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STECKLING

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TABLE OF CONTENTS



05

Meet The
Salt Lake
City Real
Producers
Team



06

Preferred
Partners



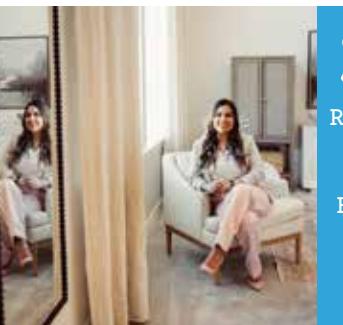
08

Cover
Agent:
Paige
Steckling



16

Meet Our
Partner:
Taylor
McKeithen
Interiors



20

REALTOR®
Life:
Abril
Burgoyne



26

2024 Salt Lake
City Real
Producers
Kickoff Event &
Top 500
CELEBRATION!

MEET THE SALT LAKE CITY REAL PRODUCERS TEAM



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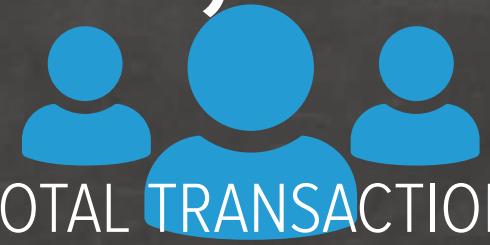
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2023

BY THE NUMBERS

HERE'S WHAT
SALT LAKE CITY'S
TOP 500
AGENTS SOLD....

12,637


TOTAL TRANSACTIONS

\$ \$8,282,568,316
SALES VOLUME

\$17
MILLION
AVERAGE
SALES VOLUME
PER AGENT




26
AVERAGE
TRANSACTIONS
PER AGENT

Paige



» cover agent

Written by
Kendra Woodward
Photography by Tiffany
Burke Photography

*No matter how you feel,
get up, dress up, show
up, and never give up.*

STECKLING



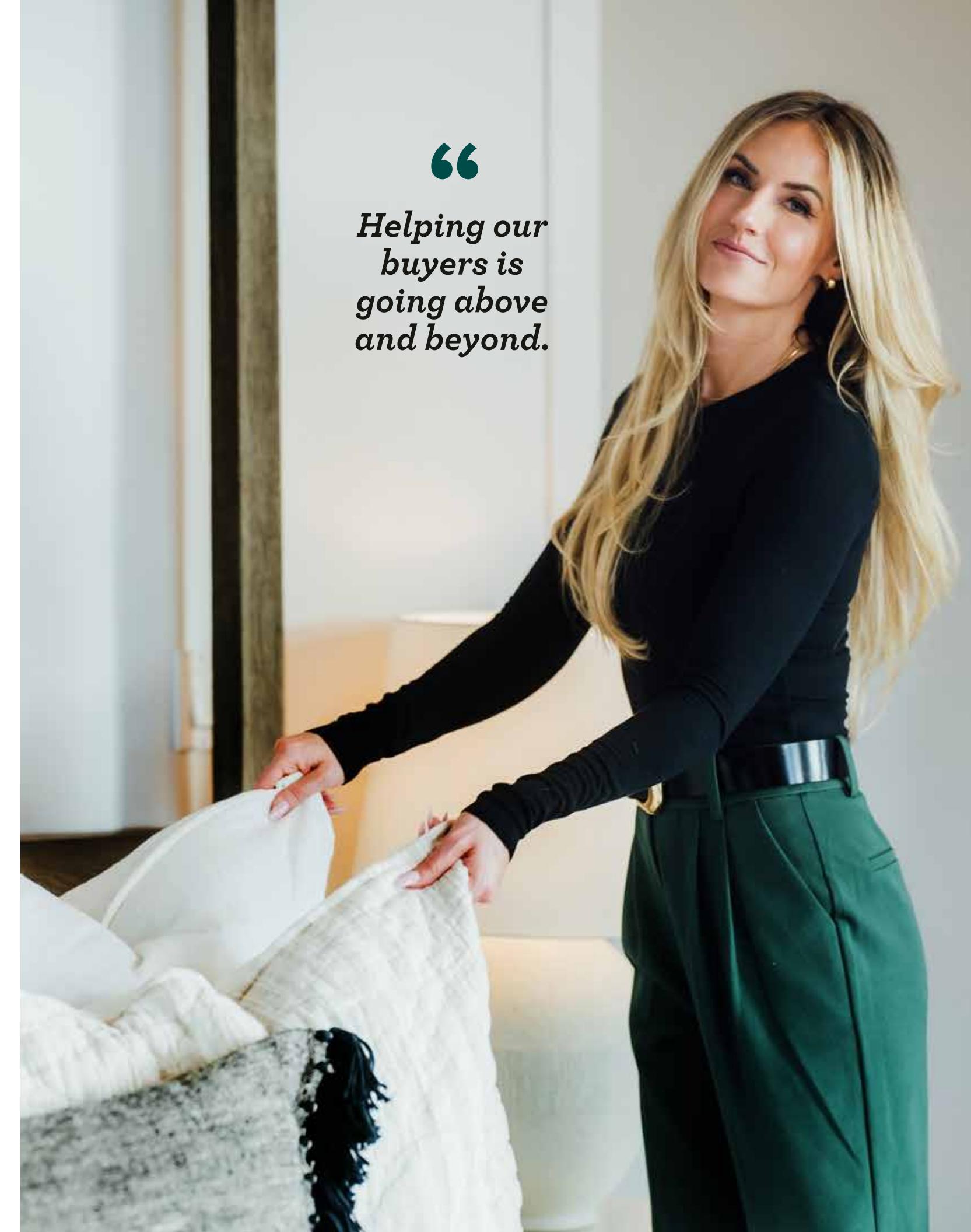
Combining her passion for design with an unwavering commitment to exceptional service, Paige Steckling has become a driving force behind Utah's Finest REALTORS® and a prominent figure at Engel & Mokers Brokerage. She is redefining the standard of excellence in the industry with her personal touch and dedication to client satisfaction.

Born in North County San Diego and raised in Valley Center, Paige's journey into real estate began at an early age with a work ethic shaped by the influence of her parents and family. With a stay-at-home mom who instilled in her the value of hard work and a dad who encouraged her entrepreneurial spirit, the eldest of five siblings learned the importance of dedication and determination from a young age.

"I always thought I would be a stay-at-home mom growing up, but then I always loved the idea of starting a business and having income...which my dad had a lot to do with," Paige reflects. Her mother always ensured the house was orderly and looked amazing, but also managed to ensure the kids were involved in anything they wanted. If her mom could make it happen, she did. "She totally encouraged us and would drive us to the best lessons, whatever we wanted to be involved in, and was very involved in every aspect of me and all my siblings' lives." Paige's dad, on the other hand, is the influence that gave her the courage to do anything she set her mind to, to try new things, and take the path less traveled. A quote on their refrigerator growing up perfectly encompassed her mom's life motto and her dad's entrepreneurial spirit - "No matter how you feel, get up, dress up, show up, and never give up."



“
Helping our buyers is going above and beyond.



I WOULD RATHER
DIE OF PASSION
THAN OF BOREDOM
- VANGOGH

After moving to Utah to attend Brigham Young University for interior design, with both her parents serving as alumni, Paige's career took a serendipitous turn when she found herself working as a personal stylist at Nordstrom. It was here that she honed her skills in client relations and sales, laying the foundation for her future success in real estate. "I was selling outfits before I was selling real estate," she humors. The job was unique from a typical sales position, in which you would build a report with your clients directly and select attire when they so needed - anything from a new top to a capsule vacation wardrobe, or even a fancy event. She had a personal phone that linked her directly to her clients, and she worked with them one-on-one.

When she transitioned into real estate, Paige leveraged her sphere, informing them of her next venture, and was able to capture many of them early on. This gave her a good head start on building her sphere of influence, which she solidified when she joined a team as a buyers agent. She spent her first couple of years in the industry learning everything she could from the senior agents, which put her on a fast track for success. Once she had the knowledge and confidence, she headed out on her own, gaining traction quickly with her focus on staging and client attentiveness.

One of the key stepping stones to her rapid success was a garage full of furniture and home decor for staging. Paige and her husband would personally stage every listing, moving each item in and out of the listing, using her expertise to enhance the appeal of her listings. When that became a full-time job in itself, they started hiring out stagers. But one thing remains constant ... every listing gets staged! It's the key to making a house feel like home to every potential buyer that walks through the door.

As her business grew, Paige expanded her team and now boasts a dedicated stager who helps bring her listings to life, as well as a couple buyers agents and a full time administrator. "I would say my biggest thing is I want to just blow people away with the service that we offer." From personalized marketing strategies to innovative social media campaigns, they leave no stone unturned in their quest to exceed expectations. Simply put, Paige boasts, "Helping our buyers is going above and beyond."

Outside of work, Paige finds joy in spending time with her husband, Mike, and their two boys, MJ and West. As a true partnership, they support each other both in the home and in their respective endeavors, which allows them both to grow individually and as a family unit. They believe in balance and teamwork in all things. "Having that support enables me to grow my business while also nurturing my personal life."

Whether they're skiing, boating, heading off to Deer Valley, golfing with the boys, or boxing, Paige and her family enjoy staying active and living life to the fullest. She doesn't take things too seriously and understands that life is all about growing. "We're here in this life to grow and to learn, and to develop our character. So, whether it's learning to accept things as they are and finding peace where you're at now, or just growing as a person in general."

As Paige continues to make her mark on the Utah real estate landscape, she remains steadfast in her commitment to always move forward. "If you're not growing a business, I think (you should be) growing and learning as a person, and experiencing things that will craft your character, your best self, and your house. Becoming who you're supposed to be is what life is all about."

“

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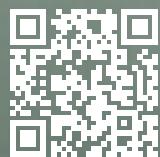
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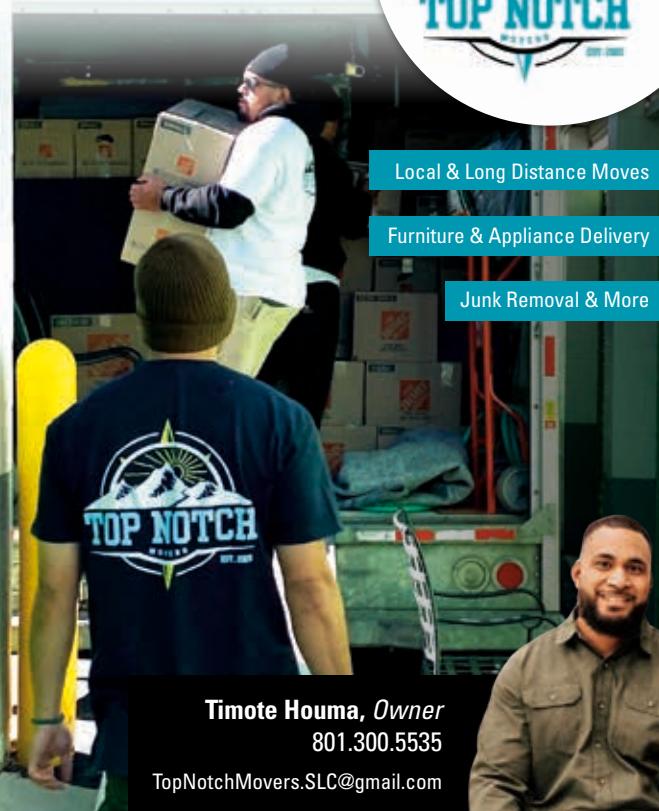
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TAYLOR McKEITHEN INTER IORS

► meet our partner

Written by Kendra Woodward
Photography by Fireflies Photography



TRANSFORMING SPACES WITH MORE THAN JUST FURNITURE

With a unique blend of backgrounds and education, Ryan Taylor and Jennifer McKeithen have been on a rapid trajectory towards success with their most recent endeavor, Taylor McKeithen Interiors. The powerhouse duo is elevating the staging market with their vision and disrupting the industry standards when it comes to both agent and client expectations of staging.

Ryan cultivated his love... for design through a series of transformative experiences growing up. The various inspirations and knowledge in design and architecture that he witnessed while living in locales like New York, Hong Kong and Paris greatly influenced his desire to further explore the many facets of real estate and interior design.

With a background in interior design and a knack for reworking spaces, Ryan found his niche in staging, where he discovered his innate talent for creating visually stunning environments despite his initial venture in cosmeceutical sales. With 15 years of experience under his belt, Ryan has put his interior design skills to the test and coupled it with his trade show experience to create a winning combination in moving, rearranging, and staging.

Inspired from a young age by a mother who was always working on a home project, redecorating, wallpapering, painting, or rearranging furniture, Ryan's mom instilled a creative passion that has continued to stimulate his creative processes to this day. Additionally, it was also a local designer in Salt Lake that helped hone Ryan's path in design, creating his unique touch and style.

Jennifer's journey... into the world of design began in Salt Lake City, Utah, where she spent years honing her craft in various creative endeavors inspired by her mother's spirit and tendency to always be painting something. Initially starting out as a makeup artist with Mac Cosmetics at Nordstrom, Jennifer was flexing her creative brain in ways she never imagined would help her later in interior design. She would spend her college years obtaining a cosmetology license and degree in interior design from the New York Institute of Art and Design.

Her diverse background provided a keen eye for aesthetics, color theory, and a deep understanding of spatial planning, as her time spent in the beauty industry complimented her soon to be career in interior design. She jokes that in the beginning, she was transforming faces, but now, she's transforming spaces and has always had a fondness for connecting with people.

Jennifer started staging when she met Ryan and admits how she loves the instant gratification that comes with it and has a passion for staying in the know with trends and spatial planning. Together with Ryan and the early influence a local designer had on her, Jennifer is fully immersed in the industry. Her favorite thing to hear a client say is, "Well, now we don't want to move."

Despite the unsettling times... Ryan and Jennifer's paths converged during the tumultuous times of the COVID-19 pandemic, when fate brought them together to embark on this new chapter in their professional lives. Bonding over their shared passion for design and entrepreneurship, the two joined forces and opened Taylor McKeithen Interiors, a partnership founded on friendship, mutual respect, and a shared vision for excellence.



With some help early on from an agent that Jennifer considers a “godsend”, the two were able to set forth a plan and fell seamlessly into the roles. Their expertise in high-end design and meticulous attention to detail has earned Taylor McKeithen Interiors a reputation for transforming spaces and exceeding client expectations. From implementing innovative design concepts to providing personalized staging solutions, they go above and beyond to deliver exceptional results.

Their goal is simple... to create spaces that not only look beautiful but also feel like home. All while providing a buffer between the agent and their clients,



which often leads to more creative freedom and better return on investment. They’re able to speak professionally about what needs to be changed from an outside professional perspective, and clients not only appreciate that, but also embrace it. Jennifer adds, “We can better transform a room by knowing how to do that.”

One of the key pillars of their success lies in their collaborative approach to design, where they leverage their complementary skills and backgrounds to create truly unique and memorable spaces.

Unlike many stagers who use a sort of “cookie cutter” approach to their projects, Taylor McKeithen Interiors sees the space and then envisions what it could be accordingly.



They know not every primary suite is going to need a massive bed and two nightstands, and they can also provide key feedback to increase the value of a home with small items such as swapping out an outdated light fixture for something more characteristic of the home.

Ryan and Jennifer have also set themselves apart further with their fluency in design programs where they can mock up the vision of a room and create renderings. “We have the knowledge in design software, so have a

much larger base to work from,” Jennifer boasts. To take even more care of the client’s property, they have their own movers and warehouse employees as well, making it possible for them to be available at the drop of a hat. “We have the capability to do so because we own a moving company,” Ryan explains.

Beyond their professional endeavors, Jennifer and Ryan find joy in their personal lives, where they share a deep love for family, pets, and outdoor adventures. Jennifer and her husband, Matt, have three kids, and she jokes that they run a little farm at their house (with a dog, cat, hedgehog, and hermit crabs). They attend lots of soccer games on the weekends, and she enjoys running marathons when time allows.

Ryan is also married to Matt, funny enough, and they have two fur babies together - a Cava-poo and Yorkie-poo. Home projects and traveling are their biggest hobbies, but they also enjoy restauranting, food, and any reason to be social. With supportive spouses by their side, they embrace every opportunity to explore new horizons and create lasting memories.

As Taylor McKeithen Interiors continues to make its mark on the world of design, Jennifer and Ryan remain committed to their core values of creativity, integrity, and excellence. With each project they undertake, they strive to leave a lasting impression, one space at a time.

**“
SEEING HOW PEOPLE
ACHIEVE FINANCIAL
FREEDOM THROUGH
BUYING A HOME
IS INCREDIBLY
FULFILLING.
”**



Abril BURGOYNE

An Advocate for Others and A Champion for Knowledge

With her slogan “Bringing value to your home,” Abril Burgoyne embodies the ethos of service and excellence that defines her career. Emerging not only as a top performer but as a dedicated advocate for her clients and community, Abril’s dedication to client education has earned her a reputation for going the extra mile to ensure her clients are happy and knowledgeable of their options.

Born in California and raised in Mexico before settling in Utah, Abril’s journey to success is a testament to her resilience and determination. After graduating from USU (Utah State University) with a bachelor’s in business administration and having yet learned the English language, she embarked on a path that led her to become a licensed real estate agent in 2014. Initially part-time, having jumped into real estate with the need to sell off some properties she and her husband had acquired, Abril’s commitment to her craft and love for learning saw her transition to full-time status in 2019, a decision that would pave the way for her remarkable achievements.

As a solo agent, with a team of five dedicated individuals supporting her from behind the scenes, Abril thrives on the opportunity to meet new people and witness the transformative power of homeownership. “Seeing how people achieve financial freedom through buying a home is incredibly fulfilling,” she shares, emphasizing the profound impact that homeownership can have on individuals and families.

In 2022, Burgoyne’s stellar performance catapulted her to the top of the rankings, earning her the coveted title of #1 in Utah and #42 nationally according to NAHREP. Yet, amidst her success, Abril remains grounded in her commitment to her clients’ best interests.

In 2021, Burgoyne faced unprecedented challenges in new construction, with rising prices and contractual disputes threatening her clients’ investments. With clients having extra long contracts due to their new build in the face of the pandemic, builders were attempting to cancel contracts in an attempt to resell the homes at an inflated price. But Abril took swift and decisive action, rallying behind her clients to protect their rights by hiring a lawyer who would fight for their rights. Through her unwavering advocacy and legal support, she successfully secured all of her clients’ contracts at their original prices without costing them a dime in legal fees - a testament to her tenacity and dedication to her clients’ well-being.

A journey of continuous learning and growth, Abril embraces the guidance of mentors and coaches continuously and emphasizes the importance of education and mentorship for newcomers entering the industry. While she may not have been able to benefit from the knowledge and training that larger brokerages offer, she insists it’s a rite of passage for agents who are looking to pursue this industry full-time and be successful. “Sometimes all you



need is a little direction,” she advises. While a team might take a percentage of the commission, it is invaluable information and can place you leagues ahead of your competitors.

For Abril, knowledge is power, not only within oneself but also for her clients. “I’m always learning,” she beams, which is a testament to her involvement within the Latino community, 99% of her clientele in fact. For a community that was raised on buying homes in cash, navigating the lengthy process here in America and understanding loans was a major curveball. From this experience, she created a monthly class that teaches her community the intricacies of buying a home, so they can empower themselves.

Further expanding the idea, Abril set to social media to spread awareness and also benefit her sellers. She’s a big advocate for social media platforms and uses them to her advantage by posting her listings online with photos and walkthroughs – therefore expanding her reach beyond her sphere, so her followers can view houses virtually and reach out to her more directly.

“
**BRINGING
VALUE
TO YOUR
HOME.**

Beyond her professional endeavors, Abril is also a staunch advocate for charitable causes, demonstrating her commitment to making a positive impact in her community. Whether supporting local dog shelters or hosting educational classes on home buying, she leverages her platform to effect meaningful change.

At home, Burgoyne finds joy in the company of her partner, Nathan, their three children—Ana, Kelsey, and Jason—and their beloved dog, Linda. A lover of travel, perpetual learning, and music, she approaches life with curiosity and enthusiasm, embodying the spirit of lifelong learning and exploration. Always looking to learn something new, she just took up guitar lessons.

As Abril Burgoyne continues to make her mark in the world of real estate and beyond, her unwavering dedication to her clients, community, and family serves as an inspiration to all who have the privilege of crossing paths with her.

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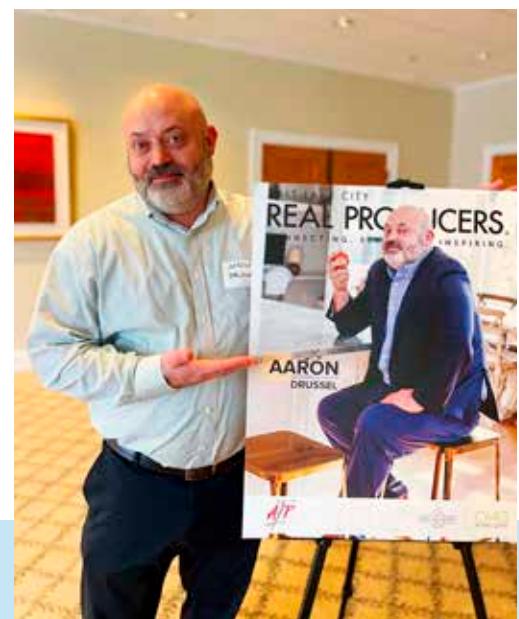


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but even when he is in their
thoughts!" - Seneca**

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