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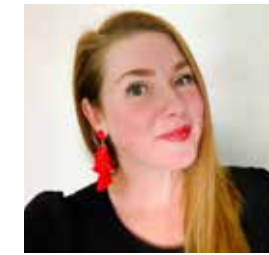
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## MEET THE SALT LAKE CITY REAL PRODUCERS TEAM



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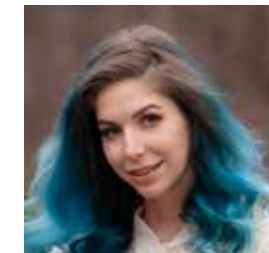
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# 2023

## BY THE NUMBERS

HERE'S WHAT  
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TOTAL TRANSACTIONS

\$8,282,568,316  
SALES VOLUME

\$17  
MILLION  
AVERAGE  
SALES VOLUME  
PER AGENT



26  
AVERAGE  
TRANSACTIONS  
PER AGENT







►► cover agent

Written by Kendra Woodward  
Photography by Tiffany Burke  
Photography

# Building AN EMPIRE

Jeff Daniels is a man on a mission. Co-owner of SURV Real Estate alongside Keagan Mataele, he proudly declares, “We’re about to build an empire.” This sentiment encapsulates the ambition and vision that drive him and his growing team of 50 agents.

A competitive basketball player and golfer during his high school years at Alta High School, Jeff pursued higher education for a few years at Utah Valley University before stepping into the professional world as project engineer for Okland Construction. His work on major projects like City Creek in downtown Salt Lake City during the recession offered both challenges and opportunities which prepared him for his next venture in real estate.

“Construction was very fulfilling in some aspects and life-sucking in others,” Jeff humbly admits. While he enjoyed getting to work on various intriguing and diverse projects, managing quality control, subcontractors, and the fit and finish of the projects, he admits the work-life balance was lacking. Coming from a family deeply involved in real estate - his grandpa a developer, his dad an investor, and his brother a luxury home builder - Jeff naturally gravitated toward the industry, and in 2012, he took the plunge, obtained his real estate license, and was a contender for Rookie of the Year by 2013.

Jeff’s entry into real estate was marked by rapid success with his career starting out at Influence Real Estate, where he quickly rose from Director of Operations to Partner; eventually, the company was sold to Better Homes and Gardens. After a

brief stint as a solo agent once more, Jeff moved on to manage and run one of Utah’s largest relocation teams, where he helped rebuild the Influence Real Estate name in brokerage form as Influence Realty. There he managed accounts and worked with major corporate executives, moving in and out of the state. When he became sole owner of the brokerage, he began rebranding with a new vision in mind—SURV Real Estate.

Jeff built SURV Real Estate on four foundational principles: Service, Understanding, Relationships, and Value. Jeff’s intentions are to provide the necessary tools for his agents to be successful and become better human beings by incorporating community, getting fulfillment in life, and using real estate as the vehicle to build wealth. By empowering his agents, Jeff hopes they will exude this mindset and pass that on to their clients, so they, too, can feel empowered in their journey.

This approach includes creating “real estate life maps” for clients, helping them plan long-term goals and integrating real estate into their overall financial picture. “We want them living towards their end goal,” Jeff prides. “We try to meet with their CPAs and financial advisors...be a part of that entire process.”



Jeff’s vision for SURV extends beyond traditional real estate transactions, however, as he emphasizes the importance of personal growth and development for their agents, offering extensive coaching and fostering a culture of collaboration over competition. As mentorship has played a significant role in Jeff’s journey, he places a major emphasis on providing that for his agents as well.

Influenced by his very own mentor, Jimmy Rex, a top real estate agent in Utah and leader of the men’s group “We Are The They,” Jeff has focused on personal development and elevating those around him. “Real estate works if you work it,” Jeff advises. “It’s a consistency game. Stay healthy, work out, stay consistent in business, prospecting, and marketing. Always treat people as people and see them for their situations and who they are.”

Beyond his professional endeavors, Jeff is a dedicated family man. He and his wife, Natalie, have three children: boy/girl twins, Mason and Anya, and a daughter named Ella. Their dog, Kota, a loyal companion for 13 years, completes the family picture. The family loves to travel, explore the outdoors, and experience the United States together in their camper. Jeff’s hope is to teach his kids to lead healthy lifestyles and habits through his own actions, and he uses the game of golf as his way to decompress and center his thoughts.

Jeff’s journey is marked by a dedication to growth, authenticity, and service to others around him. As he builds his empire with SURV Real Estate, his focus remains on helping agents achieve their goals, both in real estate and in life, and helping his clients achieve their goals by mapping out a course to home ownership. With a strong foundation and a clear vision, Jeff Daniels is set to continue making a significant impact in the real estate industry.

“Focus on being your authentic self...You may not connect with everybody, but you’ll connect with your people.”







**Always treat people as people and see them for their situations and who they are.**



**Focus on being your authentic self...You may not connect with everybody, but you'll connect with your people.**





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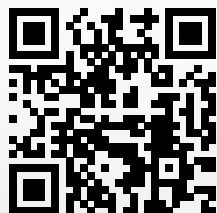
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# CADEN CHRISTENSON OF INNOVATIVE CONSTRUCTION

BUILDING ON A GOOD FOUNDATION

## ►► meet our partner

Written by Kendra Woodward  
Photography by Purple Moss Photography



*Caden Christenson, owner of Innovative Construction, is a visionary in the construction industry. With a foundation deeply rooted in blue collar, family values, a commitment to excellence, and a passion for creating beautiful spaces, Caden's journey from a small-town upbringing to leading a successful construction company is nothing short of inspiring.*

Throughout his youth, surrounded by role models in the construction industry like his father, Caden was unknowingly gleaned the industry from some great men. "Growing up in a small town, playing sports, and having an athletic mindset was the biggest factor in growing my character from a young age," he reflects. However, it was his father, a general contractor as well, who introduced him to the world of construction early on, as Caden admits, "It's kind of in my blood."

Despite obtaining a degree in general studies from Dixie State University in St. George, Caden

maintained his blue-collar mindset and strong work ethic. Having worked as an electrical apprentice with a local family for a while before heading off to college, it was no surprise that he picked up yet another hands-on job while in school, working as an HVAC installer. After graduation, Caden dove back into electrical work for a bit longer and had planned on attending electrical school to start his own company.

Yet when Caden was offered a position as project manager under a local general contractor, he discovered how much he enjoyed the variety of jobs the industry provided and the daily challenges it presented him with. During this time, however, the general contractor he was working under was failing to run the business smoothly and effectively with each day that passed, which inspired Caden to do what he could to improve that experience for future clients. So, he got licensed as a general contractor and started his company, Innovative Construction, in 2020, citing, "I pretty much knew what I was going to do."





“

**WE STRIVE  
TO BE  
INNOVATIVE  
BY USING  
THE NEWEST  
AND MOST  
IMPROVED  
PRODUCTS  
OUT.**

”

After four years growing his business since, Innovative Construction has set its focus on new builds, remodels, and exterior work, including decking, pergolas, and fencing, for their residential clientele. For Caden, owning his own business has brought him a great deal of joy as he strives to bring his clients top notch service and enjoys the constant variety it provides. At the end of the day, however, he admits the most fulfilling part of his work is “Seeing the end result!”

With any remodel project, Caden thrives on transforming his client’s space...starting with an old outdated design and completely changing it to reflect its owner’s style. “We strive to be innovative by using the newest and most improved products out,” he prides, emphasizing his commitment to staying ahead of industry trends. When it comes to new builds, however, Caden admits nothing comes close to the feeling he gets starting from the ground up and seeing a vision come to life.

As the future continues to grow and unfold for the team at Innovative Construction, Caden’s aim is to expand the team into working more in-house and reducing their reliance on subcontractors. Through this initiative, Caden knows they will improve their service and timelines for their clientele tenfold. Once they’re able to complete the majority of the work in-house, his long-term vision is to focus more on new builds and new construction, shifting their efforts towards new development and spec homes.

At Innovative Construction, communication will always remain at the forefront of their service. “We try to give our clients their vision instead of steering them in the directions we want,” Caden explains, emphasizing the importance of systems and processes to ensure clients are always informed and satisfied with the final outcome. “Communication and follow-up are a big complaint in the industry, and I try to remedy that.”



Success for Caden isn’t focused solely on his professional achievements and endeavors, it’s about providing for his family and being a great father. Married to his wife, Courtney, with two kids, Cru and Creed, and two dogs, Scout and Diesel, Caden values any time he gets to spend with his family. He’s passionate about the outdoors, enjoys skiing, riding anything with a motor, boating, hiking, and relaxing with family and friends while watching sports.

Looking ahead, with a clear vision for the future and a steadfast commitment to his clients, Caden and Innovative Construction are set to continue making significant strides in the construction industry. Whether it’s a major remodel project, a deck addition, or bringing a new build to life from the ground up, Innovative Construction is making dreams come true.



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# SCOTT WILLEY

| TO BE OF SERVICE

## ► on the rise

Written by Kendra Woodward  
Photography by Tiffany  
Burke Photography

Scott Willey's journey from a Marine helicopter pilot to a thriving real estate professional is a testament to his deep commitment to service. As part of The Perry Group, Scott has quickly become a prominent figure in Utah's real estate scene, leveraging his diverse background and unwavering dedication to help clients achieve their dreams.

After graduating high school in Oregon, Scott attended Vanguard University of Southern California, earning a bachelor's degree in kinesiology in just three years and graduating magna cum laude. He then joined the Marines as a commissioned officer and helicopter pilot. Following college, Scott attended various military training programs, including two years of rigorous flight school training in Pensacola, Florida. During his active duty career, Scott flew the CH-53E "Super Stallion," earning advanced flight qualifications and designations. Additionally, he obtained a master's degree in leadership studies while serving in the Marines.

Towards the end of his career, while stationed in North Carolina, Scott faced severe injuries that led to his medical retirement. These injuries ultimately prevented him from achieving his initial career goal of becoming a commercial pilot. Despite this setback, Scott maintained a positive outlook and sought new opportunities to channel his skills and experience.

During the summer of 2021, while visiting Utah for a wedding, Scott was invited to join The Perry Group. His entry into real estate was unconventional. Approved for the military's SkillBridge program, which allows active duty service members to intern with a civilian employer at the end of their military contract, he packed up his home in North Carolina and drove across the country in a tightly packed Camry with his wife and dog, carrying only a suitcase worth of belongings. On their first morning in Utah, Scott's wife informed him she was pregnant with their first child. A few days later, Scott turned 30, and the following week, he had his first team meeting with The Perry Group. Despite the chaos of his first week in real estate, Scott sold 17 homes in his first nine months. This was a remarkable achievement considering he did not know anyone in Utah, had never lived there before, and entered a highly competitive market with no prior sales experience. Yet, he thrived in an entirely new environment.

Scott's rapid success is a testament to his strategic mindset and



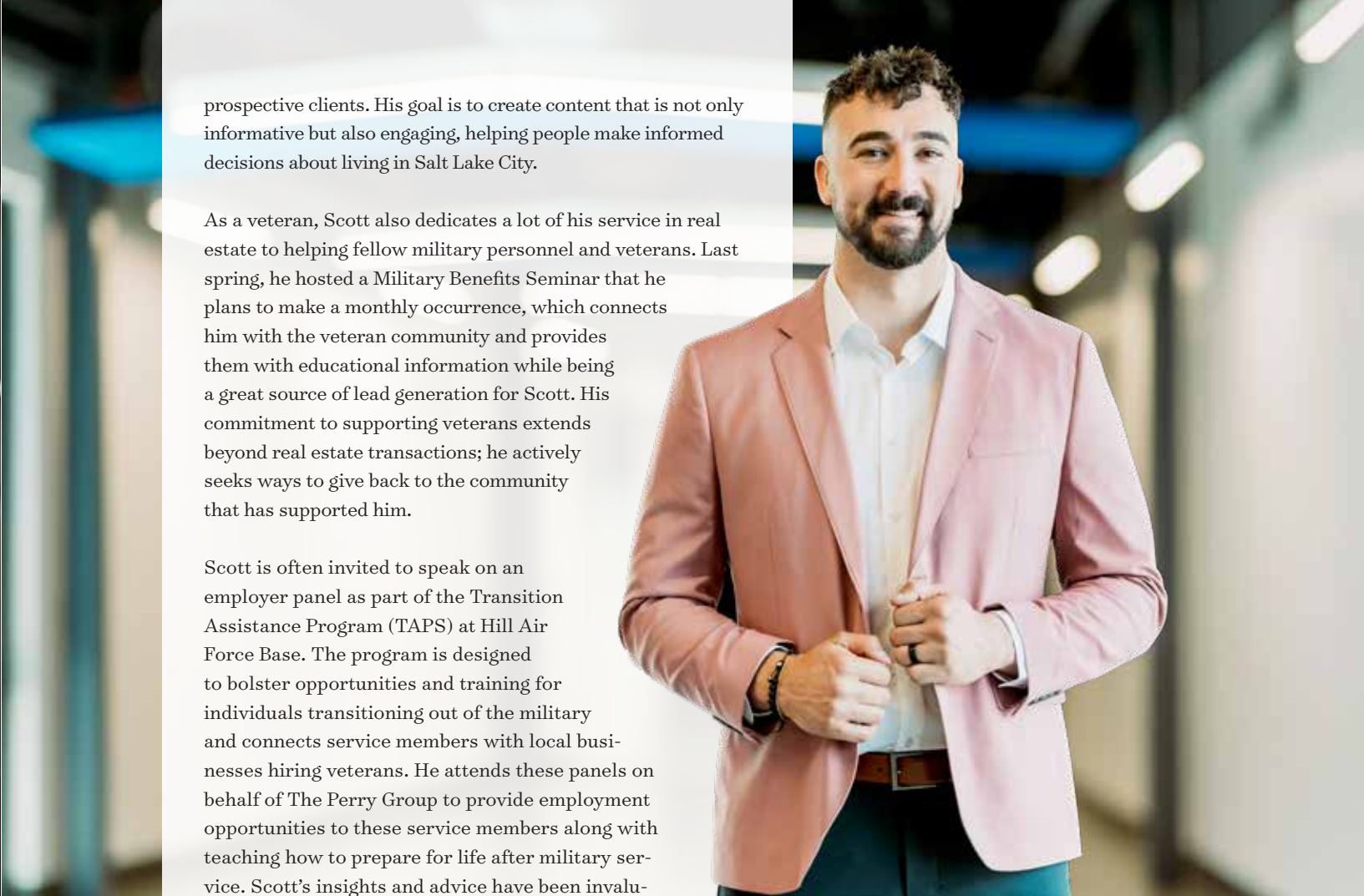




**I TAKE PRIDE IN  
WANTING TO HELP  
PEOPLE, MAKE THE  
EXPERIENCE ENJOYABLE  
FOR THEM, AND  
COME FROM A  
MINDSET OF SERVITUDE.**

dedication to excellence. “I get to help people make the largest sale of their entire lives,” he beams. He places a high regard for real estate as a financial wealth-building tool and is committed to providing the same level of service to all clients, regardless of their background or budget. “For a lot of these people, the purchase of a first home can have a generational impact on their family, helping set themselves up to embrace the market and economy we’re in,” he explains. “I take pride in wanting to help people, make the experience enjoyable for them, and come from a mindset of servitude.”

Scott’s military background continues to serve him every day, instilling a systems-oriented approach. “I’m extremely systems-oriented, probably a combination of my upbringing and my military background, so I’m very tied into my CRM to understand how lead capture works.” This meticulous approach has been instrumental in his success. In 2024, he plans to focus on growing his YouTube channel, “Living in Salt Lake City Utah,” and exploring both short-form and long-form content to provide value to the local community and



prospective clients. His goal is to create content that is not only informative but also engaging, helping people make informed decisions about living in Salt Lake City.

As a veteran, Scott also dedicates a lot of his service in real estate to helping fellow military personnel and veterans. Last spring, he hosted a Military Benefits Seminar that he plans to make a monthly occurrence, which connects him with the veteran community and provides them with educational information while being a great source of lead generation for Scott. His commitment to supporting veterans extends beyond real estate transactions; he actively seeks ways to give back to the community that has supported him.

Scott is often invited to speak on an employer panel as part of the Transition Assistance Program (TAPS) at Hill Air Force Base. The program is designed to bolster opportunities and training for individuals transitioning out of the military and connects service members with local businesses hiring veterans. He attends these panels on behalf of The Perry Group to provide employment opportunities to these service members along with teaching how to prepare for life after military service. Scott’s insights and advice have been invaluable to many transitioning veterans, helping them navigate the complexities of entering the civilian workforce.

Scott’s advice for newcomers to the real estate industry is to focus on building a brand and serving a niche. “There are certain commonalities in the people who do it best...they serve a niche. Whether it’s an area, a type of person, or a go-to price point, you have to understand that it’s a long-term game, and who are the people that are naturally attracted to you.” His own success story is a testament to this approach, showing how a clear focus and dedication can lead to impressive results.

At home, Scott’s wife Susan, their son Ezra, and their baby due in October are his greatest support. In his free time, he enjoys reading, exercising, hiking, and camping. Despite his busy schedule, he remains committed to staying active and exploring the world with his family. Always holding education in high regard, Scott also enjoys listening to podcasts and watching YouTube videos on self-education.

From the skies as a Marine pilot to the bustling real estate market, Scott continues to soar, impacting the lives of his clients and the community he serves. His journey is a powerful example of resilience, adaptability, and the pursuit of excellence in every endeavor.







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# Roger BERG

**Making  
The Most  
Of Every  
Minute**

*Roger Berg's real estate journey began in 1992, over three decades ago. But it wasn't until 2020 that he started on a new journey after returning from Mexico and an ordeal that would shake most human beings to their very core to give up and quit! Licensed in Utah, California, Montana, Florida, and internationally in Mexico over the years, Roger's career has been anything but ordinary. His story is one marked by resilience and a relentless pursuit of happiness.*

Born and raised in the Bay Area, Roger relocated and attended BYU to study civil engineering. However, when he realized college wasn't the right path for him, he dropped out and went to work for his older brother, Art, selling books at Seagull Book & Tape. Shortly thereafter, he got married, started a family, and, as he jokes, got trapped in the cycle of life.

Despite moving around frequently, Roger's journey continued to lead him back to Utah, drawn by its beauty, family-friendly environment, seasonal changes, and the fact that his kids all live there, too, he jokes. He quips that while he's not a fan of the Utah snow or cold, it beats the California traffic and politics any day. To remedy said winters, Roger travels to warmer destinations throughout the Utah winter months to find his peace in the warmth of sandy beaches and bottomless drinks.

An inspiration and major mentor in Roger's life has always been his older brother, Art E. Berg. His brother's positivity in the face of adversity, having broken his neck in a car accident at the age of 21 rendering him paralyzed and confined to a wheelchair, has served as a constant reminder for Roger that you can do anything you put your mind to. Roger learned valuable life lessons as he traveled the country as Art's Wheelchair Rugby Team coach, watching many "handicapped" people see life from a different perspective after it all "changed" through their accidents. Although passing away during the 2002 Utah Winter Olympic Games, Art was able to write several best selling books, speak with Tony Robbins and Stephen R. Covey (who endorsed his books), and even received a Super Bowl ring as the motivational speaker for the 2000 Baltimore Ravens. And it was Art who inspired Roger to get into real estate, recalling his words, "You're a born salesman."

Once Roger set his sights on real estate, he signed up for a two-week crash course while juggling night shifts at a local gas station. Once his career was rolling and he got his feet under him, Roger dropped the night shifts at the gas station and pursued real estate full-time.

Throughout the last three decades, Roger has accomplished goals most real estate agents can only aspire to, including owning several brokerages, one of which he ran for eight years in Mexico. Today, Real Estate with Roger operates as a small, mom-and-pop-style brokerage with only three agents, guided by their slogan, "Service You Deserve, Expertise You Expect."

But Roger's journey was wrought with its own turmoil and adversity, a story you must hear in order to understand his zest for life. In 2013, Roger moved to Mexico, where he loved the weather and sandy beaches, to work part-time as a timeshare sales trainer before opening his brokerage, a job he was admittedly very good at. Then in 2019, Roger got to live out a bucket-list dream of being a bartender when he opened his own restaurant specifically to live out that dream. He knew he wouldn't make much money, but it was something he always wanted to do.

However, this dream took a nightmarish turn when he and his wife were kidnapped by the cartel, held hostage, and tortured for days. Blindfolded, shackled, and handcuffed, while lying on a urine soaked mattress, Roger recalls thinking to himself, "What if I make it through this? What's the end goal?" After 4 long days and with no police reports to tip off his family or friends, Roger recalled overhearing the day he and his wife were slated to be "removed from the equation" (so to speak).

With unbearably descriptive methods to their demise that Roger overheard the workers explaining, he was shocked when a friend phoned in, agreeing to pay over \$100,000 of Roger's own money (money he didn't have) to free him and his wife from the cartel's grips. Relying on friends, family, and helpful human beings, Roger painstakingly made his way back to the U.S. despite leaving his wife and step-children back in Mexico.

Roger's return to the United States was a fresh start. Borrowing money to get back on his feet, he smuggled his wife and her two children into Canada, while he moved in with his parents in



Utah. This traumatic ordeal galvanized his decision to restart his real estate career, seeking a simple, happy life in the safety of the United States.

When Roger bought his first home since returning to the U.S. in 2020, it was a gutted fixer-upper because it was all he could afford, and he dedicated himself to renovating it while balancing his real estate duties. He would work all day in his house until he got a call to show

a listing, and by the end of the year, he had sold 24 houses and was recognized among the top 500 agents in Utah with the REALTOR® 500 Award after only 10 months of getting his new license.

Without trying to outdo other agents, it seemed Roger had a knack for the industry (understanding that during this time he was also still borrowing money to afford his wife's temporary Airbnbs in Canada, as well as his brokerage fees). So, when he realized how well he was doing, it was a major

game changer for him mentally and he set a goal to do even better the following year.

Today, Roger owns five homes and ranks in the top 2.5% of agents in the Salt Lake Board of REALTORS®. His success is a testament to his belief that having the desire to do something is all you need to reach your goals. Now, in addition to his successes, Roger's son has joined him and plans to take over someday.

Injecting his passion for cars into his business, Roger has become known for his branding centered around his agent's hybrid/electric vehicles. Adorned with full wraps and avatars of themselves, the tactic transforms each car into a mobile billboard. This innovative approach has proven effective in reinforcing the brokerage's identity.

In his free time, Roger enjoys anything near sand and water (which is no surprise given he almost lived on a boat as an avid competitive water skier, skiing 300 days a year in Utah in the 90s). Today, he finds joy in driving in car rallies, motor racing, and long, fast drives in his Porsche and Corvette. In spite of his history, Roger remains committed to enjoying life, joking that he downsized to a townhome so he had more time to do the things he loved...instead of wasting time on things like yard work.



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