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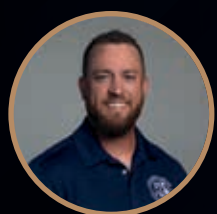


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SHELLY DICKENSON

EMPOWERING CLIENTS
AND

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WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY SARAH MEDINA



When Shelly Dickenson and her family moved to Arizona in 2018, thanks to a job transfer her husband received, she wasn't prepared for it to become the foundation to a successful career in real estate. Having gone through such a major change in her life and moving to an area where the family didn't know a single person, Shelly was given the opportunity in the transition to earn her Arizona real estate license. Once she obtained her license, she committed her career to helping others ease that same transition, thus taking on "The AZ Home Gal" moniker.

Before earning her real estate license, Shelly's career spanned owning her own child care business, working in finance and banking, owning a custom apparel printing business, as well as database management where she spent 12 years managing appointments and schedules for clients across the U.S. This foundation of unique skillsets also saw her mastering time management and efficient communication skills, which are tools she uses every day in real estate. "That taught me so much about how to stay organized and make a really great first impression when you pick up the phone. I was the voice for my clients."

But Shelly's journey to finding her love for real estate was a slow progression having first learned the back end of the industry through her multiple roles with Wells Fargo. Starting as a bank teller, she quickly ascended to a role as personal banker, before earning another promotion to a premier banker, where she had to earn her license to sell life insurance products and work towards her Series 7 General Securities license. In her new role, she also assisted her clients in obtaining equity loans and lines of credit which gave her a front-row seat to the financial struggles many homeowners faced while working during the pre-2008 housing crash.

As she worked with her clients, she observed home owners who had taken out multiple equity lines or loans against their home, only paying interest and often these loans were increasing, not decreasing. That experience ignited a



passion for financial education, which she now shares with her real estate clients. "I have a passion for making sure my clients understand their choices and how they affect them in the short term and long term...that's imperative to me," she prides.

Understanding the inner workings of what goes into the process of obtaining a loan also gives Shelly more confidence in knowing that she is able to provide her clients with more than the average agent..and all these skills came to fruition when she joined Redfin in 2020. Starting out solely as a showing agent in order to get a better understanding of the valley and the industry, Shelly quickly realized how much she wanted more from her career with Redfin and instead of just showing clients homes for other Redfin agents, she yearned to continue working with them through the remainder of the home buying process and build her own book of clients for life.

Bringing her newfound goal to light at Redfin, Shelly was shocked when they hired her as an agent with no prior transactional experience under her belt. They put her through an in depth company training, assigned her a mentor and the team fully supported her. Despite being a step behind other agents in the busy time that was 2021, Redfin's support helped Shelly close an impressive 24 deals in her first six months in production!

Having learned the industry from many different angles, Shelly admits she most enjoys meeting face to face and being out in the market building relationships with her clients. Though education remains the key to her success. "Seeing my buyers and sellers go from having no clue about buying or selling, to learning and understanding the process by the time they get the keys to their home is, honestly, so fulfilling for me," she says. "I try not to overwhelm my clients with information and just give them the right amount at the right time in the process."

Shelly's attention to detail and commitment to taking notes during



“I HAVE A PASSION FOR MAKING SURE MY CLIENTS UNDERSTAND THEIR CHOICES AND HOW THEY AFFECT THEM IN THE SHORT TERM AND LONG TERM...THAT’S IMPERATIVE TO ME.”

client interactions is another unique skill that sets her apart. She recalls running into a former client at a restaurant after hearing her client’s voice in the crowd, and quickly referencing notes from her CRM to Greet them by name and recall personal details. Those are the moments that keep Shelly top of mind with her clients.

Outside of work, Shelly is just as committed to her community and family as she is to her clientele. Since adopting her pup from a rescue after fostering him during a state-to-state transfer, Shelly became enthralled with supporting local rescues...especially The Arizona Mastiff Rescue. Additionally, she has enjoyed being a part of her lender’s annual “Turkeys for Teachers” event, where Shelly and her husband have helped pass out the turkeys directly to the deserving teachers for the past two years.

At home, Shelly and her husband Jud, enjoy spending time with their sons, Brody and Dillon, and their beloved dogs, Westley and Stewart. When available, weekends are spent exploring Arizona’s small towns, hiking, mountain biking, and attending concerts. “There’s so much to explore and get to know,” she prides of her adopted home state.

While Shelly is passionate about her current work, she remains dedicated to personal growth and continues to refine her marketing strategies to expand her sphere of influence while staying true to her core values of education and personal connection. Whether she’s guiding a first-time homebuyer or exploring new horizons with her family, Shelly embodies the spirit of her “The AZ Home Gal” moniker.



Shelly loves baseball! Here they are watching the Diamondbacks at Salt River Fields on her birthday



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RUBEN LUNA

AN EMPIRE BUILT WITH *KINDNESS*

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PICTURE MY LISTING

WRITTEN BY
KENDRA WOODWARD

Ruben Luna, founder of The Luna Team with eXp Realty, has redefined what it means to lead others with kindness and understanding in the real estate world. Licensed in 2005 and now the driving force behind a team of 77 agents with eight support staff members, Ruben's journey from humble beginnings to becoming a leader in his field is nothing short of inspiring.

Ruben's youth was shaped by frequent moves around his home country of Mexico and his strong family bond. At age 14 when he and his family relocated to Arizona in search of a better life, the eldest of seven (5 brothers and 1 sister), Ruben often stepped up to help support his family. "Family means everything," he prides. Reflecting on his younger years, Ruben notes the influence his grandmother had

on him, she served as the head of their household while his mother worked tirelessly to ensure the family never went without.

With some amazing guidance, Ruben started growing his entrepreneurial spirit from a young age recalling how he began finding unique ways to make money. "Growing up I didn't like asking for money," he says, referencing how he started his first little side hustle of knocking on neighbors' doors and offering to run errands or fetch groceries. By middle school, he was old enough to start working at a grocery store as a bagger, joking that the tips were pretty good.

When his family settled in Phoenix, Ruben faced a new challenge: starting high school, as a ninth grader, in a new country, without knowing any English. Luckily, with the help of his friends translating classes for him...and sheer determination, Ruben excelled in school and planned to start community college soon after.

At age 21, Ruben and his wife, Corina, welcomed their first daughter and purchased their first home which is what ultimately led to Ruben's impressive real estate career. Their home buying experience was marred by a REALTOR® with limited availability who became the linchpin to numerous setbacks throughout the process. All of which left a negatively lasting impression on the new dad. Frustrated, Ruben vowed to do better.

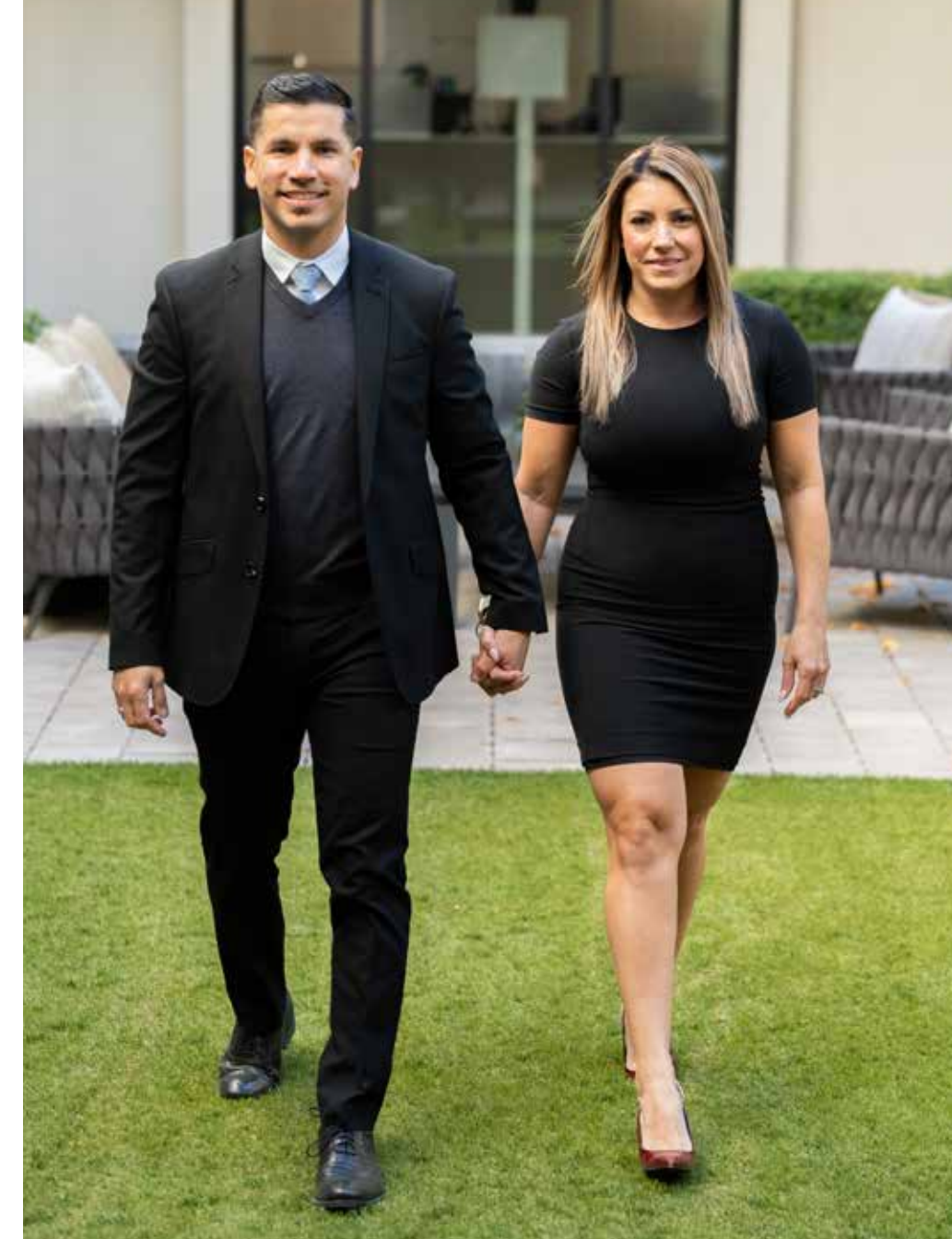
While working full-time in the restaurant industry, Ruben immediately began to pursue his real estate license. And after saving up four months worth, in order to support his growing family while he stepped into real estate, Ruben began his journey. "It was kinda scary," he chuckles. With 2005 getting off to a rocky start and Ruben not selling a single house until the end of his third month, it came as a shock when 2006 turned out to be a banner year for him!

However, like many agents in the early 2000s, the 2008 market crash forced

Ruben to adapt quickly and get creative. While learning to navigate the chaotic and cyclical nature of the industry he had become so passionate about, Ruben developed a habit of saving and reinvesting, ensuring his financial resilience for the next down cycle. Just two short years later, the market had completely turned around and Ruben's business had grown to the point where he was actively losing clients due to

overwhelming demand. To address the issue, he began assembling a team by first partnering up with his wife Corina while slowly adding other agents.

After 16 years with his former brokerage, Ruben recognized the need for a new environment in order to continue growing. And after transitioning to eXp Realty in recent years, The Luna Team expanded to



“

Growing up I didn't like asking for money.”
– referencing how he started his first little side hustle of knocking on neighbors' doors and offering to run errands or fetch groceries.



Ruben with his family



The Luna Team



nearly 70 agents in their first year! While he eventually wants to grow the team to a point where it can pretty much run itself, Ruben is passionately focused on empowering his agents and teaching them the hard lessons he's already learned - like how to manage their money, how to navigate the constant flux of the industry, and how to reach their goals.

Ultimately though, it's the families that Ruben prides himself on helping throughout the process of buying and selling properties. "My goal is to empower agents to reach the level of success they are seeking with production and investing to build wealth."

The pride that Ruben has for uplifting his clients and his team is something that extends well beyond the office with community involvement as a cornerstone of Ruben's philosophy. Alongside his team, Ruben enjoys hosting events throughout the year to support various local charities and organizations - such as turkey donations and toy drives. Ruben has partnered with the charity Serve The People and donated \$19,000 in 2024, these funds are distributed to nonprofits across the country that need help. Partnering with a single charity means he can create a more long-term impact within their community as well.

“
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When Ruben takes off his REALTOR® hat, he and Corina enjoy spending time with their two daughters, Elizabeth and Juliette. At home, they enjoy a slow paced life revolving around family time, grilling with friends, and movie nights at home with their two French Bulldogs, Charlie and Coconut.

Whether he's helping families buy and sell homes or mentoring his agents to achieve financial freedom, Ruben's legacy is one of empowerment and unwavering dedication...one he jokes he'll never retire from, simply because he enjoys the process of growing his knowledge and handing that off to others.

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KELLY RIVERA

MAGNUS TITLE AGENCY

The Heart of Magnus Title and West Valley's
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PHOTOGRAPHY BY SARAH MEDINA

In the world of real estate, building strong relationships and connecting with people is key to success. Kelly, a trusted Title Rep at Magnus Title, excels in both of these areas, earning her a reputation as one of the most personable and dedicated professionals in the industry. Whether you're a realtor or a client, if you've worked with Kelly, you know you're in good hands.

A Journey to Title That Felt Like Home

Kelly's story didn't start in the world of real estate or title insurance. In fact, her journey began in New York, where she was born, before her family relocated to Arizona when she was just seven years old. Raised

in the Valley, Kelly considers Arizona her home, and after attending the University of Arizona, she initially pursued a degree in psychology. Like many college students, she wasn't sure exactly where her path would lead, but she always knew she loved working with people.

After college, Kelly worked for a home inspection company, where she met a friend who would change the course of her career. Brandi, a colleague at the time, recognized Kelly's natural ability to connect with others and introduced her to Magnus Title. Kelly felt an immediate gut instinct that it was the right move. "It just felt right," she recalls. And seven years later, she's



“WHAT I LOVE ABOUT MAGNUS IS THAT THEY TRULY CARE ABOUT THEIR PEOPLE.”



still thriving at Magnus Title, doing what she loves.

Why Magnus Title is Home

What sets Magnus Title apart? For Kelly, the answer is simple: the people. Magnus Title is Arizona's first woman-owned title company, and it's a family-oriented business that takes great pride in its work culture. Kelly works primarily out of the Arrowhead branch, where she feels incredibly supported by both her team and the company's leadership, especially owner Cobra Collier. "It's like a second home," she says of the branch, adding that she's proud to assist realtors all over Arizona, particularly in the West Valley.

But it's not just about business at Magnus. "What I love about Magnus is that

they truly care about their people," Kelly explains. "It's not just the realtors we work with; it's everyone involved with the company. It feels like family." That sense of care and support is what drives Kelly to go above and beyond for everyone she works with.

A Connector and Resource for Real Estate Professionals

One of Kelly's greatest strengths is her ability to connect with people, and she's built lasting relationships with realtors across the West Valley. She works closely with a variety of top brokerages, including Best Homes, Libertas, Keller Williams Professionals and Northeast, My Home Group West Valley, EPIC Home Realty and Long Realty, and Kelly is always open to building new relationships

with more brokerages. Many of these partnerships have lasted for years, a testament to the trust and value Kelly provides.

Kelly prides herself on never overselling to her clients. Instead, she focuses on introducing herself, building relationships, and providing support. She says, "I'm here to help. It's all about being a resource."

In addition to offering hands-on assistance, Kelly is always thinking about ways to help her clients stay ahead of the

competition. She's constantly innovating, whether it's by offering marketing tips, organizing events, or providing new agents with starter kits to help them navigate the complex world of social media and open houses. Kelly is there for her clients at every step, offering guidance and insight to make their lives easier.

A Life Outside of Work

When she's not helping realtors close deals and ensuring smooth title transactions, Kelly enjoys spending time with her

husband, Aaron, and their adorable pit bull mix, India. Kelly and Aaron, who married in June 2023, are avid wine enthusiasts and love to travel to wineries around the world. Their favorite destination is Paso Robles, California, though Kelly also raves about the wine tasting experiences they've had in Portugal.

Her Italian heritage also fuels her passion for food and wine, and she's looking forward to visiting Sicily one day. Kelly laughs when she says that because of her job, she's become the go-to person for wine recommendations at social events and luncheons. "I know I'm always going to get asked about wine, so I might as well be prepared!"

Service, Integrity, and a Personal Touch

Kelly's approach to her role as a Title Rep is deeply rooted in her commitment to service, integrity, and personal relationships. She doesn't just see her job as a job – it's a chance to make a meaningful impact on people's lives. Whether it's staying true to her word, providing valuable advice, or going the extra mile to help a client, Kelly is dedicated to ensuring the job gets done right.

"I always stay true to my word," she says. "If I say I'm going to do something, I'll do it. That's what sets me apart." It's this integrity and reliability that have earned her a loyal client base and the respect of her peers.

Giving Back to the Community

In addition to her day-to-day work, Kelly is passionate about giving back. She organizes various events throughout the year, both to support her clients and to contribute to charitable causes. For example, in February, Kelly is planning an event with top-producing West Valley agents, who will share valuable tips and insights with other realtors. It's just one of the many ways she adds value to the community.

Winning at Life

Kelly's success isn't just about her career. It's about her ability to balance work and life while maintaining strong relationships and staying true to her passions. She may not have planned on a career in title insurance, but as Kelly herself puts it, "It feels like this is exactly where I'm supposed to be."

In the end, it's clear that Kelly's heart for people, her dedication to her work, and her infectious positivity make her a true standout in the title industry. She's not just a Title Rep—she's a connector, a resource, and a friend to all who work with her. And that's what makes her one of the best in the business.



Wine tasting on their honeymoon Portugal



Magnus Title 2024 Awards Ceremony



"IT FEELS LIKE THIS IS EXACTLY WHERE I'M SUPPOSED TO BE."

Wedding day in Temecula California >>



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DEAH HENDRIKSZ

GENEROSITY AND EDUCATION,
AN AGENT'S
BEST KEPT SECRET



PHOTOGRAPHY BY JAUNE FARRAR • WRITTEN BY KENDRA WOODWARD

Deah Hendriksz has always been one to carve her own path. From her early days in Sheridan, Wyoming, to her innovative approach with real estate in Phoenix, Arizona, Deah thrives on building meaningful connections and crafting unique opportunities.

With a background as diverse as the homes she sells, Deah's journey selling real estate is a testament to her hard work, adaptability, and passion for helping others. That mentality has since cultivated a trailblazing philosophy and strategy that is as distinctive as her career - while most agents are focused on getting deals to the closing table, Deah also focuses on acquiring new client portfolios while shadowing agents who are making their exit from the industry.

Through this unique approach to lead generation, Deah often spends six months to a year working alongside agents who are planning getting their business set up for retirement. "That's the one thing I'm doing that most people don't do," she explains. During this time Deah gets to know how the agent interacts with their colleagues and their clientele, thus ensuring a seamless transition for the retiree's clients while also allowing Deah to expand her business by maintaining trust and more personalized service.

Since earning her license in 2016, Deah has honed her skills through her focus on retirement communities - a niche she inherited and mastered while working alongside her mother. Her expertise in these communities allows her to easily and confidently answer any question her clients may have, making her a trusted resource for retirees seeking their dream home.

But how did Deah get to this point? Well, growing up in Wyoming, she was quick to make the decision to leave the state for the sunny skies of California to attend college. Initially seeking a career as a CPA, Deah soon transitioned her major to focus on Merchandise Marketing which served her well in her purchasing parts and sales in NHR & NASCAR endeavors. From there, she spent two decades bookkeeping for a construction company while continuing to accumulate and hone the skills that would benefit her so greatly in real estate.

As her career continued to evolve, alongside various life circumstances, Deah made the decision to move to Arizona. Opting for a change of scenery and warmer climate. "I didn't like the colder weather and snow," she quips about the idea of returning to Wyoming instead.

The transition into the new territory came easily for Deah as she also simultaneously, and seamlessly, ventured into selling real estate. "I had lots of mentors," she recalls of her early years when she started out under the RE/MAX umbrella. Mostly working as a solo agent, Deah spent a brief moment teaming up with her mother before branching out to solidify her name in the industry.



“
THAT'S THE ONE THING
I'M DOING THAT MOST
PEOPLE DON'T DO.”



The influence Deah's father had on her was just as influential as her mother's, and is what ultimately led to her outgoing personality. "He was my hero," she prides. This skill and personality trait has helped Deah immensely in building rapport quickly with both clients and colleagues alike.

For Deah, as she continues to grow her business, the most fulfilling part of her day is meeting and getting to know new people. "My clients become my friends," she says, laughing that they're usually the ones reaching out to her before she has a chance to connect with them. This dedication that Deah has towards her clients has been key in fostering her network of loyal supporters who trust her guidance and expertise.

To continue providing the best service to her clients, Deah emphasizes the importance of continuous education... especially in an industry that is known for its constant fluctuation. Learning and listening to the people in her sphere is also a great tool that Deah utilizes, noting that it's a skill she wishes she would've implemented earlier in life.

For newcomers in the industry, Deah advises them to "learn, learn, learn," emphasizing the value of a GRI designation, investing in a specific niche, and finding a mentor early on. "Learn your area and work



“MY CLIENTS BECOME MY FRIENDS.”

your area. Don't try to cover everything." She has also embraced coaching in more recent years, learning and implementing the successes of agents before her, and enlisted an assistant in the Philippines to oversee her outreach efforts and innovative marketing strategies.

Outside of real estate, Deah indulges her creative side by tinkering in her garage, which she's transformed into a woodshop. She spends her time upcycling antiques and building furniture - from light fixtures to custom pieces, her handiwork reflects her resourcefulness and passion for design. And despite being an empty-nester, with both children living out of state, Deah's home is still filled with love from her two cats, Harley and Davidson.

Looking ahead, Deah's long-term goals include acquiring land in Sheridan, Wyoming, to build and rent out tiny homes as investment properties. She also hopes to retire...eventually... leaving more time to travel and embrace the world.



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A Unique Blend of Luxury And Charm

PHOTOGRAPHY BY
SARAH MEDINA

Sterling Grove: A Premier Community in Surprise, Arizona

Nestled in the heart of Surprise, Arizona, Sterling Grove is a vibrant, master-planned community that perfectly blends luxurious living with a rich array of world-class amenities. As one of the most sought-after communities in the West Valley, Sterling Grove offers a lifestyle that caters to both relaxation and recreation, making it an ideal place for anyone to call home.

A Beautiful, Resort-Style Living Experience

From the moment you enter Sterling Grove, the beauty of its surroundings is immediately apparent. The community is thoughtfully designed with winding

streets, lush landscapes, and scenic views that create a peaceful and welcoming atmosphere. The stunning backdrop of the nearby White Tank Mountains adds a dramatic flair to the setting, providing residents with picturesque views right from their doorsteps.

Sterling Grove is also home to a wide variety of well-designed homes, including modern single-family residences and spacious, custom-built properties. Whether you're seeking a cozy home or a larger estate, the community offers a range of architectural styles and floor plans to suit diverse tastes and needs.

Exceptional Amenities for All Ages

One of the standout features of Sterling Grove is its extensive list of amenities. At the heart of the community



Sterling Grove

is the proud recipient of multiple prestigious accolades, including:

- 2022 Clubhouse of the Year
- 2023 Master Plan Community of the Year
- 2023 Best Outdoor Living Space
- 2023 Best Interior
- 2023 Best Architectural Design



is a 20,000-square-foot clubhouse that serves as the social hub for residents. This state-of-the-art facility includes a fitness center, equipped with all updated fitness apparatus. The movement studio which holds multiple, daily fitness classes led by certified fitness instructors. There are three different pools on the property, a resort-style pool, Junior Olympic lap pool, and the Tranquillity pool for adults. Bob's Poolside Bar is the ultimate oasis to purchase a freshly squeezed cocktail or iced cold beer. There are various activity rooms, offering everything residents need to stay active, engaged, and connected. The community also boasts an 18-hole, championship golf course designed by the world renowned Nicklaus Design and operated by Troon Golf. The Sterling Grove Golf Club offers both beginners and seasoned golfers a challenging yet enjoyable experience, with beautifully maintained greens and fairways surrounded by spectacular desert scenery. The course is complemented by a clubhouse with Copper + Rye restaurant and bar, providing a great spot to relax after a round of golf or enjoy a meal with friends and neighbors.

Find your oasis of relaxation at Flora Spa, nestled in Sterling Grove. Indulge in a variety of luxurious services, including manicures, pedicures, facials, massages, and enhanced treatments designed to leave you feeling completely rejuvenated and refreshed.

For those who enjoy outdoor activities, Sterling

Grove has plenty to offer. The community features walking and biking trails that wind through the scenic landscape, perfect for morning jogs, afternoon Strolls, or bike rides with family and friends. Additionally, the community is designed with green spaces, making it an ideal environment for families with children. Sterling Grove also has five tennis courts, including one stadium court and 8 pickleball courts with one stadium pickleball court.

A Focus on Community at Sterling Grove

Sterling Grove is more than just a neighborhood—it's a lifestyle. The community thrives on bringing people together through thoughtfully curated events and activities throughout the year. From lively neighborhood barbecues and festive holiday celebrations to engaging fitness classes, Sterling Grove offers countless opportunities to connect, celebrate, and create lasting memories.

The focus is on fostering meaningful relationships and a sense of belonging, making Sterling Grove a place where neighbors become lifelong friends.

A Sterling Choice!

Sterling Grove in Surprise, Arizona, is more than just a place to live—it's a lifestyle. With its luxurious homes, exceptional amenities, and focus on community, it's no wonder that this beautiful, resort-style community continues to attract homebuyers from all walks of life. Whether you're seeking a peaceful retreat or an active, social environment, Sterling Grove offers something



for everyone, making it one of the most desirable places to live in the Phoenix area.

Hanna Atkins, Membership and Marketing Director
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