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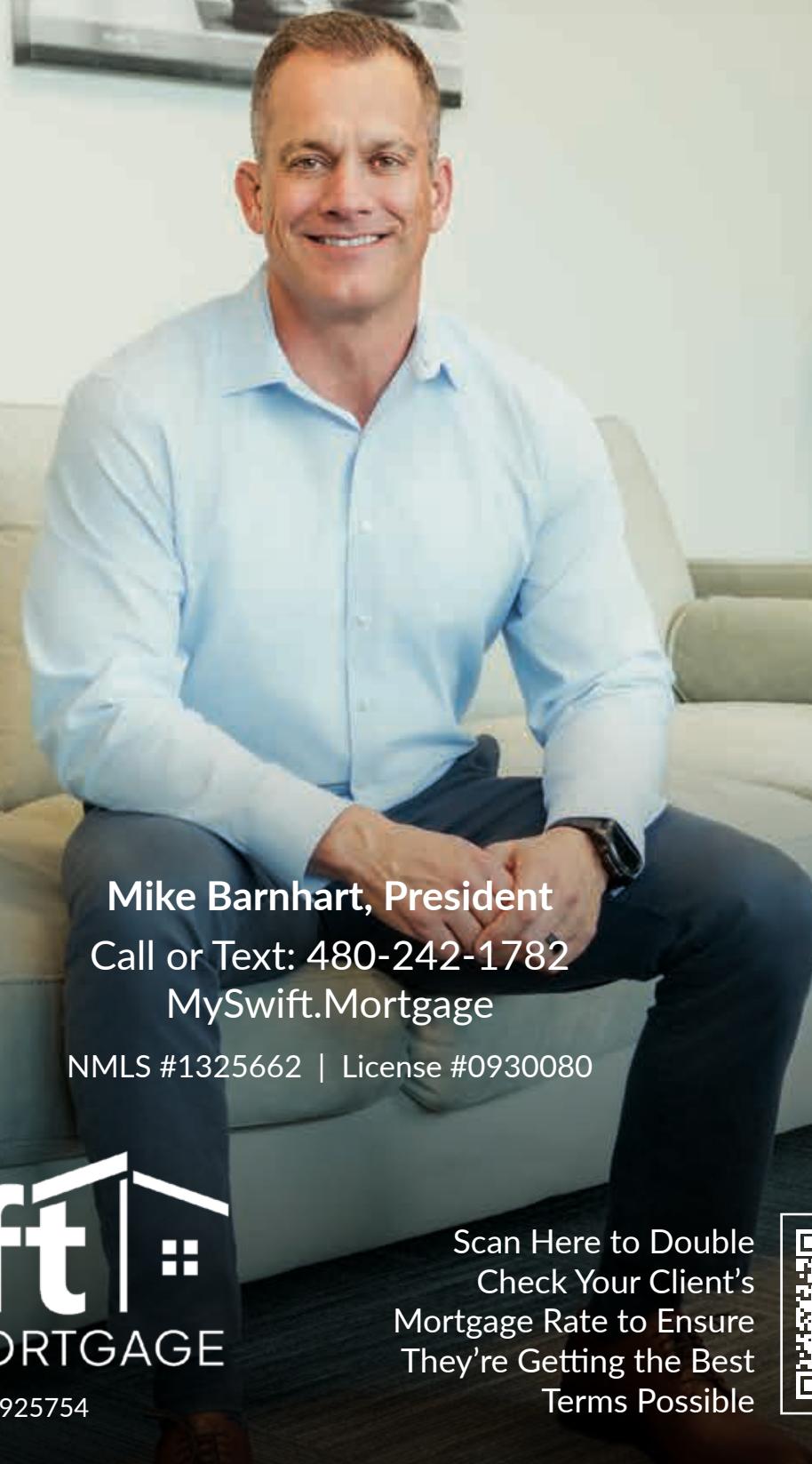
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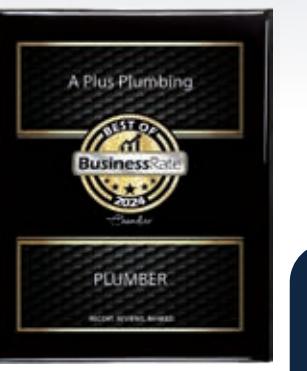
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# Contents

## PROFILES



**26** Ashley McCombs



**30** Tanner Crandell

## IN THIS ISSUE

- 6 Meet The Team
- 10 Preferred Partners
- 12 What Is *East Valley Real Producers*?
- 14 Cover Story: Mike Mazzucco
- 22 Partner Spotlight: Bottle & Bean
- 26 Life: Ashley McCombs
- 30 On the Rise: Tanner Crandell



**14**  
COVER STORY  
**Mike Mazzucco**



If you are interested in nominating people for certain stories, please email us at: [erika.soto@n2co.com](mailto:erika.soto@n2co.com).

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**\$7,471,689,000**

**SALE VOLUME**



**13,043**

**TOTAL TRANSACTIONS**



**\$14.95M**

**AVERAGE SALES VOLUME PER AGENT**



**27**

**AVERAGE TRANSACTIONS PER AGENT**



# What Is East Valley Real Producers?

Real Producers started in Indianapolis in 2015 and is now in over 130 markets across the nation and spreading rapidly.

Name a large city and we are there or will be soon! In every market, we take the top 500 agents, based on the MLS production, and we build an exclusive magazine around those agents.

We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication. We strive to inform and inspire the top-producing real estate agents in the local market and connect them socially.

The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

#### Q: WHO RECEIVES EAST VALLEY REAL PRODUCERS MAGAZINE?

The top 500 agents in THE TRIANGLE from the previous year. We pull the MLS numbers (by volume) from the previous year. Approximately 18,000 agents are licensed in this territory. We cut the list off at #500, and the distribution was born. The list will reset at the end of every year and will continue to be updated annually.

#### Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

It's really simple — every feature you see has first been nominated. You can nominate other real estate agents, affiliates, brokers, owners, or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the Top 500 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email our publisher Erika Soto at [Erika.soto@n2co.com](mailto:Erika.soto@n2co.com) with the subject line, "Nomination: (Name of Nominee)."

Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to interview to write the article and for our photographers to schedule a photo shoot.

#### Q: WHAT DOES IT COST AN AGENT/TEAM TO BE FEATURED?

*Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away!*

We are not a pay-to-play model. We share real stories of Real Producers.

#### Q: WHO ARE THE PREFERRED PARTNERS?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top agents has recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best agents in the area but the best affiliates, as well, so we can grow stronger together.

#### Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you know and want to recommend a local business that works with top agents, please email our owner to let us know at [mike.maletich@n2co.com](mailto:mike.maletich@n2co.com)



Erika Soto  
Publisher  
East Valley Real Producers

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# Mike Mazzucco



WRITTEN BY KENDRA WOODWARD  
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## *From Tiny Homes to Big Houses Leading Real Estate Through Innovation*

Mike Mazzucco never planned to build a thriving career in real estate, let alone leading a team of 24 agents. An engineer by trade, Mike's career path began in aerospace engineering, designing mathematical models and autopilot systems for companies like Boeing, Raytheon, Orbital ATK, and Northrop Grumman. But life had a different plan in mind for Mike, one that combined his love for problem-solving with his entrepreneurial spirit to ease the journey for those looking at buying and selling in real estate. His unique approach, rooted in analytics and efficiency, is what sets Mike apart in an industry that rarely places innovation at the forefront of their model.

Working primarily in the East Valley of the Phoenix Metro area, this Arizona-native was licensed in real estate in 2017 propelled into the spotlight by an accidental Facebook marketplace find. Although his initial plan was to get his license alongside his wife — acting as her support system through the process of obtaining her license — she realized wasn't a good fit for her... but Mike had a different and unexpected revelation when he realized how much

he liked it. "Real estate is the side hustle I never thought would turn into my full-time career," he reflects. "Engineering is all about problem-solving, and that relates to real estate extremely well because I'm solving problems for others."

From developing home grown real estate software/automation, analyzing housing markets, and mentoring clients on tax strategies (a passion project of his), Mike leverages

his technical expertise to streamline the buying and selling process while delivering exceptional value. His clients rely on him for his "domain knowledge" and ability to break down complex concepts into understandable and comprehensible information.

"I love being that first call a client makes when they need help with just about anything after closing, whether it be real estate, construction, tax, or investment related" he says,

emphasizing his commitment to being more than just a transactional agent.

After years of working in aerospace engineering, Mike's background became key in shaping his perspective and approach to real estate. "At the core, I like solving problems," he admits. Then in March of 2020, what had begun as a simple support system for a few agents...evolved into a thriving team of 24 agents and support staff united by

“

I love being that first call a client makes when they need help with just about anything after closing, whether it be real estate, construction, tax, or investment related.”



“

My family always comes first.”



a shared focus on efficiency and client-centric service. Mike's ability to blend technical precision with genuine care is what has made him a trusted advisor to his clients and a respected leader within his team.

So where does that Facebook marketplace-find come in that propelled his career? Well, when a tiny home caught his eye on the site, Mike knew he wanted to use it for marketing... which turned out to be a catalyst to his career. Initially purchased as a gorilla-style marketing experiment, the tiny home became a sales funnel for his growing business by providing temporary housing (alongside his 12 previously established rental properties) for clients navigating the housing market. “It became this big project,” he recalls, noting how the lengthy venture to

get various utility lines out to the new property that sat on an acre in his backyard. The project also got him recognition on the local news and radio. At the time, he was still a full-time engineer at Boeing. “I remember my coworkers in shock, realizing how big my secret side hustle had become after seeing me on TV.”

When he's not working, Mike enjoys a range of outdoor activities, from bow hunting and boating to playing ice hockey several nights a week. Family RV trips and tubing adventures on the lake are regular highlights during the summer, reflecting the close-knit bond he shares with his wife and three children — twins Leonardo and Josephine, and youngest son Massimo. “My family always comes first,” he emphasizes, a philosophy that shapes every decision

he makes, both personally and professionally.

Beyond his professional achievements, Mike is also deeply committed to improving the lives of those around him, both outside the office and outside his home. Having donated roughly \$35,000 to fund private scholarships for Arizona students over the last few years, Mike is proud to help support the education of K-12 students in the local private school system.

As his team, “Copper 48”, continues to grow, Mike remains focused on the bigger picture — whether helping a family navigate foreclosure, mentoring his agents toward success, or crafting a more efficient way to buy and sell homes, he approaches every challenge with the same goal: to make life better for the people he serves. Mike

extends this same mindset to his vertical integration process within his business, aiming to create a one-stop shop for both agents and clients alike.

Mike's goal over the next several years is to obtain a general contractor license so he can manage renovations more seamlessly for his clients. Mike also looks to continue to grow his hard money lending business to support the teams' investor clients. From understanding tax strategies to mastering the nuances of investment real estate, Mike equips his agents with the tools they need to succeed.

In an industry often resistant to change, Mike is proving that innovation and heart can coexist — and that sometimes, very rarely... the side hustle you never expected can lead to your life's greatest work.



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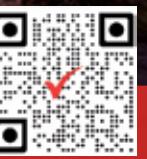
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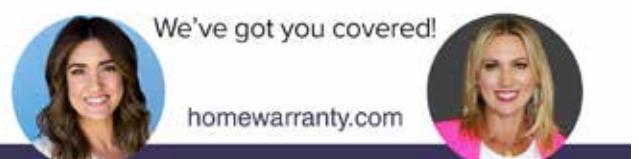
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Open daily from 6:30 AM to 7 PM, Bottle & Bean serves up thoughtfully curated breakfast and lunch menus until 2 PM before transitioning into a sophisticated wine bar and retail shop with an assortment of charcuterie boards and shareable dishes. This seamless transformation ensures that whether guests are stopping by for a morning espresso or an evening unwind, they're

met with an experience that feels both familiar and refreshingly new. And with the addition of their newly expanded patio area, Bottle & Bean continues to add to their already cozy and inviting atmosphere by offering a relaxing outdoor oasis for patrons to enjoy.

The visionary behind this unique idea, Spike Lawrence, is a Tempe native and





Arizona State University enthusiast ("Go Devils!" he shouts). While it was never his intention to become a restaurateur, Spike's journey into the industry began out of necessity while developing the Downtown Ocotillo shopping center (or DTO).

Beginning with co-founding Living Room in 2009, Spike's passion for developing properties quickly evolved into a portfolio of distinctive culinary destinations, including Rock Lobster, Chop, and Sea and Smoke — all under The Living Room's roof. So, when Bottle & Bean opened its doors in February 2022, it became the latest addition to this locally-driven lineup.

"I'm proud to say that every restaurant in DTO was created in DTO. It's as local as it gets," Spike says with pride.

reputation as a builder of high-quality commercial lifestyle properties in the local real estate landscape.

Since then, his passion for creating spaces that bring people together has only grown. "Building successful properties in the area, within the community I grew up in, and seeing the support of the community brings me a tremendous amount of fulfillment," he shares of his ability to create places where people want to sit down and enjoy spending time in.

With a passion so engrained in creating such inviting spaces for others to enjoy, it's no surprise that Spike also dedicates a portion of his time to accomplishing the same idea...within his Chandler community. Through Bottle & Bean, Spike has partnered with various nonprofit organizations to host give-back events, supporting causes such as the Phoenix Thunderbirds, Chandler Charities' Giving Tree (which aids local students), and Toastmasters Teen Group.

While his professional accomplishments are extensive, Spike's most cherished role is of being a father. The proud dad to two young daughters, Lindsay and Tori, he considers fatherhood his most important job and relishes any time he can spend with his family, his sister, or his nephews on a weekly basis. In his free time, Spike indulges in a mix of travel, watching and supporting Arizona State sports, golf, and politics.

As Bottle & Bean continues to thrive, it stands as a testament to Spike's vision of creating not just businesses, but destinations — places that bring people together, foster connection, and celebrate the simple joys of good food, great drinks, and even better company. Whether you're stopping by for a coffee, settling in for a glass of wine, or gathering with friends on the patio, one thing is certain: at Bottle & Bean, you're always in the right place at the right time.

"Attitude is everything, work hard, play hard. Everything we do and achieve in life is through other people." — One of Spike's favorite quotes from author Jeff Keller.



# ASHLEY McCOMBS



## DRIVEN TO SUCCEED

For Ashley McCombs of Instasold at Keller Williams Integrity First, real estate isn't just a career — it's a calling rooted in grit, determination, and an unshakable belief in helping others. From mastering sales through the automotive industry to becoming the go-to problem solver for families in need of a fresh start, Ashley has built her reputation on getting results fast where others failed to do so. Known for her straight-talking approach and relentless work ethic, Ashley isn't afraid to tackle the toughest challenges, delivering outcomes that exceed expectations.

Ashley's career in real estate began in 2019, but her journey to get there started long before that. From a very young age she learned a lot from her grandparents, their guidance throughout her life acting as her parental figures instilled in Ashley a drive to defy the odds of the situation she was born into.

After graduating from high school with an Associate Degree in Law Enforcement, you wouldn't think Ashley's initial career goal was to become a physical therapist. However, it was her intended career plan after having played volleyball most of her life while treating a genetic condition in her knee. Recalling the numerous appointments with her physical therapist as terribly miserable experiences, Ashley wanted to alleviate that experience and pain for others.

Years of education culminated in Ashley obtaining a Bachelor's Degree in Physical Science while working as a personal trainer for 12 hours a day. On the precipice of continuing towards her doctorate, the cost alone to make that dream come true knocked the wind out of Ashley's sails. With the industry already running her ragged and the poor corporate mentality she was faced with, the single mom put her dreams on hold and returned to an industry that was a part of her soul, something she had done since her teens...automotive sales.

While working in the automotive industry, Ashley eventually met her husband, Michael, and together, they've built a life around shared passions for cars, family, and profitable hobbies. As their relationship grew stronger and their families merged, Ashley decided to put all her focus on raising the growing family and pursuing one of their favorite hobbies — flipping houses. After flipping nine houses in 15 years, the arduous task of constantly trying to find real estate agents who understood their family's needs and values opened up a prospective new career path for Ashley.

With Michael's encouragement, she embarked on the journey to obtain her real estate license with one goal in mind — to care for her clients' families the way she wished agents would've done so for hers. And thanks to Ashley's unusually vast and colorful work experience, she jokes that she's almost overqualified for the job!

Throughout her journey, Ashley admits there have been several people that she credits for



**"DON'T GO AT IT SOLO AT FIRST, LEARN FROM OTHERS AROUND YOU, AND DON'T WASTE TIME MAKING THE SAME MISTAKES THEY MADE."**

her success — Marty Baum (her first teacher at Baum School of Real Estate), and Mike and Ann Schude the owners of her team at InstaSold. After initially starting her journey as a solo agent, Ashley was forced to engage her backup plan when she was faced with a lack of direction and support. She wanted to grow. She wanted to learn. So, she reached out to one of her husband Michael's old school friends, which happened to be Mike Schude.

Joking that she apparently didn't give them much of an option on joining their team, the Schudes have been a major support for Ashley and a constant resource for education throughout the years.

Through their support, she continues to find success in the industry and advises other novice agents to do the same. "Find a team that fits you and makes you feel like family. Those are going to be the people supporting you and pushing you forward in your career. Don't go at it solo at first, learn from others around you, and don't waste time making the same mistakes they made."

Known for navigating "rescue missions" with ease, Ashley focuses her business on finding clients who are having trouble getting out from under seemingly unsellable properties. Her goal is to help them understand the value of their investment, learn how to separate their emotions from the transaction and realize how it will best portray to a wider market.

Often helping clients who are under a lot of stress from work and the typical day-to-day chores, Ashley steps in and gets the job done. "I'm a very black and white person, and look at everything as a business transaction," she explains, which is why five of her homes recently went under contract within two weeks of taking them on.

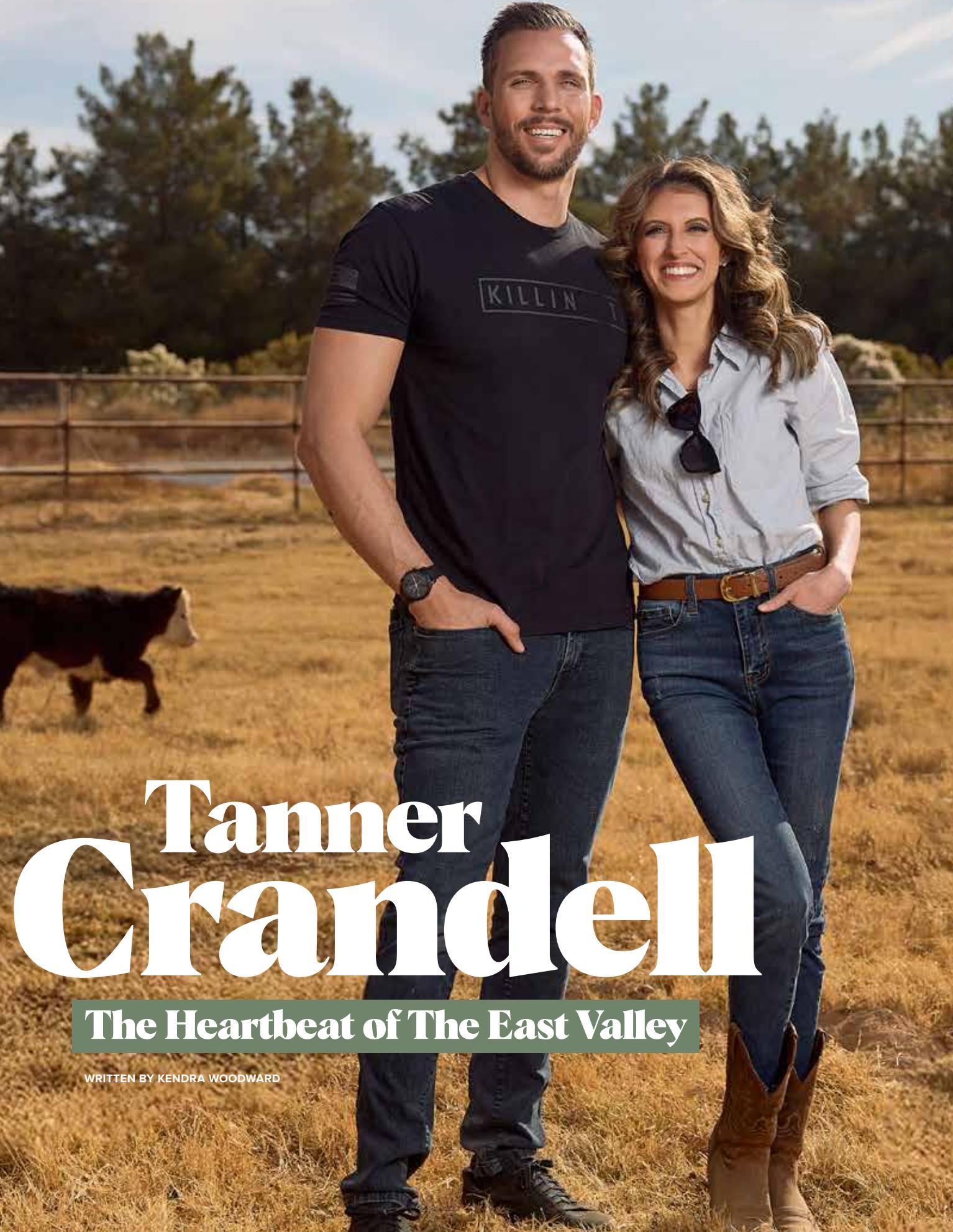
Despite her straightforward nature, Ashley's warmth and commitment to her clients shine through in everything she does. "I just love helping people get from point A to point B and finding financial freedom." Even with six other businesses that she and Michael are running, being a part of the real estate industry and helping her clients is her greatest passion...or maybe second greatest to her affinity for cars.

At home, Ashley and Michael enjoy the fast-paced and busy lifestyle that comes with being entrepreneurs and having wild and fast hobbies. While only two of their four children are still living at home, it's still a full house thanks to their three dogs that Ashley jokes "have incredibly human names" — Dave, Doug, and Kevin.

Michael has been working on his lifelong dream to get his pilot's license (which he passed with flying colors in February) so the family can travel together more easily with hopes of retiring soon. Ashley is now proud to say her husband is a pilot! However, beyond that, it's very apparent that the entire family has a passion for the automotive industry. "We're a big racing family," she laughs. "We're passionate about all things car-related — car shows, drift events, race tracks, you name it."

With a sharp mind for business, a heart for her clients, and an unyielding drive to succeed, Ashley is blazing a trail in Arizona's real estate market with a simple yet powerful approach: show up, work hard, and put people first.





# Tanner Crandell

**The Heartbeat of The East Valley**

WRITTEN BY KENDRA WOODWARD



A proud fifth-generation Arizonan, Tanner's life has always been intertwined with the land and people of the state. His formative years were spent taking on physically demanding jobs, landscaping in the searing Arizona heat, demolition work, and pest control. These early experiences not only toughened him up but also ingrained in him an unyielding work ethic and a knack for problem-solving.

Reflecting on his journey, Tanner shares, "My success isn't just about sales; it's about hard work, consistency, and an ongoing commitment to growth. Showing up every day with focus and drive makes all the difference."

His time as a service supervisor at a pest control company marked

a turning point. Observing the stark differences in treatment between labor and sales staff, Tanner had a realization: "If you can't beat them, join them." When management offered him a sales position, he quickly discovered that it wasn't as easy as he had imagined. His new role required crawling through attics and scaling 40-foot ladders, but it also taught him invaluable sales and communication skills — skills that became the cornerstone of his thriving real estate career.

Eager to expand his horizons, Tanner later transitioned to a role with UPS, exchanging fieldwork for an office setting where he made 200 calls a day alongside hundreds of other representatives. It was a drastic shift, but one that honed his phone skills and

broadened his perspective on sales.

During this period, Tanner immersed himself in motivational books and business podcasts, sparking thoughts about his future. His passion for personal growth eventually led him to earn his real estate license. For two years, he juggled dual full-time jobs, building his network until he was ready to commit entirely to real estate. "I've never looked back," he says with pride.

In less than five years, Tanner has built a career defined by three core values: excellence, commitment, and an unparalleled work ethic. These principles guide him daily, as he works to create a legacy for his children and instill in them the same dedication and values. "It's

not just about closing deals," Tanner explains. "It's about being a trusted advisor, a community advocate, and a devoted family man."

Tanner's intimate connection to the East Valley gives him a unique edge in the market. Having witnessed its transformation from quiet farmland to a bustling community, he marvels at the area's evolution. "As a teen, a trip to Queen Creek meant driving through miles of dark, empty backroads. Times have definitely changed," he says.

His deep love for the East Valley is reflected in cherished memories; from the historic Diving Lady sign at the Starlite Motel and the twinkling holiday lights of the Mesa Temple, to spring training games with the Chicago Cubs. These

**Tanner Crandell is the epitome of hard work, resilience, and a deep-seated commitment to community. Known for his tagline, "Deep Arizona Roots, Your Go-To REALTORS® for East Valley Success," Tanner's approach to real estate is rooted in building relationships as much as it is about achieving results. Since earning his real estate license in 2020, Tanner has swiftly climbed to the top 1% of Arizona's real estate agents, a testament to his determination, consistency, and dedication to excellence.**



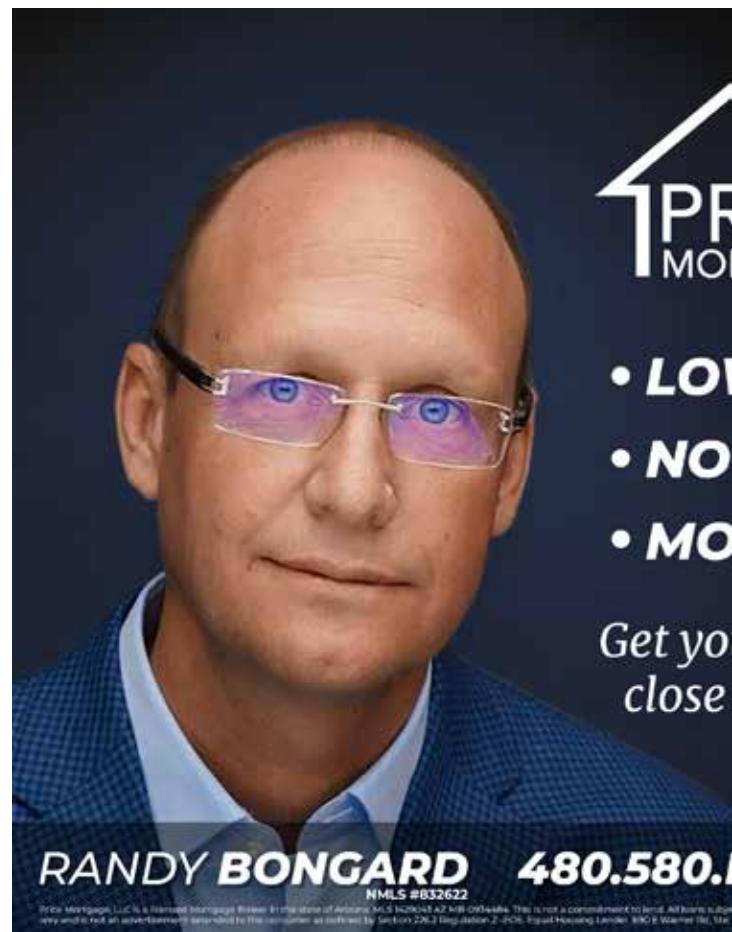
experiences have fostered an unwavering passion for his community.

For Tanner, real estate is about more than transactions; it's about relationships and connection. This philosophy is at the heart of the Crandell Real Estate Team, where his wife, Cailie, plays an integral role. From the beginning, Cailie has been Tanner's unwavering support, encouraging him through every challenge and success. "Her partnership is the backbone of everything we've built," Tanner says with pride. Together, they craft tailored strategies that ensure every property tells its story and connects with the right buyer.

While Tanner is deeply committed to his work and community, his top priority is family. Whether it's movie nights, board games, or outdoor adventures, quality time with his loved ones is what matters most.

Tanner Crandell's story is a testament to grit, heart, and the power of staying true to your roots. Whether he's helping clients find their dream home, giving back to the community, or simply enjoying a quiet moment with family, Tanner brings boundless energy and dedication to everything he does, making him not just a real estate expert, but a true treasure of the East Valley.





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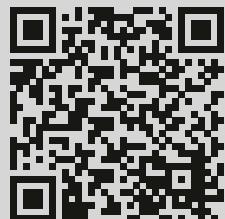
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