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P R E S E N T S

# Golden Nuggets



**Nisreen Hawley**  
Berkshire Hathaway  
Homeservices Arizona

"You cannot compete with me, I want you to win too."  
I love this quote for several reasons, mainly in our industry we need to look at other REALTORS® as our coworkers and a part of a larger "team", not as competition or rivals. When I started mentoring new agents, I realized teaching others how to grow their business elevates our industry.



**Carrie Lancon**  
Coldwell Banker Northland

"Do one thing every day that scares you."  
— Eleanor Roosevelt  
I live by this. Complacency is the enemy. Being a REALTOR® is not easy and there are daily challenges that, when we address, create confidence and experience.



**Gary Nelson**  
Realty Executives  
of Northern Arizona

"If service is beneath you, then leadership is beyond you."  
Too many times "leaders" are actually only managers and don't understand the difference.



**Chris Moore and  
Generie Pesodas**  
NSI Construction

"We are what we repeatedly do... therefore excellence is not an act, but a habit."  
— Will Durant

# 2023

BY THE NUMBERS

HERE'S WHAT NORTHERN ARIZONA'S TOP 500 AGENTS SOLD IN 2023

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TOTAL VOLUME

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Average units sold  
**16**  
Average volume sold  
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# How Real Estate Agents Can Competently and Successfully Work with Real Estate Investor Clients

By David Weiss

Real estate agents play a crucial role in helping investors identify, acquire, and manage profitable properties. However, working with real estate investors is different from working with traditional homebuyers. Investors are focused on maximizing returns and building wealth, so agents must approach these clients with a strategic mindset, industry knowledge, and an understanding of the investor's goals. Here are key strategies for real estate agents to competently and successfully work with investor clients.

## Understand the Investor's Goals and Strategy

The first step to working effectively with real estate investors is understanding their investment goals. Some investors are looking for long-term rental properties that generate passive income, while others may be interested in short-term fixes and flips for quick profits. It's

important to know whether an investor is focused on residential properties, commercial real estate, or a combination of both.

Agents should ask detailed questions about the investor's target market, preferred property types, financial criteria (such as ROI or cash-on-cash return), and risk tolerance. By understanding these factors, agents can tailor their property search and present opportunities that align with the investor's strategy.

## Provide Data-Driven Insights

Investors rely heavily on data to make informed decisions. Agents who want to succeed with investor clients must offer more than just traditional property listings — they should provide data-driven insights about market trends, neighborhood performance, and potential

returns. This includes sharing information on local rental demand, vacancy rates, property appreciation trends, and comparable sales.

Real estate agents should be comfortable using tools like market analysis software, rental income calculators, and investment property metrics to evaluate whether a property fits the investor's financial criteria. Being able to present properties with detailed projections on rental income, operating expenses, and potential appreciation shows investors that the agent is prepared and knowledgeable.

## Identify Value-Add Opportunities

Successful real estate investors often seek properties that offer value-add opportunities — these are properties where strategic improvements can significantly increase value and cash flow. Agents who are well-versed in identifying undervalued properties with potential for renovation, increased rents, or rezoning opportunities can deliver significant value to investor clients.

Agents should understand the cost of improvements and potential ROI, as well as local laws and regulations that could affect property improvements. By helping investors identify properties with upside potential, agents can play an active role in increasing their clients' profitability.

## Build a Network of Industry Contacts

Real estate agents who work with investors should have a strong network of professionals that can support the investor's needs. This includes connections with contractors, property managers, mortgage brokers, appraisers, and legal experts. Investors often need fast and reliable access to resources that can help with renovations, property management, financing, and legal matters.

Being able to refer trusted professionals not only enhances the agent's value but also strengthens the agent's relationship with the investor. A well-connected agent can streamline the process for investors, offering a one-stop solution for all their real estate needs.

## Maintain a Long-Term Relationship

Unlike traditional homebuyers, real estate investors are often repeat clients. They may buy multiple

properties over the course of many years, providing agents with ongoing opportunities for business. Successful agents maintain long-term relationships with their investor clients by consistently delivering value, staying in touch, and keeping them informed of new opportunities.

Agents should be proactive in reaching out with off-market deals, emerging market trends, or properties that match the investor's evolving strategy. By acting as a trusted advisor and staying engaged, agents can position themselves as essential partners in the investor's growth.

## Conclusion

Real estate agents who want to work competently and successfully with investor clients must shift their focus from traditional sales to an investment-driven approach. By understanding an investor's goals, providing data-backed insights, identifying value-add opportunities, building a network of professionals, and fostering long-term relationships, agents can position themselves as indispensable partners in their clients' investment journeys. This approach not only benefits the investor but also builds a thriving, sustainable business for the agent.



*Since 2004, David has gained extensive expertise in real estate by managing his own properties and participating in various transactions, including wholesaling, rehabs, sales, and rentals. He excels at analyzing market trends and developing investment strategies for clients seeking both short-term and long-term gains. David is the Owner and Designated Broker of UNLimited RE, northern Arizona's premier property management-only brokerage.*

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# CHRIS & GENERIE MOORE & PESODAS

NSI CONSTRUCTION



## BRINGING DREAMS TO LIFE

The ability to bring a vision to life is a gift. Not only does it take master craftsmanship, but it takes true talent to capture that dream.

This is exactly what NSI Construction does daily. Christopher Moore, founder of NSI Construction, goes hands-on and gives all he can to bring a client's dream to light alongside Generie Pesodas and the rest of his team.

### From the Bottom Up

Chris calls himself a “small-town boy” as he grew up in a mostly impoverished area of Louisiana. “My mom saw better things for my family and instilled in me that there is always something else out there.”

Chris has since then traveled all over the country. He eventually landed in Arizona where he fell in love with

Sedona. “The spiritual side of Sedona just drew my family in. I guess we were probably seeking a little bit of healing somewhere. And we ended up staying.”

He shares that starting his construction business was not a plan and was a sheer accident. “My experience in the construction industry was very limited at the very beginning,” he shares.

“I worked well with my hands, but what really set me on a path to open my own business was that I manage people well.” He shares that, as a general contractor, one of the most important things is knowing the hands-on parts of the business as well as the managerial duties.

Although he has spent reasonable time behind a desk recently, he proudly states that he has not sat behind a desk his whole life. “I have been the one framing the walls and I have been the one out there doing the roofing and laying your floor.”

### Absolute Dedication

As a testament to his client-centric dedication, Chris is willing to lose money on certain jobs for the happiness of the client. “I wanted to make sure they finished with a smile on their face, and that’s the end goal. It’s not the money. It’s not the reputation. It’s the clients, and that’s really where it starts and ends.”

Although he has a large range of clients, he specializes in real estate problems. “People in real estate are there to sell a home, I’m there to sell a dream, and they go hand in hand so there is absolutely nothing that I won’t do for my real estate team.”

Chris goes above and beyond for anyone who wants to build a relationship with him. “They’re the best source of information by being able to meet and go along with a client. For that, I’ve done everything from rehanging doors, because it was in a B.I.N.S.R. report, to full roofs and stuff for REALTORS®.”

He further explains how strong relationships with agents are mutually beneficial. He likes to be part of the selling process with these close REALTORS® since it helps both sell the home as well as bring in a remodeling opportunity for his business.

### Vision for Beauty

Chris covers all of Northern Arizona, but Sedona has a special place in his heart. “I have a new construction project going up in Parks, Arizona right now — I’m in the beginning stages of that one. I have done



**PEOPLE IN REAL ESTATE ARE THERE TO SELL A HOME, I’M THERE TO SELL A DREAM, AND THEY GO HAND IN HAND SO THERE IS ABSOLUTELY NOTHING THAT I WON’T DO FOR MY REAL ESTATE TEAM.**

projects in Pinetop and Globe. I’ve done some projects in some remodels down to Mesa, Casa Grande. But, my bread and butter, the true jewel of my eye, are the ones I get to do in Sedona.”

“The people that want projects done there tend to have a vision, and it’s not flipping houses, it’s beauty. Those



are the ones that I walk through that I'm just utterly amazed by. I love the way a client walks into a home and sees those finished products, and it looks so different. To be able to get it there, you had to have a vision, and that's why I love working in Sedona."

"People with a vision for beauty make my job worth doing."

Chris's greatest desire is to help people who are in need by being an example of success. "I want to be a helping hand and show them that a guy like me who came up from nothing can do whatever you want to do as long as you set your mind to it."

**Bonds of Trust**

Chris' family is made up by those around him rather than by blood. "You build a family of people throughout your life. I've been blessed to be able to have people in my life who are loyal,

and Gen is one of those. This company wouldn't be what it is without her. She has trust and enthusiasm and just blind belief in me, my dream, and my vision that is unmatched. It's just impossible to find that kind of loyalty and trust. She's like my little sister."

Chris very much acknowledges that he is blessed to be able to work with the people he considers his family every day.

"I'm constantly defining a new version of myself. I learn a lot from my clients, I learn a lot from my employees, and I learn a lot from just falling short." He is always moving forward in every aspect of his life. He owns two more businesses beyond NSI Construction, but even that barely satiates his need to be active.

"My best experiences are when I just throw a couple of clothes in

a bag on a Thursday and say, 'I'm gone for the weekend,' and I disappear." He frequently likes to take his motorcycle to explore all over Northern Arizona. "It's absolutely gorgeous."

With someone as dedicated as Chris Moore at the forefront of NSI Construction and backed by his trusted team, it is no surprise that NSI Construction is finding success after success. Next time you need to bring your dream to life, make sure to give NSI Construction a call.

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# NISREEN HAWLEY

LOVE AND JOY

▶ cover story  
By Brandon Jerrell  
Photos by KG Photography

As a REALTOR®, it is paramount that you always believe what you say and mean what you do. The easiest way to accomplish this is to love what you do with all your heart and soul.

This is how Nisreen Hawley with Berkshire Hathaway Homeservices Arizona Properties approaches every day. Her love and joy for what she does is undeniable and every one of her clients can tell.

### SEDONA LOVE

Nisreen is a native of Arizona born in Scottsdale but raised in Las Vegas. While living in Las Vegas, she took a 3-day weekend trip to Sedona. She fell in love with the area and visited twice more before deciding to move there outright in 1999.

“On my third visit, I was shopping in the Hillside Plaza at a store called Santa Fe Savvy, and the store owner and I had struck up a conversation when she planted the seed that I should move here. Long story short, the space my office is now in is in the Hillside Plaza in the same place the Santa Fe Savvy store used to be. The metal handle on our office door has ‘SFS’ carved in it — always a reminder to me of that day I decided to make Sedona my home.”



Coming from a family with a strong background in real estate, investments, construction, and sales, such related skills were a natural part of Nisreen’s upbringing. “My family never pushed me to be a REALTOR®, it just evolved naturally,” she shares. “A ton of credit to my parents for instilling a strong work ethic in me and my sisters. It was very important to them that we choose a career that was fulfilling and that whatever we do we should do it to the absolute best of our ability — no cutting corners!”

### PAUSING FOR WHAT MATTERS MOST

Nisreen has been licensed since 1999 and worked as a loan officer before shifting to general real estate in 2007. “I was familiar with the industry and felt I could help guide people through the

process of buying/selling some of the largest purchases they will make in their lifetime.”

In 2014, Nisreen filed for a divorce from her spouse of ten years. Before 2014, she and her now ex-husband owned their own brokerage where she willingly took a backseat and mostly worked behind the scenes. “The divorce process was drawn out and contentious,” she shares. “At that time, I made the decision to continue to be a stay-at-home Mom and focus on my kids who were 6 and 3 at the time.”

“I baked, made chocolates, and started a social media marketing company. All things I could do from home and on my own time. Financially, it was a struggle, but I wouldn’t change that decision. I am so grateful for the time we had together, reading, cuddles, play days, arts and crafts, baking, etc.”

She returned to being a full-time REALTOR® in 2017 where she incorporated the skills she had



learned over her three-year pause. “I was able to combine the baking, marketing experience, and real estate into one cohesive business. Two months after reactivating my license, I closed a transaction for a lovely couple who were moving to Cottonwood, and I decided to bake them some sea salt caramel cupcakes as a closing gift. I shared the cupcakes on my social media pages with the tagline ‘When your REALTOR® is a baker...’ Fast forward to where I am now, I never imagined my business would grow so rapidly in the last 7 years.”

“Now that my kids are teenagers, 16 and 13, with full schedules, school, friends, and extracurricular activities, I can see how much they’ve grown and how close they are to being adults and it just reinforces to me that the time they were little went by so fast and I wouldn’t change the decisions that led us to where we are now.”

#### GIVING HER ALL

Now, with many years of experience as her guide, she provides every client with nothing but excellence.

“Closing days are the best feeling ever! Handing over the keys to a client’s dream home that they’ve worked so hard to get, a renter turned homeowner, an investor doing a rehab to provide more much-needed long-term rentals in an area where that is so needed, or a builder creating someone’s ideal plan. The sheer joy of that moment is unmatched by any other emotional moments that come up in transactions.”

She takes immense pride in being available for her clients at all hours of the day and never outsourcing any activity. “I’m available 24/7, literally. I have East Coast clients text me at six am because it’s nine am there or clients in Hawaii texting/calling at ten pm here. If I’m awake, I answer them.”

As a true testament to her love of her career, she defines success as simply “enjoying your career.” She further elaborates on this idea of joy with



the statement, “Any days you spend, sad or angry you can’t get back. Don’t let the bad days keep you down.”

And of course, she still bakes every one of her closing day clients custom cupcakes.

#### LOVE AND JOY

As already referenced, Nisreen is the proud mother of two. “My kids are both very compet-

itive. My daughter loves to bake and cook with me; we love spa days and playing trivia games, especially song quizzes! My son is involved in mixed martial arts; we are setting up an area for kickboxing and he wants to teach me. I am excited to do this with him. We all enjoy playing card games and video games together, road trips to visit family, staycations, exploring areas around us, and the occasional dress-up dinners.”

It is clear that Nisreen Hawley loves what she does and that love is what propels her to give her clients one hundred percent of herself each and every day.

“If I could send a message out to every one of my clients past and present, my fellow agents, office manager, broker, and leadership: Thank you!! Thank you for trusting me, believing in me, and supporting me. I appreciate all of the experiences that created a path that brought me to today.”

**WEBSITE: NISREENHAWLEY.BHHS.AZ.COM**



If I could send a message out to every one of my clients past and present, my fellow agents, office manager, broker, and leadership:

**THANK YOU!!**





# PERFORMANCE COACHING

## GETTING FROM HERE TO THERE

Welcome to performance coaching! If you drive a car when the engine is not firing on all cylinders your ride will be rougher, less efficient, and your car will need more maintenance in the long run. In the worst case, your engine could burn out. Regular tune-ups can prevent that. How about you? Your career may be firing nicely right now, but how about other areas of your life like your relationships, recreation, and well-being? Are all your cylinders firing as well as you would like, or could you use a little tune-up?

### YOU CAN CHANGE YOUR LIFE

A magazine article can't change your life, but you can. In this column I will share ideas and assignments with you that, when you put in a little effort, will be like getting a tune-up in the specific areas you would like to change. The preventative maintenance you do now will help avoid burnout now and will compound to huge results over time.

The overall process is to know where you are, decide where to go, and do something different to get there; I bet you already knew that. Of course, the process is much easier to do with a little guidance and encouragement, rather than just reading a book and expecting change, so let's do this together!

LPMAMA - Remember that acronym from real estate classes? It is an ancient script for working with real estate buyers, but here we are going to modify it a bit and make it all about you. Here is your new script:

- **LOCATION** - Where are you now and where do you want to go with your life, i.e. what is your goal?
- **PRICE** - How much effort are you willing to put into this?
- **MOTIVATION** - What's your why? How will reaching this goal change your life?
- **AGENT** - Who is going to make this happen for you? (Hint: Only you can)
- **MORTGAGE** - Can you afford the time and energy every month to get there, or are you already maxed out?
- **APPOINTMENT** - When are you going to commit yourself to the process?

My goal with this column is to help you get from here to there.

### WHERE ARE YOU NOW?

Let's get started today with the first item, Location. Do this exercise now (reading this won't help, you must take a moment and actually DO the work): Take out a sheet of paper. Down the left side write down the major areas of your life, which may look like these plus whatever else matters to you:

- Career
- Finances
- Love
- Faith
- Family
- Friends
- Recreation
- Health & Fitness
- Growth & Learning

After each area, write your perfect-world expectation of that area. For example, after Career you might write "I love my job", after Finances you

might write "I am on track to retire by 65", and after Love you might write "I feel abundant love in my life". Complete the whole list in this manner.

You're doing great, we're almost there, don't stop now! With your ideal expectations now set, please rate your satisfaction with each area of your life on a scale of 1-10, both today and where you'd like it to be six months from now if you could change it. For example, you might give Recreation a 5 for today and set a goal of 8 in six months. Do the math and find the gaps by subtracting the today number from the six-months number. For this example, 8-5=3, meaning your Recreation Gap is 3.

What gaps did you find? If you were to set a goal of closing one of these gaps, which would it be? Why did you choose that one? What will your life look like after you reach that goal?

### HOMEWORK - 100 QUESTIONS

That last exercise was the warmup. This exercise is profound and it will change your life. Please spend two hours at this and see what happens. Seriously, put this on your calendar for this week and do it, because you are worth it.

- Take out a few sheets of paper and start writing questions to yourself. Keep writing until you have dug deep and come up with 100 questions.
- Start with whatever comes to mind, even ask "What will the weather be tomorrow?" You will find that as you continue to ask more questions, they will become deeper and more personal. Open ended questions like "Why..." and "What if..." are great to get the creative juices flowing.
- When done, look over your list and search for themes. What did you dwell on? What surprises you? What's missing?
- Finally, choose your ten most powerful questions and rank them.
- Keep tissues nearby. This exercise may bring tears, uncover fears, and change careers.

### LOOKING FORWARD

If you did both exercises, I want to know how it went. Did you find value here? If you are willing to share with me one of the most profound questions you asked yourself, I would love to read it! Email me at [garrett@garretthamlin.com](mailto:garrett@garretthamlin.com)

Next time we will talk more about gaps and how to make changes when you aren't sure you can. Maybe you feel maxed out and don't have the time, maybe you have tried before and failed, maybe you feel like there is always tomorrow (Hint: Tomorrow does not always come as expected).



# Carrie

## LANCON

» on the rise

By Brandon Jerrell  
Photos by Kimberly  
Marsh Photography



## Continuous Adventure

“Going to sleep at night with a clear and peaceful mind — that is success. At the end of the day, it is the relationships that matter and nothing else.”

These are the wise words of Carrie Lancon with Hidden Gem Properties with Coldwell Banker Northland. With real estate as the latest great venture of her life, she demonstrates that success is what you make it and nothing less.

### Challenge and Excitement

Carrie grew up in San Diego and studied bilingual education at San Diego State University. “My parents were examples of hard work as an expectation,” she shares. “I was taught to give 100% to everything, no excuses. Education and an open mind to everything were valued in our home. I was taught that success comes only after numerous attempts and failure is expected too. One cannot grow without risking, falling, and getting up and starting again.”

Before beginning her real estate career, she led an extensive career in education. She started her education career as a bilingual elementary school teacher. “I started teaching, all in Spanish, for first graders and then worked my way up to fifth grade.” She remained an elementary school teacher for 13 years. She then earned

her master’s degree in Educational Leadership and became a principal. Over her 21 years as a principal, she ran three different schools in San Diego County.

With such a successful career in education, she decided to take an early retirement in 2021 and moved to Prescott. “I love the small-town energy here and the people are down-to-earth and gracious. This town has my heart!”

Despite wanting to live in Prescott, deciding to move there was not easy. “There have been pivotal moments in my life, but one that sticks out for me was deciding to uproot our family and relocate to Prescott. I chose to leave a rewarding career as a principal and start fresh, not only in a new state but in a new industry.”

“I am an eternal optimist and that, coupled with the love of a challenge and the excitement of new beginnings, propelled me. I am fortified with an inner strength and belief in my own abilities, no matter what I face. My faith is strong, and it supports me as well. My husband and family believe in me and they are my biggest cheerleaders.”

### New Adventure

After moving to Prescott in 2021 and seeking new horizons, Carrie began

searching for something to fit her. “I wanted to do something engaging that would allow me to connect with people and engage my mind. I have learned so much about our county and town and have loved the many friendships that have developed due to my work.”

“My sister was an agent for Coldwell Banker and I watched the hard work she did and admired her ability to master her craft. I knew that I could transfer the soft skills I had as an educator and use those same skills to connect with people and serve them well.”

Starting her real estate career soon after arriving in Prescott, Carrie has been serving her clients for the past few years as their “Hidden Gem REALTOR®”. Throughout both her business and personal life, she does everything in accordance with her Golden Rule: “I do what I say I will do and I follow through. I listen and I hear you. I will work hard until you feel you have been given the best service!”

“Treat others exactly as you would wish to be treated,” she states. “When I was a principal, I always said to myself, ‘That naughty child is someone’s baby — treat them as you would want your own child to be cared for.’ I feel the same about my clients — no matter how they may behave, my job



is to care for them, share my wisdom about our housing market and the real estate industry, and never judge them — just support them with grace.”

No matter their backgrounds or specific needs, every client that comes to Carrie deserves her focus and attention. “I truly value each individual and try to treat all as I would want to be treated.”

Although these core values ring true for REALTORS® everywhere, they are especially true for Northern Arizona. “I love the variability of Northern Arizona. I can show land in Seligman that takes me far off into the wilderness or a mansion in the forest all in one day. There is so much adventure to be had here. Each day is distinctly different — as different as each client!”

#### Continuous Adventure

Carrie and her husband, Jim, are the proud parents of five grown children and are grandparents to two grandchildren with another on the way. “One of our sons lives here in town with his family, and the others are spread out across the

country.” She shares that her mother also moved to Prescott and that they are very close. Carrie’s father retired to Costa Rica and she loves to travel there to see her family.

With all of their children grown up, she and her husband use what free time they have to explore and travel together. “Jim and I love to explore, camping and especially love heading north. Jim is a pilot and we enjoy fly camping and breakfasts in Sedona!” She shares that she loves hiking

with her Golden Retrievers, kayaking with family, and sitting beside the fire with her husband planning their next grand adventure.

Additionally, she is still very much involved in education as an adjunct professor for The University of California at San Diego, UCSD, and teaches teachers in an online format.

With each restful night, whether it be at home or on an adventure, it is undeniable that Carrie Lancon has achieved her success.

Website: [hiddengempropertiesaz.com](http://hiddengempropertiesaz.com)



“  
Going to sleep at night with a clear and peaceful mind — that is success. At the end of the day, it is the relationships that matter and nothing else.

# GARY NELSON

► inspirational agent

By Brandon Jerrell

## *Unforgettable Service*



“To me, success is not about how many houses I have sold, although I have been very blessed with that. My success will be the fingerprints that I have left on the industry in Arizona and if my family remembers who I was several generations from now.”

This is how Gary Nelson, Designated Broker with Realty Executives of Northern Arizona, views success, and it is a very noble view. His dedication to service is something that all REALTORS® should strive for.

### **Flagstaff Dedicated**

Gary was raised in Flagstaff and has chosen to raise his family there. “I was 2 years old when I moved here with my family. I grew up in an Army base just outside of Flagstaff, that is now known as Camp Navajo.” He jokingly adds how that tidbit allows him to tell people that he “grew up in a gated community” without actually lying.

He spent his early 20s as a technologist for an aerospace firm in the Bay Area of California but soon got tired of the nature of that industry. He moved back to Flagstaff where he attended NAU, managed a couple of restaurants and nightclubs, and ultimately decided to make a career change.

“In 1994, my wife, Tammy, and I were deciding whether to stay in Flagstaff and adapt our careers or move out of state. After a three-week-long road trip along the West Coast in a rented convertible, we decided Flagstaff was the best place to be. I activated my real estate license, and she moved from teaching to being a public school administrator.”

“At the time, I was under the crazy misunderstanding that I could set my own hours by becoming a REALTOR®, little did I know! But ultimately, I decided that if I was to stay in Flagstaff, it had to be in a business that my personality and business sense could flourish in.”

### **Service Focused**

Since 1994, Gary has been leading an immensely successful real estate career. He is celebrating his 30 years in the industry this month. Throughout his 30-year career, he has overcome obstacle after obstacle and has dedicated himself to giving back.

“Leadership is service, and that is what I find most rewarding. I have dedicated my career to volunteerism, leadership, and giving back to the community that three generations of my family have chosen as home.”

“What I enjoy the most is showing my clients aspects of Northern Arizona that they didn’t know was there. From great hiking trails and secret camping spots to great local restaurants. Experiencing those moments out there around the next corner of a trail.”

### **Unfaltering Service**

As a testament to his dedication to service, Gary is the recipient of numerous awards and accolades in the industry. Of those, he highlights RAPAC Golden R / Presidents Circle, 2014 AZ REALTORS® Vision Award, 2022 AZ REALTORS® REALTOR® of the Year, and 2023 AZ REALTORS® Distinguished Service Award.

One of Gary’s greatest displays of service is his time serving as the President of the Arizona Association of REALTORS® in 2022. “To get there, I felt I had to change who I was a bit. I needed to expand my volunteerism to the point that I served in nearly every capacity I could in the organization.”

He shares how 2022 was not an easy time for that position. “I was the President of the AZ REALTORS® following COVID. I visited every single local Association except one, and some of them several times.” He met with many groups such as Congress, Senators, and engaging speakers. Despite all these meetings, the most impactful meeting he had that year was with an experienced REALTOR® of 43 years from Nogales.



“She said that I was the first person she had ever met in any leadership role. Prior to that, I was grumbling to myself about driving all the way to Tucson, spending the night, and getting up early to drive even further south to a presentation that only 12 people attended. Those 12 people were the most appreciative and warmest people that I met in that role.”

Gary is very active beyond his real estate service as well. “I volunteer for several organizations but the one nearest and dearest to my heart is the Flagstaff Community Toys For Tots. Here I am a gopher, I help fundraise and collect toys, and I handle most of their social media presence as well. The motto of ‘Every Child Deserves A Christmas’ says it all.”



At last years Climb To Conquer Cancer

He also adds that he is a certified chili judge with the International Chili Society and is the Chief Judge of the Arizona State Chili Championship (which he assures is a real thing). “Our event each year is in Flagstaff in early August and is a festival where the winners go to the World Championships and all proceeds go to Big Brothers Big Sisters of Flagstaff.”

As a final addition, he notes that his brokerage is very close to being considered a non-profit due to the numerous causes that they donate to. “Habitat For Humanity is chief among those non-profits, but we are very strong in The Climb To Conquer Cancer where we have been the number one fundraising team several times.”

**Family Matters Most**

Gary and his wife, Tammy, raised two now-adult daughters, Shanna and Katrina. “We don’t get to travel together as much as we used to, but for us it was hiking and camping in the forest, enjoying Rocky Point, Mexico, and many, many trips to Disneyland and Disneyworld. My wife’s perfect saying is, ‘The mountains or the beach, and nothing in between.’”



Chichen Itza in Mexico



Climb To Conquer Cancer

Outside of work, Gary’s favorite things to do are stoking a smoker with “the best BBQ you ever had,” making craft cocktails, and hiking or camping with his family. “If I can do all that in one weekend, I need nothing else.”

Gary Nelson’s dedication to service is undeniable and unforgettable. He is a shining example of service that others in similar positions should strive to imitate.

“I just hope that I can inspire others to give back to their communities. As REALTORS®, that is one of the most important things we can do. If you have money, give money. If you have time, give time. Too many brokerages are not local, not involved, and not giving back. There is a

very old proverb that says, ‘A society grows great when old men plant trees whose shade they know they will never sit in.’”

**Website: GaryNelsonGroup.com**

“To me, success is not about how many houses I have sold, although I have been very blessed with that. My success will be the fingerprints that I have left on the industry in Arizona and if my family remembers who I was several generations from now.



# Why Were You Hired?

As a top-producing real estate agent, it can be easy to get caught up in the many things it takes to keep your business moving forward. We know that people hire us because they're looking for a professional agent who has the experience, wisdom, and knowledge needed to take care of their real estate interests.

Sometimes it can be too easy to get caught up in the "juice" of it all. Most top-producers have a competitive side that keeps us motivated to stay on top of our game. And let's face it — while we are competitive with one another to a degree — we're mostly competitive with ourselves. We want to keep things moving forward to do better today than we did yesterday.

That's part of what makes us tick!

When we talk about the things that keep us at the top of our game, most agents will naturally point out that

we cherish the relationships we maintain with our clients. We keep their needs above our own. We go the extra mile to give great customer service. It hardly needs to be mentioned, because it's such a natural part of our business ethos.

In addition, we stay on top of market conditions and data. We listen to the experts on industry matters. We attend events, conferences, and classes. We network with other top agents and affiliated business partners to stay in the know.

But if all of this goes with out saying, than what DOES bear pointing out as a reminder?

It's remembering that the reason many people reach out to hire a real estate agent in the first place may be different than all of that. The above list gives the "features and benefits" of working with a top agent, but not

necessarily the motivation behind why the client chose to search out the help of an agent in the first place. And that's something that can be too easy to take for granted.

So what is the clients' motivation behind hiring an agent?

## **Overwhelmed at the process.**

The client doesn't know what they don't know. They don't want to try their hand at selling their home without an agent, or trying to navigate the purchase process on their own. Even for those that take a stab at going it alone, they will often come around to finding an agent to help. Because the process of buying and selling real estate has a lot of moving pieces.

Of course, you KNOW that because you handle those moving pieces every day. But I think many top agents forget that some of the things we take for granted are part of the overwhelm that a client may feel.

We help our clients by keeping them on task along the way. Little things like reminding them to schedule utilities turn on or shut off, sharing resources for movers or contractors, or just checking in during that lull between inspections and closing go a long way towards helping our clients from experiencing overwhelm.

## **Keeping them out of harm's way.**

We know all too well the things that get our clients into trouble. Not disclosing material facts correctly, not being moved out of the property on time, or not making proper repairs are all things that can lead to lawsuits down the road.

Sometimes we get clients who don't take these types of things seriously, and it's our job to help educate them as to why these things matter. There are moments when we get push back, and those are the moments that can lead to uncomfortable conversations. Top agents don't shy away from those uncomfortable moments. After all, our clients aren't hiring us to be their friend, but to be their professional guide even when they don't like what we have to say.

## **Avoiding stress.**

Clients often count on us to take the stress out of the process. Now you and I both know that there's no way we can make the process completely stress-free! But we can help manage the process in a way that keeps a lot of the stress away from the client.

For example, when an unforeseen situation threatens to derail the deal, how do you handle it? There are agents who can actually make the stressful situation worse just by handling it wrong. Top agents tend to handle the problem in such a way that when they bring the problem to the client, they also come armed with a solution. This can keep our clients from getting caught up in their emotions, but rather staying solution oriented.

We also tend to set proper expectations along the way. A lot of the stress the client may experience is from the unknown. By preparing the client ahead of time, we can help alleviate the stress.

It's easy to focus on the features and benefits of working with us when we are in the process of marketing ourselves or securing new business. If we can remember the clients' motivation, we can push ourselves to do even better, which ultimately helps us meet the goal of staying on top of our game.



Jacki Semerau Tait  
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tenacious reviews | By Kimberly "Tenacious T" Tocco

# Mortimer Farms

Turn the phone off, grab the family and head to the farm.

You may or may not be a pumpkin spice type, but everyone loves a day on the farm. Most, immediately think “desert” when they envision Arizona but little do they know we have over 27,000 farms spread across the state! Arizona’s local farms are a significant contributor to the economy with various types of agricultural operations, including crop farms, cattle ranches, horse farms, and wineries that grow grapes.

As the season begins to lean into fall, one of our favorites is Mortimer Farms in Dewey nestled right in-between Flagstaff and Phoenix. Founded in 2010 by Gary and Sharla who both came from agricultural backgrounds. Wanting to connect families and food in a rural setting on a real farm was something they both were determined to make happen. Let me tell you my fine friends, they made it happen and its absolutely divine!

Year round the farm offers different seasonal festivals and celebrations and my favorite is the pumpkin fest and corn maze. This vast festival offers pig races, cowboy shows, gem mine experiences, comedy, tractor parades, hayrides, live bands, dozens of food trucks, beverages, spirits, and so much more.

As we entered the parking we could see the giant tube slides, mining

operation, swings shaped like ponies, zip lines and that was just what we could see from the lot! The sun was warm today, but the breeze and the gorgeous Cottonwood Giants offered the perfect amount of shade spread everywhere over the farm. They had the entire front entrance decorated with dozens and dozens of gourds and pumpkins, haystacks and cute fall decorations.

The walkway takes you into the charming market and deli where the sweet aroma of apple pie, cinnamons roles, and a plethora of fresh baked goods greets you. Along with the bakery counter there are many bushels of vegetables and fruit, an array of jarred goods, even fruit wines to choose from. The meat and

deli section is impressive. Lamb, filet, T-bone, pork, bacon, I have rarely seen a better selection and to think its all local!

Heading out to the festival and open crops, we are given a bucket when purchasing our tickets. They offer seasonal and daily passes, and the price is very reasonable, especially with all the activities and shows that you can easily spend all day enjoying. More pumpkins, obstacle courses, a huge jumping balloon trampoline and a petting farm were nest as we walked along. The sweet goats and pygmy goats are extremely friendly, and they have pebble food you buy for a quarter and feed them. Same with the stunning chickens, ducks and roosters. The facilities have sinks and wash bins at all these areas to keep your hands clean and they have several clean portable toilets.

Continuing down towards the far side of the public areas is the corn maze but along the way we passed by brilliant sunflowers, yellow,

orange and deep red. The Cottonwoods on this end were even larger and we came upon one right next to the event facilities. I immediately fell in love. It was like out of a postcard, the perfect setting and so romantic. I could see a wedding here, family reunion, so many possibilities. These spaces we would find in different parts of the public farm areas; I was truly impressed.

Next was the food trucks and then the corn maze! The corn stalks were tall and green, corn growing on them looking almost ready to harvest. This is the feed corn they grow for the animals separate from their sweet corn. (Which one of the farmers told me the cows got into the sweet corn and ate them all up!) This was well designed and did at one point feel like we were lost in the maze!

Heading back to the front we grabbed a soft serve and slowly walked enjoying the views. Rows and rows of peppers, eggplants, kale, and children laughing while finding a strawberry to pick for their bucket. The band was warming up for the outside stage and both adults and kids were playing on the zip lines and obstacle course. I felt calm, balanced and ready to go sit back under that tree and have myself a little nap.

This is how it should be, sunshine, fresh food just picked, apple cider just processed and families gathering while children play. We live in a world dominated by AI, technology and distractions, for one day, turn all that off and head to the farm.

“We have neglected the truth that a good farmer is a craftsman of the highest order, a kind of artist.” — Wendell Berry

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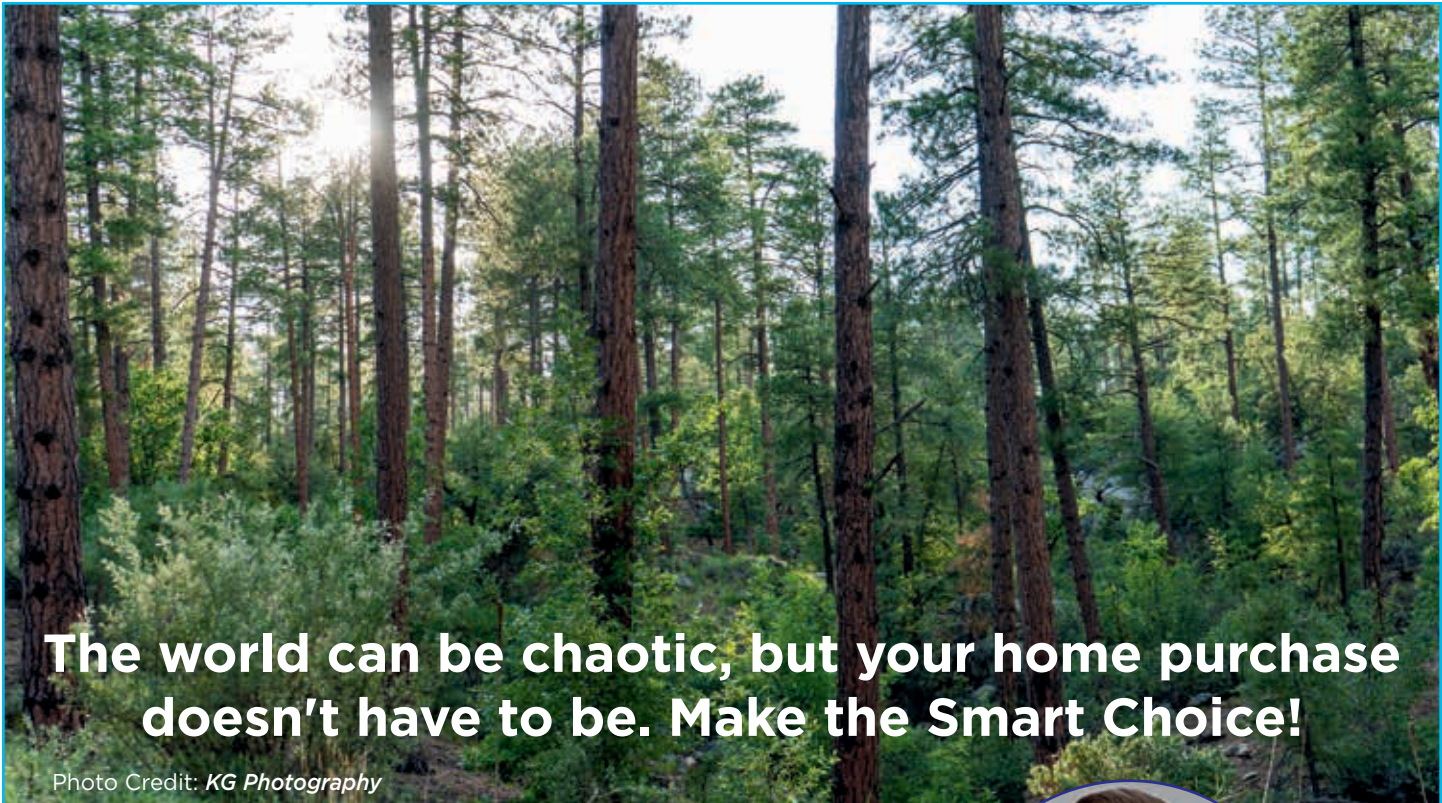
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