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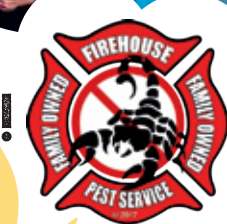


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COVER AGENT

Jason LAFLESCH

FOCUSED ON THE FUTURE

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY GILEAD HERNANDEZ, GRAFOBOX MEDIA



After three decades in the industry, Jason LaFlesch is building upon his 30 plus years of experience at Brokerage Results Realty where he's keeping his team small to ensure quality and top-notch personalized service. With a team of 5 agents, Jason believes in staying "effective and efficient" and keeping an eye on every aspect of his teams' production. In this business, it's hard to put a price on experience!

Despite the pressures in the market, Jason is incredibly positive and optimistic about the future of real estate, explaining, "So many people focus on where they're at, but I always tell people to focus on where you're going." It's this positive outlook and willingness to adapt that have kept him ahead in the every-changing-landscape, even as changes to NAR rules continue to shake things up. While veterans of the industry like Jason don't feel these changes as much and continue to keep a manageable hand on their portfolio, he recognizes that part-time agents have been impacted the most and reminds them to keep your goals in sight.

Known as one of the Arizona "Pioneers of Fixing and Flipping" for his track record of over 800 homes, Jason is well-versed in the complexities of real estate and is passionate about passing on his expertise through his radio show. With the longest running real estate radio show in Arizona, Jason's advice for aspiring agents is simple, yet powerful: "Study the great and become greater," as he sees mentorship as the most paramount contributing factor to finding success in the industry.

Real estate, as he explains, isn't about instant results; it's about showing up consistently,

working hard, and having the drive to push through adversity. "Work will repay you if you do [the hard things], and give you the confidence to overcome the challenging times. You can get knocked down really quick when you're not getting a paycheck, but there's a right and wrong way to do real estate."

A rare beacon of positivity in the real estate world, Jason pours his entire being into helping his clients obtain their dream homes, while educating fellow agents on the nuances of the industry that he has gleaned since beginning his journey over 30 years ago. For Jason, real estate isn't a passive job — it's about actively engaging, building relationships and being reliable. When asked by new agents what is one golden nugget of advice you would give, "If you work it like a 9-to-5 job, you will be wildly successful," he advises. "You can't expect deals to just happen...don't rely on leads from your broker, stay consistent and work hard.... after all, you're an entrepreneur!"

As a longtime fan of video marketing, beginning in 2009, Jason also emphasizes the importance of staying top-of-mind with clients by using social media — especially in today's world of immediate gratification. He's also excited about taking his

love for media to a new platform by transforming his long-running radio show, The Real Estate Power Hour on 960AM with Mike Barnhart owner of Swift Mortgage (his trusted go-to lender and co-host), into a podcast come the new year. Titled "Jason LaFlesch, Always On," the podcast will feature dynamic guests from all walks of life, including real estate agents, game wardens, Fortune 500 owners, movers and shakers in a variety of industries, and much more. And Jason laughs, "I won't have to watch my Ps and Qs like I do on the radio." So be prepared!

Amid the success he manifests at work, balancing work and family is a top priority for Jason. The LaFlesch family includes his wife Jennifer and their 18-year-old triplets, Lily, Lucky, and Cash, and their Goldendoodle, Karl. Joking that his kids are his family's own LLC, Jason and Jennifer love being involved in their lives, supporting their sports and academic pursuits in any capacity they can. Between club/school volleyball tournaments for Lily, who is committed to the University of Wyoming, wrestling for the boys, Lucky's recent private pilot's license and Cash's plans to attend ASU for aerospace engineering...family time is a precious commodity.

Looking ahead, one of Jason's main goals is to achieve a financially secure future for his family. Through passion, hard work and strategic planning he and Jennifer own several rental properties, Air B n B's, and land holdings outright generating a stable income. And by achieving financial freedom, they hope to enjoy life without the need to work, although Jason admits, "Anyone who knows us knows we'll never truly retire — it's just too much fun and our friends and clients depend on us!"





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CANDACE GORGEN

I Organize You

Controlling Chaos, Curating Home

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY GILEAD HERNANDEZ, GRAFOBOX MEDIA

Candace Gorgen, founder of I Organize You (or I.O.U. for short), has turned her passion for organizing into a mission of bringing calm and order to her clients' lives. With a blend of personal experience, entrepreneurial spirit, and genuine care for people, Candace is making a grand impact one space at a time.

Raised in Phoenix, AZ, Candace's journey to professional organizing wasn't a linear journey, even in the slightest. Her initial career set her on a path towards becoming a dietitian, while following her brother's footsteps and becoming a legacy alum at The University of Arizona's Eller College of Business. Quickly realizing she wanted

something more; Candace decided to switch gears and changed her major to Business and Communications.

With her brothers investing heavily in her success and future, Candace eventually found a job in corporate sales and fell in love with an offer at Lululemon. She went from wearing business suits to athleisure and was able to focus more on managing employees that enjoyed their work, while meeting countless entrepreneurs and hosting various community events.

Though her experience was incredibly fulfilling, Candace knew her passion lay elsewhere, and after coming back from a maternity leave that overlapped the pandemic shutdown, she began thinking more about what she wanted her future to look like. "I always wanted to serve people and help in whatever capacity that was," Candace explains, which is why her opportunities at Lululemon were so positive.



Inspired by her father and shows like *The Home Edit*, Candace saw organizing as her path forward. Whether she was creating planners, becoming a life coach, or dabbling in home organization on the side, she knew it had to become a part of her story. So, during the height of the pandemic, when a painter that Candace hired to refresh her cabinets begged and pleaded with Candace to organize her kid's playroom — she became enthralled with the experience.

In 2023, while pregnant with her third child, Candace finally launched *I Organize You* on her father's birthday. The symbolic gesture was a nod to her father's encouragement and support, having even purchased her domain name for her long before starting her company. He was a big influence and really pushed Candace to reach for her dreams and goals in organizing. Now, her work touches all types of spaces, from residential to commercial: kitchens, garages, offices, nurseries, and even break rooms. "I do work with a ton of families and families that feel incredibly overwhelmed by their space — and no space is off limits, so I do it all.

Going beyond simply tidying up a space, Candace's slogan, "Organizing Your Life and Space," embodies her commitment to making a difference in her clients' lives, not just their homes. Her efforts not only help to declutter and rearrange her client's spaces, she also assesses each client's unique challenges in why their spaces became overwhelming in the first place and Candace equips them with the tools they need to keep their spaces organized long-term. She admits she often feels like a coach, helping clients overcome the mental blocks that prevent them from sustaining an orderly life.

Central to Candace's approach is her superb customer service — leaning into her background and experience in the service industry, she's committed to creating a positive experience for every client, from start to finish. "I differentiate myself based on relationships," she shares. "Having the best customer service is really the secret sauce — how I treat them and value them as clients is the trick." She's even made it a ritual to check in with her team and bring coffee for everyone on



installation days, setting a collaborative tone for each project.

At home, Candace is surrounded by an amazingly supportive family: her husband, Matt; their three boys — Rhett, Cade, and Easton; and their dog, Ava. Family is her "number one core value," and she treasures time spent with them, whether at their cabin in Pinetop, where they enjoy outdoor activities together, or at home relaxing.

Looking ahead, Candace dreams of taking *I Organize You* full-time,

franchising her business, and perhaps launching a product line in order to reach even more people. Though she's just getting started, she envisions a future where her dedication to organizing and her commitment to helping others make a lasting impact. *I Organize You* is more than just a business — it's Candace's way of bringing her unique skillset and love for service into people's lives, one carefully curated space at a time. Website: iorganize.co



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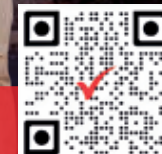


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REICHARDT- GUNHAMMER

MAKING REAL ESTATE A REALITY

WRITTEN BY
KENDRA WOODWARD
PHOTOGRAPHY BY
DEVIN NICOLE PHOTOGRAPHY

For Dustin Reichardt-Gunhammer of Wedgewood Homes, real estate is a calling that he approaches with authenticity, grit, and a passion for helping others. Licensed initially in South Dakota in 2018 and then again in Arizona in 2020, Dustin has built a reputation for honesty and client-focused service, guided by his slogan, “I can change REALTY into REALITY”.

Growing up in South Dakota, Dustin was surrounded by family working in the livestock and horse-trading business which taught him the value of transparency and instilled a work ethic that he carries into his real estate career. Before getting his start in the industry however, Dustin worked extensively in various retail positions, including management roles at Walmart and Hobby Lobby. Managing numerous different store locations, often being relocated to fill positions and facilitate training sessions, Dustin honed his

skills in communication and customer service which later became invaluable to his career in real estate.

While still holding down his retail career, Dustin was faced with the opportunity to decide on a new career. “I wanted to do something different,” he says of his decision to switch careers. He thought real estate would be very intriguing, and admits he also fell victim to the glamor that television creates around the industry. Originally obtaining his license in South Dakota because of his sphere there, Dustin was quickly humbled that friends and family weren’t his biggest customers.

After relocating to Arizona a year later thanks to his position in retail, Dustin obtained his license in the new area and began building his network yet again. It wasn’t until 2021 that he transitioned fully to real estate, joining Redfin and later Wedgewood Homes. Recalling his experience in retail, Dustin

admits it helped him connect with clients in a more meaningful way. “My job is not to sell you a home; it’s to help you buy one.”

Committed to helping people find homes that align with their dreams, whether it’s a first-time purchase or a strategic investment, Dustin is passionate about building connections with his clients. He places great value on the genuine relationships he forms along the way, and advises, “The people who are going to buy from you are the people you don’t know.” Because of this realization, Dustin’s strategy has become focused on getting in front of new people, staying active on social media, hosting open houses, and “having genuine conversations” to build trust and rapport. “When you do productive things, you’ll get a genuine return on your value,” he shares, adding, “Nothing beats a good ole, genuine conversation.”

From guiding clients through the low and high points of each transaction to advising buyers on the



“

My job is not to sell you a home; it's to help you buy one.”

negotiating power of a slower market, Dustin finds great fulfillment in making real estate accessible and stress-free. It's also what keeps him so motivated in such an ever-changing climate, recalling an instance while helping a young couple who had been struggling to secure a home — after explaining his unique approach, they finally had an offer accepted — creating one of those “genuine moments” that he cherishes so much. “It's your investment, I'm just helping you get your keys.”

Whether the market is on a down turn, a buyer needs to negotiate various benefits and tactics, or it's just a first-time homebuyer, Dustin enjoys finding everyone a good deal and navigating sound investments for his clients. “Having those genuine moments when you're able to help someone have some type of relief, or get into a home, those are the moments I look forward to.”

In addition to his professional aspirations, Dustin likes to find time to squeeze in a few hobbies, whether it's gaming a couple nights a week with

his friends Andy and Travis, playing basketball, watching sports, or just playing with the kids at home. Traveling often to spend time with his two daughters who live in Nebraska, Dustin spares no rest for relaxation, aiming to never miss out on his kid's biggest moments.

Guided by his values and an unwavering work ethic, Dustin is excited about his future in real estate and aims to continue growing his business with integrity and consistency. For Dustin, real estate isn't about quick wins; it's about effort, authentic relationships, and a commitment to seeing dreams come to life. Eventually, Dustin envisions building a tight-knit team that allows him to stay connected to clients while creating a couple of positions to support showings and transactions. Teaching others and traveling are also goals, but he is committed to remaining hands-on and credits his broker, Trisha Carroll, for being “absolutely fantastic and an essential part” of his journey.



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Sea & Smoke Mesquite *Seafood Grill*

➤ Surf and Turf, Reimagined

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY GILEAD HERNANDEZ, GRAFOBOX MEDIA

In November 2020, Chef Christopher George took a majorly bold step in opening Sea & Smoke Mesquite Seafood Grill in Chandler, Arizona...right in the heart of the pandemic. But for Chef Christopher, risk and resilience have always been part of his journey.

Raised in New Hampshire, Christopher's path to the culinary world began early on. After being kicked out of his home at age 13, he found his first job in a local restaurant and things began to slowly turn in his favor when he stepped in to fill the dishwasher's position one day and quickly progressed

to cooking breakfasts. "I trained with the school of hard knocks," he quips. That early exposure would spark a lifelong passion for food and hospitality.

After graduating from the Culinary Institute of America, with an AOS degree, Chef Christopher began an internship at Roy's, a well-regarded restaurant brand. Trading his dream of studying in France for a job in Hawaii, joking that he made the switch so he didn't have to obtain a passport or visa. There he landed under the mentorship of Chef Roy Yamaguchi, working with fresh seafood from the

island's abundant waters and using each morning's fresh catch to create the menu. Admittedly, it wasn't smooth sailing for Chris, "I got my butt kicked," he laughs.

Reflecting on the rigor and creativity demanded by the job, he adds, "A lot of chefs mistreat it, but working with fresh, exotic fish daily was a cool opportunity to showcase what we do," and something he was used to — having grown up fishing lobsters out of the New Hampshire waters.

By age 21, Christopher landed in Scottsdale, becoming one of the area's





youngest chefs. Again, the experience wasn't without challenges, as he learned to do everything wrong first before figuring out how to do it right. But the move led him to his wife, Dawn, a Scottsdale native, and together they have grown their family of three boys who share his love for cooking.

Housed under the same roof as Chandler's Rock Lobster sushi restaurant and Chop Steak House, Sea & Smoke Mesquite Seafood Grill embodies Chef Christopher's vision of bringing East Coast flavors to the West while complimenting the location's

fine dining atmosphere. Within the intimate setting, he and his small, skilled team fly in fresh fish weekly, designing the menu around the latest catch and incorporating Arizona's seasonal produce. It's a fine-dining seafood destination...with a twist. "It's all about finesse," Christopher prides, referencing the restaurant's motto and guiding principle.

"Staying with the times and evolving keeps things new and exciting," Chef shares. "That's what keeps it fun and interesting." With over 34 years of culinary experience, he finds constant

inspiration in collaborating with other chefs and welcoming guest chefs into his kitchen. Building personal connections with farmers and fishermen also keeps his passion alive, bringing a sense of authenticity and respect to each dish he serves.

Blending his rich history with seafood and his respect for responsible sourcing to create something truly unique in Arizona, Chef Christopher continues to tell a story, rooted in both his East Coast upbringing and his journey across the culinary landscape.



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