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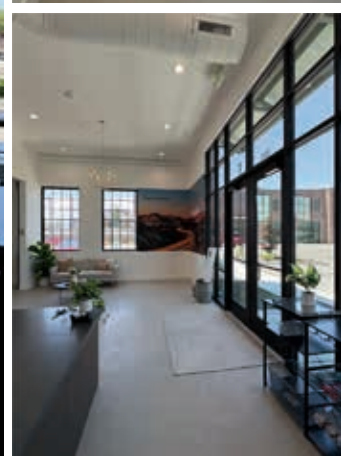




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Mike Maletich
Owner
412-606-9954
mike.maletich@n2co.com



Marissa McCutchan
Publisher
951-233-4899
marissa@n2co.com



Katherine Fondren
Editor



Lauren Bell
Ad Strategist



Mitzie Maletich
Photo Shoot & Promo
Coordinator



Kendra Woodward
Writer



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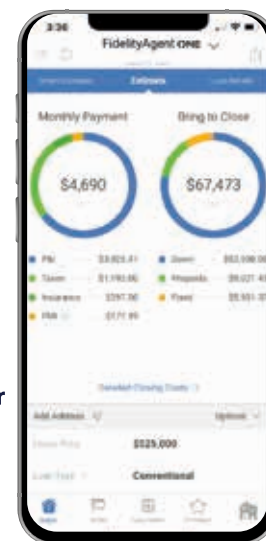
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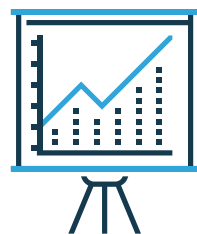
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SALE VOLUME



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JORDAN SMITH

FAITH IS THE FOUNDATION

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY TIFFANY BURKE PHOTOGRAPHY

The first time Jordan Smith beat his older brother, Zach, in a race, it wasn't without some bloodshed. Midway through a self-made mini-Olympics—complete with homemade Kerr jar lid medals—Zach's tire hit a wet gutter and sent him flying. Jordan, ever the competitive little brother, finished the race before circling back to check on him. "That win lit a fire in me," Jordan laughs. "And don't worry—Zach's chin eventually healed...mostly."

Growing up in Ogden with five siblings, Jordan's childhood was steeped in purpose and sweat equity, which he learned from the family rule: If you wanted something, you had to earn it. So, the Smith kids worked hard for their possessions and were known for their creative fundraising methods. From selling snow cones out of a red wagon at soccer tournaments to landscaping and roofing with his dad at age twelve over the summer, Jordan gleaned invaluable lessons both in creativity and work ethic...the foundation for the entrepreneurial drive he's known for today.

Looking back, Jordan now realizes how all those seemingly minor moments were major learning lessons that eventually became the foundation of his ability to brainstorm and brand himself. Paired with deep empathy—a trait he picked up from his mom, whom he still talks to daily—Jordan became a powerhouse destined for real estate.

And while his childhood is to thank for nurturing his ethos, Jordan's faith guides his daily path. From odd jobs as a teenager to his record-setting mission work in Brazil, Jordan's faith-first mindset has guided him through many changes, including his decision to step away from the Penn State College of Medicine to follow his entrepreneurial pursuits alongside his brother at the crowdfunding powerhouse Funded

Today. There, they helped run over 4,000 campaigns, raising more than \$500 million for entrepreneurs worldwide. "Once you've helped sell \$12 million in socks, gadgets, and smart wallets, selling real estate is just a higher-stakes snow-cone stand," Jordan jokes.

So, how did real estate become part of his journey? Well...faith placed him on that path. When Jordan and his wife began growing their family, the uncoordinated and chaotic house-hunting process shocked him. Jordan couldn't comprehend how his experience could be the industry standard for others facing a similar transition. Guided by faith, Jordan got licensed in 2019, determined to make the experience smoother for others.

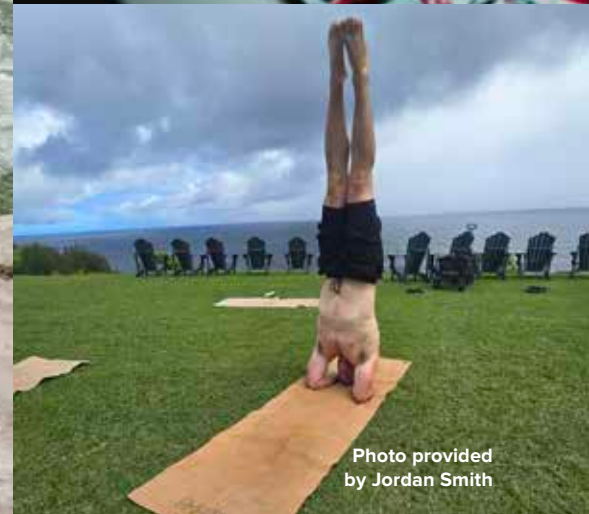
Quickly making a name for himself, not just for the volume of homes sold (100+ annually), flips managed (10–15 per year), or rentals accumulated, Jordan became known for the way he treated his clients. "Some agents chase leads—I chase purpose," he prides, "with a toolbelt of grit, a heart full of faith, and a trunk full of snacks." And he's not kidding! Known locally as "The Costco REALTOR®," Jordan's trunk is always stocked with his clients' favorite drinks, treats, and air fresheners — even a mini fridge delivering ice cold drinks on hot days. "If Costco sold homes, I'd be employee of the month every month," he laughs, always ready to hand out goodies.

Now, at Local Utah Realty by Equity Real Estate, Jordan is focused on growing his team with faith as their GPS. "God knows addresses...he also knows timing. I'm just here to answer the call," he attests. Like the time Jordan lost his headphones during an open house, hosted by real estate agents Brandon and Tiffany Saxton, and was frustrated having to call the listing agents at 10:30 p.m. to locate them. Yet again, God turned a seemingly small event into a much greater purpose...

The following day, Jordan realized why he had been brought into the Saxtons' lives—they were struggling, forced to sell everything, and had to move into a rental. Jordan offered a lifeline and invited them to join his team. A year later, they not only closed on their own home but also closed 40 deals. Reflecting, Jordan admits, "God used headphones that night. Turns out, they were noise-cancelling for their fear."

Another example came when Jordan helped his Uncle Gordon move across the country. At the same time, he was helping a client sell their mobile home with all its belongings, and it was a perfect match for his uncle. Then, when his Uncle Gordon suddenly passed away years later, the family needed to sell the home fast, and God, once again, led Jordan to help a client, Marlene, who was divorced and forced to move back into a camper with her ex-husband while she struggled to look for housing. It was divine timing. Marlene moved into his uncle's home, fully furnished, ready for a fresh start. "Heavenly Father really does care where people live, and I have a small part in it as I am often an instrument in His hands. It's an honor."

For Jordan, faith isn't an add-on—it's the foundation, poured into everything he does, from daily tasks to interactions with clients and agents alike. Despite criticism regarding how well he's preparing agents on his team for success on their



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own, Jordan flips the script, offering the mentality that “You’re only as good as the next leader you train,” echoing the same mindset that shaped his service mission years ago. “That’s why I know real estate is my calling, because I love training the people on my team. What if they stay the next 20 years and I don’t help them reach their full potential?”

Taking care of others and building generational wealth are two of the most foundational pillars in Jordan’s life, as you’ve probably gathered by now. To such an extent that he even has his wife, Jessica, and their three children, Easton, Blakely, and Ava, working on his team. They each receive a salary, allowing Jordan to maximize their Roth IRAs and set them up with the freedom to pursue their dreams. Until that time comes, however, the family is enjoying time together while the kids are still young. They enjoy exploring local attractions and sponsoring local parades, but can often be found at home splashing together in their hot tub or cold plunging!

Prior to tearing his ACL four times, Jordan often participated in basketball and soccer leagues, but now opts for hot yoga and cold

plunges in the (sometimes frozen) Ogden River. Easton even attends listing appointments with Jordan, wearing a team shirt that he hasn’t quite grown into yet, but admits he’ll get there someday and be an agent just like his dad.

At the end of the day, all Jordan wants out of life is to be a hand of God, ensuring everyone feels seen, is taken care of, and that the job is done right. “My dad always told me, ‘We don’t quit just because it’s hard—we finish what we start,’ so that when you look back on life, you’re proud of what you did,” a sentiment Jordan lives by each day. That pride is stitched into everything Jordan provides for his clients, from creating watercolor paintings for every home he closes to offering dump trucks and moving trailers to ease the moving process, and utilizing locally sourced, personalized gifts.

Even with the programs and systems he utilizes, Jordan is always seeking ways to provide his clients with the best possible experience. “I would dare say we have the best CRM in the state,” he boasts. AI technology and innovative programs like OpenPhone allow Jordan and his team to stay seamlessly connected by recording, transcribing, and cataloging every client interaction, creating detailed profiles that include everything from birthdays to moving motivations.

Divine timing fun fact! Jordan adds how special and significant the release of this issue is for him and his family. Not only are ALL three of his children born in July, but he will also be celebrating his birthday this month, in August! “To be recognized during my birthday month, it feels like God’s way of saying, ‘You’ve honored your path so far. Now keep going as your best is yet to come!’”



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HELPING AGENTS GROW THROUGH MEDIA

GAGE & CO.

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY KINSER STUDIOS

When Gage Ramos’ van broke down in Utah while on a cross-country trip during the pandemic, his entire trajectory changed. He had begun living the “van life” when the world opted to shut down and force many residents to stay at home. But Gage saw an even greater opportunity to start working remotely as an engineer, traveling the country, exploring new landscapes and architecture — all with his camera in hand. He’d always loved photography and surrounded himself with others who shared the same passion, often hitting the road (or skies when they chose to fly) with his friends, chasing sunrises, cityscapes, and whatever adventure came next.

But on this particular stretch of road in Utah, his journey took a different kind of turn. One that led him towards new ventures and new relationships—including his future partner, best friend, and teammate, Katt Wilson. And despite fixing the van and continuing along his route at the time, something kept calling him back to Utah. So, when he decided to finally lay down some roots, he didn’t just bring his van; he brought with him a new perspective for the future — and thus Gage & Co. was born.

So, where did this inherent drive come from? In college, Gage was focused on a career in architecture and working towards obtaining a degree in engineering, but admits that after a year and a half of giving it “the old college try,” it just didn’t feel like the right path for him. “I got tired of designing the same part over and over again,” he laughs. He still enjoyed and appreciated architecture as a hobby, however, and started thinking about how he could incorporate all of his passions into

his career. The common denominator between the two? Connecting with people through his art and talents in media. He knew he loved photography and hearing about people’s stories, and shooting real estate media allowed him the opportunity to incorporate both into a singular career.

What started as a solo hustle, however, soon evolved into the full-service real estate media company known as Gage & Co. He added Katt as the office administrator and, more recently, a secondary photographer, Noah Sivertson. They all take great pride in nurturing the relationships they have with their clients and helping agents grow their business through media. “We handle pretty much everything that agents need to create marketing material for their properties and themselves as well.”

However, this isn’t a one-size-fits-all operation, as Gage & Co. prides itself on being flexible and accommodating to both agents and their clients. “We try to work with everyone and every budget. At the end of the day, our job is to help the real estate agent as best we can.” And their slogan, “Elevate your property,” isn’t just a clever play on Utah’s mountain lifestyle—it’s a mission to bring the right attention to every listing and every agent.

So, how did Gage create such an expansive network in such a short period of time, having only started the business just three short years ago? He hustled...and made it happen! When he was just starting out, Gage didn’t sit idly by and wait for opportunity to knock. He attended every open house he could find, sometimes visiting twenty in a single weekend, and during the week, he visited brokerages, shook hands, and

introduced himself to as many agents as possible. It was old-school hustle at its finest. And it paid off tenfold!

Nowadays, however, most of Gage’s business comes via word of mouth through referrals, despite a continuous flow of presentations at local real estate associations and brokerages. Always with an eye to the future, Gage also stays up to date on new styles and technologies in order to keep his agents’ marketing looking fresh and new, too.

But for Gage, it’s not about standing out for the sake of it. It’s about impact. “As much as agents help us grow, we also help them grow, too,” he prides. “It’s less like a transaction and more of a team mentality.” And it’s that same spirit that continues to drive him today — the joy of meeting fellow agents and new homeowners, seeing the spaces they live in, hearing their stories, exploring new landscapes and architecture, and sharing their properties with future owners. “That interaction is something I pride in this industry.”

Outside of work, Gage and Katt are building their lives together, having just adopted their first pet, a cat named Bonnie. They love going to the movies and trying new restaurants in their free time, and Gage hopes to get Katt into snowboarding eventually — something he grew up doing and still enjoys participating in. Gage also recently acquired a motorcycle, which he’s excited about. A cool little tidbit about his history is that he holds a couple of records as a professional one-wheeler—yes, the electric skateboard with a wheel in the middle.

But maybe that’s what makes Gage so magnetic. He brings the same casual, excited energy he has for life into everything he does throughout his career. Whether he’s out with his photography buddies, helping agents build their business, networking, or nurturing client relationships, he does it all with a relaxed confidence and a generous spirit. So, for Gage and Co., they’re not just elevating properties, they’re elevating the people behind them.

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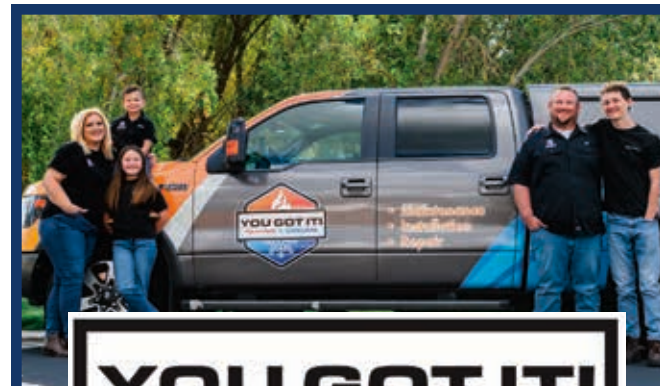


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MARIAH KOEHLE



SUCCESS THROUGH SOCIAL MEDIA

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY MARISSA MCCUTCHAN • PHOTOGRAPHED AT THE KOEHLE RESIDENCE

Mariah Koehle didn't plan to uproot her life in San Diego and reinvent herself in a new state. When the world paused in 2020 and everything shut down, Mariah and her husband, Eric, packed up their four kids and headed to their rental property in Utah. What was intended as a temporary reset turned into a life-changing move.

The fresh air, the mountains, and the open space felt right for the Koehle family as they navigated a new way of living during the pandemic. The Heber Valley had already been a regular summer destination, given that Eric's family owns a vacation home there. The couple eventually purchased a rental property in Utah County because they enjoyed Utah so much. During their extended stay in 2020, they discovered how much they loved the area and its lifestyle. The rental home soon became more than a vacation spot, it became the beginning of a new chapter.

Before embarking on her real estate career, Mariah spent 15 years teaching elementary school in Temecula, Rancho Santa Fe, and Del Mar, California. She holds a Master's degree in Education and was a Division I soccer player at the University of the Pacific. The discipline, structure, and leadership she developed on the field and in the classroom

laid the groundwork for her transition into real estate.

When Mariah decided to focus on real estate full-time in Utah, she didn't have a network or established connections to lean on. She had learned a bit about the industry by shadowing a friend in San Diego who was a dual-licensed real estate agent in both California and

the foundation for what was to come.

Once she gained traction, Mariah expanded to YouTube, where she now shares home tours, neighborhood highlights, and lifestyle content across Utah. Her goal is to inform and empower. "I love helping people find the right home for them, especially in the luxury market, where every detail matters. It feels good to guide someone through such a significant decision," she says. "I also love teaching other agents how to grow and scale their business on social media." She has seen firsthand how impactful it can be when people show up consistently.

Today, Mariah continues to share her love of teaching through coaching programs that help other agents boost their online presence. She also launched a viral video membership for agents and is expanding her Unreasonably Fearless Women in Real Estate group. As a graduate of the Goldman Sachs 10,000 Small Business Program, she's gained valuable insights on scaling her brand nationwide.

Whether she's coaching agents, hosting the Mariah K Homes Podcast, or guiding clients through a move, Mariah's influence goes beyond closing deals. With almost two decades in the industry, she openly

"I LOVE HELPING PEOPLE FIND THE RIGHT HOME FOR THEM, ESPECIALLY IN THE LUXURY MARKET, WHERE EVERY DETAIL MATTERS. IT FEELS GOOD TO GUIDE SOMEONE THROUGH SUCH A SIGNIFICANT DECISION,"

Utah. While this provided some initial guidance, most of Mariah's knowledge came through real world experience and self driven learning.

What Mariah lacked in contacts, she made up for in determination and Instagram. She started her real estate business from scratch by showing up consistently, sharing insights, showcasing properties, and building connections through her creative content. That daily commitment laid



shares her experiences to help others succeed. “Consistency compounds. Every post, every showing, every follow-up call, it all adds up over time. It’s not just about big wins; it’s about showing up day after day and letting that momentum work for you.”

At home, Mariah’s high school sweetheart and husband of 21 years, Eric, has been by her side throughout her journey.

With four kids, life is full, fast-paced, and rooted in partnership and shared vision. Mariah loves learning, traveling, running, building businesses, spending time outside, and cherishing every moment with her family. More than anything, she is passionate about helping people build a life they love in a place they love.

Whether she’s hiking with her kids, touring beautiful

homes, or creating digital content, Mariah approaches everything with the same level of consistency and commitment. Looking to the future, she plans to strengthen her presence in the luxury market, grow her digital footprint, and connect with a broader national audience. In many ways, she feels like she is just getting started.



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Whitney Benson

Where **LIFE, LOVE,**
and **REAL ESTATE** Meet

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY TIFFANY BURKE PHOTOGRAPHY

It's not every day that you meet a real estate agent who talks about her job with the same affection people reserve for their favorite vacation spots or a beloved hobby. But for Whitney Benson, selling real estate is a deeply personal connection not only to her clients, but to her community as well. "I love my job and am absolutely obsessed with it," she beams without a hint of exaggeration, adding, "You'll never make it in life if you're not obsessed with your job."



Whether she's grabbing lunch or coffee with clients after a long day of showings or checking out the local farmers market with them long after the transaction is done, Whitney approaches real estate with a simple mindset: Be Present, be kind, and be real. "It's almost like a hangout when you're with me...we become friends," she says with a smile. And it's that warmth and caring nature — part best friend, part trusted advisor — that's made Whitney such a magnetic force on The Perry Group team.

Born in Florida, Whitney bounced around living in various states — Wisconsin, Colorado, and Missouri — before settling in Utah with her family as a child. She stayed by choice as an adult, drawn in by the scenery, the lifestyle, and eventually, a career that brought everything she loved together. Initially pursuant of a career in nursing after becoming a mom at a young age, Whitney pivoted into the world of one-time construction loans for new builds. The job had its perks, citing the particularly beautiful mountain views from her office, but Whitney couldn't ignore the desire inside her that wanted more out of her career.

"I decided I'd rather be out in the world than just looking at it from my window," she recalls. So, she made the leap to real estate, where she could be more hands-on, walking her clients through every step of the process and not just filing their paperwork at the end. It didn't take long for her to realize she'd found the perfect fit.

Now a vital part of The Perry Group at Real Broker, LLC, Whitney plays a dual role — she's not only helping buyers and sellers navigate life's biggest transitions, she also works behind the scenes to help train and onboard new agents. "I love to see them blossom and grow into wonderful, amazing, high-producing, successful agents," she says, just as proud of her team's success as if it was her own.

Whitney's passion for mentorship is rooted in a life shaped by strong women and steady resilience, admitting it was

her own mother who inspired her. Looking back, she realizes now how her mom always made sure the family was comfortable while also shielding them from the struggles it took to get there. That quiet strength became a blueprint for Whitney's own life. Now a single mom to two boys, Odin and Micah, she's aiming to do the same. "I wanted them to feel like they could have everything they wanted...despite being a single mom." That example of fierce love and determination has fueled not just her parenting, but also her professional life.

Now, while enjoying her home situated at the mouth of Little Cottonwood, Whitney spends her weekends at baseball tournaments with her boys, taking camping trips, and enjoying golf outings with her fiancé Trevor. The family also carves out time to give back together, volunteering with Best Friends Animal Sanctuary — a cause close to their hearts. It's just one more way Whitney models the same kind of grounded, compassionate living she brings into her work.

This year, however, Whitney is tackling one of her biggest goals yet...planning a destination wedding in Carmel as she and Trevor were engaged in Sicily last Thanksgiving and are set to tie the knot this October. "A huge goal is to get married in October without pulling all my hair out," she laughs. And while wedding planning may be the current mountain she's climbing, Whitney's proud of the peaks she's already conquered — watching her son graduate high school early, reaching all of her career goals to date, and ending the year ranked among the top 500 agents...a milestone she admits still feels surreal.

Eventually, Whitney dreams of building a team of her own, captivated by the prospect of training, supporting, and helping even more agents grow just like she does today with The Perry Group. Because for Whitney, real estate isn't just a career—it's a calling. One where relationships come first, mountains are meant to be climbed (both literally and figuratively), and the best part of the job is the people she gets to share it with.



“
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BLOSSOM
AND GROW**
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