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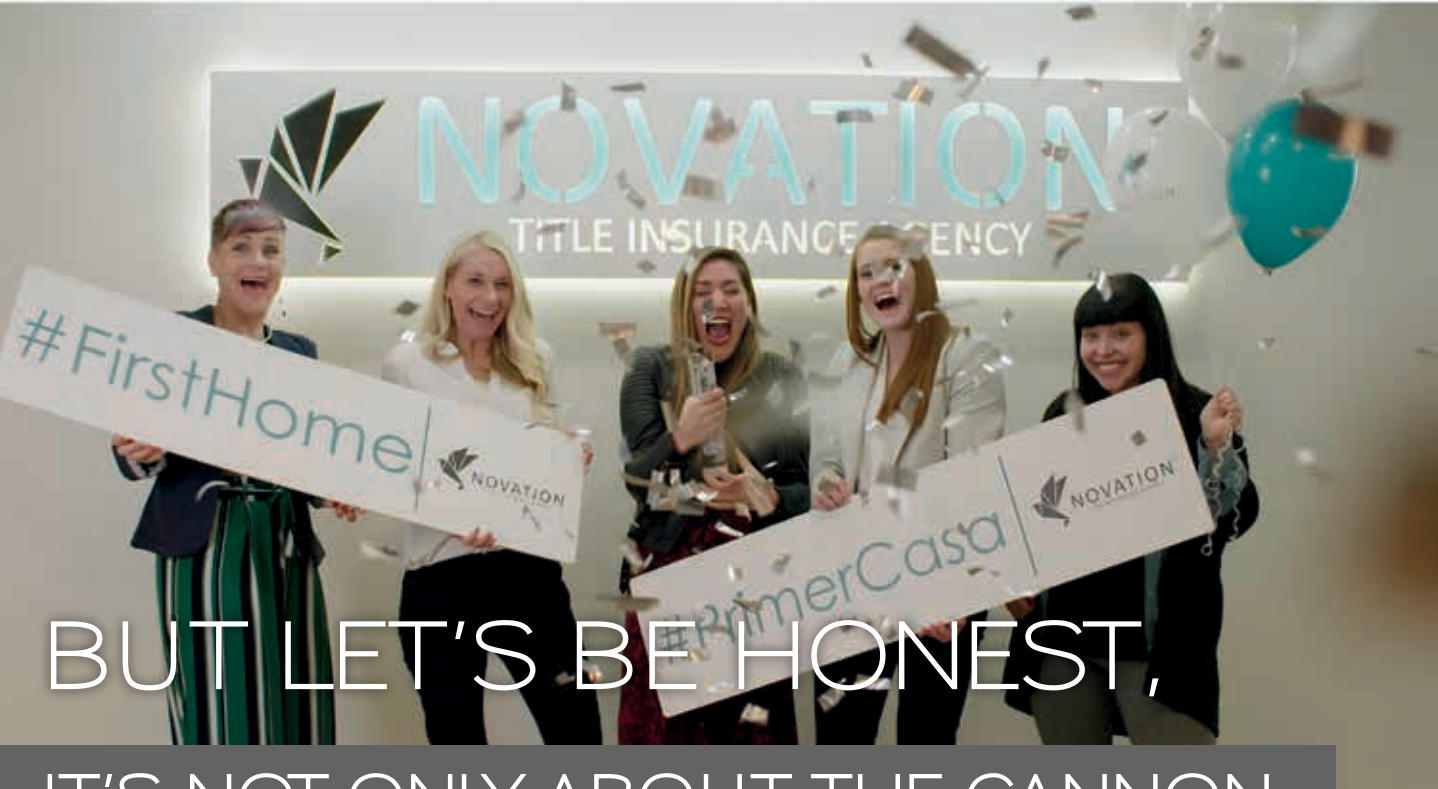


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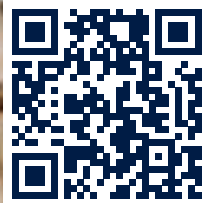
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# RUBEN & MIGUEL GOMEZ

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## Community Focus Without Compromise

In the heart of Utah, brothers Ruben and Miguel Gomez are changing the way the Latino community buys and sells real estate through their team, Keller Williams Utah Realtors Latino. Their approach is all about transforming lives, one home at a time, while honoring their roots and their community.

Born in Colombia and immigrating to the U.S. in 2001 as children, Ruben and Miguel witnessed firsthand the sacrifices and resilience of immigrant families. Their parents' hard work—juggling multiple jobs and eventually diving into the real estate and mortgage industries themselves—instilled in them a deep appreciation for perseverance and opportunity.

Having taken over her father's property management company at the age of 18 in Columbia, Ruben and Miguel's mom picked up the industry quickly upon their move to the States. And while she initially focused on selling mortgages, it wasn't too long after that their father joined

her and began selling on the residential market. "Ruben loved to go out with dad to see houses and see all the rental properties. He tagged along for all of that stuff," Miguel quips.

Despite early ventures in other industries, the brothers found their stride in real estate with Miguel focusing on the mortgage side of things like his mother, and Ruben pursuing sales like their father. In 2019, the two brothers united to form a team, but

ended up bringing their parents into the mix a short six months later. "It was always instilled in us: if one of us succeeds, we bring the other along," Miguel prides.

Wasting no time, the group swiftly opened Keller Williams Utah Realtors Latino and then Top Level Home Loans, their mortgage brokerage, all with a focus on empowering the Latino community. They're not there to just be translators... there's a culture and a way of life. They understand the challenges the community goes through and their beliefs, catering to their clients' needs and providing a place they can come and be understood.

As first-generation immigrants, who still live just five houses down from their parents, the Gomez brothers understand the unique challenges their clients face; from language barriers to navigating complex transactions and every nuance in between. "We do it with joy, we do it with pride, because we

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**“WE DO IT WITH JOY, WE DO IT WITH PRIDE, BECAUSE WE WERE ONCE IN THAT POSITION,” RUBEN BEAMS.**

---

were once in that position,” Ruben beams.

In an era dominated by digital marketing and automation, the Gomez brothers prioritize face-to-face interactions, meeting with 90% of their clients in person. They also utilize radio marketing more often than most agents, allowing them to “speak to people from the heart.” And with an entirely bilingual team that shares similar stories of immigration and adaptation, Keller Williams Utah Realtors Latino creates a deep sense of trust and connection with their clients.

“The Latino community often gets taken advantage of because of a lack of knowledge. We pride ourselves on becoming their real estate and financial advisors, empowering them to make informed decisions,” Miguel emphasizes. “The work is hard, but it makes a difference in the lives of our community.”

Faith is also a guiding principle for the Gomez brothers, though not in a traditional sense. Their spirituality centers on a higher purpose and a commitment to doing good in the world versus a traditional church-

based ideology. Through homeschool initiatives in their households and their close-knit family mentality, Ruben and Miguel hope to pass these same ideologies on to their children, spreading joy for generations to come.

At home, Ruben and his wife, Megan, are very involved in their kid’s current extracurricular activities, spanning from cheerleading, football, and soccer. With four kids and two dogs, Ruben finds himself coaching many of their practices while Megan enjoys cheering from the sidelines.

Miguel and his partner, Arianna, also enjoy watching their six kids participate in various extracurricular activities like basketball, wrestling, and football. Both families homeschool their children, focusing on self-sufficiency, individual growth, extracurricular activities, and personal growth.

For the Gomez brothers, real estate is more than a job—it’s a way to give back to the community that shaped them. Their secret to staying on track? Staying grounded, ignoring outside negativity, and leaning on each other for support.

**“IT WAS ALWAYS INSTILLED IN US: IF ONE OF US SUCCEEDS, WE BRING THE OTHER ALONG,” MIGUEL PRIDES.**

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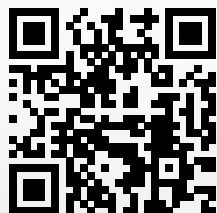
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# McCarthy MEDIA

## ➤ From Medicine to Media

WRITTEN BY KENDRA WOODWARD  
PHOTOS BY LEXI RAE PHOTOGRAPHY

**W**arren McCarthy is redefining what it means to create success in real estate...through media...one client at a time. Born in Salt Lake City and raised in Holladay, Utah, Warren's journey to entrepreneurship took a major turn shortly after obtaining his Bachelor's degree in Biology and minor in Chemistry. Looking at what his future might hold, Warren knew the life of a medical professional wouldn't be conducive to the family man he wanted to be.

After years of working in the operating room as an anesthesia technician, Warren decided to take a leap of faith to pursue his passion project in photography full time. Real estate photography and videography quickly evolved into a full-fledged business for Warren, with McCarthy Media rapidly becoming a leader in helping real estate professionals elevate their listings.

"At McCarthy Media, our mission is to help real estate professionals showcase their listings in the most compelling way possible, ensuring maximum exposure and faster sales," Warren shares. "We specialize in a full suite of real estate media services, including high-quality photography, captivating videos, immersive drone work, detailed floorplans, and engaging virtual tours. These tools not only elevate the presentation of each property, but also enhance the REALTOR®'s brand and reputation, positioning them as market leaders."

For Warren, the heart of McCarthy Media isn't just its cutting-edge tools and eye for architecture—it's the relationships they cultivate between their clients and agents. "Our goal is to empower REALTORS® to build trust with their clientele by presenting properties with precision and appeal, ultimately driving faster transactions and long-term success in their business." He continues, "By providing





tailored visual content, we help REALTORS® create stronger connections with their current and potential clients, making their listings stand out in a competitive market.”

Despite such rapid success within the industry, Warren remains committed to maintaining a “personalized” touch to his scope of work, ensuring that each project exudes its agent’s brand and feel. Recent expansions to the McCarthy Media team allow the company to service more clientele while upholding its meticulous attention to detail. “To me, success isn’t just about business metrics or financial milestones—it’s about finding balance and fulfillment in both work and life.”

Transitioning from a demanding career in the medical field to running a creative media business wasn’t without its challenges for Warren, however. Initially juggling night shifts in the

operating room while working on his new and growing career during the day, he describes the experience as both formative and clarifying—teaching him what true success looks like through his own perspective. “Success isn’t defined solely by the number of listings we shoot or the size of our team; it’s about building strong relationships, producing meaningful work that we’re proud of, and maintaining a sense of personal well-being throughout the journey.”

Warren’s life outside of McCarthy Media very much reflects the same passion and energy he brings to his business, his clients, and his craft. Together for over two years, Warren and his fiancée, Daxi, share their home with three cats—Rune, Teto, and Mr. Kitty. Paddleboarding, roller skating, hitting the gym, and snowboarding during the winter are just a few of the activities that Warren and Daxi enjoy in their free time.

With a philosophy, both personally and professionally, centered around helping others succeed, Warren’s positive mindset is the key to his quick success and personal connections. He has a genuine passion for seeing others succeed and helping them reach their goals through collaboration and teamwork. “I believe that success is a shared experience—whether it’s through friendships, partnerships, or simply spreading positivity, it’s those connections that truly elevate people and businesses to the next level.”

As McCarthy Media continues to grow, Warren’s commitment to balancing professional excellence with personal well-being is a vision of success that’s as inspiring as it is impactful. “I aim to foster a culture where everyone can thrive, whether it’s our clients, partners, or team members. My philosophy is that when we lift others up, we all grow together.”

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# Andrea

## The Calm in the Chaos

PHOTOGRAPHY BY LEXI RAE PHOTOGRAPHY

*Newby*

Andrea Newby's unique background and commitment to service have shaped her into a trusted and calm presence for her clients. Andrea is part of the Zander Real Estate Team, a brokerage where agents work as a team, have the flexibility to pursue their own business and share a collaborative spirit. "My goal is not to be salesy; I want to focus on the client and be genuine," she says, capturing her down-to-earth approach to real estate.

When Andrea was just two years old, her family moved to Brazil, where she lived until age 14, before returning to her home state of Utah. Reflecting on her adventures abroad, including a brief stint in Colombia, Andrea recognizes how those experiences shaped her perspective on life and helped her value the stability and opportunity that Utah provides. "We've had some fun and scary adventures. I appreciate the safety and comfort of Utah."

Upon returning to the States, Andrea jumped straight into high school, an experience that required her to adapt quickly to yet another new environment. It wasn't easy, but she made friends fast and they helped her come out of her shell. It was during this time that she met her husband, Ryan, while working her first job at KFC. "We've been together since," she says proudly, noting that they've now been married for 27 years.

After high school, Andrea attempted going the college route and attended BYU, though she didn't stay long. Unsure whether to pursue a career in nursing or accounting, neither option seemed to excite her, and instead she started working at American Express. When Andrea became a mom, she decided to focus on raising her children and leave

the corporate world behind for a while. But real estate had always been in the back of her mind as both of her parents had been in the industry, and with her children growing up, she thought it was time to give it a try.

Learning by observing, Andrea absorbed everything she could from successful agents early on, picking up tips from those around her. "I was able to adapt and find my own style," she explains, an attitude that has been a cornerstone of Andrea's success. "There's so many things that you can be doing and it can get overwhelming, so what I have learned is to stick to the basics." By focusing on what works and remaining genuine, Andrea has built a reputation for being an agent who truly cares about her clients. "My favorite part is giving hope to people who don't have any hope, and making people's dreams come true."

Those who know Andrea describe her as calm and collected, a quality that her clients deeply appreciate. "I get compliments all the time about how calm I am about everything. It keeps clients at ease." In a high-stakes industry where emotions can run high, her ability to remain steady and reasonable has made her a trusted guide through the often-complex real estate process.





“I can see that look in their eyes, and I just know I’m going to do everything I can to get that house for them,” Andrea prides. “It’s not about you, it’s about your client. And my clients know I have their back.”

While the world of real estate is ever-changing, Andrea has also embraced the evolution of technology, particularly through marketing, social media, and client appreciation events. She has enjoyed learning to adapt to social media by finding the fun in creating new videos and putting herself out there more. “Being adaptable and having fun with technology is important,” she advises. “I think that resonates for clients.”

Though Andrea is passionate about her work, she is most proud of her three children—Katelyn, Emily, and Tyler—and enjoys watching them forge their own paths. Andrea and Ryan, along with their dog, Rudy, have been enjoying more travel now that the kids are older. They enjoy spending time with the kids, mountain biking, boating with friends and family, and plan to take a trip to Europe soon, kicking off the start of a new chapter in their lives...one full of travel and adventure.

For those considering a career in real estate, Andrea offers this sage advice: “Any agent that makes it look

easy, kudos to them. But if you really look at the day-to-day operations of things, those are the things I wished I knew a little bit more about.” While the flexibility of real estate is a major draw, she stresses that success comes from being consistently available for clients and focusing on service above all else.

With a calm presence, a heart for service, and an openness to adapt, Andrea is a model of what it means to succeed in real estate on your own terms. “The right thing happens at the right moment,” she believes, a mantra that has served her well throughout her life and career.



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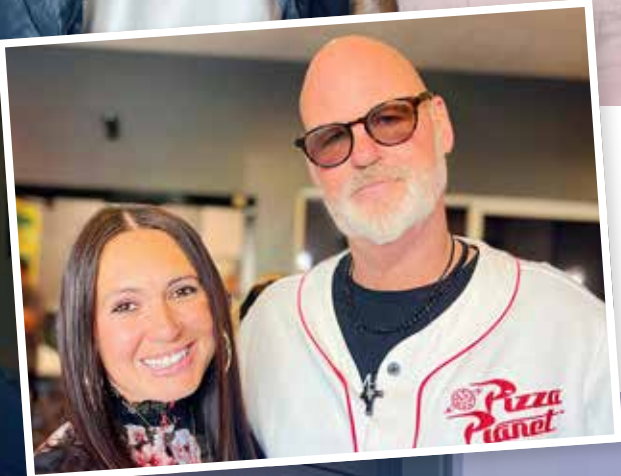


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Your success hinges on seamless transactions and satisfied clients. I specialize in simplifying the financing process, ensuring swift closings and competitive rates for your buyers. With a track record of excellence and a commitment to personalized service, I prioritize your needs, empowering you to close deals with confidence. Together, we can streamline transactions, exceed client expectations, and grow your business in the Utah market.

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