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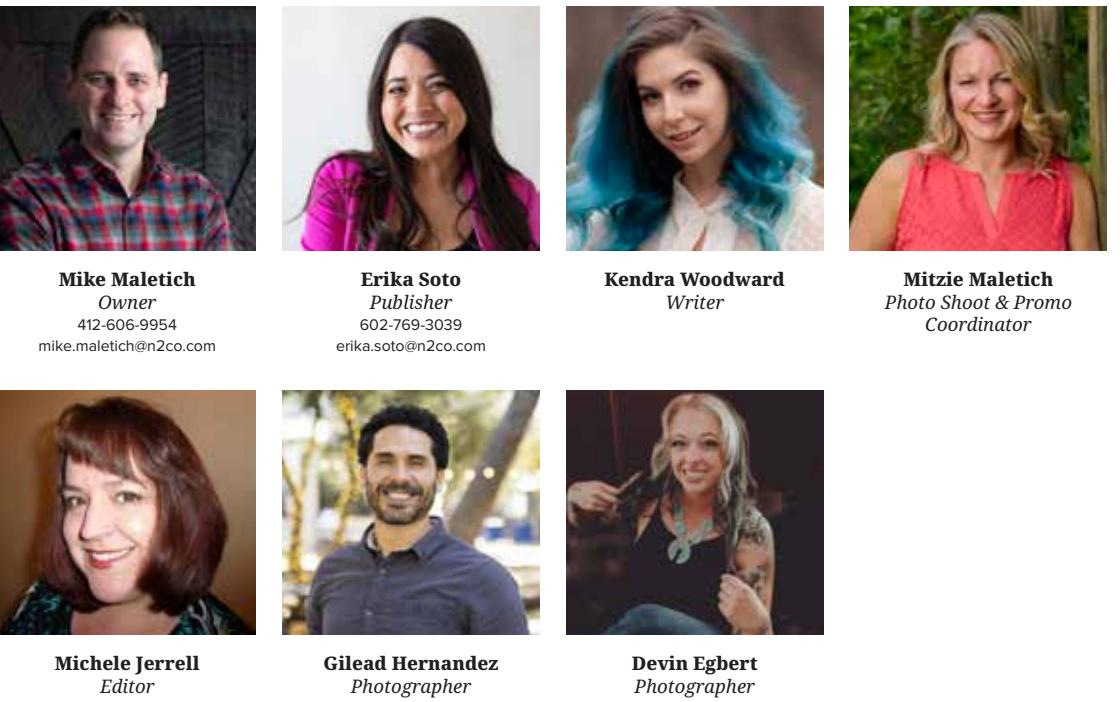


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Meet The Team



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COVER STORY
Michelle Colbert

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Here's What East Valley's Top 500 Agents Sold...

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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 East Valley 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 REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. 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)."

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 A REALTOR® /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 REALTORS® 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 REALTORS®, please email our owner to let us know at mike.maletich@n2co.com



Erika Soto
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Michelle Colbert



REAL ESTATE *on the Rise*

With a career spanning nearly two decades, Michelle Colbert of the Wood and Rise Real Estate Team has not only built a thriving business, but also cultivated a culture of connection and contribution, both within her team and her community.

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY DEVIN NICOLE PHOTOGRAPHY

Like many agents who follow in the footsteps of family members that have practiced real estate before them, Michelle had an early introduction to the industry. Born in South Carolina but raised in Illinois, Michelle began working as a receptionist at a RE/MAX office alongside her mother while still attending high school. It was there that she learned the administrative side of the business and was inspired by watching her mom work. This introduction was just the beginning of her story, and one that would eventually lead her to finding success in Arizona.

After earning her associate degree in Business Science, Michelle continued to work as an Executive Assistant and eventually progressed to Director of Operations by age 21. Her hands-on experience provided her with a deep understanding of real estate operations, preparing her for a career as an agent.

A decade later, Michelle relocated to Arizona. The move ultimately marked a major turning point in Michelle's career however, starting her on a fresh new chapter in a new market

where her business has since grown tenfold.

Immediately opting down the path of joining a real estate team, to help build her network and quickly get her name established in the area, Michelle gained invaluable knowledge of the area and had amazing experiences. Two years later, after the birth of her son, Lucas, Michelle realized she needed more flexibility in order to spend more time with her growing family. So, in 2018 she branched out on her own, debuting Rise Real Estate Group.

A major collaboration, and yet another new chapter, arose in 2022 when Michelle merged with a local real estate team and announced the launch of the Wood & Rise Real Estate Group. The merger marked several major milestones for her career but also doubled their business, seemingly overnight.

Wood & Rise Real Estate Group has grown to nine agents operating under Keller Williams Integrity First Realty. Guided by the motto, "Because experience matters," Michelle emphasizes problem-solving and adaptability with her agents. "No one transaction

is ever the same," she adds, citing, "There's always a new problem to solve, a new excitement to emerge, or a fire to put out."

Beyond her dedication to her clients is her involvement in her team's successes as Michelle finds fulfillment in helping her team members build their own wealth. It's an empire in progress she describes...with a foundation strengthened by happy agents and salaried employees that all carry their own LLC licenses, and are just as dedicated to helping their team succeed too.

Alongside her team, Michelle supports several charitable initiatives, including House of Refuge — by hosting an annual casino night fundraiser that sponsors one home for an entire year which she's been a part of for four years now. She also sponsors The College Bound Community by assisting underprivileged but high-achieving students to reach their collegiate goals, and through the team's annual three-day-transformation-operation (taking nominations all year long for a family whose home needs improvements) in which they update and make



necessary improvements to a family's house in just three days through the help of donations and volunteers.

Michelle's passion for supporting her community is also evident in her approach to geofarming for her business. While living in the neighborhood she serves, she gets to know and understand her community and her neighbors. She also enjoys hosting four to five events per month in an effort to stay present with them and stay active within her community. Michelle is so engrained and passionate about her community, even throughout the years as she's bought and sold her own personal home, she's continued to stay within the same neighborhood limits... three times over in fact!

Outside of work, Michelle cherishes as much time as she is able to spend with her two children, Brynlee and Lucas, as well as their 13-year-old Blue Heeler pup, Moki. She admits they are always busy and the family is involved in many activities throughout the year. But mostly, they enjoy exploring nature by spending time outdoors hiking, swimming, and being by the water.

Looking ahead Michelle's vision for the future is clear: in five years, she aims to expand her business, grow her team, continue to develop her agents, and ultimately establish herself as a top team in the region. With her experience, dedication, and passion for helping others, there's no doubt Michelle will achieve these goals and leave an indelible mark on both the real estate industry and the community she serves.

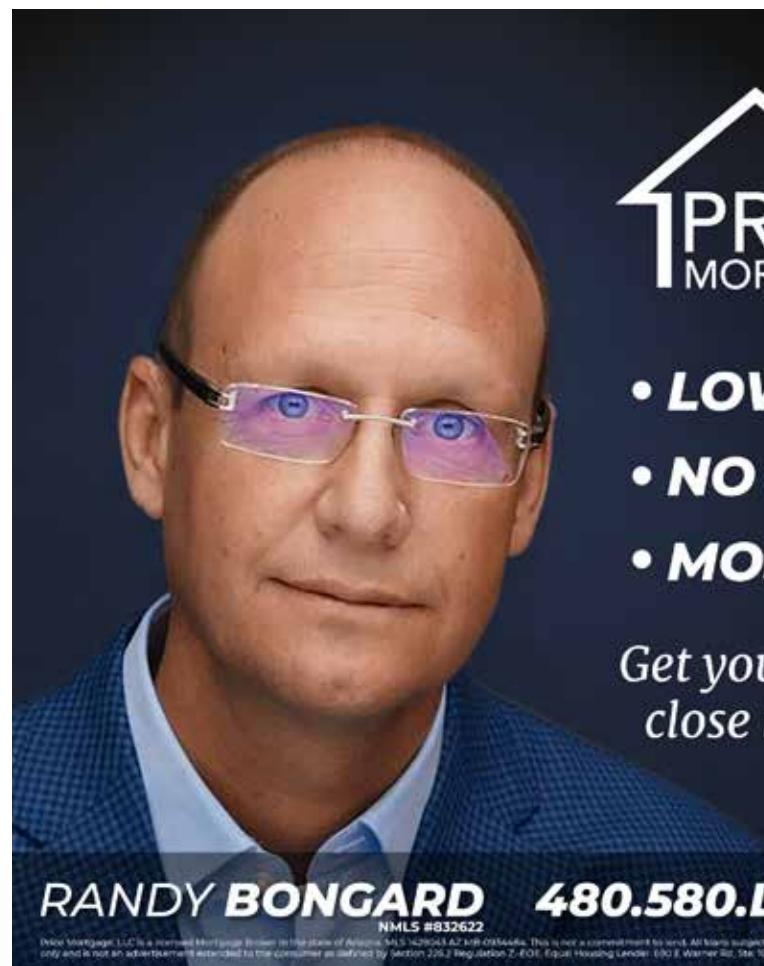


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GENUINE CONNECTIONS, WITH INTEGRITY

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY GILEAD HERNANDEZ, GRAFOBOX MEDIA

When you think of pest control, the words “integrity” and “family” might not immediately come to mind. But for Eric Salgado and Colten Gonzales, the duo behind Firehouse Pest Control Services (FHPCS), these values are the foundation of their thriving business. As 50/50 co-owners and brothers-in-law, Eric and Colten are transforming the pest control industry with a dedication to their customers, employees, and community.

Eric, a Phoenix native and firefighter-paramedic by trade, never imagined he'd one day own a pest control company. After joining the fire department at just 22 years old, his career took a sudden turn following an injury in a house fire in 2015 that left him with years of complications and an uncertain future.

While recovering from surgery and questioning his future, Eric thought, “what if I can’t do this?” and began exploring other career options. During which time he began exploring various jobs around the area and polling his friends and family. When Eric came into a conversation with his brother about the pest control business he was running, it intrigued him, and he started setting a plan in motion to make it happen. From this epiphany, Eric turned to his brother-in-law joking he had a great idea and Colten had a truck...so why wouldn't it work?

Once the plan was set, Eric quips that they basically did everything wrong in the beginning — including launching their business at the end of the season. “That’s the worst time to start a pest control company,” he laughs. Despite the timing and their unconventional start, the duo’s authenticity is what ultimately resonated with customers, Eric explaining, “I would knock on the door and let them know who I was, literally selling door to

door in my shoulder sling and then Colten would perform the services. It was so ridiculous. We must have looked like a nonprofit.”

With clients favoring their down to earth approach and demeanor, things began taking off for the duo, and in 2020 they began building up their social media platforms and business to the point where Colten was able to leave his full-time restaurant job. The team has since added six full time technicians, hired a branch manager, and brought on four in-house staff members.

Eric and Colten’s commitment to their customers isn’t just a tagline; it’s a promise — with their slogan, “The pest control company with integrity,” reflecting their unwavering dedication to transparency and quality. This customer-centric ideology is what they built their business around and can be seen in every aspect of their day-to-day operations.

Servicing everything from small residential units, restaurants, and churches to hotels and university campus buildings, FHPCS stays committed to providing their clients with a slew of checkpoints that most pest control companies won’t. They provide real-time updates, including GPS tracking for technician’s arrival, all technicians undergo rigorous background checks and drug tests, and use plant-based,

pet and child-safe products as the standard.

Eric takes pride in the fact that his technicians often go the extra mile for their customers too by bringing in trash cans or helping clients with packages, explaining that they don’t just eliminate pests, they build relationships. The personalized cookie orders that they deliver to new clients, with the help of a local bakery, further exemplifies their concierge-level service and their attention to detail.

One of their most innovative ideas is their partnership program that FHPCS created with home inspectors in mind. By training inspectors to perform termite checks under their license, FHPCS creates a more seamless process for homeowners in escrow. The program, which benefits everyone involved, means that inspectors earn a little more money upfront and the homeowner gets to experience a better continuity of care, while FHPCS strengthens its network of collaboration with its REALTOR® partners and inspectors. If termites are discovered, FHPCS takes over the process, providing quotes for their services directly to the client and backs their work with a one-year warranty.

For Eric and Colten, it’s obvious that success isn’t about the numbers, it’s about helping the people around them, which is the same mentality they have towards giving back to their community. The most personal organization they’ve helped is the 100 Club, a charity for first responders, in which they donate a portion of their revenue to. This mission became even more personal when Eric, after having donated to the charity for years, was diagnosed with occupational cancer from his time with the fire department and received support from the organization. “Many firefighters are coming down with occupational cancer which makes this a very near and dear organization to my heart,” Eric shares. It truly became a full-circle moment for him, that reinforced his passion for community involvement.

“We want to be the pest control company that gives back by continuing to provide a great service to our clients, customers (residential and commercial), taking care of their health issues, providing great opportunities for our employees, and giving back to our communities.”

Outside the business Eric and Colten are as dedicated to their families as they are to their work. Eric and his wife, Jordane, are proud parents of three boys, including newborn Beau, their “rainbow baby”; while Colten and his girlfriend, Lexie, enjoy adventures with



Fun Fact: Colten is a 4th generation native of Gilbert, AZ, and his kids are now 5th generation!



their two children of their own. Both men balance their busy work lives with hobbies like working out, playing pickleball, hosting BBQs,

and spending time outdoors. Colten is also known to be a diehard Raiders fan, with Eric laughing, "I don't even call him on Sundays."

Whether it's termites, ants, or community events, Eric and Colten tackle every challenge with heart and determination. For these

two, success isn't just about growing a business; it's about building a legacy of integrity that will inspire generations to come.



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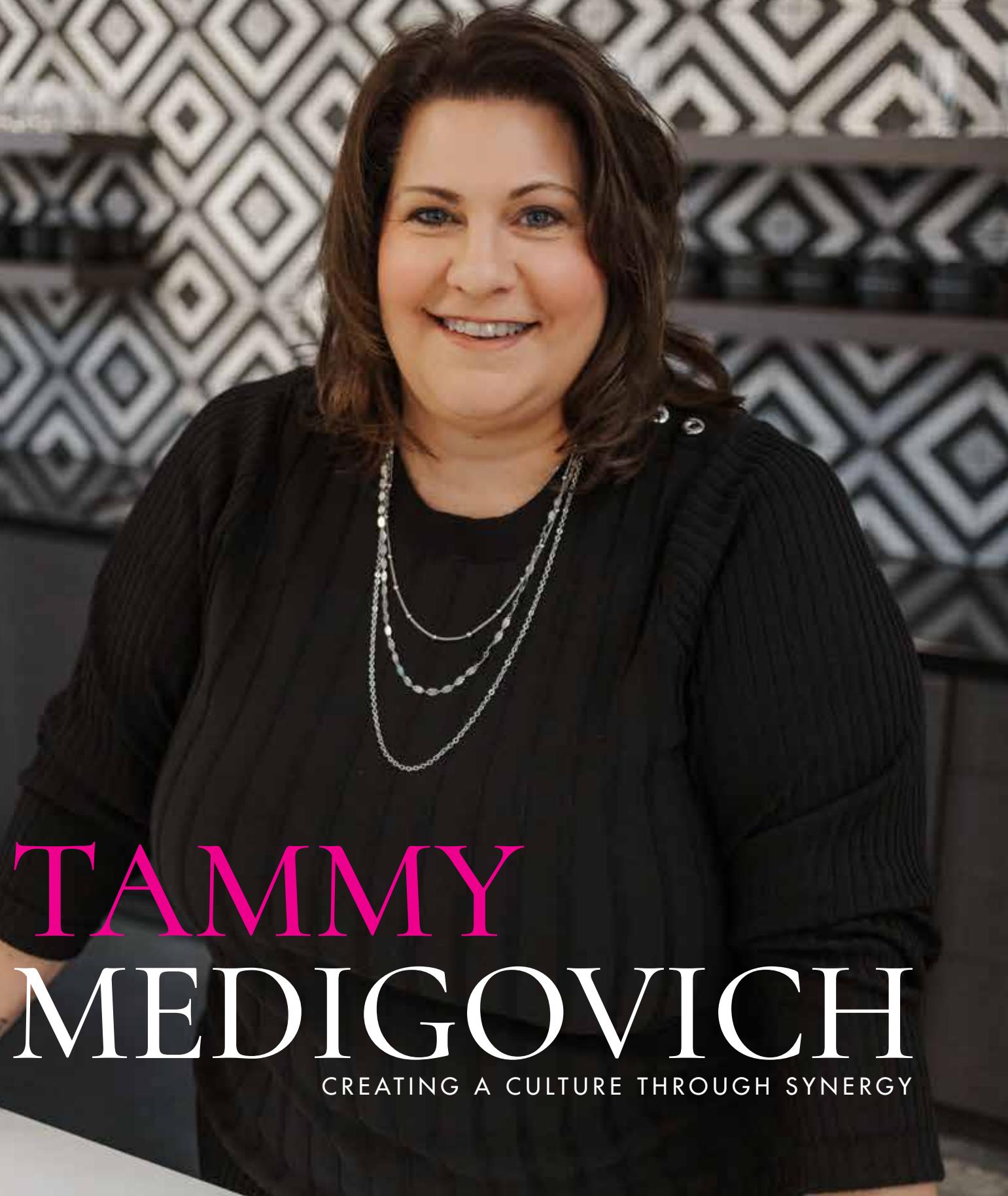
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TAMMY MEDIGOVICH

CREATING A CULTURE THROUGH SYNERGY

Tammy Medigovich is no stranger to reinvention. From her start in private lending to launching her own brokerage, Bella Casa Realty, Tammy has navigated life's twists and turns with resilience, heart, and an unwavering commitment to fostering strong relationships.

Her journey, filled with pivotal moments of growth and transformation, underscores the values of connection, community, and authenticity that define her career and personal life.

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY DEVIN NICOLE
PHOTOGRAPHY

Tammy's early years were shaped by her father's military career when she was born at California's Vandenberg Air Force Base. "I was an Air Force baby," she prides. Quickly after her birth, the family relocated briefly to Okinawa, Japan, before settling back in Arizona when Tammy was just two years of age. "I essentially call myself a native," she quips, emphasizing her deep ties to the state.

With her father and grandfather also rooted in the area, Tammy's family's legacy in Arizona runs deep, and she credits her father's entrepreneurial spirit — transitioning from dairy farming to founding a private mortgage business — as a significant influence on her own career.

After a brief stint studying at ASU, Tammy transferred to the University of Phoenix to pursue a passion for marketing and advertising. During this time, Tammy supported herself with a job at Bank One and eventually was able to work her way into their marketing department where she worked in product management. From there she took on a position with a travel consortium, providing her marketing services to travel agents with brick-and-mortar locations while also hosting and planning their corporate events.

Tammy then transitioned into marketing for real estate professionals working at Image Builder Advertising, in 2002, she joined her father's private money lending company, Cattlemen's Mortgage. Tammy quickly picked up on everything he had to teach her — from land inspections to construction loans. "I really got to learn this business in a way I think a lot of people don't," she prides.

"It's really funny when I think back to when I was a kid, we used to go on adventures with my dad out into the desert and walk around. It wasn't until I started working with him that I realized, 'oh he was out doing property inspections,' because those were the kind of properties he was making loans on."

In less than five months, Tammy was making loans and selling investments to their investors. In three years, she had obtained her mortgage broker

license. She was working to be her dad's succession plan, but when the market shifted in 2008, he suggested she get her real estate license to help liquidate properties they may be taking back in foreclosures. Tammy fell in love with real estate sales when she sold her first property by reaching out to all her contacts and finding the right buyer. She focused more and more on real estate sales. This curiosity propelled her to seek out knowledge from larger brokerages, get into coaching programs, and eventually to founding Bella Casa Realty in 2018.

Bella Casa Realty became a culture of care for Tammy...and something she could call her own. The brokerage's tagline, "Home, Life, and Community," reflects that vision clearly. "It's about being active in the community and being a resource for our clients to build a better life."

"This industry, as a whole, is about relationships. It's about relationships that we have with our clients, it's about relationships that we have with other agents, it's about relationships that we have with our business partners, and those that support us — our lenders, home inspectors, roofers...all of the people that help us provide service to our clients."

The past few years however have brought about profound challenges for Tammy with the volatility of the 2020 real estate market pushing her toward burnout and the unexpected loss of her mother in 2022 that led to a period of deep introspection. "I really lost a spark and a passion for what I was doing," she admits.

Through grief counseling and leaning into her network of relationships however, Tammy began to heal. "I had to allow people to love up on me and help me find that joy again." Slowly, she is rebuilding herself and focusing on connecting the smaller groups within her community. "As big as this community is, it's small," she says, recognizing the power of mutual support among real estate professionals. Admittedly, Tammy notes that through her grief counseling she's learned there



“I had to allow people to love up on me and help me find that joy again.”

is no joy without grief. Although she will always have the grief of losing her mom she is focused on continuing to redefine herself and pouring into those around her. “I require synergy and being around other people.”

This same supportive mentality Tammy has for her clients is also shared with her greater community. She supports several charitable organizations, including The Giving Group (which raises funds for local charities) and The Ladies That Brunch (a women’s networking group focused on fellowship and philanthropy). Tammy also integrates charitable giving into her client events by hosting backpack and food drives.

At home, Tammy and her wife, Helen are embracing a new phase of life as empty nesters, and enjoying hobbies like golf, pickleball, and traveling.

As Tammy continues exploring this new chapter in life, she remains focused on what matters most — relationships, community, and authenticity. The focus of her career isn’t just about selling real estate, it’s a reflection of her belief that “people just want to know that you care about them.”

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Lured by a Palm Tree

Kelly Saggione didn't plan for Arizona to become her forever home, but one life-changing image sealed her fate...

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY GILEAD HERNANDEZ, GRAFOBOX MEDIA

Born in Cornwall, New York, in the scenic Hudson Valley, Kelly was set to attend the University of New Hampshire until her brother encouraged her to look at some Arizona schools at the last minute. As she began her search, she navigated to the Arizona State University webpage and saw something she had never seen before in person, something that would forever change her trajectory and path forever...a palm tree.

With parents that had worked hard and taught her that she could do whatever she put her mind to, Kelly decided on the spot — without even visiting the campus — that ASU was the place for her. "It was never assumed that I would do one thing... [my parents] always pushed me to pursue greatness and whatever made me happy," she prides. That split second decision ended up being the thing that has shaped Kelly's journey ever since; leading to a life, family, and thriving real estate career in the Grand Canyon State.

After earning her undergraduate degree in Psychology and a master's in Curriculum and Instruction, Kelly launched her career as a kindergarten and then third-grade teacher. Yet, while teaching was fulfilling, the routine left her burnt out and yearning for something different. At the suggestion of her father who was a contractor, she opted to try real estate and obtained her license in 2011.

Joining Realty Executives East Valley as a solo agent initially, Kelly recalls, "I had amazing mentors there that taught me everything." Over a decade later, now thoroughly engrained in real estate, she realizes how much the industry has to offer — the variety and challenges she craved and how closely it aligned her passions for teaching and the home buying process.

"It's always a challenge, it's always something different. One thing I had a hard time with teaching was that every day just felt the same and I don't think I'm like that. I like a challenge. That's the beauty of real estate...you never know what's coming tomorrow."

As her career flourished, Kelly realized that balancing her workload and personal life required

a new approach. So, she formed a small team which allowed her to focus more on what she loves while maintaining the personal touch she values most. Her approach revolves mostly around geofarming — a hyper-focused marketing strategy targeting a specific neighborhood. “I definitely lean into geofarming as my number one lead pillar,” she states. “It might be a little unique in the fact that it’s so old school,” but it’s been her bread and butter for years.

Her favorite part, however? Putting the deals together. “I just love that!” she says with a smile. “It’s like a puzzle.” This problem-solving mindset has been crucial to her success, especially during challenging times like the pandemic. When COVID hit and the government released the new stay-at-home orders, Kelly faced a majorly defining moment in her career as five deals fell apart that very day. “That was a pivotal moment, and I remember it very clearly.”

But Kelly chose to push forward...a decision that solidified her resilience in the industry. “You just have to stay ever-the-optimist,” she explains. “Get over disappointment quickly. If one deal falls apart, just keep going. Don’t dwell on things for long. That’s the beauty of real estate — you never know what’s coming tomorrow.”

Outside of work, Kelly’s life is deeply rooted in spending time with her family and tending to their large property. She and her husband of 12 years, Guy, are part owners of an HVAC company and parents to two children, Little Guy and Robin. They share their home with a Sheepadoodle named Clever, who she jokes takes his job a little too seriously for keeping their horses in line.

The family treasures their tight-knit neighborhood and participates in community activities such as their annual Thanksgiving “Wiffle-mosa” day where they spend all morning playing wiffleball followed by mimosas and donuts. But they also enjoy quiet hobbies like gardening and trying new things together...like roller skating and pickle ball. “I want to grow my family with love,” Kelly prides. “We live for our vacations and love to travel as a family.”

Eventually, Kelly’s dream is to spend entire summers away while working remotely, and to buy an investment property where she grew up in New York that could serve as a retirement retreat. As her success in geofarming has been the cornerstone of her business, she also hopes to grow her new course for other real estate agents on the topic to allow her to stretch her teaching muscle a bit more.

No matter what she focuses on and puts her mind to, whether she’s guiding her clients, mentoring her team, or creating new family memories, Kelly embodies the spirit of someone whose success comes alongside the continual reinvention of herself. She always has an eye on her next adventure, the next big challenge, and new opportunities to make a difference.



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