

WEST VALLEY

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.



COVER STORY:

Ali Al-Asady

INSPIRING DUO:

The Honeycutt Team

PARTNER SPOTLIGHT:

Sunset Valley Insurance

ALI AL-ASADY

OCTOBER 2024



REPAIR - INSTALL - MAINTAIN



Keeping Arizona Homes Comfortable!

Family-owned and operated since 1987.

worlockair.com | (623) 254-5505

**24-Hour Emergency
Maintenance Available**

*Scan Here to Follow
us on Facebook*



NO *Lender Fees* on VA Loans*

Military families make enormous sacrifices day in and day out. They deserve a streamlined, affordable mortgage experience, which is what we provide at PrimeLending. It's our honor to help guide veterans and their spouses through the VA process, ensuring they can take advantage of the exclusive benefits they have earned:



- No Down Payment • No Lender Fees*
- Lower Interest Rates • No PMI

Contact me any time to discuss this opportunity for your clients!



THE
RUIZ
TEAM

Amber Ruiz

Loan Originator NMLS 630442

Office (623) 269-6944
Mobile (602) 695-1658
amber.ruiz@primelending.com

lo.primelending.com/amber.ruiz



7121 W. Bell Rd., Suite 250 & 260
Glendale, AZ 85308



* All lender closing costs such as origination, processing, underwriting, and closing will be waived, borrower is still responsible for third party fees such as VA funding fee, title, and appraisal etc. Down payment waiver is based on VA eligibility. This offer is valid until 12/31/2024. Savings only applies to direct originations made by PrimeLending for first mortgage purchase or refinance transactions, and is not available on loans obtained through mortgage brokers. Only one offer per loan transaction is available, and savings cannot be combined with any other offer or bond program. Savings will reflect on Closing Disclosure at closing. All loans subject to credit approval. Rates and fees subject to change. ©2024 PrimeLending, a PlainsCapital Company (PrimeLending). (NMLS: 13649) For licensing information go to www.nmlsconsumeraccess.org. Equal Housing Lender. PrimeLending AZ Lic. no. BK 0907334. v112023.

TABLE OF CONTENTS



06
Preferred Partners - Check out our trusted partners



08
What is West Valley Real Producers?



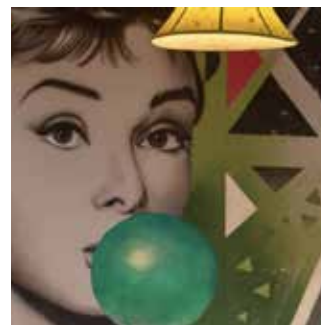
12
Inspiring Duo - Meet The Honeycutt Team



18
Cover Agent - Congratulations to Ali Al-Asady



24
Partner Spotlight - Sunset Valley Insurance Agency



28
Venue Spotlight - The Audrey

MEET THE WEST VALLEY REAL PRODUCERS TEAM



Laura Robinson
Owner/Publisher



Heather Nelson
Ad Manager



Kendra Woodward
Writer



Sarah Medina
Photographer



Jaune Farrar
Photographer



If you are interested in contributing or nominating agents for a story in future issues, please email us at laura.robinson@RealProducersMag.com.

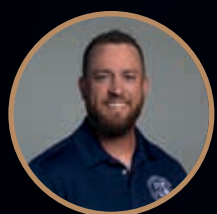
DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *West Valley Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

MAKE INSPECTING GREAT AGAIN!

YOUR INSPECTION EXPERT!



Bringing an education based approach to revolutionize the inspection industry! Resale, New Construction, 11mo Warranties, Investments, Rentals, Pool and Spas, Termite, Commercial Properties, Home Energy Assessment and More.



TOM WHITE
Army Veteran
602-499-7573
thomas@azprecisioninsp.com
www.AZPrecisionInsp.com
@azprecisioninsp
@foundationuphomeservices



DOES YOUR CLIENT WANT NEW FLOORING?

WE ARE HERE TO HELP!

- Licensed • Bonded • Insured
- Family Owned & Operated
- Helpful & Knowledgeable Staff
- Highest Quality Products
- Huge Inventory
- In-house Design Consultants
- Bath & Showers
- Countertops

FIRST STOP FLOORING

A PerSqFt2 Flooring Company
ROC#343815/343816

firststopflooring.com
9838 North 19th Avenue
Phoenix, AZ 85021

480-343-3873

Berwick Project Tile Floor



SCAN HERE TO LEARN MORE!



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

CARPET CLEANING

Desertwide Services
(480) 294-7228
www.desertwideservices.com

CLOSING GIFTS

Cutco
(623) 606-1454
www.cutcogifting.com

FLOORING

First Stop Flooring
(602) 691-5685
www.firststopflooring.com

GENERAL CONTRACTOR

On Target Contracting
(480) 618-7181
www.ontargetcontracting.com

HEALTH INSURANCE

HealthMarkets
(602) 421-9011
www.healthmarkets.com

HOME INSPECTION

AZ Precision
(602) 499-7573
www.azprecisioninsp.com

AZ Residential Home Inspections

(480) 717-8511
www.azrinspections.com

HOME RENOVATIONS

AB Construction Services
(602) 802-6546

HOME WARRANTY

United Home Warranty
(855) 763-0323
www.unitedhw.com

HVAC

Worlock Air Conditioning and Heating
(623) 561-0168
www.worlockair.com

INSURANCE

My Insurance Boss
(480) 915-5903
www.myinsuranceboss.com

Sunset Valley Insurance Agency

(480) 578-0750
www.sunsetvalleyinsuranceagency.com

JUNK REMOVAL

Desertwide Services
(480) 294-7228
www.desertwideservices.com

LANDSCAPING

Keating Konnection
(630) 913-0815
www.keatingkonnectionllc.com

MORTGAGE

Prime Lending
(602) 695-1658
www.primelending.com

Prism Lending Partners

(206) 499-4726
www.primlendingpartners.com

The Rolstad Group

(509) 869-4359
www.canopymortgage.com

MORTGAGE / BANKING

Credit Union West
(602) 631-3212
www.cuwest.org

MOVING / STORAGE

Just In Time
(602) 740-4727
www.jitmoving.com

Poindexter Moving

(480) 376-7412
www.poindextermoving.com

NOTARY

Signature Seal by Susan Jordan
(602) 695-6928
sjnotarypublic.my.canva.site

PAINTING

Elite Custom Painting
(602) 708-4444
www.elitecustompaintingaz.com

Valley Wide Painting Pros

(623) 244-9799
www.vwpaintingpros.com

PEST CONTROL

Firehouse Pest Control Services
(480) 877-0175
www.firehousepest.com

PET & HOME SITTING

Keating Konnection
(630) 913-0815
www.keatingkonnectionllc.com

PHOTOGRAPHY/ VIDEO PRODUCTION

Mill City
(651) 325-6301
www.millcityteam.com

PLUMBING

Charitys Plumbing Solutions
(602) 853-5981
www.charitysplumbingsolutions.com

PROPERTY MANAGEMENT

GoldenWest Management, Inc
Jayson Yoss
(602) 765-4750
www.GoldenWestManagement.com

ROOFING

Fernando Roofing
(602) 900-6785

Vortex Roofing LLC

(623) 363-3903
www.vortex-roofing.com

TITLE & ESCROW

Magnus Title Agency
(480) 241-7562
www.magnustitle.com

MILL CITY TEAM
All things real estate media for Phoenix & Surrounding Communities
www.millcityteam.com • 612-888-9896

DO YOU NEED INSURANCE?
AUTO • HOME • UMBRELLA • AND MORE

ASHLEY FRENCH

25+ INSURANCE COMPANIES

WWW.SUNSETVALLEYINSURANCEAGENCY.COM

Insuring your future and giving you piece of mind.

LEARN MORE 480.578.0750

SUNSET VALLEY INSURANCE AGENCY, LLC

The Rolstad Group

YOUR LOCAL WEST VALLEY MORTGAGE ORIGINATORS!

BLAINE ROLSTAD
PRODUCING BRANCH MANAGER
NMLS#171489 | LO-1026774
509-869-4359
BRolstad@CanopyMortgage.com

WHITNEY ROLSTAD
MORTGAGE LOAN OFFICER
NMLS#1443147 | LO-1026773
509-995-3632
WRolstad@CanopyMortgage.com

COMMUNITY VOICES GOODYEAR 2024 PLATINUM WINNER

CANOPY MORTGAGE

This is not a loan commitment or guarantee of any kind. Loan approval and rate are dependent upon borrower credit, collateral, financial history, and program availability at time of origination. Rates and terms are subject to change without notice. All loans subject to credit and property approval. Canopy Mortgage, LLC 360 Technology Ct Suite 200 Lindon, UT 84042 NMLS ID#1359687 Equal Housing Lender www.nmlsconsumeraccess.org 877.426.5500

NOTARY Service

Are you in need of a reliable mobile notary service? Look no further than Susan Jordan experienced and professional Public Notary.

Our Service:

- ✓ Power of Attorney
- ✓ General Notary
- ✓ Real Estate Documents

Get In Touch

📞 602-695-6928

Habla Español

WHAT IS WEST VALLEY REAL PRODUCERS?



So this has landed in your mail box, lucky you! But who gets it, and why? You may be wondering what it's all about and how you too can get a FREE feature story written about you. Well let's take a look.

DISTRIBUTION:

This magazine is mailed free of charge to the top 500 agents in the West Valley. Within our state, there are thousands of agents, and you, in this elite group, are the cream of the crop. Just to be included in this group is an accomplishment that testifies to your hard work, dedication and proficiency.

CONTENT:

This is all about you. We'll do personal and unique stories on members in the community, providing you with a platform to inspire others. It costs absolutely nothing for a REALTOR® to be featured.

OUR PARTNERS:

Anyone listed as a "Preferred Partner" in the front of the magazine is funding and fueling

this community and is an essential part of it. They are the top professionals in their industry. They will have an ad in every issue of the magazine, attend our events, and be a part of our online community. 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.

EVENTS:

Along with the magazine, we will host free events exclusive to this community, where the best of the best get together at reputable local venues to socialize, mastermind, deepen our connections, and better our businesses. We will communicate about events through the magazine, emails, and on social media.

CONTRIBUTION:

If you are interested in contributing, nominating REALTORS® to be featured, know of top-notch affiliate partners who you believe should be a part of our community, or would simply like to network; email or call me. I look forward to hearing from you!

As an important partner in the home buying experience, we have more than 35 years of industry experience.

AZ RESIDENTIAL HOME INSPECTIONS

• Licensing and Certifications - ASHI Certified Home Inspector #251956
AZ Certified Home Inspector #52791

NOEL CHILDS, ACI

- ✓ Architecture
- ✓ Civil Engineering
- ✓ Home Inspections

SCAN HERE TO VISIT
WWW.AZRINSPECTIONS.COM
(480) 717-8511

RESIDENTIAL | COMMERCIAL | NEW HOME | ANNIVERSARY | LUXURY

CHASING DESTINY
PHOTOGRAPHY

f x i s t y

623-570-9977
WWW.CHASINGDESTINY.COM

Need a Photographer?
From Weddings to Branding
CONTACT US TODAY!

Elite Custom Painting & Cabinet Refinishing Inc.
Refinishing and Painting Excellence

25% OFF

BOOK NOW

602-708-4444
EliteCustomPaintingAZ@gmail.com
www.EliteCustomPaintingAZ.com

CUTCO

ONE TIP TO HELP YOUR BUSINESS




CUTCO Gifting

Sylia Honne / (623)606-1454 / SharpSylia@gmail.com

STAY TOP OF MIND
TAX DEDUCTIBLE
CUSTOM ENGRAVINGS



CLOSING GIFTS
REFERRAL GIFTS
HOUSE ANNIVERSARIES





"Zach and his crew landscaped my neighbors and my yard with rock. They were very prompt from giving us an estimate and then coming to do the work. We couldn't have asked for any other firm to do any better work. They answered our questions and worked diligently to do the best possible job for us in a timely fashion. I highly recommend calling Keating Konnection for all your landscaping needs."

-Gary Bender

630-743-9995 @ @keating_konnection_llc
keatingkonnection@gmail.com | keatingkonnectionllc.com

Full service design and landscaping company. From turf and stone to patio and pergolas. Landscaping, hardscape, irrigation, and materials (examples: turf and rock).



On Time. On Budget. On Target.

SERVICES:
Construction •
Electrical •
Handyman •

On Target Contracting

OnTargetContracting.com
contact@ontargetcontracting.com
602.777.3222

Licensed – Bonded – Insured
ROC #345786
ROC #348964



CHARITY'S
PLUMBING SOLUTIONS

One Stop Shop For Plumbing and Water Treatment!



WE SPECIALIZE IN:

Water Heater Installation | Soft Water System Installations | Reverse Osmosis Systems | Pressure Regulating Valve Replacement | Faucet Replacement | Shower Head Replacement | Toilet Installation | Video Drain Inspections.

- ✓ **Free Quote**
- ✓ **Competitive Pricing**
- ✓ **Customer Satisfaction**
- ✓ **Certified & Insured Plumbers**

18 YEARS OF RESIDENTIAL PLUMBING EXPERIENCE

ROC: 348216
(602) 806-7648
CharitysPlumbingSolutions.com
info@charitysplumbingsolutions.com

Follow us on  

Scan Code to Learn More!



David & Stephanie HONEYCUTT



*Navigating a New
Era of Real Estate*

▶▶ inspiring duo

Photography by Sarah Medina
Written by Kendra Woodward



Born and raised in Arizona, David and Stephanie Honeycutt bring not only their professional expertise to the real estate industry, but also a genuine love for the Valley - making them trusted guides for those looking to buy or sell in the Phoenix Metro area.

David and Stephanie's journey into real estate is as homegrown as it gets. After high school, the young couple moved to the West Valley Phoenix area and purchased their first home together at just 20 years of age. And while Stephanie initially pursued a career in retail management and David worked as a private banker at Chase Bank, in 2019 when David stepped into the real estate industry and obtained his license, there was no going back for this duo. Stephanie soon followed, obtaining her license a year later and thus The Honeycutt Team was born.

"We have been in the Valley for 10 years now and love it," Stephanie prides regarding their locale. "This helps us talk to our clients about buying or selling in the Phoenix Metro area, because we can share our long-rooted knowledge and experience of the area." This grass-roots connection further provides a unique perspective and insight, allowing David and Stephanie to offer their clients not just market insights, but also personal anecdotes that resonate with those new to the region.

For this duo, real estate is more than just a profession - it's a way to help others build their lives and dreams in Arizona as they have done so themselves. "We love helping people move to the valley and experience the benefits of becoming homeowners!" David shares. "We are passionate about Arizona living and watching people build their lives here."

It's no surprise from talking with David and Stephanie, that their approach to real estate is fundamentally people-centric. They understand that each client has unique needs and goals, and that success in the industry as agents and a team requires more than just selling houses. "Real estate





“ ”

IT ISN'T JUST ABOUT BEING ABLE TO SELL A HOUSE, BUT ABOUT BEING ABLE TO LISTEN, UNDERSTAND, AND WORK FOR YOUR CLIENTS AT ANOTHER LEVEL IN ORDER TO BE SUCCESSFUL IN THE INDUSTRY.



is a 'PEOPLE' business, and you have to be able to work with many different types of people who have different needs and goals," David explains. "It isn't just about being able to sell a house, but about being able to listen, understand, and work for your clients at another level in order to be successful in the industry."

Acutely aware of their client's requests and needs, the market, and the rapid changes taking place in the real estate industry, The Honeycutt Team is committed to staying ahead of the curve. "We believe in the 'new era of real estate' and how quickly we feel the industry is changing for agents and consumers," Stephanie notes. Their forward-thinking approach combined with their ability to stay on top of technological advancements and market trends,



ensures that they remain proactive in their business strategies, versus being reactive to the ever-changing trends.

Beyond their professional endeavors, David and Stephanie are deeply committed to giving back to the community they cherish so much. Alongside their brokerage, Berkshire Hathaway HomeServices, they are strong supporters of The Sunshine Kids Foundation, a charity that is close to their hearts. The foundation, which provides support for children with cancer, is a cause the Honeycutts champion through local events and fundraising efforts.



As full-time partners in both business and life, David and Stephanie have mastered the art of balancing their fast-paced career with their equally fast-paced personal lives. "When we are not working, we are traveling, spending time with our two dogs, Hanna and Charlie, or spending time with family," Stephanie explains. "We definitely live a very fast life and are always on the go!"

Their partnership is a testament to their ability to manage a successful business while staying connected to each other and their loved ones. Clients often compliment how well they work together, even while on the go, reflecting the strength of their relationship both professionally and personally.

Looking to the future
The Honeycutts are not content with



maintaining their current success as they are focused on scaling their business to new heights. "We want to continue to scale our business and work toward staying consistently in the top 1% of all agents in Arizona," David notes. With their deep knowledge of the Valley, their commitment to client care, and their forward-thinking approach, there's no doubt that The Honeycutt Team will continue to be a force in Arizona real estate for years to come.

SARAH MEDINA
PHOENIX PHOTOGRAPHER

SCAN HERE TO LEARN MORE

WEDDING
COUPLES
GRADS
EVENTS
FAMILY
BUSINESS
HEADSHOTS

Transparent Lending
PRISM
LENDING PARTNERS
Brighter Outcomes

BUYING OR SELLING

1-0 LENDER PAID BUY DOWN AND NO DOWN PAYMENT
Conventional Loan Options Available
INQUIRE FOR SPECIFIC DETAILS

Brian E. Spitulski, OWNER-FOUNDER

CELL: 206.499.4726 · OFFICE: 503.270.8596
AZ OFFICE: 17891 W. Sapium Way Goodyear, AZ 85338
www.PrismLendingPartners.com
Licensed States: AZ, CA, FL, ID, OR & WA · NMLS: 880824-101770

BRIAN EDWARD SPITULSKI WWW.PRISMLENDINGPARTNERS.COM, NMLS# 880824 NORTHWEST FUNDING GROUP, INC. 0925488 & 101770 THE PRINCIPAL, INTEREST AND MI PAYMENT ON A \$200,000 30-YEAR FIXED-RATE LOAN AT 6.999% AND 97% LOAN-TO-VALUE (LTV) IS \$1390.47. THE ANNUAL PERCENTAGE RATE (APR) IS 7.573% WITH ESTIMATED FINANCE CHARGES OF \$5,600. THE PRINCIPAL AND INTEREST PAYMENTS, WHICH WILL CONTINUE FOR 360 MONTHS UNTIL PAID IN FULL, DO NOT INCLUDE TAXES AND HOME INSURANCE PREMIUMS, WHICH WILL RESULT IN A HIGHER ACTUAL MONTHLY PAYMENT. RATES CURRENT AS OF 6/7/2024. SUBJECT TO BORROWER APPROVAL.

The Smarter Way to Shop

- Health
- Medicare
- Life Insurance
- Supplemental
- Long-Term Care
- Retirement

Call today for your **free** quote!
(602) 421-9011

Dr. James Shoffer
Licensed Insurance Agent
(602) 421-9011
jshoffer@HealthMarkets.com
10001 W Bell Road Suite 102 Sun City
AZ 85351

HealthMarkets Insurance Agency Inc. is licensed as an insurance agency in all 50 states and the District of Columbia. Not all agents are licensed to sell all products. Service and product availability varies by state. Agents may be compensated based on enrollment. ©2024 HealthMarkets 50712-HM-0324

Your Neighborhood Property Managers
Rent It Like You Mean It

OUR REALTOR PARTNER PLEDGE
We Don't Do Sales...Your Clients Stay Yours!
We Protect You From Negative Tenant Reviews.
We Are Your Landlord-Tenant Experts.

GoldenWest Management Inc.

We Are Here For All Your Property Management Needs

CONTACT US TODAY! 602-765-4750
GoldenWestManagement.com

Eloisa Garcia
(480) 915-5903

- Personal
- Professional
- Commercial
- Non-Profit
- Special Events
- Pets
- Notary Services

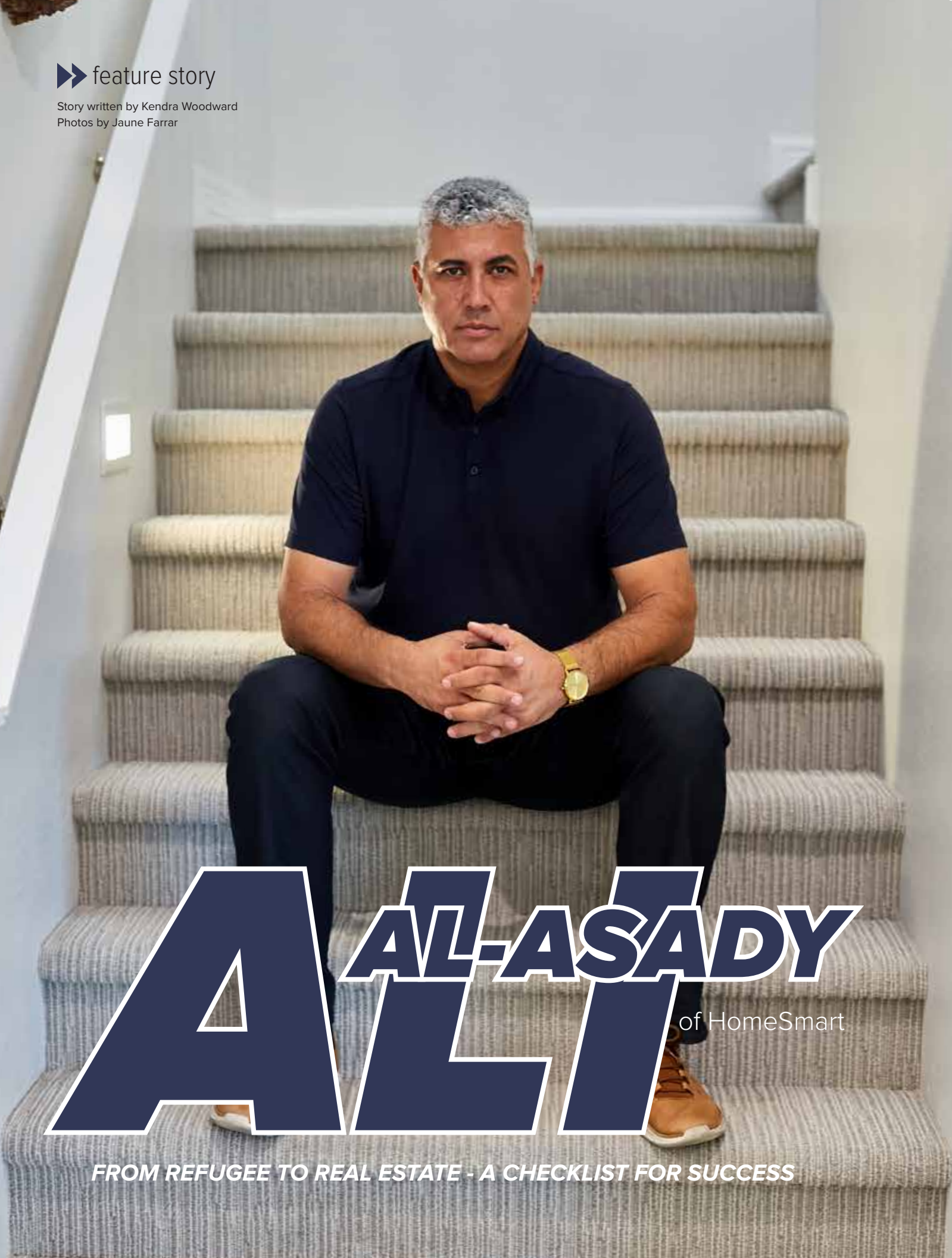
Scan here for more information

Valley Wide PAINTING PROS
INTERIOR • EXTERIOR • EPOXY FLOORS • GARAGE STORAGE

Scan to Read Our Reviews!

We're your go-to painters for your buyers & sellers!
Special discounts are always offered to clients referred through real estate professionals

(623)244-9799 | info@VWPaintingPros.com | www.VWPaintingPros.com



ALI AL-ASADY

of HomeSmart

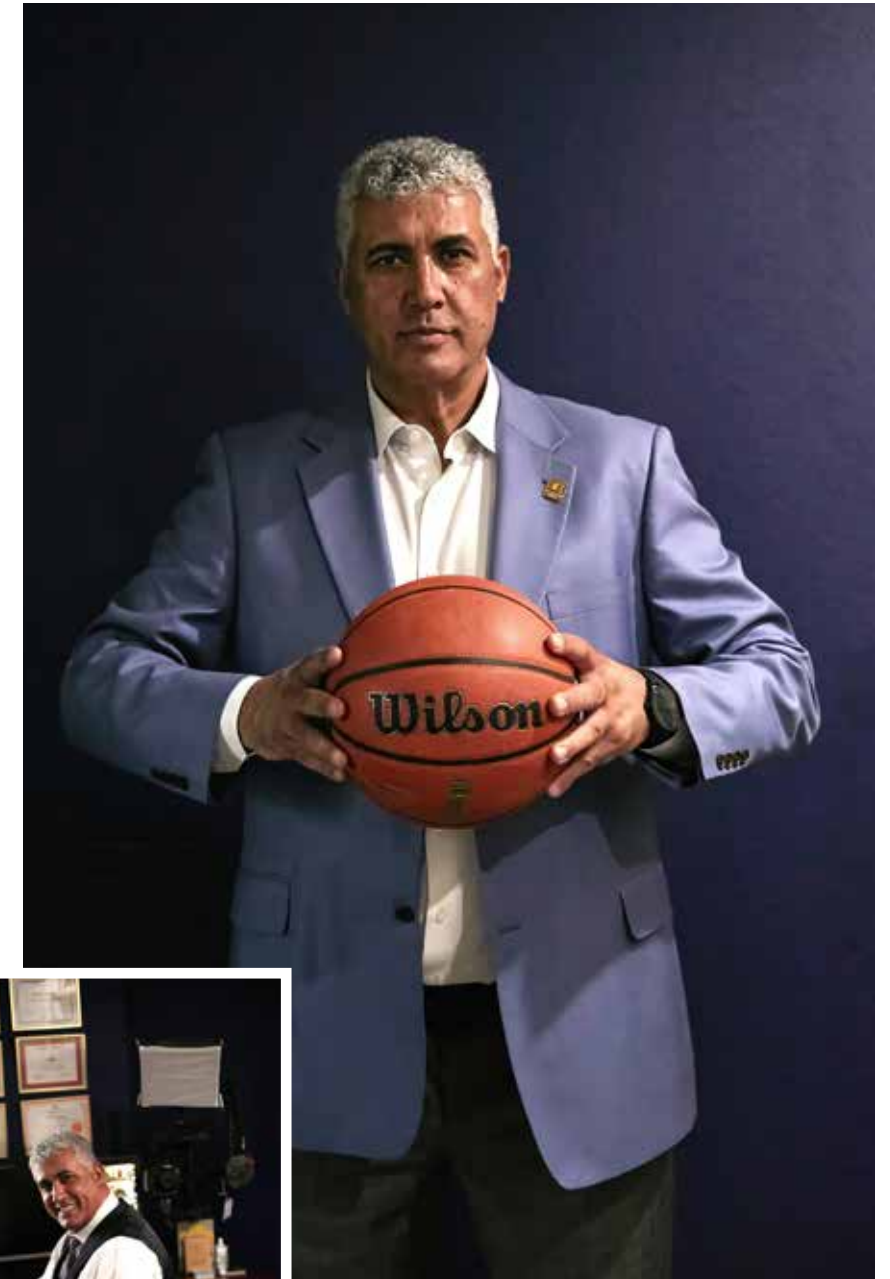
FROM REFUGEE TO REAL ESTATE - A CHECKLIST FOR SUCCESS

From drilling holes in metal, to drilling down the perfect home for his clients, Ali Al-Asady's journey is nothing short of inspiring. Licensed in 2003, Ali's first tagline was, "I'll go the extra mile for you," a motto that has defined his over two decade long career in real estate. Now, as a top-producing agent at HomeSmart, Ali works alongside his wife, Fatima, blending their unique skills to provide exceptional service to their clients.

Ali's story begins far from the sun-drenched streets of Arizona, in Iraq where he grew up. He survived a mass grave, and fled to Saudia Arabia, where he was placed in a refugee camp during the Iraq war. Amidst the hardships, he found solace on the basketball court within the camp, explaining, "We didn't know English very well, so we formed teams and brought each other joy." Being able to laugh, workout, and hang out with one another provided them the positivity they needed to survive the camp.

During this time, one of the camp workers asked if he could join them and developed a friendly relationship with Ali. This camaraderie led to a pivotal moment when the Filipino aid worker recognized Ali's talent and helped him secure a spot among the first 400 people allowed to leave the camp for irregular trips and errands. After figuring out a way to slip into the UN office, Ali was surprised to find his ally working there and immediately started thinking up ways he could ask for help.

After some time, the man agreed to deliver books to Ali, so he could teach himself the English language. With determination and a knack for languages, Ali taught himself English and eventually helped other refugees learn the language as well. A month later, the ally sent for him, and with his guidance, the



two came up with a plan to get Ali to America...a checklist of sorts.

So, Ali created a checklist, a simple yet effective tool that guided his eventual escape from the refugee camp and into the bustling real estate market of Arizona. To this day, his advice for any goal is to create a checklist.



Ali with some of his paintings.

After 4 long years in the refugee camp, Ali finally landed in the States. His first job was as a machinist, working 12-hour shifts, six days a week. "I hated that



Ali presented "The Unlikely Path To Leadership" at the AAR Conference - Reaching New Heights



Ali appeared on AZTV7 talking about sustainability and solar during Earth Day.

working with the International Rescue Committee to help recover his paintings and owed dues, and while there, they asked if he wanted a voluntary job, to which Ali chuckled in disbelief because how was he supposed to pay his rent, but ultimately took the position.

Under his new role, Ali's work ethic shone brightly and the staff quickly promoted him to a paid position. After completing tasks in a quarter of the time it took previous employees, Ali started working with more serious documents, managing incoming refugee paperwork and doling out social security numbers for the new arrivals. He got to do what he loved most - learning - as he met people from all over the world. After four years, Ali's journey into real estate began after meeting a man who owned duplexes.



job, so I only did it for about four months," he quips, admitting he worked there just long enough to save up money to buy a car and move to California. When he realized California wasn't the right fit for him, Ali moved to Arizona and picked up a job as an electrician. It wasn't a perfect fit, but he knew enough and laughed, "If you touch the wrong wires you get electrocuted." After finding himself working six days a week, 12-hour long shifts again, Ali knew he wanted something different. "All my life I've faced challenges and end up victorious...I don't know what it is, but I like challenges."

The next challenge Ali faced was trying to find a job he enjoyed, but while he was attempting to recover some money he was owed from the refugee camp, things started to fall into place. Ali spent a lot of time painting at the refugee camp, with promises that the proceeds would be split between UNICEF and himself...but of course, Ali never saw a penny. So he started

Intrigued by the income potential, Ali shifted his focus and, in 2003, obtained his real estate license. A firm believer in education, Ali admits,

"Everything starts with education. If you don't know what to do, you have to figure it out." This philosophy led him to establish Alliance

Learning Institute, a real estate school, where he focuses on the connection between health and home, admitting, "The health aspect is crucial and often overlooked." And in 2009, Ali earned his NAR Green designation, further cementing his commitment to promoting healthy living environments and recognized by the National Association of Realtors (NAR) by receiving the prestigious Ever Green Award.

When he's not working, Ali enjoys spending time with his wife and their two boys. They love nature, music, and the outdoors, and Ali continues to indulge in creative pursuits like writing poetry, painting, and videography.

Now as a mentor with HomeSmart and Instructor Ali spends his days teaching others about his life experiences and sharing his knowledge with them - joking that he already made the mistakes, so they don't have to. His experience and insights have made him a valuable resource for those entering the field, and fill his life with immense joy and purpose.

“ All my life I've faced challenges and end up victorious...I don't know what it is, but I like challenges. ”



MOVING ANY HOME, ANYWHERE!

Whether the move is across the street, across the state, or anywhere in the world. JIT Moving is your best bet for a hassle-free move.

JUST-IN TIME MOVING & STORAGE
"MOVING MADE SIMPLE!"
602-641-9211
JITMOVING.COM

Scan here to learn more!

© FAMILY OWNED AND ACCREDITED © HOME AND OFFICE © PROFESSIONAL, EXPERIENCED, INSURED MOVERS

Awards: IAM Moving Company, MSC Independent Mover of the Year Award, AZMA Arizona Moving Association

DESERTWIDE SERVICES



ONE CALL, DOES IT ALL! • SERVING REALTORS SINCE 2011

480.294.7228

Info@DesertwideServices.com



MOVE IN/OUT CLEANING



CARPET CLEANING



JUNK HAULING

- ADDITIONAL SERVICES:**
- YARD CLEANUP/TREE TRIMMING
 - FULL INTERIOR/EXTERIOR PAINT
 - TILE/GROUT CLEANING

DesertwideServices.com

Fast, Reliable Service! Competitive Pricing! Valleywide! Licensed & Insured

PRINT IS STILL ALIVE.



Celebrating two decades of print excellence, now 800 niche magazines strong (and counting).



STROLL. greet REAL PRODUCERS BELOCAL. hyport

The Pest Control Company with Integrity. PARTNER TODAY!

YOUR FIRST RESPONSE TO PEST CONTROL!

General Pest Control
Termite Inspections
Termite Treatments
Scorpion Control & More

480.877.0175
FirehousePest.com
COLTEN GONZALES, OWNER

CONSTRUCTION SERVICES

AB

HOME SOLUTIONS & REMODELING

Bath Remodeling
Flooring

Kitchen Remodeling
Interior & Exterior Painting

Alejandro Arreguin
602-802-6546
abconstructionservicesaz@gmail.com

ASHLEY FRENCH

Sunset Valley Insurance

▶▶ partner spotlight

Written by Kendra Woodward
Photography by Sarah Medina

A HEART
FOR
HELPING
OTHERS

A

Ashley French is more than just an insurance agent - she's a beacon of resilience, innovation, and dedication, and the dynamic force behind Sunset Valley Insurance. With her tagline, "Insuring your future and giving you peace of mind," Ashley embodies the spirit of a true professional committed to safeguarding the well-being of her clients.

Born in a small city in Oswego County, upstate New York, Ashley's journey to becoming a successful insurance agent in Phoenix, Arizona, is a testament to her unwavering resolve. From a young age, Ashley demonstrated a strong work ethic, citing, "As soon as I was able to get my working papers, I had a job." Her early experiences as a cashier at Sunshine Produce in Fulton, New York, instilled in her a passion for helping others, which later led her to pursue a career as a certified nursing assistant (CNA).

After working at a local nursing home and rehab facility, Ashley had her first son at age 21 and soon began to seek a better work-life balance than the demanding hospital schedule allowed. So she went back to college to obtain her Medical Billing and Coding degree but struggled to find a job despite her qualifications. This challenge led her to a local insurance agency, where she finally discovered her calling and proudly helped her clients for a decade.

In 2019, upon moving to Phoenix for better weather and to be closer to family, finding a job in the new city proved difficult for Ashley. And after a brief stint as an adjudicator, she decided to open her own insurance agency, began talking through the process with her husband, and launched Sunset Valley Insurance in 2021. Starting from scratch in a new city was daunting, but Ashley was determined to build



her business the right way. Social media quickly became Ashley's lifeline in the new city, and completely transformed her approach to business. "Years ago, I didn't do a whole lot with social media, but it has been a life changer for me. Word of mouth is my biggest advertisement," she asserts, explaining how she has never once paid for a lead.

Now, Ashley takes great pride in saving her clients money without jeopardizing their coverage. "I can pretty much find whatever insurance you need. If I can't find it, I have resources I can reach out to to find what people need." Alongside her dedication to saving her clients money, Ashley's "why" is her son. "One of the main reasons I opened up the agency is because one of our sons is autistic and is going to need lifetime care, 24 hours a day." By the time he completes high school, Ashley wants to have a team in place so she can take a step back to care for him.

Ashley's future goals for Sunset Valley Insurance are much more ambitious - currently licensed in Arizona and New York, she plans to bring her husband, Matthew, into the



Spending time with her husband.



“ I CAN PRETTY MUCH FIND WHATEVER INSURANCE YOU NEED. IF I CAN'T FIND IT, I HAVE RESOURCES I CAN REACH OUT TO TO FIND WHAT PEOPLE NEED. ”



Their oldest son Nathan.

business within the next year and a half with aspirations of opening a physical office and eventually handing everything off to one of her children...a legacy of insurance. Her agency currently offers a range of policies, including home warranties and auto warranties, which many clients don't realize their insurance agent can provide. While she doesn't have a life and health license at the moment, she refers clients to trusted partners within the community to ensure all their needs are met.

At home, Ashley and Matthew have three kids, Nathan, Noah, and Nolan, and enjoy a

close-knit, active lifestyle. They love bowling, visiting the zoo, playing video games, and spending time together. Recently, they embarked on a new adventure by starting an indoor hydroponic garden in their garage. "We love just being together. We're kind-of home bodies, so we play board games with each other and video games together. We're always together."

Looking ahead, Ashley's journey from a small town in New York to the bustling city of Phoenix is a story of perseverance. Her commitment to her clients and family, combined with her entrepreneurial spirit, sets her apart in the insurance industry. With Sunset Valley Insurance, Ashley is not just insuring futures but also creating a legacy of care, integrity, and community.



On a family vacation.



Great Wolf Lodge is one of their favorite places to visit.



The Audrey

venue spotlight

1920's Glamor Meets French Inspired Delights!

The Audrey is not just a wine bar and cocktail bistro; it is a celebration of female entrepreneurship and a testament to the rich cultural tapestry of Arizona. Owned by the dynamic duo of Laura Hernandez and Jen Sinconis, The Audrey embodies their shared vision of creating a unique and inviting space for wine enthusiasts and food lovers alike.



Jen Sinconis has her own impressive background in creative operations management. Having worked with major companies such as Starbucks and Alaska Airlines, Jen brings a fresh perspective and innovative ideas to The Audrey.

The inception of The Audrey was sparked by a simple yet profound inquiry. After moving next door to Laura and Dan, Jen sought out wine tasting options in the West Valley, only to find a surprising lack of such experiences. This realization ignited a passion in both women to fill this gap in the market and create

an authentic wine experience that would resonate with the community. They envisioned a space that would not only offer boutique wines but also feature farm-to-table cuisine and exceptional service, all while fostering a sense of connection and warmth.

Laura Hernandez, a seasoned professional with over 25 years of experience in large retail corporations, brings a wealth of knowledge and expertise to The Audrey. Her impressive career includes a significant role as the Vice President of Sales at Bank of America, where she honed her skills in leadership and strategic planning.



Jen Sinconis, who relocated from the picturesque Woodinville, Washington, to Arizona in 2020, complements Laura's experience with her



Drawing inspiration from their travels in France and their love of the icon Audrey Hepburn, The Audrey's menu is a delightful fusion of flavors and culinary traditions. Guests can indulge in a variety of offerings, including delicate crepes, gourmet paninis, and artisanal charcuterie boards, all crafted with the finest ingredients. Whether patrons are looking for light bites to accompany their exquisite wines and cocktails, a full dinner experience, or delectable desserts to satisfy their sweet tooth, The Audrey has something to offer everyone.



Beautiful venue for our events

The ambiance of The Audrey is equally captivating, combining the elegance of 1920s glamour with a handcrafted lounge atmosphere. There is even a hidden speakeasy champagne lounge in the back. The thoughtfully designed space invites guests to relax and unwind, making it the perfect setting for gatherings and celebrations. This really is a true hidden gem in the West Valley.



Real Producers partners at gathering last month



Delicious charcuterie boards and home made flatbreads

The Audrey is a venue that is available for private events and parties, so get in touch! *West Valley Real Producers* held our partner's event there last month and the food and service were excellent. So get in touch and try it out!



(480) 272-7099
 Situated at 9299 W Olive Ave Suite 101,
 Peoria, AZ 85345



\$100
**REAL ESTATE PROFESSIONAL
 DISCOUNT ON
 PERSONAL PURCHASES.***



UNITED
 HOME WARRANTY

REAL ESTATE SERVICE

Samara Nuwanza
ACCOUNT EXECUTIVE

📞 **623-745-6426**
 ✉️ **Samara@unitedhw.com**

*\$75 service call fee Buyers & Sellers coverage | Re-key | Multi-year discounts

HELPING YOU
 MAKE THAT
 SIGN TURN FROM
"FOR SALE"
 TO **"SOLD"!**



WE ARE A FAMILY-OWNED AND OPERATED BUSINESS WITH OVER 30 YEARS OF EXPERIENCE. WHETHER YOUR NEEDS ARE ROOFING, ROOF REPAIRS, OR INSPECTIONS AND ASSESSMENTS WE ARE HERE FOR YOU!



FOLLOW US ON 

623-363-3903
 nathan@vortex-roofing.com
 ROC# 336073



Scan Here to visit
Vortex-Roofing.com



**Why Realtors
 are Partnering
 with US...**



Exclusive Pricing
 Access special rates unavailable to the public.

\$10,000 Free Valuation
 Enhance your clients' peace of mind.

Complimentary Storage
 Free storage solutions for your clients.

Personalized Service
 Meet with our owner for a customized moving plan.

Unlock These Exclusive Benefits TODAY

Contact us for more information
 at 480-462-7888 or info@poindextermoving.com



**Great Stories
 Start Here.**

We're proud to be a local, not-for-profit financial cooperative supporting communities across Arizona. Our story began on Luke Air Force Base in 1951, so we're committed to financial stability in the West Valley and beyond. Credit Union West offers first-time home buyer, conventional, FHA, VA, ARM and low down-payment loan options tailored to the needs of Arizonans.

Learn more at
cuwest.org/mortgage

Equal housing lender. Federally insured by NCUA.





20 YEARS OF
THE N2 COMPANY

A Legacy of Excellence

IN ROOFING SOLUTIONS

With over 25 years of experience, Fernando Roofing is a family-owned business dedicated to craftsmanship and expertise.



602-904-2902
fernandoroofing1981@icloud.com
Fernando-Roofing.com
Follow us on 

ROC 339796

ROOF INSTALLATIONS • ROOF REPAIRS • ROOF MAINTENANCE • EMERGENCY ROOFING