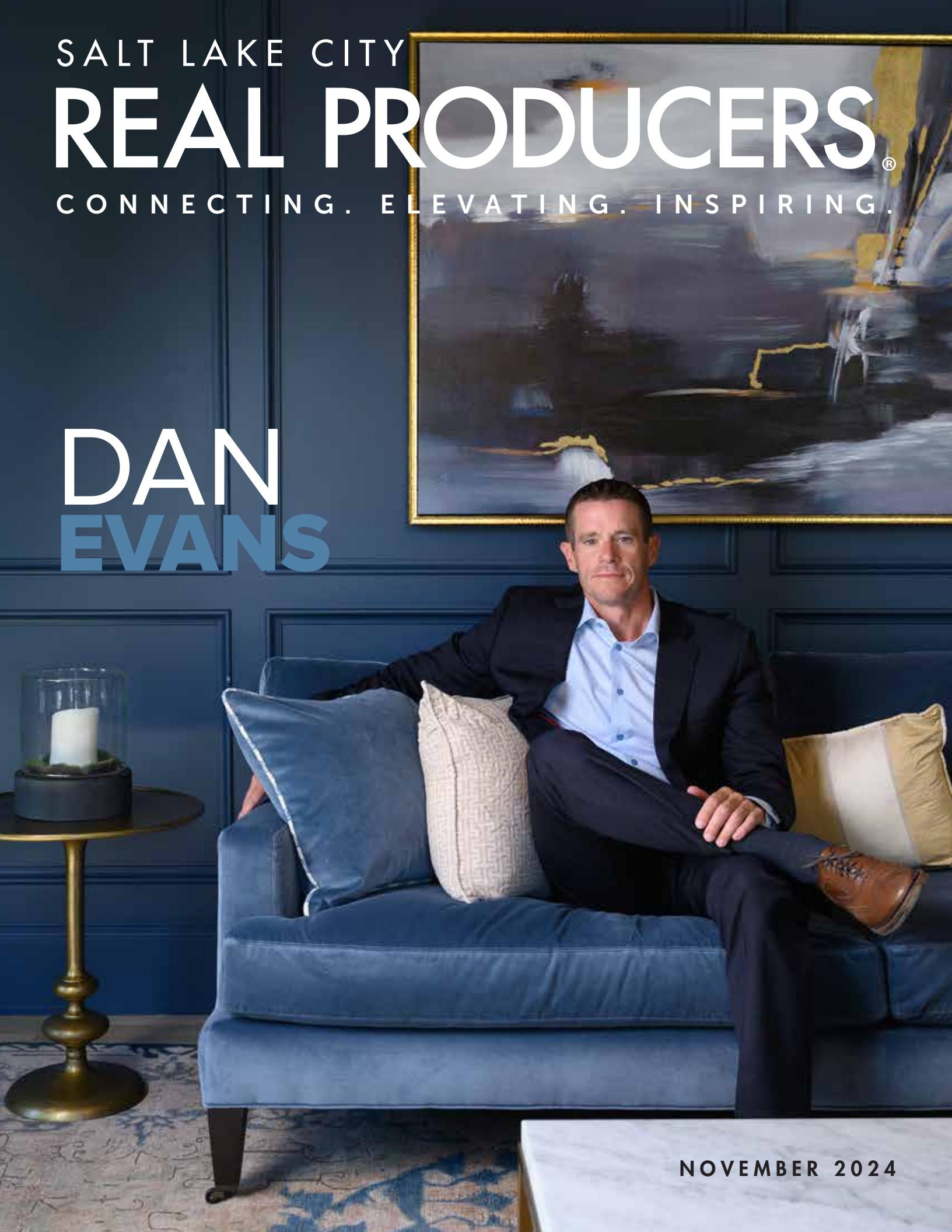


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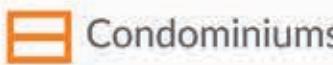
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Dan EVANS

IT'S ABOUT THE
EFFORT YOU GIVE

Dan Evans has been a driving force in the Salt Lake luxury real estate market since 2001. Alongside his brother, Matt Evans, who focuses primarily on land, Dan has built a reputation for excelling in high-end home sales. With nearly two decades of experience, Dan's approach is defined by a relentless commitment to staying ahead of the game. "We can control two things: attitude and effort."

Dan's journey into real estate began unexpectedly. After serving an LDS mission, he started college with the intention of balancing school and real estate in harmony. Inspired by his brother's success, with accomplishments that were even featured in Parade magazine, Dan believed real estate would be an easy way to make money while completing his studies. However, the industry quickly captivated him, and soon enough, he left school to pursue real estate full-time.

Motivated by the endless potential for growth, Dan admits, "There is no 'perfect' in real estate, and there's really no end game...you can kind of make as much as you want. You can always set higher financial goals, you can always get better, learn new things, and do bigger deals. You're always chasing something, all the time." This constant climb is what drives Dan to do better every day. Whether it's reading 20-30 books a year or setting ambitious financial goals, Dan embodies a mindset of continual improvement.

That mindset, however, didn't come without its challenges. Growing up in a lower-middle-class household in Salt Lake City, Dan learned the value of hard work from his father but struggled with limiting beliefs and constantly having excuses for any shortcomings. "I grew up in a household where

excuses were just currency." This excuse-based mindset saw him getting fired early on in his career, his former broker leaving him with words that resonate to this day: "Excuses are going to keep you stuck the rest of your life. You aren't as good as your excuses make you feel." This was a turning point for Dan.

With a new mentality blooming, Dan did a quick assessment of his goals and decided to dive into Mike Ferry coaching programs. It took a while for him to restructure his mindset, but with exposure to so many big thinkers and successful investors, he began shedding his old mentality. After starting a family, the idea of change and growth through a positive mindset became even more present as Dan witnessed his children doing the same, with no instruction, right before his eyes. "It made me think - if my kid can change that much, I can do more."

Now, after more than two decades of experience, Dan admits success in real estate requires being skilled in multiple areas — whether it's social media, customer service, presentations, being organized, or inventory management, his advice to anyone seeking success is to understand your industry and be well versed in a multitude of skills. "I wish someone would've told me that it's a sales profession and you need to be good at managing your inventory," he reflects. "It's a lot of phone calls, looking at houses, and getting to know your inventory."

Consistency is key in the real estate business, and it's something Dan emphasizes to anyone entering the field. "You kind of have to have a chip on your shoulder and be ready to make high goals," he notes. "If you're not consistent, you're only working on your transaction cycles. Being consistent is the

magic of the industry. It's hard to get up at 5 a.m. when you're doing well, but you have to stay on top of things."

At home, Dan is deeply committed to his family, church, and community. He and his wife, Kallie, have three boys — Drew, Jordan, and Davis — and enjoy spending time together golfing, skiing, and boating. Dan is also an avid endurance sports enthusiast, regularly participating in marathons, but also enjoys a good book. In addition to coaching his boys in sports, he supports charitable organizations like Charity Vision, which provides eye care for children in

developing countries and often volunteers at his church.

Looking ahead, Dan aims to sell 100 luxury homes valued over a million dollars in a single year, with aspirations to surpass that milestone in five years. He also plans to grow The Evans Team from its current roster of five agents to a small, high-producing group of 10-15 agents. Dan is also committed to building his investment portfolio by adding 5-10 rental units annually for the next five years, with the goal of having 50 units by the end of that period.

For Dan, success is about continually striving for more, staying ahead of the curve, and maintaining the right attitude and effort in all areas of life. As he looks to the future, his focus remains on growth.



Matt Evans

Dan Evans

“

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Heather SWANGER

and Utah Real Estate School

SHARING THE JOY AND PASSION OF REAL ESTATE

Heather Swanger is a name synonymous with real estate education in Utah. Since 2018, she has owned Utah Real Estate School (URES) and shaped the next generation of real estate professionals. Her journey into this line of business is as unique as it is inspiring, marked by a deep commitment to her students and a passion for making a positive impact in the industry.

Heather was born and raised in North Salt Lake and graduated from the University of Utah in 2004. After graduating, she became the director of admissions at Eagle Gate College, a non-traditional college, where she helped adult students gain acceptance into the institution. Drawing from her personal experiences and a general desire to connect with people to help others succeed, she held this position for some time. Heather then decided to study and apply for her real estate license at Utah Real Estate School, and upon graduating, she became a licensed real estate agent in 2006. Her decision to enter real estate was influenced by her desire to help her husband with property investments and to allow her family to benefit from these ventures as much as possible instead of paying an agent. Since then, Heather has considered real estate to be her life's career path.

A serendipitous moment led her to take over URES when the then-owner of the school mentioned she was contemplating retirement while they were vacationing in Hawaii. Never one to shy away from an opportunity, Heather leaned into the idea, and they talked about what it would require for her to take over the responsibility of educating future real estate agents in Utah. As she put it, "I'm always looking for opportunities, and this one just arrived over casual conversation on the beach."

Heather's vision for URES is clear: it's about education and protection. "Utah Real Estate School is about education," she explains. "It's about educating real estate agents about state and national laws so that they can keep their clients protected." The school primarily serves pre-licensing students — those seeking to obtain their real estate licenses — and current agents seeking to further their knowledge and receive their required continuing education. What sets URES apart, however, is its focus on real-world information that agents will use in their careers. "I've often heard agents say they do not use the information they learned in real estate school, and that seems unusual to me," she states. "The laws in the classroom curricula are the



most important things to learn when starting and running a business, but it's not the only important thing to learn." Her approach to education takes on another, more practical form: "We teach anything from how to fill out a contract and communicate professionally to antitrust and fair housing laws to laws about signage parameters (yes, where you put a sign is governed by laws). Ultimately, we teach students how to protect themselves and their clients from the wrongdoings of others and keep their investments and most valuable possessions safe. If that isn't valuable education, I don't know what is!" she emphasizes.

Heather's dedication to her students is evident in the way she runs the school. An online institution,

URES allows students to complete their education at their own pace, any time of day.

Heather knows that online learning can be challenging, though, especially when students need real-time support, which is why instructors are available seven days

a week. This commitment to student success has made URES the highest Google-rated real estate school in Utah. "We're changing the way we provide education. And I think the reason is simply because we're there to support our students," Heather asserts.

Heather's pride in her school is only matched by her lighthearted approach to life and business. This is nowhere more evident than in the school's mascot, URES, Resi for short, a springer Spaniel Heather bought around the same time she purchased the school. "He goes with me everywhere," she laughs. "Resi has become a beloved and unique part of the school."

But for Heather, the most fulfilling part of her work is the relationships she and her staff build with their students. "Even though we don't teach in person, we can still foster relationships over the phone, through emails and texts, and by hosting monthly in-classroom (live) test prep. My goals are centered on the success and achievement of our students. If they aren't successful, I'm not doing my job," she asserts. This philosophy is memorialized in the school's motto, "Your Success is Our Goal."

Her passion for education can be found in all corners of the URES foundation. Heather's mom, Cheryl Ray, is the reason for her high drive and work ethic, and she now works as the director of student services.

IT'S ABOUT EDUCATING REAL ESTATE AGENTS ABOUT STATE AND NATIONAL LAWS SO THAT THEY CAN KEEP THEIR CLIENTS PROTECTED.



Previously retired from the FBI, Cheryl couldn't endure retirement and now plays a vital role at the school. "She's a coordinator for the students, and they refer to her as their real estate mom," Heather admires. Together, they offer live

test preps and provide personal tutoring, continuing a family tradition of hard work and dedication.

Currently, Heather is focused on developing her own company management system, a project that will streamline URES's operations and make the curriculum licensed to her. "We are developing a curriculum that



Heather with her mom, Cheryl Ray, Director of Student Services

we will own and will not have to pay a third party to use," Heather explains. "Once that is written, it will be licensed to me and feel like the last step in making the school and what we teach truly my own." This project is a point of pride for Heather and represents her dedication to excellence and efficiency in all aspects of her business.

At home, Heather and her husband, Shane, share three children—Mckall, Mason, and Graydee—and four grandchildren. The family lives on a nearly six-acre mini ranch, where they enjoy the beauty of the outdoors alongside their two cats, two dogs, and two horses. They are building a cabin in the Henry Mountains, a passion project Heather describes as a legacy for her family...and where they celebrate Christmas every July.

A self-proclaimed "Christmas Geek," Heather's passion requires two holiday celebrations—one where their Northern Utah home is transformed into a winter wonderland during the usual holiday season and one where their cabin is similarly festooned during the summer, complete with tree, carols, presents, and cookies. Heather has always taught her kids and grandchildren that giving is a family affair, and that can be seen in how they spread Christmas cheer by hosting parties, helping families in need, and serving the unhoused population.

A woman of many passions, Heather's dedication to her students, her love for her family, and her commitment to giving back to the community make her a truly remarkable individual. As she continues to lead URES with her unique blend of professionalism and warmth, Heather is not just shaping real estate careers; she's building a legacy of success, compassion, and joy.

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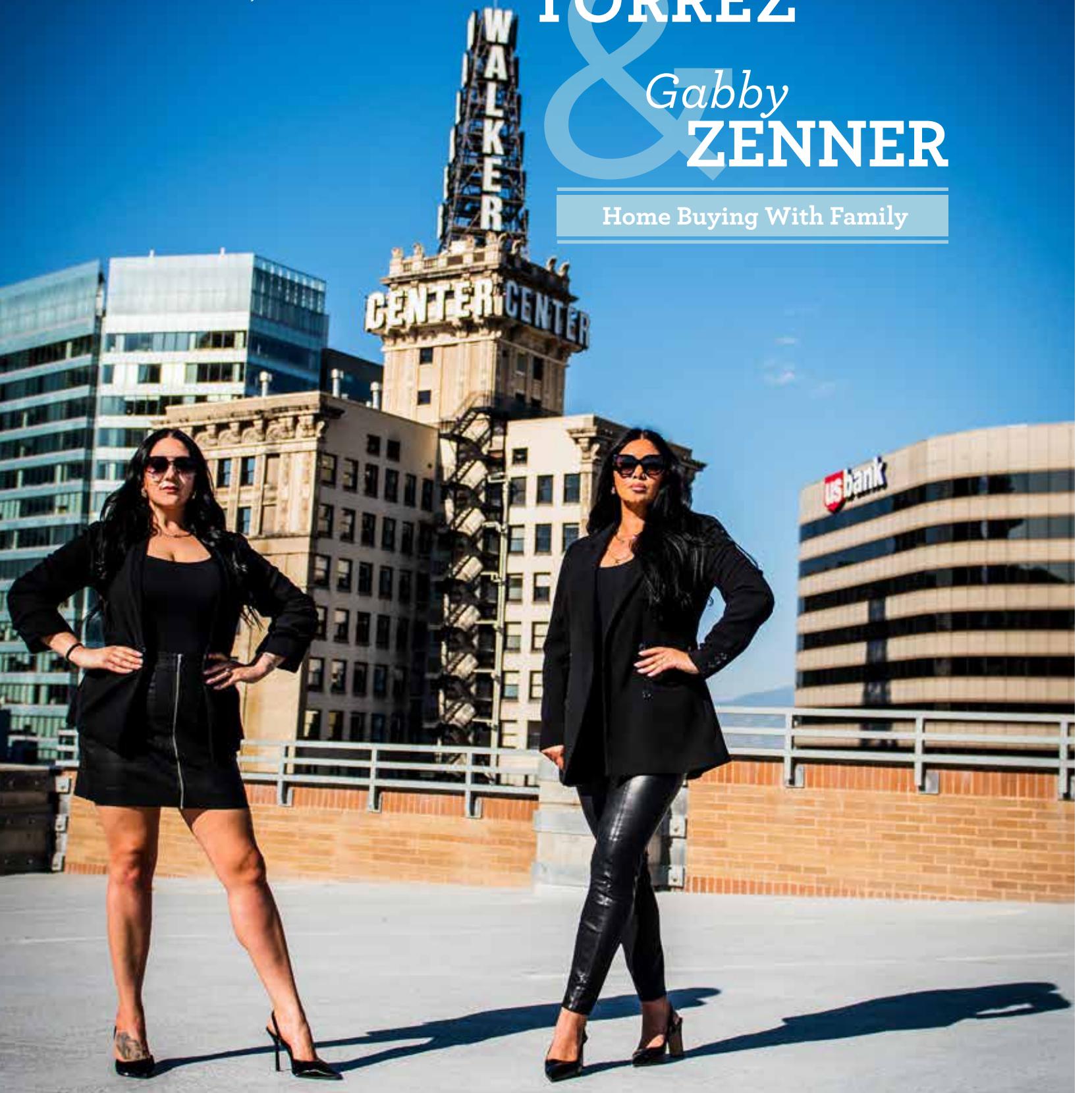






Marcella TORREZ & Gabby ZENNER

Home Buying With Family



Marcella Torrez and Gabby Zenner, the team known as “Las Hermanas De Real Estate,” are a dynamic sister duo making waves in the real estate industry. Together, they represent Ascent Real Estate, where their combined experience and passion for helping others continue to guide them in their mission to make homebuying feel like a family affair. Their tagline, “Buying a Home with Family,” reflects their commitment to treating every client like one of their own. “We want it to feel like we’re your sisters,” says Marcella. “We never want people to feel misled. We want them to feel loved throughout the entire process.”

Gabby, born in Nicaragua, moved to California at the age of seven, where her family’s journey to the United States was anything but ordinary as they fled the war in Nicaragua. The move was a traumatic experience that forever changed their lives. As Gabby recalls, “Everything changed in one day.” Marcella, the younger of the two sisters, was born in California shortly after the family had immigrated to the U.S. Two and half years later, their mother moved them and their brother to Utah, where they finally found a place to call home.

Their mother’s perseverance and determination led her to a career in real estate after participating in a Habitat for Humanity program for single mothers. “From 5th grade, we were working Saturdays and Sundays, 8 hours a day,” Gabby remembers. The family accumulated over 2,400 hours of community service, which helped them purchase their first home in 1994. Their mother’s success in real estate, coupled with her dedication to her family, inspired both sisters to eventually pursue their own careers in the industry as well.

But Marcella and Gabby didn’t jump into real estate right away. They spent over a decade in mortgage servicing, where they gained invaluable experience in sales, foreclosure, bankruptcy, Deed In Lieu, and loan modifications. This background provided them with a deep understanding of the financial side of the industry and the consequences of poor service and bad agents. Now, with three years of real estate experience for Marcella and one year for Gabby, they’re focused on building their brand and growing their clientele.

The sisters’ passion for helping others is evident in their work, as Gabby prides, “Helping clients achieve the American Dream is the most fulfilling part of what we do.” She vividly remembers the joy that poured from their entire family after obtaining their first home, and she strives to recreate that feeling for every buyer she works with. “That feeling is what I hope to give to every buyer — to make people’s dreams of owning their first home come true.”

For Marcella, her motivation is more personal now, as she explains, “My why is my kids.” As a former single mother coming out of a rough relationship, she is driven by the desire to provide a stable and secure future for her children. “The joy of being able to give to my kids and not have to worry about money as much fuels me every day.”

The Las Hermanas in Real Estate team specializes in working with first-time homebuyers, listings, investors and offering ITIN products—loans designed for non-U.S. residents, immigrants, and undocumented individuals. Helping their community achieve homeownership is a priority for these sisters, and they bring their unique expertise to the table to ensure their clients are well-informed and well-supported throughout the process.

Providing a map for their clients is only the beginning of their efforts, as the duo also aims to do the same for novice agents through providing systems and “knowledge guides,” focusing on social media, and through their community involvement. The knowledge guides assist novice agents

in learning how to adapt for the market and their clients, and their use of social media and understanding of what it can provide for agents—like finding off-market properties and getting clients connected with other agents and their listings—has become a niche for the sisters. “This industry is about WHO you know and not WHAT you know,” Marcella claims.

At home, Marcella was recently engaged to Josh, a licensed lender. They just obtained their first investment property in Taylorsville, and while Marcella admits she doesn’t have many hobbies other than working out, she always finds time for shopping and eating with her sister. For Gabby, home life is made complete by her husband, Alex, and their two daughters, Jazzy and Pricilla. She and Alex enjoy date nights, and Gabby loves early morning walks around the park, F45, golf, and anything that involves eating good food, with Gabby joking, “If there’s no food involved, I don’t want to be there.”

Looking ahead, Marcella and Gabby have big plans for their team. Within the next five years, they hope to open their own brokerage, bringing their family into the business and building a legacy together. “Our goal is to have the entire family in real estate, leading from the top and helping them navigate the industry,” says Gabby. Marcella adds, “Seeing ourselves in our own brokerage and having agents report to us is the dream. Our mom was a solo agent her entire career, but we know we can exceed her achievements together. It’s a passion and necessity to step it up.”



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Written by Kendra Woodward

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Connecting People to Their Dreams

PEDRO GARRIDO

Pedro Garrido is not just a real estate agent; he is a beacon of hope and a bridge to a better future for the immigrant community in Utah. Working with Keller Williams South Valley under the banner of Garrido Real Estate, Pedro has dedicated his career to connecting people to their dreams, particularly those from the Latino and immigrant communities. His journey, deeply rooted in service, has shaped him into a trusted advisor who goes above and beyond to ensure his clients not only find houses but homes where they can thrive.

Born in Mérida, Venezuela, Pedro's life has been marked by significant transitions and a profound commitment to family and community. After spending his early years in Venezuela, Pedro moved to France following a divorce to complete his MBA. However, his love for his family brought him to Utah in 2012 after his ex-wife and daughters relocated there — the rekindling of his marriage is a testament to Pedro's dedication to his loved ones. Today, his family is not only the cornerstone of his personal life but also an integral part of his professional endeavors. His oldest daughter, Fabiana, is on the brink of joining the family business, and his youngest, Paula, is eagerly preparing to follow in her sister's footsteps.

Pedro's passion for real estate is fueled by a sincere desire to serve. "I served a mission in Caracas, Venezuela, for the Church of Jesus Christ of Latter-day Saints, so I realized how much I love serving and helping people," he shares. This early experience of service instilled in him a deep sense



of responsibility, which he carries into his real estate practice today. "Since the day my daughters were born, I got a superpower - a motivator to work hard to provide for them as best as possible."

Since starting in real estate, Pedro's mission was clear and goes far beyond transactions; it's about building trust and changing lives. As he explains, "Help others, serve others, and see with my own eyes how their life changes for good," capturing the essence of what drives him daily. This dedication to his clients is also reflected in the way he conducts his business. "I don't just get the job done, I exceed expectations and raise the bar. I do it the best I can and always try to find ways to do it even better."

Pedro also acknowledges that his success is not a solo effort, as he is supported by valuable members of his team. "My sister, Sandra, is working full time in my team," he says. "She is the mastermind of marketing and customer service. She's been a key person in my

operation. Then Tatiana is my current assistant, who also wears the hat of lead generation. They are both great; they do a very valuable job and work very hard at Garrido Real Estate."

For Pedro, trust is the cornerstone of real estate success, and his advice to novice agents is simple yet profound: "It is important for new agents to know that this business is all about trust. You build trust by doing the right thing and putting your clients in first place, always. Be ready to work really hard because this is definitely not a 9-5 job. However, if you pay the price, it will be worth it."

Pedro's dedication to his community, particularly the immigrant population, is also a major "why" that fuels his unparalleled service - regularly conducting workshops on essential topics



like buying a car, understanding credit scores, and navigating home loans. His commitment to this cause has earned him high praise from partners like Edge Homes, who noted, "Mr. Garrido sets himself apart from other REALTORS®, especially for the Latino community. He cares deeply about the people he serves and goes above and beyond to ensure they find not just a house, but a home where they can thrive."

Pedro's work is also particularly impactful for the Venezuelan asylee population in Utah, who often face challenges in securing housing. By providing guidance through this often scary journey, Pedro ensures his clients not only find a place to call home but also find a place that suits their life, their goals, and their dreams. To further integrate them and help them navigate their new lifestyle, Pedro also conducts financial literacy workshops, further protecting them from exploitation and empowering them to contribute to the local economy.

Beyond his professional life, Pedro is a devoted family man who cherishes his loved ones and time outdoors. He enjoys mountain biking, running marathons, skiing, and spending time in nature with his family. His wife, who grew up in the UK, is an ophthalmologist with a deep love for her career and for being a mom. Their oldest daughter, Fabiana, is starting college at BYU, while their youngest, Paula, is excitedly navigating the world with her new license as she continues her high school journey.

Whether he's helping a family find their dream home, assisting immigrants in navigating their new surroundings or teaching English at the Columbus Adult Education Center, Pedro's impact on his community is profound. His work with Garrido Real Estate is not just about connecting people to homes — it's about connecting them to their dreams and helping them build a brighter future.



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