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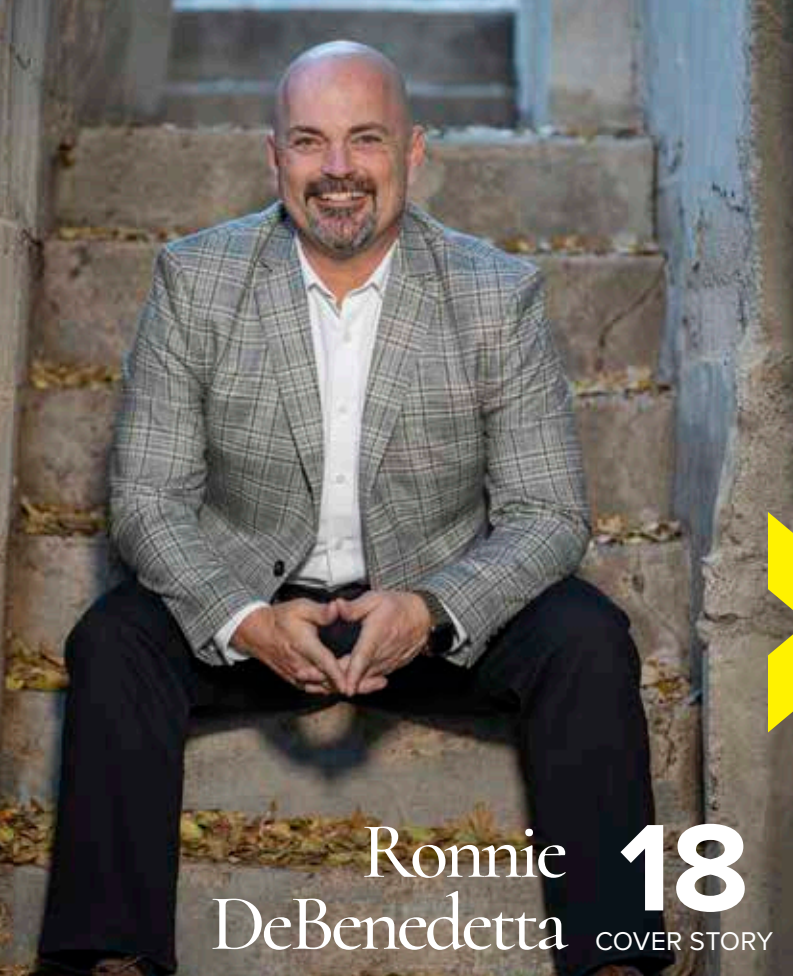
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Ronnie DeBenedetta **18** COVER STORY

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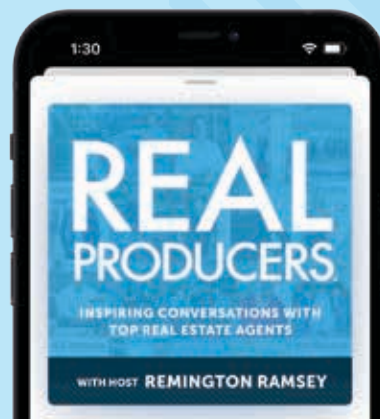
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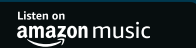
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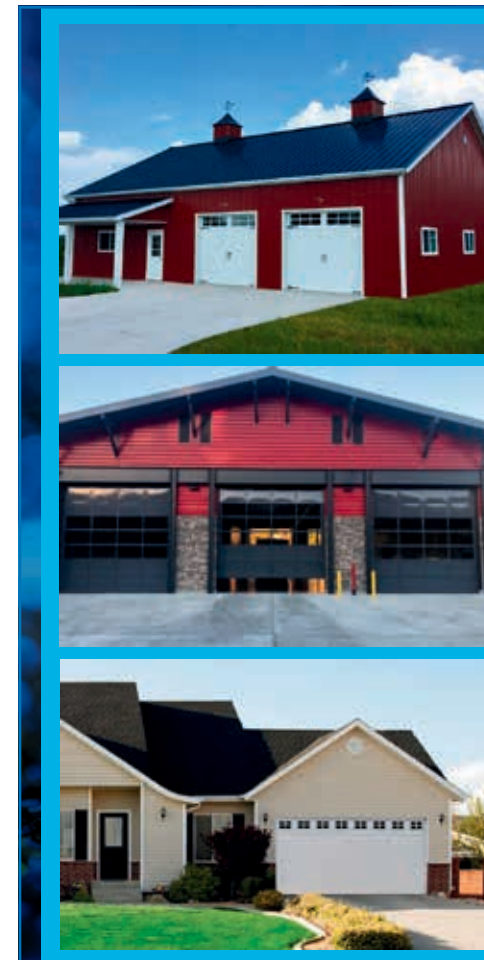
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Ronnie DeBenedetta
DeBenedetta Property Group with Better Homes and Gardens Real Estate - BloomTree Realty

“Real estate for me is relationship based and not transaction based.” My goal is to be their REALTOR® for life and not just their REALTOR® for the transaction.



Jason Fremouw
V.I.P. Mortgage Inc.

Never confuse motion with progress. If you aren't careful being busy can keep you from being effective.



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“People will forget what you said, people will forget what you did, but

people will never forget how you made them feel.” — Maya Angelou



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V.I.P. Mortgage Inc.

Jason Fremouw

BY BRANDON JERRELL

PHOTOS BY KIMBERLY MARSH PHOTOGRAPHY

Buying and selling a home is just as emotionally driven as it is logically — if not more so. Jason Fremouw, Producing Branch Manager for V.I.P. Mortgage Inc., understands this well. “What people do is they drive by and look at a house and they picture their family in the kitchen baking cookies. They picture their kids playing in the front or backyard. They picture retiring to a community where there are activities. Then they’ll decide to call somebody on that sign.”

Rapid Rising

Jason first got into the mortgage business rapidly and somewhat unexpectedly. Shortly after he earned his degree in finance from Arizona State, he began searching for a job. “When I graduated, the only job offers I was getting were for commission positions. People wanted me to be a loan officer or sell insurance or do stuff like that, and I wasn’t down with that. Mom and Dad told me if I went to college and got a degree, I’d get that nice salary that I could count on.”

With the goal of a steady salaried position in mind, he answered an ad posting in the school career center for a position in secondary marketing for a mortgage company. “I had no idea what it was,” he admits. “I thought it meant I’d make cool flyers or something.”

He was quickly hired by the mortgage company where he started in back-office work. “It was a company that was going through a lot of growth. So, if you had aptitude, you’d get promoted pretty quickly.” With such aptitude, Jason soon ran the entire secondary marketing department for the company.

People Driven,
People Focused





With his many duties, he explains that he was practically running the company alongside the actual owner. “I was responsible for setting the pricing. We would do all of the trades, we’d manage the hedge, which is just how we would protect interest rates for our clients.”

Taking Lead

A few years later, the company was sold to another company based in Texas. “I felt like a really cool guy because I got an employment contract. It felt like an athlete. I signed and they sent me a little bonus. I was like, ‘Oh, I’m a cool dude.’”

However, to fill the position he was offered, Jason would have had to move to Texas. “The priority in my life has always been my family, and I couldn’t leave because we had just started our family.”

With that, Jason decided to do something that he had previously been adamant that he would never do: become a loan officer. However, being a loan officer came naturally to him as his extensive experience enabled him to perform exceptionally on this front.

“I learned the business from the back end to the front end which has given me a huge advantage in terms of how I take care of the people that I have the opportunity to serve. That really is my passion — serving people and taking

care of families and people who just want to achieve the American dream or save money or whatever their financial goal is. Doing that on the grassroots level as opposed to at an executive level is much more my cup of tea.”

Care Driven

Jason proudly states that he is in a relationship business more than he is in a transaction business. “For me, a successful experience might not necessarily end with somebody getting a home loan,” he elaborates. He is significantly more fulfilled by helping a client with what they need than ever forcing a transaction.

This is a truth that he happily shares with other loan officers, agents, or anyone he has the opportunity to coach or mentor: “If in business you make your priority the relationship, you will never, ever, ever a day in your life worry about closing transactions. If your priority is to take care of people, people will 100 percent of the time take care of you.”

Jason shares that his application process is different than that of other companies. Unlike the common static processes that only care about numbers, he and his team use the application



“FOR ME, A SUCCESSFUL EXPERIENCE MIGHT NOT NECESSARILY END WITH SOMEBODY GETTING A HOME LOAN.”



as a starting point to determine what options exist for their client and to get them into the option that makes them most comfortable. “I’ve never ever told anybody that they can’t buy a house. The worst thing in the world I’ve ever told somebody is ‘Not now, but this is what we have to do to get there so that you can find success.’”

“By putting those people at ease and letting them know that we care about them, we care about their goals, and that we care about helping them achieve what it is that they want to do, we’re going to walk side by side, hand

in hand with them to get them across that finish line.”

While the rest of the industry is becoming increasingly impersonal, Jason makes it clear that he believes there will always be a need for a human experience when it comes to real estate. “They really value that relationship. They really value just knowing that somebody really cares about them being successful with their situation, and I think that’s one of the things that we do very well.”

Family Focused

Jason and his wife were high school sweethearts and have been married for 26 years. They have eleven adopted children from all over the world. “We have all different age groups. Four of my kids came when they were born, so we’ve had them since birth. The other seven came when they were older, so they come from trauma backgrounds... You couldn’t even imagine the experiences that some of these kids have had to live through and deal with, and so, we’ve had the opportunity to take these kids in and help them be a family to them where they didn’t have family before.”

With his consistent focus on the relationship and understanding of what it means to be that ever-important step in the real estate process, it is no surprise that Jason Fremouw and V.I.P. Mortgage continue to find success.



WEBSITE: JASONFREMOUW.VIPMTGINC.COM

Ronnie

DEBENEDETTA

MAKING DEPOSITS

BY BRANDON JERRELL
PHOTOS BY KIMBERLY MARSH PHOTOGRAPHY

No matter how it is phrased, the ideas behind “reap what you sow,” “what goes around comes around,” and “treat people the same way that you want to be treated” are very common in the real estate industry and what all agents seek to accomplish.

Ronnie DeBenedetta, Team Lead of the DeBenedetta Property Group with Better Homes and Gardens Real Estate - BloomTree Realty, knows this business truth well. Still, he elevates it to the next step. His success is because every interaction in real estate is relationship-based and not transactional-based. “When I work with clients, we become really close,” shares Ronnie. With his business based solely on word of mouth and referrals from friends and past clients, Ronnie adds that “it is people who *know* you, *like* you, and *trust* you that will always be the best cheerleaders for you.”

Early Drive and entrepreneurial spirit

Ronnie grew up in Las Vegas. He was raised by a single mother who taught him hard work and moral character. The entrepreneurial spirit has always been strong within him as he shares that when he was in high school, he sold packs of gum at school for a large profit. “I would have my mother drive me to the grocery store after school where I would buy a bunch of different flavors of gum and then go to school and sell them for a profit. I’d buy it for 25 cents a pack and sell it for a dollar — until they shut me down.”

“I was making good money as a kid selling gum on the black market,” he jokes.

Ronnie started real estate when he was 21. “I was working at a grocery store



and a coworker said, 'Hey, I'm going to go to real estate school.' I'm like, 'That sounds like fun, I'll do it with you.'" With that, he and his friend went to real estate school together. He shares that he started selling real estate while his friend stayed working at the grocery store.

Foundations of Any Business

Starting his real estate career in his home city, Ronnie quickly established the type of business he wanted to run. He was in real estate for about six years and ended his career at that time to attend law school. "When I moved to Arizona, I didn't know what I wanted to do so I decided to get my real estate license again," says Ronnie.

"I'm a full-time agent who works in the office every day. Some agents can work at home. I'm not one of those agents. I am a firm believer that you've got to come in the office every day and be in your business every day."

He also believes that no one can rely on luck for anything. While he admits that some people can benefit from luck occasionally, it takes real effort to

produce consistent results. "Being in the trenches, being on the phones, being face to face, and being in front of your clients is the secret sauce. It's the only way that my business thrives."

In addition to everything else, he also holds a law degree and has passed the bar exams in California and Nevada. However, when asked if he plans to practice law in Arizona, the answer was a quick "No." Ronnie explains that "as far as contract knowledge and real estate negotiations, I'm pretty good, and I have a degree to prove it."

He moved to the Prescott area nine years ago. In a relationship-reliant



industry such as real estate, starting over again is far from easy. He shares that this was the greatest obstacle that he had to face in his real estate career. He was new in town and didn't know many people.

"I could sit in the office all day long but the phone would never ring. I had to be out passing out business cards, shaking hands, meeting people, and really working on building relationships and meeting new people."

Making Deposits

Ronnie defines success with his happiness. "If I wake up every morning and enjoy what I'm doing, that's success. I enjoy helping families achieve home ownership and that's another level of success. I don't think it is how many escrows you close or how many transactions you did. It's less about the income and more about the journey and the families that you help along the way. Financial success is nice because it helps build wealth, but monetary success is the leading factor that I use to define success."

Throughout his business and career, he firmly adheres to his saying "Make your deposits." Ronnie shares that he treats his business and personal life like an ATM: "You must first make deposits into people before you can make withdrawals." He spends much of his time "making deposits" into his relationships, clients, and career.

"I deposit into my clients and it just comes back tenfold," he adds.



“

Being in the trenches, being on the phones, being face to face, and being in front of your clients is the secret sauce. It's the only way that my business thrives.”





“

If I wake up every morning and enjoy what I'm doing, that's success. I enjoy helping families achieve home ownership and that's another level of success.”

Success in Everything

Entirely separate from real estate, Ronnie started his adult life dancing, judging, coaching, and competing in Country Western Partner Dancing and West Coast Swing. He proudly boasts ten world titles in the UCWDC country dance community and is a US Open Swing Dance Champion. He originally stepped off the dance floor a few years back with nine world titles so that he could focus on his career and his family, but somewhat recently decided to return for one more run at a world title. “The world championships were in Phoenix that year, so the whole family

got to watch in person.” That same year when he won his tenth world title, 2023, he and his dance partner were inducted into the UCWDC Hall of Fame.

Ronnie has been married for eleven years and has a nine year -old daughter and an eleven-year-old son. “For fun, we have a place in Rocky Point, Mexico. We like to go about once a month and just hang out on the beach and relax. Sometimes we go there and do absolutely nothing. Sometimes I've got work to do, and sometimes we just sit at the pool for a couple of hours. It's just a great escape — a great getaway.”

Ronnie DeBenedetta is proud to be ranked fourth among REALTORS® in his association and in the top half of one percent of all REALTORS® in Arizona. Although he strives to be the best in everything, being the best never happens overnight or by chance. His continuous hard work and “deposits” into his business are testaments to that.

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MAGDALENA ROMANSKA

BEYOND OVERCOMING

BY BRANDON JERRELL • PHOTOS BY KG PHOTOGRAPHY

“What doesn’t kill you, makes you stronger.” This well-known expression is what Magdalena Romanska, Global Real Estate Advisor with Russ Lyon Sotheby’s International, lives by. She has had many obstacles thrown her way, but she continues to overcome them and give back to the world around her.

Extensive Experience

Magdalena was born in Poland and left in 1988. She shares how moving from Poland was one of the largest decisions she ever made. Growing up in Poland in the 1970s and 1980s meant ubiquitous poverty and waiting hours for a chance at a loaf of bread. Her family was fragmented, and she grew up in a tiny

rental communal communist apartment with her grandma and sick mother. She got a passport the moment she turned 18 and left with a single suitcase borrowed (forever) from her grandma.

Continuing her studies, she and her husband at the time moved about Europe and Berkeley, CA. They eventually moved to Canada where she earned her Ph.D. in Linguistics from McGill University, Montreal. She also lectured at McGill University while pursuing her Ph.D.

Throughout and after her studies, she worked in service-oriented businesses. Most notably, she was the founder and CEO of GlobalComm Inc., a company that provides translation

and interpretation services for a variety of fields in a variety of supported languages.

She moved to Sedona in 2010 because of the beautiful environment and the great quality of life there. “When deciding to relocate here, I also took note of the proximity of Phoenix (airports, shopping, fine dining, services, hospitals, dental care, etc.) and Flagstaff with its cooler weather, Humprey’s Peaks and other great hiking alternatives, and snowshoeing/skiing option so close to Sedona in the winter.”

In 2013, she started the Be Fit Fit Gym where she promotes fitness and acts as an inspirational and motivational speaker and writer.





Entering Real Estate

In 2016, Magdalena decided to separate from her husband and completed their divorce in 2018. Deciding to divorce after 30 years came with additional complications such as having to sell her linguistics business. “The divorce decree prohibited me from running anything linguistics-related for a few years,” she explains.

As Magdalena puts it, getting into real estate was a “no-brainer.” With her extensive service-oriented career history, real estate was the obvious option. She began to poke around at real estate in 2017 to verify that she liked it, and she got her license in 2018.

“It was really cool that I was able to stay in Sedona and make a good living, be able to schedule my own work hours,



travel for athletic endurance events and for pleasure, and still be able to run my own personal training business.”

With her familiarity with the stresses of relocating, she empathizes with her clients and knows what needs to be done. She ensures that her clients understand this via her extremely honest and transparent demeanor. “I always advise them in the way that I would like to be advised if it was me in their shoes.”

“When hired to assist with a sale or a purchase, I pour all my energy into the given transaction... On numerous occasions, my clients enjoyed communicating with me in their respective language(s), which is always fun to do and a good practice for me!”

“Oftentimes, my passion for the outdoors truly helps the buyers to relate to me, as they tell me about their respective lifestyles. Most of the time, our passions are similar or the same! As somebody who moved so many times, including to Sedona, I can easily relate to what is important to my respective buyers, targeting our area.”

Struggle and Support

“I have overcome several major obstacles, but the greatest one was the diagnosis of breast cancer, which I received on November 9, 2022, which was three days after I had undergone two biopsies. I will forever remember the



gloomy, rainy afternoon of that day. I was in the kitchen cleaning the countertop when the phone rang. That radiology doctor’s call split my life into two: the before and the after of that call.”

At this point in her life, Magdalena had very little familial support as her daughter was the only family active in her life. She shares how the experience brought out which of her friends were “really wonderful and solid friends.” She shares how one friend drove her to an MRI, despite her still being fully capable of doing it herself.

Another friend opened up his house to her in Phoenix before and after a surgery. “I could not drive, move my arms, wash my hair, cook, or lift anything for quite a while. He took care of all of that and way more.”

She shares how another friend frequently dropped off various dishes and snacks for her and looked after her Sedona house while she was in Phoenix.

Despite all the support she had, her various businesses still suffered from her time away. While she is still recovering financially from it, she is happy to be healthy. “Once you survive something of that magnitude, all other worries and obstacles in your life (presumed or not) seem insignificant.”

Charity and Service

Magdalena describes how cancer reignited her passion for charities and other such service. She is an active ambassador for early detection and prevention, and not just for breast cancer. She is heavily involved in the HonorHealth Patient Assistance Fund, PHX, where she attends events and

gives speeches. “I learned about them after my surgery, when I was in shock at how a medical intervention can alter your financial situation day to day. So, I became a supporter of theirs, even if I could not benefit from their support personally.”

She is involved in Little Pink House of Hope which provides retreats for breast cancer patients and their families. She is also involved with the Verde Valley Sanctuary for Women which is a shelter for women facing domestic violence — a topic that is close to her heart.

This is all just a sliver of all the things she does for her community and the causes that mean the most to her.

Beyond Business

Magdalena is very proud of her daughter, Amaya. Amaya is currently enrolled Veterinary doctorate program at UofA (Oro Valley). “She was three years old and on a pony in winter Montreal and said, ‘I want to be a doctor for biiiiiiigggggg horses!’” shares Magdalena.

As already alluded to, she loves the outdoors. With preferences for hiking, running, and swimming, she shares her involvement in trail ultramarathons and multi-day events. Besides the outdoors, she loves weightlifting and Pilates. “I also love reading and I have not had a TV since 2002,” she adds.

Despite all of the obstacles that she has been given, she continues to pursue her passions and live her life to the fullest. Magdalena Romanska’s kindness and deep care for others shine through in every aspect of what she does.

Website: magdalenaromanska.com



Performance Coaching Getting from Here to There

BY GARRETT HAMLIN



A magazine article can't change your life, but you can. In this series I am teaching you how to show up as your best self, every day, in every area of your life.

Where Are You Now?

Last time we focused on location – where are you living now, metaphorically speaking. I asked you to list the major areas of your life, and to identify which of those areas you would most like to improve upon. As you think about it now, which area tops your list?

I also gave you a homework assignment to write 100 questions to yourself, an assignment to help you question everything and to open up new possibilities for yourself. If you did not do the assignment last time, I encourage you to do it now. So, what were your most profound questions? Were they something like “If I could do anything I want to with my life, what would I do?”

What's In Your Mind?

Have you heard this quote from Henry Ford? “Whether you think you can or you think you can't, you are right.” I like to say the same thing another way – “You can only do as much as you believe you can.” Now let's dive a bit deeper. Do you ever experience that little voice inside your head telling you lies: “You're not good enough? You're not experienced enough? You're not really the person that people think you are?” Don't worry, you are not alone that way of course, everyone has a little voice in their head telling them something. Much of it comes from shame that was implanted in our brain by things that happened a long time ago. If we listen to that voice too much, we will believe it. The problem is that what we believe shapes who we are.

Start Leveraging Affirmations

Fortunately, our mind will believe whatever we repeatedly tell it to believe. That's why affirmations are so powerful. Affirmations are one way to change your beliefs and your identity, so why not make them a habit right now. In a later

article I will cover how to easily create habits like this, but for now simply leverage the power of your smartphone to remind you to do your daily affirmations. One good app for this is called “I Am”, and it's available on both Apple and Android for a small fee. Use this, or any other app that works for you, to start telling yourself empowering truths now so that you will be ready for what is to come as you progress.

By the way, I have a suggestion for people of faith who are concerned about mixing affirmations with their existing spiritual life. If that's you, try this. You have surely heard the old saying that if you want to make your fortune cookies more interesting, add the words “in bed” to the end of the fortune as you read it. Great, let's adapt that: If you want to make your affirmations be faith-based, add the words “with God” to the end. Whatever your personal situation is, use your imagination and do whatever is necessary to adapt this powerful tool for yourself.

Homework – One Year From Now

In addition to setting up your affirmations app, here's your homework assignment: Visualize and describe in detail the life you want to have one year from now. What will your typical day look like? What will be your ideal daily routine? What new habits will you have? Who will be there with you? Will you take vacations? What will your business look like? How many closings will you have? Will you feel strong and healthy? How will your financial portfolio look? What will be happening in each of the other main areas of your life, especially the ones you want to improve upon? What new life goals will you be working on? Will you be learning and growing? Write this all down and save it so you can review it later.

Looking Forward

After you have started your daily affirmations and have visualized your future life, I want to hear how it has moved you. If you are willing to share, I would love to hear about it.

Email me at garrett@garretthamlin.com Next time, I will guide you through discovering what drives you — your why.

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Mishael Wells

WellsofYouth

PHOTOS BY KG PHOTOGRAPHY



Met Mishael Wells, owner of WellsofYouth. WellsofYouth was derived from Mishael's keen interest to help other with chronic illness and healing through what is provided naturally from Mother Nature. Join us as we sit down with Mishael as she tells us about what inspired her to begin her business and her journey to get there.

Tell us a little about your business and what you do.

WellsofYouth is based on my passion of assisting others understand what Mother Earth can do for our bodies to help with healing and chronic illness. I offer plant and herbal-based supplements and remedies. I also offer Wellness Bomb shots which I make fresh as well as Private Chef services.

What work did you do before your current business?

My background is in Marketing and Sales. I was a top producer for Arnold/Century Golf Partners for 10 years and the Business Development Director for Landmark Title for 3 years. Before that I was a small business owner and stay at home mother.

What were the life events that led to your business, WellsofYouth?

I have three disabled daughters but the catalyst was when my mother was diagnosed with stage 3C, triple negative breast cancer about 6 years ago. She surprised us by announcing that she wasn't going to pursue traditional treatments and was going to "heal herself" naturally. She lived with me for almost a year during this process and she did, in fact, beat it! This fascinated me and gave fuel to my fascination with this field.

Can you tell us more about that?

About a year ago I partnered with another company that allows me to have a larger platform. I worked this on the side while I worked full time. About 3 months ago it became very apparent

that God was calling me to step out and pursue this passion. I believe it to be my calling in life and that everything that I've done up until this time has led me to this point.

What do you find most fulfilling about your work?

Literally WATCHING people's lives change right before my eyes!! This is happening over and over again and there is no other feeling like it!

How do you define success?

Helping to change others' lives! Being financially stable to allow for independence and the ability to give back to others any time I see the need. Freedom.

Tell us about your personal background. What's your story?

Most people do not know this about me but I was born into a Cult. In fact, it is listed as one of the "most dangerous" Cults in the world even today! I lived abroad in South America from the age of 13 until the age of 24. By the time I was 27 years old I had five children under the age of 8. I began my journey of escaping around the age of 30 and I made my final break at the age of 33 here locally in Prescott. Out of the blue I ended up being a single mother with zero support, no family close and five little children. I worked multiple jobs, had a side business AND put myself through college on my own. Others have called me a "self-made woman" which is very flattering and humbling. I don't know how it is that I made it through all of these huge obstacles in my life but I did by the grace of God and here we are today!

How has this shaped who you are today?

Oh, my goodness in EVERY way! I think many with a background like mine would be bitter but I am not. I'm grateful for my past because it's made me who I am today. I feel like I have a lot to give to this world.



“Dash” who is our little love that we adore. We also have five grandchildren that we love spending time with. One of my favorite holidays is Thanksgiving because the whole family comes together and it’s a beautiful thing!

When you aren’t working, what’s your favorite way to spend time?

Traveling, cuddling with Dash and hubby and watching movies, cooking and doing puzzles. I also write and aspire to one day combine my writings into a book.

What is the best advice you have ever received?

To treat my business like a business and not get emotional about it. Just keep moving forward and be consistent. Care for others and the rest will come!

What do you want to be remembered for?

Giving back. Raising great kids that contribute to our world too. For being honest and loyal.

What does the future hold for you, personally and professionally?

The world is our oyster, and our nation is ready for healthy alternatives. Watch where the next five years takes me!

been so sure of my life and where I’m going before.

How did this shape you into the person you are today?

Most importantly I had struggled for years with my spirituality and I no longer do. I feel 1000% sure of where I’m going. I’m going to change the world!

Tell us about your family and what you enjoy doing together.

Right now my husband and I are “empty-nesters”. We have our fur baby

Can you share a story of a pivotal moment or time in your life?

It was this past July. My mother is battling a different type of cancer again and elected to go to a place called “Hope for Cancer” in Tijuana, MX. Long story short I had to jump in my car and drive down to help her. We were two women alone, in an unsafe area. It caused me to really take account for where I was in life and this resulted in my walking away from my very loved and comfortable corporate position to follow my calling and my dreams. I have never



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LISA Paffrath

Continuous Care and Commitment

BY BRANDON JERRELL • PHOTOS BY KG PHOTOGRAPHY

“Be genuine, be yourself, take care of the people around you, and success will be there for you.” This summarizes the entirety of Lisa Paffrath, Broker and Owner of Better Homes and Gardens Real Estate Grand View North.

Lisa is abundantly familiar with the additional complications that come with purchasing properties in Northern Arizona such as water, waste, and access. With 20 years in the industry, she has established herself as the go-to REALTOR® for rural homes and land in Northern Arizona.

Arizona Love

Lisa grew up in Linden, New Jersey, and was raised by her Polish grandmother. “She was compassionate, loving, and considerate, and there isn’t a day that goes by that I am no grateful for this amazing superwoman in my life. She showed me what it truly meant to live a positive and grateful life.”

From 1987 to 1991, she was a volunteer Emergency Medical Technician. “Nothing is more rewarding than to be able to help those in need. This experience just reinforced that being there for people is what all of us are supposed to do.”

With a degree in Computer Science Info Technology, she worked at a software development company based in Pennsylvania. The company had an office in Scottsdale, and while working out of that office in 1997, she fell in love with Arizona. “By 2004, we had packed up the kids, dogs, and house and moved 2100 miles to be here in Flagstaff AZ!”

Despite her prior experience and expertise, she could not imagine working 40 hours a week inside while living in “one of the most beautiful places in the world.” So, she saw an ad by Century 21 seeking agents, and her new career soon began.

“Northern Arizona is truly like no other place in the U.S. It is a magical place — as corny as that may sound — and there is so much to fall in love with here that I push more so than the house or land itself.”



Early Success and Struggle

Beginning her real estate career in 2004 with Century 21, Lisa quickly established herself on the scene. Selling 66 “pieces of dirt” in her first year, she was recognized as the top agent for units sold and was 8th overall in the Southwest for Century 21.

However, as with many REALTORS® during this time, 2008 was a struggle. “We all remember that year. That was the year I thought I might not make it in real estate, but the word ‘quit’ isn’t in my vocabulary. By 2009, I had landed an REO account with Fannie Mae that allowed me to continue to do what I loved here in Northern AZ.”

“Being able to stay in real estate, especially during that crazy time, taught me to never give up, to shift with the market with confidence, and that you are capable of doing anything you put your mind to!” Since then, Lisa

continued to establish herself as a top figure in her field.

Continuous Commitment

Although Lisa does not actively recognize herself as an inspirational figure, she acknowledges that others see her that way. In 2017, she earned her Master’s Degree in Real Estate graduating with honors. That same year, she was the first woman REALTOR® in Arizona to attend the National Association of REALTORS® Leadership Academy.

She was recognized for these concurrent acts in 2018 by the Arizona Association of REALTORS® with the Tyler Strout Vision Award for her commitment to the industry.

Despite these achievements and accolades, her greatest success is the relationships she has built: “Of course helping them find their happy place is

“NOTHING IS MORE REWARDING THAN TO BE ABLE TO HELP THOSE IN NEED. THIS EXPERIENCE JUST REINFORCED THAT BEING THERE FOR PEOPLE IS WHAT ALL OF US ARE SUPPOSED TO DO.”

another perk of this amazing job, but being able to be a part of their lives for years afterward is what I find most rewarding.” She loves to mentor new agents, and Lisa makes it paramount while mentoring that it is not about the sale but the relationship.

“Having people who truly matter in your life is what success means to me. It’s not how many closings you have a year because that will come

automatically when you treat people right and take care of their needs. I have babysat clients’ kids, dog sat for them, gone camping with them, and hiked the Grand Canyon with them. Lifelong caring relationships that are genuine will always have the biggest impact on your business!”

“Everyone in my life was put here for a reason, and I am so blessed to have so many who truly are family to me. I recently was in the hospital and missed NAR’s annual conference and over 250 of my friends called/texted, and it helped me get through what I was going through at the time.”

Lisa is the Arizona Association of REALTORS® President-Elect for 2025 and the President in 2026. “There are a ton of changes happening in our industry, and I hope I am the right leader for our members.”

Family First

As with many REALTORS®, family always surpasses business in importance. Lisa lists her children and grandchildren as her greatest achievements in life, and she is thankful that her line of work has given her the flexibility to always be there for them. “I am blessed to have 3 beautiful and amazing children: Andrew, Lindsay, and Taylor. Plus two adorable grandkids Mason and Zoie. They are my life, and they love what I love — being outdoors, hiking, camping, rockhounding, and they love dogs too!”

She jokingly acknowledges that she is “that crazy dog lady you hear about.” She currently has six rescues and is always working to find homes for others. “I have caravanned dogs from as far as Durango to Flagstaff and other parts of the southwest. Dogs have this unconditional love that I wish we could find in more people — it would surely make this place we call home even more beautiful to be in.” She and her family have a total of 13 dogs between them.

With her genuine care for others and her continuous commitment, it is obvious what makes Lisa Paffrath an inspiration to this industry.

Website: lisaprealestate.com

Northern Arizona Rental Market: Trends for 2025

BY DAVID WEISS

As 2025 approaches, Northern Arizona's rental market is entering a phase of adjustment, shaped by economic trends, demographic shifts, and regional factors. Key areas such as Flagstaff, Prescott, Sedona, and Lake Havasu City each offer unique rental dynamics that property owners and investors need to navigate.

Flagstaff: Balancing Supply and Demand

Flagstaff, known for its university-driven economy and outdoor appeal, is seeing rental stabilization. Single-family home rents now average \$2,650—a slight \$45 decrease from the previous month and a \$150 drop year-over-year. Rentals are taking 69 days on average to lease, with 92 properties currently available.

This trend reflects a market gradually finding an equilibrium between supply and demand. Landlords can remain competitive by offering flexible lease terms, move-in incentives, or slightly lower rents. These strategies could help reduce vacancy periods while maintaining long-term appeal.

Prescott: Consistent Demand in a Tranquil Market

Prescott remains a favorite among retirees and families seeking a peaceful lifestyle. Median rents for single-family homes hold steady at \$2,500, with properties averaging 99 days on the market and 96 rentals available.

The town's steady demand highlights its appeal. Properties near downtown or equipped with modern amenities tend to lease faster. Emphasizing unique advantages, such as proximity to hiking trails and Prescott's historic Whiskey Row, can further attract tenants.



Sedona: Premium Rents for a Desirable Market

Sedona's breathtaking red rock views and tourism-driven economy continue to fuel its rental market. The median rent for single-family homes has climbed to \$3,950, marking a \$50 increase from the previous month and a substantial \$650 rise year-over-year. Despite longer market times (123 days on average) and limited inventory (56 rentals available), Sedona's high demand supports premium pricing.

To maximize returns, landlords should focus on features appealing to remote workers and vacationers, such as home offices with scenic views or fully furnished properties. Seasonal strategies, like offering short-term leases during peak tourist months, can further enhance occupancy rates.

Lake Havasu City: Affordable and Recreation-Focused

Lake Havasu City remains Northern Arizona's most affordable rental market, with median rents for single-family homes at \$2,200—a \$100 decrease month-over-month and year-over-year. Properties take an average of 121 days to lease, with 246 rentals available.

The city's charm lies in its abundant recreational opportunities, making it a hotspot for seasonal visitors. Property owners can target snowbirds and vacationers by offering flexible lease terms or short-term options during the winter months to align with tourism cycles.

Outlook for 2025

Northern Arizona's rental market is expected to experience steady, gradual growth in 2025, reflecting statewide trends. The state's rental vacancy rate of 6.8%, slightly above the national average, indicates a balanced market overall.

While some regions may see short-term price adjustments, solid economic indicators and continued demand support long-term stability. To thrive in this evolving market, property owners should stay informed about local trends, adjust pricing strategies, and emphasize unique property features.

Northern Arizona's rental market is poised for a year of steady demand and regional nuance. By adapting to these dynamics, property owners can position themselves for success in 2025.





Since 2004, David has gained extensive expertise in real estate by managing his own properties and participating in various transactions, including wholesaling, rehabs, sales, and rentals. He excels at analyzing market trends and developing investment strategies for clients seeking both short-term and long-term gains. David is the Owner and Designated Broker of UNLlimited RE, northern Arizona's premier property management-only brokerage. David Weiss - UNLlimited RE Arizona, Owner / Designated Broker david@unlimitedreaz.com - 928-224-5911

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Let's *Brown Bag* it with a Blast from the Past!

BY KIMBERLY "TENACIOUS T" TOCCO

Founded in 1864, Prescott was established as the first territorial capital of Arizona and is hands down a favorite throughout all of the state. As the years passed, Prescott became widespread and the extended areas became known as Prescott Valley. For today though, we headed to the original town square.

As you wind into the center of the town, you begin to see the charming "Row-like" houses forming the blocks into the center. Perfect squares and streetlights, the most charming of settings, reminding me of the famous movie Back to the Future. The County Court House stands in the center a variety of large oak, maple, and pine trees. Large spans of mature thick grass

perfectly groomed extends though out the exterior of the grounds, only broken by large sideways. Benches thoughtfully placed along with a gazebo and historic statues. There are fun shops that surround the square and by just crossing the small street you can choose from a saloon and cocktails to unique boutique clothing stores.

It was a warm fall day so as we walked around, we stopped to take a few pictures and watch the people. These were some of the original offices, shops and buildings from the early 1900s after a fire destroyed four blocks, but they made sure to keep the western feel yet upbeat college vibe. It was lovely to see so many people outside,



sitting beneath trees, walking along the sidewalks, lingering in shops, and conversing with one another. From the looks of things, there was going to be a rodeo and antique show, and many had come to enjoy the town square and show. I loved seeing the pets and even picnic blankets on the lawns, everything was very clean, and time did seem to stand still in that moment.

Looking around we spotted Bistro St. Michael inside a beautiful old hotel, serving a lovely Brunch menu however inspired by the picnicking patrons, we decided to find a nice sandwich shop instead. Crossing the square, these little shops were so fun and definitely one of a kind! Some doors opened into mini



I say they were outstanding, they were outstanding. My favorite though was the fried pickles. A crunchy batter and French fry shaped cuts of pickle had been fried and delivered with two dipping sauces, chipotle and ranch, delicious!

We sat and lingered inside for a bit, sipping on cokes and talking about the times when people did this every Saturday night. Walking back to the car, taking one last look at the square with the paper bag of take home in my hand, I could not help but proclaim, "that was a blast".

LOCATED IN: Bashford Courts
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MENU: brownbagburger.com

malls, and we happened upon Brown Bag Burger, a burger and brewing company. Super cute diner feel with exposed duct specifically designed that way in bright red and sleek black and a splash of contemporary art. We loved it! The restaurant has two sides, the back room is the full-service bar and booths but for looking start out to the square, the front dining was best. Light and bright, we sat right at the front windows enjoying watching the families and friends walking and enjoying the day.

As promised the menu was a classic "diner" yet upped a notch with a bit more gourmet foods. Quirky names like The Hangover, Dante's Inferno, the burger list is extensive with some of the best choices I have seen. Wings, apps, fries, chili, soups and salads, sandwiches — truly a fun menu and choices for all. I choose the chicken cobb salad and fried pickles while my son chose a classic cheeseburger with sweet potato fries. The salad was large with fresh bacon, avocado, egg, chicken — very traditional and perfectly done. Same with the classic cheeseburger. We ordered gluten free, and the bun was incredibly fresh and soft. Burger juicy, veggies fresh and crisp as were the sweet potato fries. Now I am very picky about my fries so when



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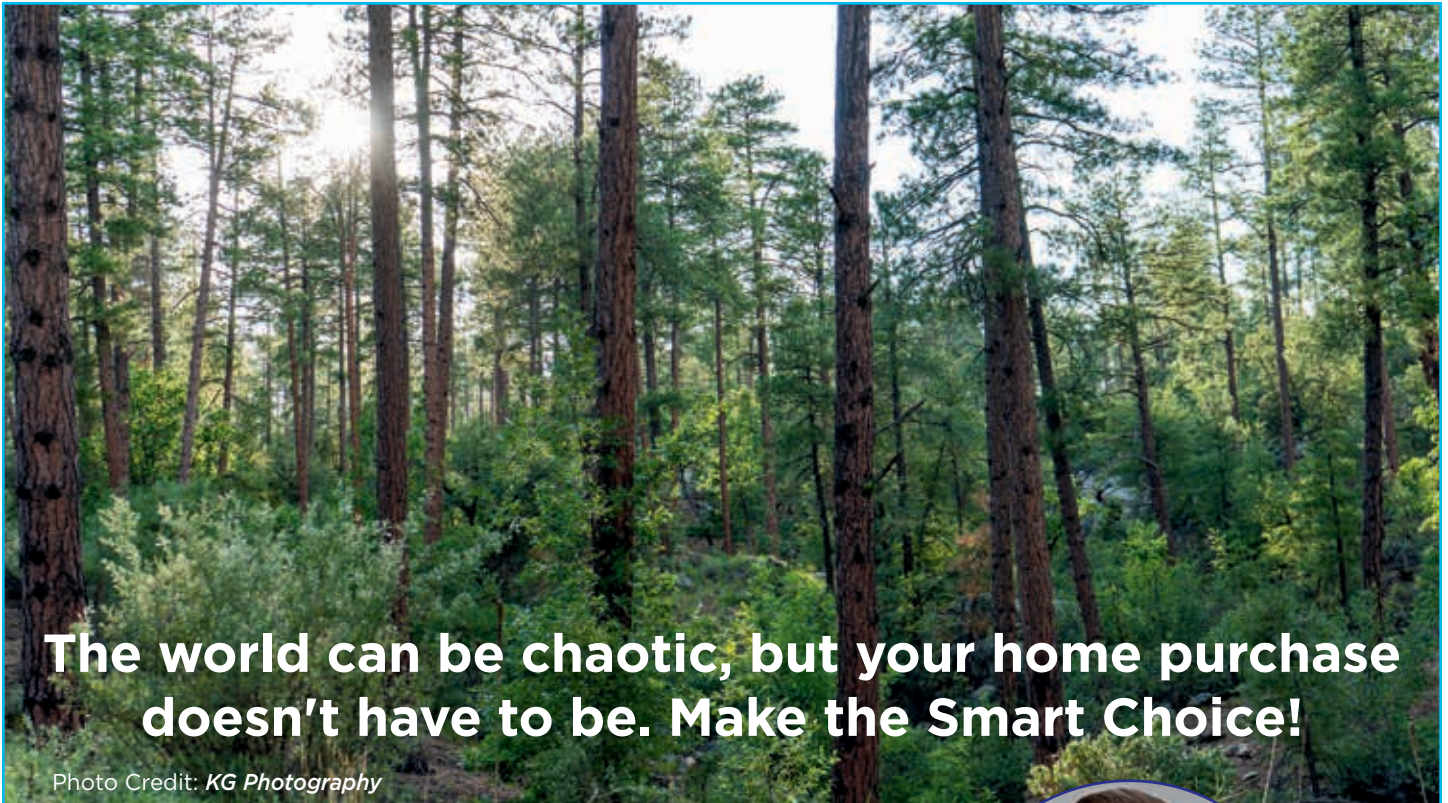
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