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## Leslie Jacobs

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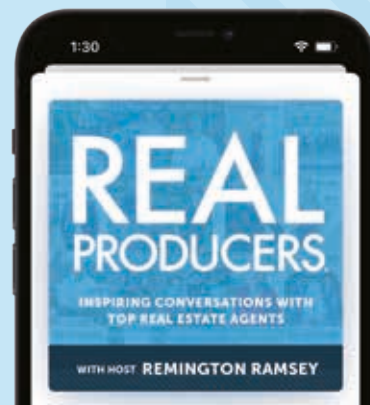
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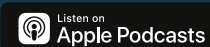
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# Golden Nuggets



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*Iannelli and Associates Realty*  
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**Joe Karcie**  
*RE/MAX Mountain Properties*  
 “There is no such thing as failure. There are only results” — Tony Robbins

In my life, as long as I am trying, learning and improving, I am winning.



**Leslie Yardley**  
*Coldwell Banker Realty Sedona*  
 “It’s the relationship that counts.” — Loris Malaguzzi, Founder of the Reggio Approach to Education in North Central Italy. He also said, “Don’t copy, create your own culture.” The Reggio Approach is a philosophy rather than a method and celebrates the relationship between teachers, parents, and children.



**Paul Jordan**  
*Pioneer Title Agency*  
 “Always do the right thing.” — Winston Churchill

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# Pioneer Title Agency

Elevating the Title Industry with Personalized Service



## An Exclusive Interview with PAUL JORDAN, Area Sales Manager

PHOTOS BY KIMBERLY MARSH PHOTOGRAPHY

In the fast-paced world of real estate, having a trustworthy and efficient title agency can make all the difference. Pioneer Title Agency has built a reputation for delivering exceptional escrow and settlement services, ensuring that every transaction is seamless. We sat down with Paul Jordan, the Area Sales Manager at Pioneer Title Agency, to learn more about his journey, the company's unique approach, and what truly sets them apart in the industry.

### A Career Built on Relationships and Trust

Paul Jordan's journey to the title industry was anything but conventional. Born in Cornwall, England, he initially pursued a career in retail and commercial baking. His expertise in

managing multiple bakery operations for a major grocery chain gave him a deep understanding of customer service, efficiency, and operational success. However, when an old friend introduced him to the title business, he took a leap of faith — and it paid off.

"The retail bakery industry was evolving rapidly, with a push for efficiency that diminished the artistry of the trade. I was looking for something different, and when a friend suggested I consider the title industry, I decided to take the chance," Paul recalls. "It turned out to be the best decision I could have made."

### What Makes Pioneer Title Agency Stand Out?

Real estate professionals know that title services can often feel impersonal.

But Pioneer Title Agency prides itself on going the extra mile to ensure that REALTORS® and clients alike feel valued. Paul emphasizes that strong relationships and customer care are at the heart of everything they do.

"A practice I always follow is to personally call our customers to thank them when they open an escrow," says Paul. "I also reach out to the non-directing customer, letting them know we look forward to working with them and asking if there's anything we can do to help. It's about ensuring that everyone feels confident and comfortable throughout the process."

Beyond phone calls, Paul takes a hands-on approach by sending handwritten thank-you cards to agents, complete with business cards of their key contacts for the transaction. If he's in the area when recordation takes place, he personally delivers commission checks to ensure that agents get paid as soon as possible.

"These little touches make a big difference," Paul notes. "It's not just about closing deals; it's about building lasting relationships."

### A Personal Journey Rooted in Hard Work and Integrity

Paul's background has instilled in him a strong work ethic and a deep appreciation for integrity — qualities that serve him well in the title business. Having immigrated to the United States in 1988 and later becoming a U.S. citizen in 2009, he has built a life centered around family, resilience, and service.

"My parents paved the way for me when they moved to Prescott, Arizona. When an opportunity to work there with Pioneer Title Agency came up, I asked my wife how she felt about moving back. She immediately said, 'When can we start packing?'" Paul laughs. "And we've never looked back."





Paul and his wife



The Jordan family



Paul and his TR6



The day Paul became an US citizen

### Defining Success in the Title Industry

For Paul, success isn't measured solely by business achievements. It's about making an impact — both professionally and personally.

“Success means leaving things better than how you found them,” he shares. “I want to be remembered as someone who always tried to do the right thing, made a difference, and helped others along the way.”

His philosophy extends beyond work. Paul is a devoted family man, treasuring time with his wife Melissa, their children, and grandchildren. When he's not working, you'll find him enjoying his classic convertible,

engaging in target shooting, or simply spending quiet weekends at home.

### The Future of Pioneer Title Agency

As the real estate market continues to evolve, so does Pioneer Title Agency. With a commitment to adapting to industry changes while maintaining exceptional service, Paul remains passionate about his work and the people he serves.

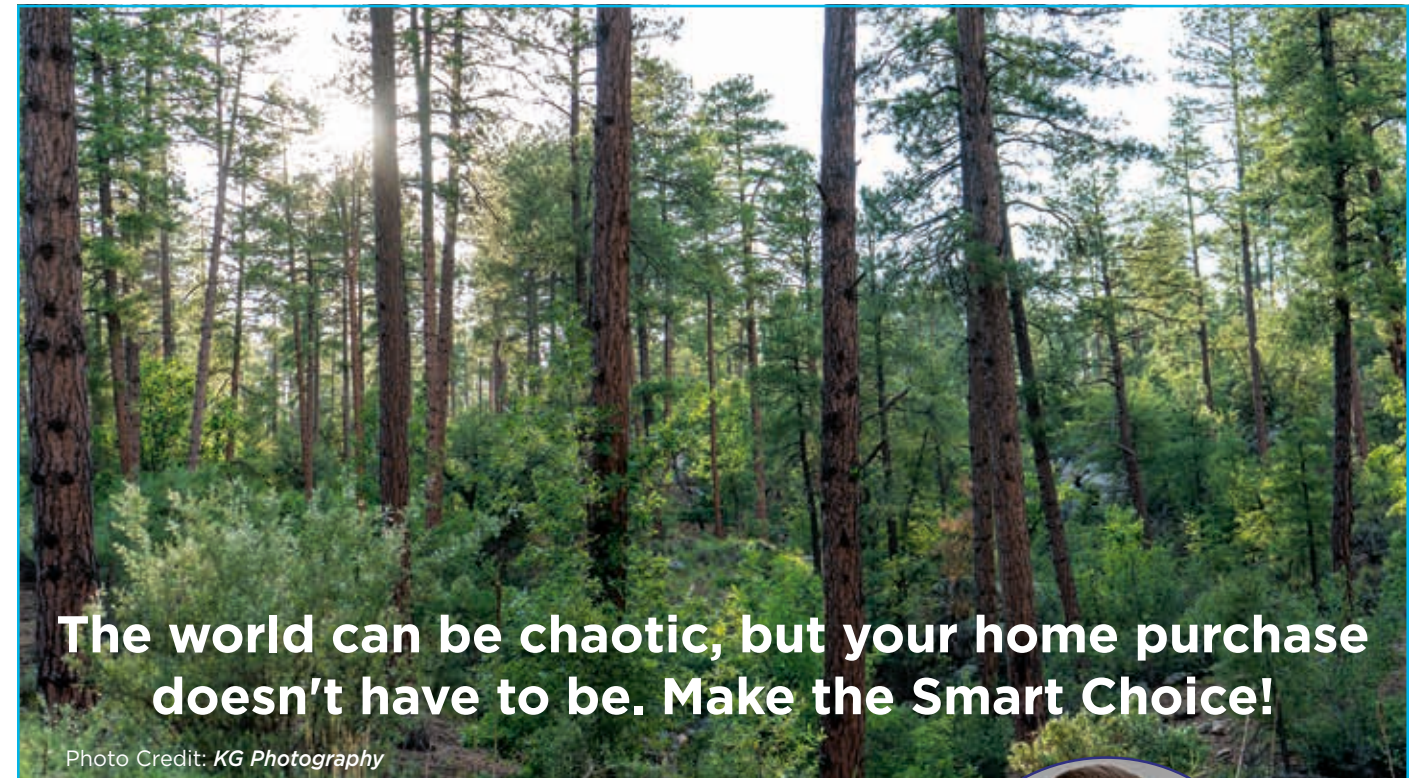
“The industry is always shifting, but our dedication to our customers remains the same,” he says. “We have an incredible team, and we're honored to work with so many great agents. It takes a team to make transactions smooth and successful.”

### Final Thoughts

Paul Jordan and Pioneer Title Agency exemplify the gold standard in title services — where expertise meets a personal touch. Their unwavering commitment to their clients ensures that REALTORS® and homebuyers alike experience a smooth and stress-free closing process.

So, what is Paul's best piece of advice?

“Family always comes first. And in business, relationships are everything. Treat people well, and success will follow.”



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FROM STRUGGLE TO SUCCESS:

# Leslie Jacobs'

Journey to Real Estate *Triumph*

**When Leslie Jacobs first stepped into the real estate world, she wasn't just chasing a career — she was fighting for survival. Fresh out of a marriage, with no formal education, four kids looking up at her, and a mortgage looming over her head, Leslie had one option: make it work. And she did.**

PHOTOS BY KIMBERLY MARSH PHOTOGRAPHY

#### Starting from Nothing

Leslie's first attempt at real estate school was at 18, but life had other plans. She became a stay-at-home mom, raising four children. Fast forward to years later, standing at a crossroads with divorce papers in one hand and a brand new real estate license in the other, she had no clients, no experience, and no safety net.

"There was no food in the cupboard, and I didn't have a Plan B," Leslie recalls. "I had two choices: work at a doctor's office for minimum wage and barely scrape by, or get off my butt and make this happen. So, I chose the latter."

She started from scratch with zero leads, no team, and no real mentor. Her first year was brutal — cold calling, door knocking, and hustling harder than anyone. But her sheer determination and refusal to fail kept her moving forward.

#### The Relentless Pursuit of Success

Leslie credits much of her success to blocking out negativity.

"Everyone told me I wouldn't make it — 76% of agents don't renew their license, they said. I had to shut them out. I told myself, 'Move out of my way. I'm not listening to you.'"

This laser focus on success, even when she was barely surviving, is what separated her from the pack. She embraced every challenge thrown her way, from learning contracts



on her own to mastering the art of prospecting.

"If my broker suggested cold calling expired listings, I was on the phone the next morning. If door knocking was the strategy, I was out there before sunrise. There was nothing I wouldn't do."

Even in her second year, when she made only \$3,000 over six months, she didn't quit. "I had a mortgage and four kids to feed. There were no excuses."

#### Lessons for New Agents

Looking back, Leslie believes having a mentor or joining a team could have helped her navigate the early struggles.

"I had to learn everything the hard way, in real time. If I could do it again, I'd find someone to guide me through the paperwork, systems, and best practices."

Her advice to new agents? Push through obstacles, stay disciplined, and don't let anyone talk you out of your goals.

#### Building a Business with Heart

Today, Leslie is known for her commitment to relationships — both with clients and within the real estate community.

"Everyone focuses on client relationships, but I also

prioritize relationships with other agents. We're all in this together. If we can work well as a team, we can make transactions smoother for everyone."

She takes client appreciation to the next level, hosting quarterly parties with free food and drinks, as well as an annual Christmas gala with live jazz and a high-end dining experience. "I want my clients to know they're valued beyond just a sale."

**The Next Chapter**

In the next five years, Leslie envisions expanding into commercial real estate while building a powerhouse team rooted in integrity and community service.

"My goal isn't just personal success — it's creating a team of agents who care about people, give back to the community, and find joy in helping others."

**Life Beyond Real Estate**

When she's not negotiating deals, Leslie embraces ranch life with her husband and their kids. Her family's world revolves around

rodeo, horseback riding, and country living.

"We have six horses, two goats, chickens, a donkey, and dogs. Weekends are spent at rodeo events, team roping competitions, or simply riding together as a family."

**A Passion for Giving Back**

Beyond real estate, Leslie finds fulfillment in philanthropy. Whether supporting the local chamber of commerce, funding community projects, or even paying for a stranger's roof repair, she believes in making a direct impact.



"I don't just donate to organizations — I help where I see a need. If someone in our community is struggling, I step in. That's the real reward of success."

**Final Thoughts**

Leslie Jacobs' journey is a testament to resilience, grit, and the power of belief. For any agent wondering if they have what it takes, her story is proof that with enough determination, success isn't just possible — it's inevitable.

"You can listen to the doubters, or you can get out there and make it happen. I choose to make it happen."



“  
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### Silver Hammer Inspections — Matt Maxwell

Silver Hammer Inspections truly lives up to its tagline: “Excellence and Nothing Less.” Recognized for several years

as the leading inspection service company in Northern Arizona, Silver Hammer consistently delivers the highest level of service and dedication to quality.

Founded nine years ago by Matt Maxwell, Silver Hammer began as a solo endeavor. Since then, it has grown rapidly to become the largest home inspection company in Northern Arizona, with Matt’s hands-on training and leadership helping build a team of two additional inspectors and a business manager, who share his commitment to excellence. “We pride ourselves on our service and our commitment to excellence,” Matt emphasizes — a value that has fueled their impressive growth and client satisfaction.

What truly sets Silver Hammer apart is their status as the only full-service, one-stop shop for inspections in the area. In addition to commercial and residential inspections, they offer a comprehensive suite of specialized services, including “termite inspections, radon testing, air quality testing, well inspections, water potability testing, sewer scopes, and HUD foundation certificates.” For REALTORS®, this means Silver Hammer simplifies the inspection process by providing all necessary testing in one place, saving time and ensuring a smoother transaction process.

With hundreds of five-star reviews on platforms across the web, Silver Hammer is the most recognized name in home inspections throughout Northern Arizona. Their coverage extends through the Prescott quad cities, Sedona, and the Verde Valley, and they are now expanding into the Flagstaff market. This expansion allows even more REALTORS® to benefit from their high-quality services and excellent reputation.

A key feature Silver Hammer offers is same-day, online reports that include high-definition photos and video, maximizing transparency and clarity. “At Silver Hammer Inspections, our job isn’t complete until you feel safe

and comfortable with all of your questions and concerns answered,” Matt shares. Communication is paramount, and they ensure constant contact with clients from the very first inspection request through to the final walkthrough. Encouraging clients to walk through the property with them at the end of each inspection, Silver Hammer ensures that clients gain a thorough understanding of their property and feel confident in their buying decisions.

As a locally rooted company, Silver Hammer Inspections is made up of family men dedicated to their community. They are actively involved with both the Prescott Area Association of REALTORS® and the Sedona Verde Valley Association of REALTORS®, as well as local sports teams where some of the team members serve as coaches.

Recently, Silver Hammer launched a TikTok channel, “Inspect-shunns,” showcasing some of the quirky, unexpected finds from their inspections. This fun addition is another way they connect with the community, bringing humor and personality to their brand.

For REALTORS® looking to work with a trusted inspection partner, Silver Hammer Inspections is a top choice. They uphold rigorous standards with each inspection, providing honest, transparent reports and treating every home as if it were their own. “We strive to uphold our reputation for excellent and timely service, high-detail inspection services, and delivering a home inspection report that gives clients the insights they need to make informed decisions.”



### CMG Home Loans — Phyllis McDaniel

Phyllis McDaniel, Senior Loan Officer with CMG Home Loans provides you with a

simplified mortgage experience from a trusted lender, committed to your satisfaction. She takes pride in her ability to talk to all sorts of people in a way that is both professional yet friendly and comforting. “Empathy goes a long way in business but especially this one.”

Delivering the right loans for the right reasons in a way that exceeds all expectations. That’s CMG Home Loans’ business. Since 1993, CMG Financial, has served home buyers and homeowners nationwide with all of their new purchase and refinance needs. All CMG Loan officers specialize in new purchase and refinance mortgage needs as well as act as a financial counselor to help borrowers make informed decisions.

Our diverse mortgage menu helps us find financing solutions for almost every borrower. We are dedicated to finding more ways to open more doors for home buyers. Find out what “Every Customer, Every Time. No Exceptions, No Excuses.” means to us!

#### Client Testimonial:

“Phyllis McDaniel is an extremely committed loan officer. We’ve been through several loan processes with other companies. This particular loan was more challenging than most due to many factors related to our owning other properties. Phyllis’s knowledge, experience and dedication to the task at hand was exceptional. She championed our efforts and never relinquished the fight to get us to the finish line. Not only was she a coach and quarterback but during a discouraging stage, she was our cheerleader, uplifting our spirits to work through the difficulties. Her character is admirable, and we would not hesitate to recommend her to anyone looking for the best in the business.” — Ernie and Beth C.



### Golden Roofing — Adriana Najera

Adriana Najera, the Owner of Golden Roofing, is passionate about everything she does. Being a female business owner in a male-dominated business was one of the

challenges which Adriana took in stride. She puts emphasis on the importance of community. Adriana prioritizes building and nurturing strong and personal relationships with her clients and with REALTORS®. She focuses on supporting them “with services from small jobs to big jobs and just anything tailored to their needs, when it comes to roofing”.

Adriana describes how her woman-owned business goes above and beyond to help both her clients and the REALTORS®. No job is too small of a job. “If they call me last minute on a Sunday and I am in town, I’m gonna jump on it.” Golden Roofing clients perceive Adriana as a person and human being, rather than only a business owner. She believes that this is one of the reasons why the company is in such a good place right now.

Adriana also shares how we can’t really run any business well according to a script. “Every person, every client, every REALTOR® is different”. She also shares that if a

mistake happens, they are going to fix it — taking this approach in both her professional and personal life, she also holds her team up to those high standards.



### CadyBrooke Staging and Design — Danae Rubke

Danae Rubke, owner and operator of CadyBrooke Staging and Design, is a master of evoking emotion through the art of personalized

home decor. With the business named after her two eldest daughters, and a small team of incredible friends and family, CadyBrooke offers a variety of design jobs reimagining any space. Offering both vacant and occupied stagings, Danae can make any listing just that extra bit more special. She specializes in bringing out the creative potential of a space rather than accepting it as is. Sales rarely go below the asking price when Danae adds that CadyBrooke touch.

CadyBrooke offers a wide array of packages based on the size of your home and the number of rooms you’d like staged, and can fill any space with a sense of joy and comfort. “We do anywhere from bringing in all the furniture, to using what you have on hand. So, if you have to live in your home while... the agent has it on the market, then we take your art and your furniture and we will make recommendations about what stays and what goes.”

CadyBrooke will also help the client pack the items they can do without, for the time being. “We help you minimize so that a buyer can view themselves, or still picture themselves, in the home while you’re currently living in it.” Although having a house personalized to the owner is ideal while they are living there, it can make it difficult for a buyer to see the house as potentially their own during the buying and selling process. In addition to the beauty aspect of staging, inviting decor can also help the buyer to see the property’s potential. Next time you are looking to sell a home, make sure to consider Danae Rubke and CadyBrooke Staging and Design.



### Proclivity for Cleanliness — Tamie Spencer

Tamie Spencer, owner of Proclivity for Cleanliness, has a strong propensity for cleanliness in mind, heart, and soul, and that

is reflected in her business. Proclivity for Cleanliness is a cleaning service that values integrity and attention to detail while making homes beautiful on the inside. “We use eco-friendly cleaning methods and products. We do not just clean the surface; we get to the grime, water spots, and caked-on dirt.” Tamie seeks to build relationships so that her clients know that their needs will be handled by only the best.



# DELLEPIANE

BRINGING AUTHENTIC **ARGENTINE** FLAVOR TO SEDONA

Nestled in the breathtaking red rocks of Sedona, Arizona, Dellepiane isn't just another restaurant — it's a culinary experience that brings the heart and soul of Argentina to the Southwest. Owned and operated by Tomas Agostino, Dellepiane is the first and only Argentine Grill in the state, offering a unique take on Latin-inspired cuisine with a special focus on empanadas and gourmet burgers. For high-producing

REALTORS® looking to impress their clients with an unforgettable dining experience, Dellepiane is the go-to spot.

### A Culinary Journey Rooted in Passion

Tomas Agostino's journey into the restaurant industry began long before Dellepiane opened its doors in Sedona. A native of Buenos Aires, Argentina, he was immersed in

hospitality from an early age, studying hotel management before embarking on a global adventure through Europe. His time in Spain was particularly formative, as he fell in love with Mediterranean gastronomy and the joy of serving travelers.

"I've always been passionate about food and hospitality," Agostino shares. "From working in fine dining to

bartending in a casino, every experience shaped my understanding of the industry. When I returned to Argentina, opening my own restaurant was the natural next step."

After successfully running two restaurants in Buenos Aires, Agostino set his sights on the United States, drawn by the opportunity to bring his culinary vision to a new audience. In 2016, he made the bold decision to relocate and introduce his beloved Argentine flavors to Sedona's thriving tourism scene.

### Why Sedona? A Perfect Market for a Unique Concept

Sedona, with its five million annual visitors and vibrant local community, proved to be the perfect place for Agostino to establish Dellepiane. He saw an opportunity to fill a gap in the market — offering something different from the abundance of Mexican cuisine in the area.

"Everyone loves a great burger, but I wanted to create something truly special," Agostino explains. "Dellepiane is about more than just food — it's about atmosphere, authenticity, and crafting an experience that leaves a lasting impression."

### A Hands-On Approach to Excellence

What sets Agostino apart is his relentless dedication to every aspect of the business. He curates the wine and cocktail menu, designs the food offerings, oversees operations, and even takes shifts at the grill. "I'm a one-man band," he laughs. "I make sure



nothing is missing, from the tiniest details to the biggest decisions. But I'm also a team player, always collaborating with my staff to create the best experience possible."

His passion for grilling, especially steaks, is evident in every dish. "The smell of fire, the sizzle of the meat — it's something I'll never get tired of," he says. This hands-on approach ensures that each guest at Dellepiane experiences the highest level of quality and authenticity.

### From Challenge to Triumph: A Defining Moment

Agostino's journey hasn't been without challenges. One pivotal moment in his career came when he had to fire his chef at his first café in Argentina. Forced to step into the kitchen himself, he discovered a natural talent

and passion for cooking. "That was the moment I knew this was my calling," he recalls. "It was tough, but it set the foundation for everything I do today."

### A Lifestyle That Embraces Community and Adventure

Beyond the restaurant, Agostino enjoys the natural beauty of Sedona. An avid outdoor enthusiast, he spends his free time hiking with his rescue dogs, exploring off-road trails in his Bronco, and supporting other local businesses.

"Sedona is a special place, and it's important to be part of the community," he says. "Whether it's dining at other local restaurants or simply enjoying the landscape, I love everything about living and working here."

### Success Defined: Passion, Hard Work, and Vision

For Agostino, success isn't measured solely by financial gain — it's about building a life that aligns with his dreams and values.

"Having the life I once dreamed of and not taking it for granted — that's success," he says. His philosophy is summed up in two guiding principles: one day at a time and trust the process.



His greatest professional achievement? Winning Best Burger at Buenos Aires' prestigious meat festival in 2016, an event attended by 30,000 people. "That award put Dellepiane on the map in Argentina, and now I'm proud to bring that same level of excellence to Sedona."

### Looking Ahead: Innovation and Expansion

As for the future, Agostino remains committed to keeping Dellepiane fresh and exciting. "I want to continue making great food, taking risks, and ensuring that our restaurant remains a must-visit destination," he says. Personally, he hopes to travel more, further enriching his culinary expertise and bringing new inspirations back to his kitchen.

### A Legacy Beyond the Kitchen

When asked what he wants to be remembered for, Agostino's answer is simple: "My love for dogs, especially rescue dogs, and being a fair boss." His impact extends beyond the restaurant walls, touching the lives of his employees, customers, and the community he serves.

For high-producing REALTORS® looking to recommend an exceptional dining experience to their clients, Dellepiane offers more than just a meal — it delivers an unforgettable taste of Argentina right in the heart of Sedona. Whether closing a big deal or simply enjoying a well-deserved night out, there's no better place to experience bold flavors, warm hospitality, and the passion of a true culinary visionary.





# Talking Rock

The Ultimate Luxury Lifestyle Community for Discerning Buyers

In the world of luxury real estate, exclusivity, lifestyle, and community are paramount. For top-producing real estate agents looking to guide their clients toward an unparalleled living experience, Talking Rock in Prescott, Arizona, stands as a premier destination. A private, guard-gated golf course community, Talking Rock offers more than just beautiful homes — it delivers a lifestyle tailored to those who seek connection, comfort, and convenience in an idyllic setting.

**A Private, Lifestyle-Focused Community**

Unlike many communities in Prescott, Talking Rock is a 24-

hour guard-gated enclave that prioritizes privacy, security, and exclusivity. Every homeowner is required to be a member of the club, but membership offers flexibility — residents can opt for a golf membership to enjoy the championship-caliber course or choose a social membership, which grants access to dining, fitness classes, and a wealth of community events. This ensures that Talking Rock appeals to both golf enthusiasts and those who simply want to immerse themselves in a vibrant social scene.

**The Growth of Talking Rock**

With plans for a total of 1,000 home sites, Talking Rock is

currently just over halfway built out, leaving plenty of opportunity for homebuyers to claim their slice of this exceptional community. The demand is evident — many new residents are relocating from California, Oregon, Washington, Colorado, and even the Scottsdale area, drawn by the unique lifestyle Talking Rock offers.

**Introducing Symmetry Homes: A New Standard of Luxury**

A new chapter in Talking Rock's development has arrived with the launch of Symmetry Homes. Already a trusted builder in the prestigious Pine Canyon community in Flagstaff, Symmetry Homes is bringing its

expertise and efficient building process to Talking Rock. The first available floor plan, The Allure, showcases contemporary and traditional elevations, offering buyers a seamless home-buying experience. With pre-selected lots featuring all-in pricing (lot + home build cost), the process is streamlined, eliminating the guesswork and providing a faster path to homeownership.

**The Heart of the Community: Social Connection**

One of the standout features of Talking Rock is its emphasis on community. Unlike many other luxury enclaves, Talking Rock fosters deep connections among residents. Events such as wine and whiskey clubs, yappy hour for dog lovers, doggy derbies, and year-round fitness classes create a vibrant and engaging social scene. Residents don't just move here for the homes — they move for the lifestyle.

Adding to the convenience, Talking Rock offers a fully-equipped coffee house, an exceptional restaurant, and a brand-new pizza kitchen, ensuring that residents rarely need to leave the community. This self-contained environment allows for a truly relaxed and comfortable way of life, making it an ideal choice for those looking for a primary residence or a second home.

**Who's Buying in Talking Rock?**

Buyers at Talking Rock are drawn to its blend of luxury, privacy, and outdoor living, making it an ideal choice for those looking to invest in both their present lifestyle and long-term plans. With remote work expanding opportunities, more buyers are seeking a seamless balance of adventure and relaxation in a setting that feels like home. As Prescott continues to grow, Talking Rock remains a sought-after destination for those who appreciate the



freedom to enjoy life now while planning for what's ahead.

**A Hospitality-Driven Experience**

What sets Talking Rock apart from other communities isn't just the stunning landscape or world-class amenities — it's the people. The staff is trained in hospitality-first service, ensuring that every interaction, whether in real estate, dining, or fitness, is met with a warm, welcoming approach. This level of service transforms Talking Rock from just a place to live into a true home.

**The Future of Talking Rock**

For REALTORS® working with luxury buyers, Talking Rock represents a rare opportunity to

introduce clients to an exclusive community that offers more than just homes — it offers a way of life. With continued development, high-quality construction from Symmetry Homes, and an ever-growing list of amenities, Talking Rock is not just a great place to buy — it's a great place to belong.

As more buyers seek out destinations that offer security, community, and world-class living, Talking Rock continues to rise as one of the premier lifestyle-driven communities in Arizona. For REALTORS® looking to provide their clients with a truly exceptional homebuying experience, this is one community that deserves a closer look.

# JOE Karcie

PHOTOS BY KIMBERLY MARSH PHOTOGRAPHY

Joe Karcie's path to real estate success wasn't a conventional one. Before entering the industry, he spent years working in the service sector as a waiter and bartender. It was during this time that he developed a strong work ethic and a keen ability to connect with people. His father, a seasoned real estate investor, had been working in the industry for many years, and when Joe moved to the area after getting engaged, he found himself assisting with property flips — mostly handling the labor-intensive tasks. Eventually, he realized he wanted a long-term career and decided to pursue his real estate license. He joined his mother and stepfather at RE/MAX, one of the areas top producing teams to learn the business.

For Joe, the most fulfilling aspect of his career is helping people navigate one of the biggest financial decisions of their lives. He takes great pride in knowing that his clients trust him to guide them through the buying or selling process. In an industry where clients have countless options, he finds deep satisfaction in being chosen as their representative. The greatest reward, he says, comes when he successfully helps someone achieve their real estate goals — whether that means finding the perfect home or getting a seller to the closing table.

One of the key factors that set Joe apart in the real estate world is his commitment to communication. He prides himself on always being available for his clients, ensuring that calls and messages are answered promptly. Many in the industry struggle with responsiveness, but Joe



makes it a priority to keep his clients informed at every step of the process.

Another crucial element of his business is the structured systems he has in place. With a career that involves interacting with numerous clients daily, organization is essential. By implementing efficient systems, he ensures that every client receives the attention and follow-up they deserve, never letting a lead slip through the cracks.

Above all, Joe leads with honesty and integrity. Unlike some who view real estate solely as a means to financial success, he sees it as an opportunity to genuinely help people. He works every day, but on his own terms, balancing his professional and personal life in a way that allows him to enjoy both. To him, transparency and ethical decision-making aren't just business strategies—they are guiding



principles. He firmly believes that being upfront and fair benefits not only his clients but also his peace of mind.

Integrity, he explains, is about doing the right thing even when no one is watching. In the competitive world of real estate, this principle is especially important. Over his two-decade career, he has worked with many agents, each with different approaches and motivations. For Joe, his success isn't just measured by the number of deals closed, but by the relationships built and the trust earned along the way. Knowing that he has conducted himself with honesty and professionalism allows him to rest easy at night, regardless of the outcome of a transaction.



**"I'VE GROWN IN MY CAREER FROM BEING A 'POP-TART' — SOMEONE WHO JUMPS AT EVERY OPPORTUNITY — TO REALLY UNDERSTANDING THE VALUE OF MY TIME."**

Joe's story is a testament to the power of dedication, authenticity, and ethical business practices. His approach to real estate, rooted in communication, organization, and integrity, has not only set him apart but also built a reputation that keeps clients coming back. His journey proves that in an industry filled with competition, success follows those who genuinely care about the people they serve.

### **The Competitive Edge: A Conversation with Top Real Estate Agent Joe Karcie.**

In the fast-paced world of real estate, success isn't just about market knowledge or negotiation skills —

it's about mindset, dedication, and the personal philosophy that an agent brings to the table. For Joe K., a seasoned real estate professional and lifelong competitor, the industry is as much about relationships and strategy as it is about closing deals.

We sat down with Joe to explore the moments that shaped him—both personally and professionally — and to uncover the secrets behind his success in the real estate business.

### **From Setbacks to Strength**

Every career has its pivotal moments. For Joe, the most significant personal shift came with his divorce, a



major turning point in his life. Professionally, his journey has been more of a steady evolution rather than a single transformative event.

“I’ve grown in my career from being a ‘pop-tart’ — someone who jumps at every opportunity — to really understanding the value of my time,” Joe shares. “I’ve learned to be selective about who I work with, focusing on clients who respect my expertise and my process.”

This shift has allowed Joe to build a career centered on efficiency and high-quality service rather than chasing every potential lead.

### Beyond Real Estate: A Passion for Sports and Golf

When he’s not selling homes, Joe finds solace and excitement in sports. A former college basketball player, he has carried his competitive nature into every aspect of his life.



“I still play basketball two or three times a week, but golf has really become my go-to,” he says. “I love being out there early in the morning, hitting balls, strategizing my shots—it’s a great way to clear my mind and start the day.”

Joe’s dedication to improvement is evident in his golf game. Having picked up the sport just over a decade ago, he went from struggling to break 100 to achieving a near-scratch handicap. “If I do something, I want to be good at it. That’s just who I am.”

### The Competitive Drive in Business

For Joe, real estate is more than just a job — it’s a competition. “When clients interview multiple agents and then choose me, it’s a win,” he explains. “I love the challenge, the strategy, and ultimately, the satisfaction of helping people with their real estate needs.”



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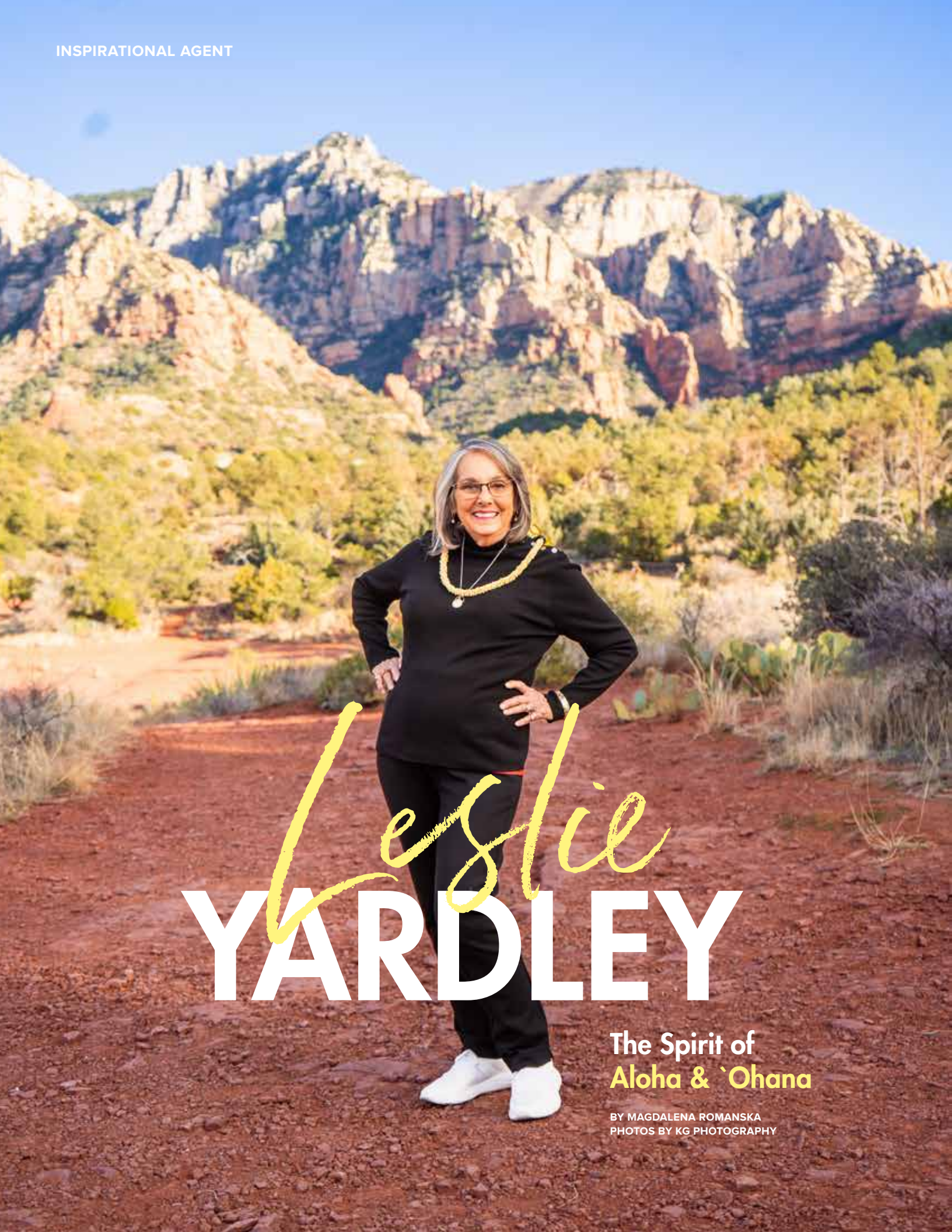
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# Leslie YARDLEY

The Spirit of  
Aloha & 'Ohana

BY MAGDALENA ROMANSKA  
PHOTOS BY KG PHOTOGRAPHY

### A Little Bit of Magic

“My journey into real estate was totally accidental”, reflects Leslie Yardley, a Broker Associate® with Coldwell Banker Realty in Sedona. Leslie and her husband Tom both grew up in the San Francisco Bay area, enjoying its rich cultural diversity and educational opportunities.

Back then, while visiting Tom’s family on Oahu, a teaching position opened up and Leslie grabbed it. This is how they moved to Hawaii. They still have ‘ohana on Kaua’i, Oahu and Maui. Most of her life, Leslie was an early childhood educator. She and Tom were Founders and Directors of the Aloha School of Hanalei, Kaua’i, which is into its 47th year of operations today.

She openly shares how initially, real estate had been a means to an end for her. A way of improving making ends meet as teachers’ salaries aren’t the greatest. Only then, she fell in love with the profession and its service-oriented aspects. She clearly enjoys the fact that the needs of every client are different and says that “there is a little bit of magic in finding just the right property and making it all work.”

### ‘Ohana

Leslie shares how back in Kaua’i, they raised two boys on their beautiful hillside farm, Wainiha Nursery and Landscaping. Their sons are successful in an excavation business in Hawaii. Back in the day, they were “water boys”. “They were involved with canoe paddling and surfing, diving and fishing.” Leslie still misses the ocean, which was also a huge part of her own life in Hawaii.

In this context, she brings up the Hawaiian word ‘ohana, which is ingrained in the Island culture and refers to blood relatives, but also to close friends, adoptive family, and the community. “We treat everyone like they are family. We took care of each other and watched out for all of the children as if they were our own.” Around the dinnertime, there was always enough of food with the “fresh catch on the hibachi with a big pot of rice and papayas from



the yard”, as moms of the keiki never knew how many would be there to eat.

### It’s the Relationship that Counts

Leslie is, clearly, passionate about education and shares with us how relationships, the aloha and ‘ohana spirit are what counts in both fields, education and real estate. The Reggio Approach to Education, which she embraced, originates in Italy. The philosophy of Reggio; “It’s the relationship that counts. Don’t copy, create your own culture.” Once you have the right environment for children, they are going to thrive.

She enjoys sharing with us how until this day, she stays in touch with her students. For example,

thanks to Facebook, she still knows what the Aloha School of Hanalei Keiki, now with children of their own, are up to. They have become good world citizens, entrepreneurs, and quite a few are teachers.

### Northern Arizona University

Leslie’s ‘ohana has had a strong connection with NAU. Her grandfather was one of the first graduates. The campus has grown up around Citizens Cemetery where her great grandparents are buried. Her grandson, Austin, graduated in Environmental Sustainability — Grandson Logan is in his last semester of Paramedicine — Grandson Rhett is a Junior majoring in Electrical Engineering. Their girls, Olivia (Environmental and



Theatre of Hawaii and the Hawaii Association of Rural Private Schools. Right now, the Aloha School is raising funds to purchase the building that they have leased for decades. Leslie appreciates any tax-deductible donation to the school. Please take a look at alohaschool.org for photos, stories and more information.

She tells us how she sincerely cares about her clients. She always finds it interesting and important to learn the clients' stories. "I want to know what they need and how they got here. Their story is essential."



On Kaua'i



Chemical Engineering) and Maritza (Biomedicine) are graduating from NAU in May. Also, her nephew Jeff and his wife Julie are graduates. NAU is an excellent university in a beautiful mountain setting that has grown quite a lot over the years with her 'ohana. Granddaughter, Avalani, is a future NAU student and a Sophomore in High School.

**"I want to know what they need and how they got here. Their story is essential."**

#### Problem-Solving Profession

Leslie believes that former teachers and nurses make great real estate agents. She sees how passion, compassion and eagerness to help people are transferable between those two professions. "It is a big problem-solving profession. Once people tell you who they are and what they are looking for, then you can help them really find what they want."

#### Two Sisters

Apart from her dedication to starting up schools in Hawaii, Leslie also enjoyed raising funds for various non-profits. She wrote grants for Aloha School, Island School, the Storybook

Leslie wants to help them improve their lives, and she can relate to the multitude of emotions of relocating from her own experience.

The outstanding climate of the High Sonoran Desert has been a game changer for the health and well-being of her clients. Leslie's answer to "why" did she and Tom moved from Hawaii sounds almost poetic: "The Sedona Verde Valley and the Islands are like two beautiful sisters. They are connected in many ways. There is such a wide variety of scenery with the changing elevations of the Verde Valley. It truly is awe-inspiring and uplifts your senses every day in the same way that the Islands do."

When asked about her definition of success, she answers without a moment of hesitation: "Happy clients!"

#### Auntie Leslie

Leslie mentions how nowadays, the Sedona Charter School is close to her heart. For about a year now, she has been visiting the school's children, working with them on various Hawaii-related projects. "They call me Auntie Leslie, because this is what most people in the Islands call me. Children call their teachers Auntie in several schools." They do hulas together, talk about Hawaiian legends and geography, and sing. Recently, Leslie brought dried squid and the keiki were good sports to taste it and ask for more! Their faces were priceless. "It is my favorite time of the week," shares Leslie.

#### When You Wish Upon a Star

"There is something about having a purpose and a vision that really works. Just follow your dreams, follow your heart. You can make things come true if you stay the course and are persistent. Hold on to faith and keep love alive."

"Many times, I have opened the front door of a home for my clients and watch them feel it's the right property in a few minutes. There is just something familiar that draws them in and they know that's where they belong. For me, it's like standing next to magic."

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# BUILD-TO-RENT Communities

## A GROWING TREND IN NORTHERN ARIZONA

BY DAVID WEISS

The real estate landscape is evolving, and one of the most notable trends in recent years is the rise of build-to-rent (BTR) communities. These developments, which are designed specifically for renters rather than buyers, are gaining traction across the United States, including in Northern Arizona. But what exactly are build-to-rent communities, and how might they impact the local real estate market?

A build-to-rent community is a residential development where all the homes are constructed with the intention of being rented out, rather than sold to individual homeowners. These communities often resemble traditional suburban neighborhoods, with single-family homes, townhouses, or duplexes, but they are owned and managed by a single entity, such as a real estate investment firm or property management company. Residents lease their homes, typically on an annual basis, and enjoy many of the same amenities as homeowners, such as private yards, garages, and access to community facilities like pools, fitness centers, and parks.

The BTR model appeals to a wide range of renters, including young professionals, families, and retirees, who desire the space and privacy of a single-family home without the long-term commitment or financial burden of homeownership. For developers and investors, BTR communities offer a steady stream of rental income and the potential for long-term appreciation in property values.

Northern Arizona, with its sought-after lifestyle, scenic landscapes, growing population, and relatively affordable cost of living, has become an attractive location for build-to-rent developments. Cities like Flagstaff, Prescott, and Sedona are seeing increased interest from developers looking to capitalize on the region's appeal. Flagstaff, in particular, has emerged as a hotspot for BTR projects due to its strong rental market driven by Northern Arizona University students, healthcare workers, and professionals employed in the city's thriving tech and tourism sectors.

Several BTR communities are currently in the planning or construction phases in the region. For example, in Flagstaff, developers are working on projects that will add hundreds of rental homes to the market, catering to the demand for high-quality rental housing. These communities are designed to blend seamlessly into existing neighborhoods, offering modern, energy-efficient homes with low-maintenance landscaping and community amenities.

The introduction of build-to-rent communities in Northern Arizona could have significant implications for the local real

estate market. On the positive side, BTR developments can help address the region's housing shortage by increasing the supply of rental properties. This is particularly important in areas like Flagstaff, where high demand and limited inventory have driven up home prices and rental rates, making it difficult for many residents to find affordable housing.

By providing more rental options, BTR communities could also help stabilize rental prices and reduce competition among renters. Additionally, these developments may attract new residents to the area, boosting local economies through increased spending on goods and services.

However, there are potential downsides to consider. Some critics argue that BTR communities could exacerbate the shortage of homes available for purchase, as developers may prioritize rental projects over traditional for-sale housing. This could make it even harder for first-time homebuyers to enter the market. Furthermore, the influx of large-scale rental communities could alter the character of established neighborhoods, potentially leading to concerns about overdevelopment and loss of community identity.

Build-to-rent communities represent a significant shift in the way housing is developed and consumed, offering a new option for renters seeking the benefits of single-family living without the responsibilities of homeownership. In Northern Arizona, these developments are poised to play a key role in addressing the region's housing challenges while also reshaping the local real estate market. As BTR communities continue to grow in popularity, it will be important for policymakers, developers, and residents to work together to ensure that these projects meet the needs of the community while preserving the unique character of Northern Arizona's towns and cities.



Since 2004, David has gained extensive expertise in real estate by managing his own properties and participating in various transactions, including wholesaling, rehabs, sales, and rentals. He excels at analyzing market trends and developing investment strategies for clients seeking both short-term and long-term gains. David is the Owner

and Designated Broker of UNLimited RE, northern Arizona's premier property management-only brokerage.

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