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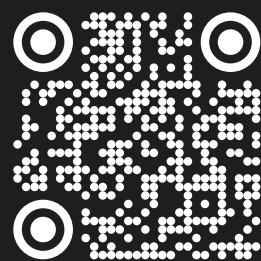
FEATURED REALTOR:

**LAURA
MYERS**

AGENT SPOTLIGHT:
DARREN TACKETT

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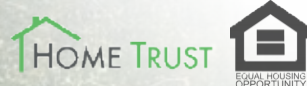


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INTERVIEW

LAURA MYERS

► featured realtor

Written by Elizabeth McCabe
Photos by The Capture Collective

An Unmatched Journey in Real Estate

“Finding our passions can be a journey,” says REALTOR® Laura Myers. “I was lucky to find mine by connecting with my community.” Her moment came when her children were playing baseball, and in conversation one of the parents needed some help at his office. She was looking to make extra income and decided to ‘interview’ and was hired on the spot that day. “The second day of work, I realized no one knew the answers to the questions I had, so I set out to create a full-service contract management system to support agents selling homes. This allowed me to negotiate thousands of contracts well before I was encouraged to move to sales, already a savvy negotiator and great market analyst,” shares Laura.

She earned her license in 2004 while working on her BS in Psychology, transitioned to full-time sales, and was named Rookie of the Year. Now, she is the founder and CEO of AZ Real Estate Consultants with Keller Williams Arizona Realty. Laura is currently a solo agent with a compliance manager and two admins. Ranked in the Top 2% of Keller Williams Agents Worldwide, Laura has tasted sweet success in the competitive world of real estate. She is also in the Top 1% of Arizona Agents and the #1 Individual Residential Agent at Keller Williams Arizona Realty from 2017-2023, among other accolades.

Rooted in Core Values

Laura’s journey in real estate is deeply rooted in her core values of joy, freedom, choice, health, love, and wealth through real estate. As a travel enthusiast, she believes in the power of experiences to enrich lives. Her mission is to provide a client experience that compels you to refer your family and friends, and you’ll see in her social media #yourchoicematters. This philosophy extends

beyond who you choose as your realtor—it encompasses the wisdom that everything is a choice.

Relationships at the Core

When it comes to rising in residential real estate, it’s all about relationships for Laura. She never passes up the opportunity to connect with others traveling worldwide to connect with top agents across the globe recently traveling through Europe even on a two month sabbatical from the US business. She encourages new agents, “Relationships are the #1 factor in my own success, so find the place where you are most comfortable building those relationships. Whether your spot is social media, marketing programs, or local activities, don’t be a secret agent.”

At the beginning of her career, she held open houses six days a week. Laura shares, “I also talked to everyone I met and worked to build my contact base. My favorite open house story, I was getting information from the family that was there, and they had a 14-year-old son, Tyler. I gave one of my business cards to him, as he said he was saving to buy his first home. I told him to call me when he was ready!” Six years later in 2011, Tyler called Laura and said he was ready to buy a house! “He had been saving all his birthday money and earnings from his job at In-n-Out Burger, and we were

“
*You can have the best
marketing and contact
program around, and those
personal interactions are the
most important. This is vital
in order to build and secure
that level of comfort and*
TRUST.
”



Family + Fun

When Laura isn't working, she looks forward to any time with her three grown children, Matt, Josh, Brittany & two grandchildren Troy and Marley with a new baby on the way. "I am a nana to my beautiful grandchildren, and our family is continuing to grow," she beams with pride. To relax, Laura enjoys traveling, doing yoga, and exploring the unknown. She also enjoys building her real estate investment portfolio partnering on multi-family, raw resources, new build communities, flips and air-bnbs to provide cash flow and looks forward to traveling around the world more in the future and in retirement.

Self-care matters to her. "When you create your calendar, put your vacation on it first, and then make that vacation awesome!" she urges. Being well-rested and restored helps Laura be her best self for her clients as well as be present in her daily life for her loved ones. Her company sets the tone as a Faith, Family, Business organization and often shares with clients that her day of rest for faith and family revs her up for the rest of the week of business!

A Journey of Personal Growth

In addition to her professional achievements, Laura's personal journey has enriched her life and her career. That two-month solo trip around Europe to explore and expand her life experience has enriched her understanding of diverse cultures and people, which she brings into her practice as a Realtor. Laura's approach is consultative, patient, and direct, always aiming to help clients succeed in their unique goals. She is conscious of unstated needs, a negotiation expert exceeding market averages in both boom and bust markets, and has negotiated over 1,000 offers as a transaction manager before helping her first client as an agent and has now sold hundreds of homes valley wide. Laura sets herself apart with her expertise in relocation, her wisdom, and her role as an educator.

Community Involvement

Laura focuses on 'pay it forward' opportunities, engaging in random acts of kindness that go beyond business. Her surprise and delight efforts with her clients reflect her pleasure in noticing the needs of others and hoping her actions create a ripple effect. Laura has also been a Circle of Leadership Member with Phoenix Children's Hospital, contributing to research grants for the hospital's doctors seeking support for their research work.

Final Thoughts

From a transaction coordinator to a top agent, Laura is an inspiration to anyone looking to make their mark in the industry. Rooted in relationships, excelling in sales, and serving others well has made Laura a game changer in local real estate.

As a REALTOR®, do you rank in the top 500? Have you been successfully working in the real estate industry for many years and would like to share your story? Email us at scottsdale@realproducersmag.com or reach out via social media to learn how.

able to find a great place for only \$190,000 on a short sale. A few years later, I was able to sell it for him for double the amount he paid for it," smiles Laura.

Tyler has been continuing to stay in touch, and now Laura found him his first family home— he and Laura welcomed Rachel into their first purchase together and now their son! "I love getting the news when a family grows and being a family resource," shares Laura.

Repeat and Referral

Laura is motivated by her why. She explains, "Our client experience is rooted in clarity to the client so they are confident in making the big decisions wrapped in the comfort of an experienced pro negotiating and delivering on our promises". "A majority of my business is by referral of past clients, other agents, local businesses, and family and friends." She knows the importance of face-to-face interactions. Laura encourages agents, "You can have the best marketing and contact program around, and those personal interactions are the most important. This is vital in order to build and secure that level of comfort and trust."







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DARREN TACKETT

USED HIS DRIVE & DETERMINATION
TO SUCCEED IN REAL ESTATE

“I was originally going to be a physical therapist,” says Darren Tackett, Team Leader of The Tackett Team powered by eXp Realty. He was on the road to doing just that at the University of Arizona in their PreMed program before having a change of heart.

“I got out and worked for NovaCare,” he says, “but it wasn’t what I wanted to do.” His degree was only worth-while if he went on to attend physical therapy or medical school. When trying to figure out his life’s work, he decided to sell cars for six months. Little did he know that this step would lead to his purpose in life.

“I noticed on people’s finance applications that everyone buying a new car was a financial planner or a REALTOR®,” says Darren. He and his roommate decided to get their real estate licenses. Although his roommate didn’t make it in real estate, Darren discovered his passion decades ago.

Initially, he started with Coldwell Banker, where he worked for 8 years, followed by RE/MAX for 17 years,

and then to eXp Realty, where he has been for the past 2 years. His path took a significant turn when his real estate partner passed away around the time of COVID-19. Despite this loss, Darren’s determination did not waver. He formed the Tackett Team, blazing his own trail in the process.

BUILDING A UNIQUE TEAM CULTURE

With 20 team members, The Tackett Team stands out with its unique culture. “We have a no-ego policy,” Darren explains. “If someone isn’t the right fit, I don’t follow up with them. We get along really well together.” This culture of camaraderie and mutual respect is evident in their weekly team meetings and team events.

Robin, one of Darren’s team members, brings her love of entertaining to the team. She hosts book clubs and holiday events, creating a sense of community. Many of Darren’s team members have been with him for over 15 years, which has created strong bonds that have stood the test of time.

Darren’s vision for The Tackett Team includes growth, including eventually doubling in size. He enjoys the

process of buying and selling properties and values personal interactions with clients. To maintain this growth, he regularly masterminds with real estate professionals across the country and participates in retreats with other team leaders.

“I wanted to learn from the best, and I could do this with eXp,” Darren shares as to why he switched brokerages. He appreciates eXp’s lack of franchise fees and the fact that the company is run by a REALTOR®, which makes a difference.

That doesn’t mean real estate has been easy. “You have to work really hard and survive those first few years,” he reflects. “I feel that I’m very even-keeled, which serves well in this business.”

SECRETS TO SUCCESS

For anyone entering the real estate business, Darren emphasizes the importance of hard work and resilience. “It’s not ‘Millionaire Listing LA.’ It’s a grind,” he says. “You have to follow up with people 40 times before you get an appointment. Having the right mindset is crucial.”

▶ agent spotlight

Written by Elizabeth McCabe
Photos by AZing Realty Media



“
LIKE GOLF, YOU’RE
NEVER GOING
TO MASTER IT. IT
CHANGES A LOT.
YOU HAVE TO LEARN
MORE AND GET
BETTER AT WHAT
YOU’RE DOING.”



Darren’s dedication to becoming the best he can be is evident in his approach. “Like golf, you’re never going to master it. It changes a lot. You have to learn more and get better at what you’re doing,” he says. He encourages his agents to be prepared for the grind and to have realistic expectations.

FITNESS, FUN, AND FURRY FRIENDS

When not working, Darren enjoys staying active by working out with a trainer four days a week and playing golf. He values family time with his 2 sons from his first marriage, his 14-year-old stepdaughter, and his 3½-year-old child from his current marriage. Darren’s wife, Tonia, and his rescue dog are also significant parts of his life. His rescue dog is his buddy.

Darren is committed to giving back to the community. He films “Foster Friday” segments with Foothills Animal Rescue, promoting pet adoptions— a project he’s been dedicated to for several years. In addition, he sponsors various fundraising events, ensuring his community involvement remains strong.

LOOKING AHEAD

What’s next for Darren? He remains focused on growing his team and supporting his current members, especially as the market slows down. He is passionate about real estate, continuously learning, and helping others achieve their goals. He is living a life better than he had ever imagined, finding his purpose and passion in real estate.

With his hard work, coupled with his drive and determination, Darren and The Tackett Team are poised for continued success for years to come.

Do you know of any awesome real estate professionals who have worked in the industry for five or more years and are still crushing it, or are one yourself? Email us at scottsdale@realproducersmag.com to get the word out.

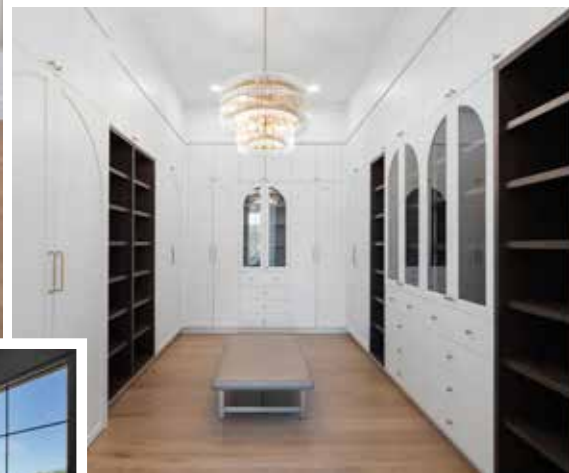
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