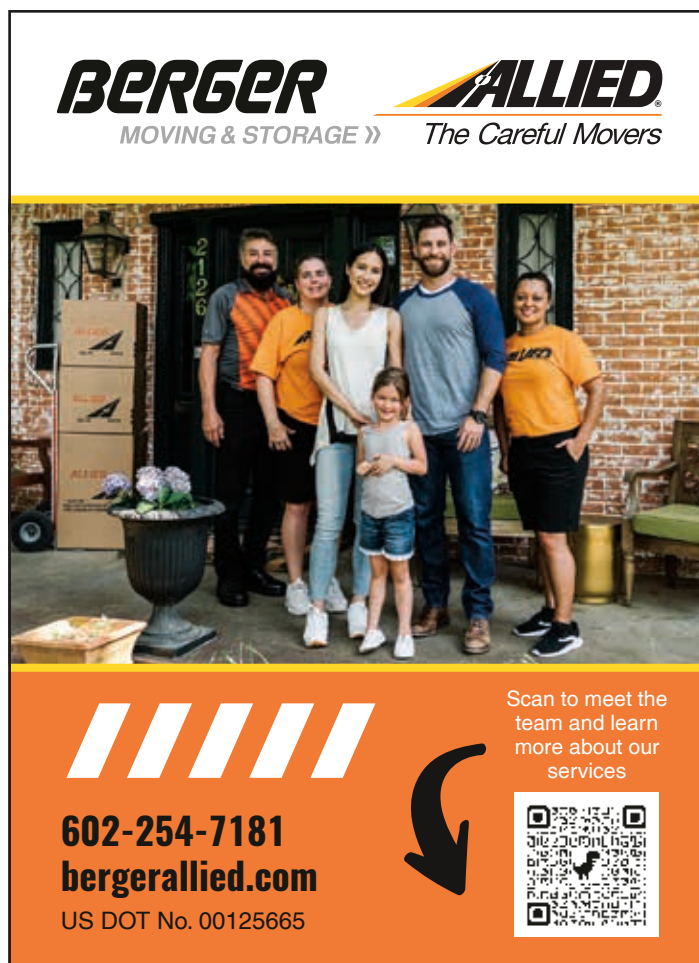
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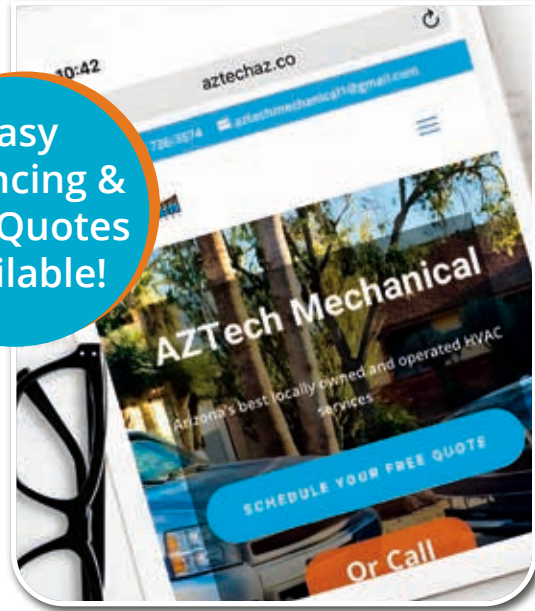


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► weserv monthly update

Written by Roger Nelson, CEO of the West and SouthEast REALTORS® of the Valley Inc.

2024 ELECTION:

Get Involved & Help Change Your Industry

To say that we are living in unprecedented times in our industry would be an understatement. There are many unknowns surrounding the world of real estate, and each day brings new challenges. Whether you are a seasoned agent or on the verge of closing your first deal, you must stay updated on what's happening in government related to the real estate business. This is especially true since 2024 is an election year. The West and SouthEast REALTORS® of the Valley's Government Affairs Department is working extremely hard to provide our members with various resources during this election cycle.

So, how can you make a difference in the real estate industry and learn more about the government sphere before the upcoming election? Get involved! WeSERV members can serve on Candidate Interview Workgroups for the 2024 Election Season. WeSERV Government Affairs conducts forums and interviews candidates running for city, town, and county offices across our jurisdiction. All WeSERV members (Affiliates & REALTORS®) in good standing may participate. Some chapters conduct candidate interviews, and some chapters conduct forums. Either event may result in candidate endorsements and/or Political Action Committee funds being awarded.

At WeSERV, we have a process that begins many months in advance of candidate interviews. First, we have a question bank. The Chapter Candidate Interview Workgroups and the Government Affairs Committee add questions to each election cycle's question bank. Once new questions have been gathered, they are sent to NAR Campaign Services to be vetted by campaign professionals and attorneys. We do this to avoid inadvertently asking a question inappropriately or leading candidates to a specific answer. WeSERV members from each chapter who have chosen to interview candidates or conduct a forum volunteer to participate in the Candidate Interview Workgroup.

Our goal is to do everything in our power as a REALTOR® association to ensure the candidates we endorse have the best interests for the future of our industry. REALTORS® are instrumental in keeping the American Dream of owning a home alive and well. Please get in touch with the WeSERV Government Affairs team if you want to engage with your association at this level.

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