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2024

BY THE NUMBERS

HERE'S WHAT SCOTTSDALE'S TOP 500 AGENTS SOLD...

12,219



TOTAL
TRANSACTIONS

\$12,533,627



SALES
VOLUME

[\$25.07M]



AVERAGE
SALES
VOLUME PER AGENT

25



AVERAGE
TRANSACTIONS
PER AGENT

6591



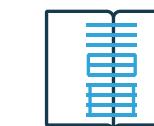
TOTAL
LISTINGS
SIDES

14



AVERAGE
LISTING
PER AGENT

5628



TOTAL BUY
SIDES

12



AVERAGE BUY
SIDES
PER AGENT

Meet The Team



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10 Frank DiMaggio

COVER STORY

If you are interested in nominating people for certain stories, please email us at: Mike.Maletich@n2co.com

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We are pleased to announce that Chrissie Heimbuck Chrissie brings a wealth of knowledge and experience to our team, paired with an unwavering dedication to providing exceptional service. Her attention to detail, proactive communication style, and commitment to creating seamless and stress-free experiences for her clients set her apart as a true leader in the industry.

At NorthStar Title, we pride ourselves on assembling a team that embodies professionalism, expertise, and heart—and Chrissie is a perfect fit. Please join us in giving her a warm welcome as we continue to make strides in redefining the title and escrow process in Scottsdale and beyond.

Chrissie Heimbuck

Chrissie@azNorthStar.com
602.619.8483

www.NorthStarTitleAgency.com

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What Is Scottsdale 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 Scottsdale Real Producers Magazine?

The top 500 agents in SCOTTSDALE 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. If it all works out, then

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 with the subject line, "Nomination: (Name of Nominee)."

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



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Erika Soto
Publisher
Scottsdale Real Producers

How Does Someone MAKE the Magazine?

The Answer is Simple - Reach Out!



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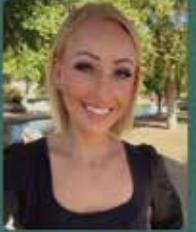


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Frank DiMaggio



Redefining Luxury Real Estate and Development in Arizona

WRITTEN BY ELIZABETH MCCABE | PHOTOGRAPHY BY GRAFOBOX MEDIA

Success in real estate isn't just about closing deals—it's about mastering every facet of the industry, from the foundation up. Few understand this better than Frank DiMaggio, co-founder of MDF Development and managing partner of Compass in Scottsdale, Arizona. By seamlessly integrating luxury real estate sales with high-end development, DiMaggio has carved out a niche that sets him apart in an industry defined by competition.

DiMaggio's foray into real estate began with luxury home flipping. Alongside his wife, renowned designer Lauren Wallace, he embarked on their first project. When it came time to sell, they hired a real estate agent—an experience that sparked a revelation.

"Why not get my license and sell my own projects?" DiMaggio recalls. That decision would lay the foundation for a career that now spans a decade in development and five years as a full-time real estate agent.

By mastering both disciplines, DiMaggio has built a business model that allows him to move fluidly between agent and developer—an advantage few can claim. MDF Development has grown into a powerhouse with around 20 employees, each an expert in their respective fields, ensuring the highest standards in luxury home development.

At the elite level of luxury real estate, top agents excel at organization and salesmanship. But according to DiMaggio, the true test comes during inspections, where deals can quickly unravel. "If a seller won't make repairs or a buyer demands everything be

fixed, negotiations can fall apart," he explains. His solution? Leverage MDF Development's in-house resources to streamline the process. "We step in, handle necessary fixes, and provide warranties, which reassures both buyers and sellers. This approach saves deals that might otherwise collapse."

Beyond his expertise in negotiations, DiMaggio possesses an unrivaled understanding of the Paradise Valley market. "I've personally invested tens of millions of dollars here," he says. "With my own capital and leverage, I've been on both sides of over 50 deals, so I know the market inside and out." His reputation as a trusted authority means high-net-worth clients turn to him first when making major investment decisions.

Before dominating the real estate sector, DiMaggio honed his business acumen in tech. He founded a software company that developed a hyper-local social networking platform for apartment communities—a concept he describes as "a mini-Facebook for apartment renters." While efforts to patent and scale the business didn't materialize as planned, the experience

of pitching to venture capital firms and navigating high-stakes negotiations proved invaluable.

Ironically, it was that venture that opened the door to real estate. The primary investor in his tech startup later became the lender for his initial house flips, marking DiMaggio's official entry into the industry. "Looking back, that was my introduction to real estate," he reflects. "Without that foundation, I wouldn't be where I am today."

His track record speaks for itself. In his first four years as a residential real estate agent, he became the first in Arizona history to average \$100 million in sales annually each of his first 4 years. He also holds the record for the highest price per square foot lot sold in the state (\$7 million for 1.2 acres) and the most expensive single-family lot for a single home in Arizona history (\$12.5 million for a 5-acre parcel).

Despite his relentless drive, DiMaggio makes time for what matters most: health, fitness, and family. He prioritizes quality time with his wife and their three-year-old son, balancing the demands of a high-powered career with personal well-being. "I try to spend the majority of my time working on being healthy and with my family," he says.

With a powerhouse team behind him and an unparalleled grasp of the luxury market, Frank DiMaggio continues to set new benchmarks for success. His ability to execute at the highest level ensures that he remains a dominant force in both real estate and development. The question isn't whether he will achieve more—it's what groundbreaking milestone he'll conquer next.



“

We step in, handle necessary fixes,
and provide warranties, which
reassures both buyers and sellers.
**This approach saves deals that
might otherwise collapse.”**



FORWARD LOANS

REDEFINING THE MORTGAGE EXPERIENCE

WRITTEN BY ELIZABETH MCCABE • PHOTOGRAPHY BY GRAFOBOX MEDIA



Buying a home should be exciting, not overwhelming. At Forward Loans, Michael Creel and Jeff Ohm lead a company dedicated to making homeownership simple and accessible. With a growing roster of over 30 loan officers, they're here to guide clients every step of the way—so the journey to closing feels just as good as getting the keys.

"Our goal is making homeownership accessible and affordable," says Michael. "We are focused on serving our clients and providing value to our loan officers. We want to empower our loan officers to grow their personal brand and sustain their business with all the tools and resources that we provide."

On partnering to grow Forward Loans, "We were already friends, and our kids played in a rock band together. Jeff has an amazing reputation of knowledge and leadership in Phoenix. He has

an extensive background in the loan industry and building loyal teams and culture. My focus has always been on branding and marketing. Jeff was actually one of my first marketing clients—I created his old logo and first website, now over 10 years ago," says Michael. "I've worked with real estate and loan clients throughout my career and later got into media, which was one of the pillars that formed the foundation of this company."

In 2023, Jeff joined Forward Loans as Partner and Producing Branch Manager. "Since then, it's been off to the races," Michael explains. "We made the framework of the company a little different than others, focusing on marketing, video, social media and building up the personal brand of the loan officers."

When asking Jeff about the partnership, he said, "What made the partnership

with Michael compelling was our divergent skill sets and how they complemented each other. His background in marketing and media brought an edge that I couldn't have found with anyone else. Layering that with my experience in lending made Forward Loans a no-brainer."

He continued, "We provide media opportunities, social media, and video content to our loan officers, real estate partners, and financial advisors. This gives them the tools to grow their business, expand their reach, and strengthen client relationships in a way that feels natural and effective."

"We bring a strong culture to an industry that often lacks it, keeping a unified vision while empowering individuals," Michael explains. "For Jeff and me, it's all about servant leadership. We both believe that incredible things can be accomplished



when you're not focused on taking all the credit. That philosophy is the foundation of our business."

Michael highlights what sets Forward Loans apart in a competitive industry. "Over the past decade, working with loan officers, I noticed a gap—few were truly leveraging marketing and branding. Many older companies would need a complete rebrand just to keep up with what we're doing today."

The company's name, Forward Loans, reflects this forward-thinking mindset. "The tools are here now for a single person to create a brand and entity without needing a giant backing of capital," says Michael. "The name just fit."

Forward Loans' **Mortgage Marketplace** connects clients with over 50 lenders and 100 loan programs nationwide, offering unmatched flexibility and choice. "We take your unique financial

situation and craft a loan solution we know is the best for the client's needs," Jeff says. "It's not just about getting a loan—it's about getting the right loan."

Forward Loans puts the power in your hands with online tools that let you shop rates, track market trends daily, and apply for a loan in just five minutes. "We make it easy and transparent, so you can be confident you're getting the best deal," Michael says.

Transparency is key at Forward Loans. "Our experts break everything down for you, and we have nothing to hide," Jeff says. "We show you exactly what you'll pay and the best options to get there."

Forward Loans is expanding fast, with offices in San Diego and Phoenix and plans to grow across the West Coast. "Our goal is to build a regional brokerage that puts loan officers first, ensuring clients get the best deals," Michael says.

CONTACT US!

To learn more about Forward Loans, check out their website at forward.loans, or give them a call at 602-730-2270.





Colleen Olson

WRITTEN BY ELIZABETH MCCABE
PHOTOGRAPHY BY DEVIN NICOLE PHOTOGRAPHY

THE “TURBO” AGENT - HELPING
CLIENTS “SAY YES TO THIS ADDRESS™”

Colleen Olson is known as “Turbo” for her boundless energy and efficiency. She has cultivated a remarkable career in real estate by blending a rich family legacy with her forward-thinking approach. From her early involvement in her father Gene Hoy’s real estate business to her status as a top-producing agent, Colleen’s path is defined by hard work, adaptability, and a passion for excellence.

Raised in Apple Valley, Minnesota, Colleen was introduced to real estate at a young age. Her father, Gene Hoy, owned Viking Properties, and as one of six children, she often helped update MLS sheets and deliver sold cards. “It was cheap labor,” she laughs, “but we loved it because it ended with root beers at A&W.” These early tasks instilled in Colleen a solid work ethic and invaluable industry insights.

In 1989, Colleen relocated to Arizona and began a 31-year aviation career, working with America West Airlines, US Airways, and eventually American Airlines. Managing high-pressure customer service counters sharpened her ability to think quickly, solve complex problems, and maintain composure under stress. “Aviation taught me how to stay calm and deliver solutions no matter the complexity,” she explains—skills that later became pivotal in her real estate practice.

Colleen earned her real estate license in 2004 while still working in aviation, juggling two demanding careers for 16 years. “I’d leave home with two sets of clothes, change in the car, and head straight from the airport to showings,” she recalls. Her dedication paid off: today, she’s fully focused on real estate, having closed approximately 700 transactions and generated over \$350 million in sales. Specializing in relocation—82% of her business—she has sold homes in 74 different zip codes.

Clients return to her time and again, a testament to the trust and satisfaction she provides.

To maintain her competitive edge, Colleen works with a full-time business coach who helps refine her strategies and set ambitious goals. She is also a member of Who’s Who in Luxury Real Estate, Luxury Portfolio, and various local luxury groups, connecting her with an elite network of professionals and the most discerning clientele. These affiliations ensure she remains at the forefront of market trends, delivering exceptional results and personalized guidance.

Colleen’s philosophy, “Build to Last,” emphasizes the importance of legacy and continuity. Her son, Connor, joined the team two years ago, bringing fresh ideas and perspectives. Her daughter, Katie, supports clients through her professional organizing company, Organize This House, making moves more efficient and stress-free. Together with her full-time assistant, Sasha, Colleen leads a close-knit team committed to exceptional care, consistent communication, and meticulous attention to detail.

Drawing from her aviation background, Colleen runs her operation with structure and precision. Whether advising first-time homebuyers or guiding luxury clients through complex transactions, she ensures a

seamless experience built on trust and transparency. Her trademarked slogan, Say Yes to This Address™, encapsulates her brand and is the title of her Amazon-acclaimed book, which offers practical insights and inspiration to both buyers and sellers.

Despite a demanding schedule, Colleen prioritizes her well-being. She attends boot camp five days a week, starting her mornings at 4:30 a.m. with a rigorous workout that keeps her energized and focused. When time permits, she also loves taking advantage of her flight benefits to travel, exploring new destinations and enjoying spontaneous getaways—an echo of her airline days when Disneyland could be just a boarding pass away.

Family remains at the heart of Colleen’s life. She treasures moments with her four grandchildren and reflects fondly on her past aviation adventures. While she hints that she may consider slowing down in the future, her enthusiasm and drive remain unwavering for now.

Colleen Olson exemplifies resilience, adaptability, and a steadfast commitment to excellence. Whether she’s guiding clients through significant life transitions, mentoring her team, or refining her place in the luxury market, Colleen continues to inspire others with her passion, determination, and visionary approach.



Photo by Sara
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DELIVER SOLUTIONS NO
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