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Laura Robinson
Owner/Publisher



Heather Johnson
Ad Manager



Kendra Woodward
Writer



Sarah Medina
Photographer



Jaune Farrar
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Ensuel Kola
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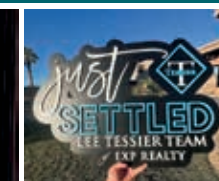


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Welcome To West Valley Real Producers

BY LAURA ROBINSON

Happy New Year!

As we welcome the new year, I want to take a moment to reflect on an incredible 2024 for *West Valley Real Producers* and to extend my deepest gratitude to everyone who has been part of this journey. From the hardworking REALTORS® to our dedicated Preferred Partners, your unwavering support has made this publication not just possible, but something truly special. We could not have done this without each and every one of you.

2024 was a monumental year for us with the launch of *West Valley Real Producers*. We've been thrilled to watch our community of top-tier professionals grow and come together in new and exciting ways. Our mission has always been to celebrate the very best in real estate, and thanks to your involvement, we've made great strides toward creating a platform that recognizes the hard work, dedication, and success of top REALTORS®.

As we turn the page to 2025, your continued trust and support are what keep this magazine thriving. It's because of you that we are able to share your stories, showcase your success, and bring attention to the remarkable work happening in West Valley's real estate community. Without your commitment, this magazine simply wouldn't exist.

I also want to remind our readers that every year, only the **Top 500 REALTORS®** in the West Valley receive *West Valley Real Producers* publication in their mailboxes. Our team is currently processing the numbers, and soon we will be unveiling the 2025 list of top agents. Will you be one of the Top 500? This is a badge of honor, one that showcases your



achievements and solidifies your place among the very best in the industry.

Looking ahead, 2025 promises even more exciting developments. We will be expanding our reach with new events designed to bring our community together, offering networking opportunities and celebrations of excellence.

Our new website will also launch soon, providing a digital platform where more people can easily access the magazine and check out everything happening with our incredible partners. Whether you're on the go, at your desk, or relaxing at home, the magazine will be right at your fingertips.

West Valley Real Producers is growing, and we want you to be a part of that growth. We are committed to providing you with the resources, connections, and recognition that will continue to help you succeed in the ever-evolving real estate market. Here's to an exciting 2025, filled with new opportunities, increased collaboration, and even greater success for everyone in our community.

Thank you once again for being part of our journey. Let's continue to grow together. From all of us here at *West Valley Real Producers*, we wish you a **Happy New Year**, and we look forward to celebrating your achievements in the year ahead!

Laura Robinson

Laura Robinson
Owner/Publisher
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WRITTEN BY KENDRA WOODWARD
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*Stronger
Through
Adversity*

Born in Ciudad Obregón, Sonora, México, Jackie Ocegueda moved to Arizona in 2005 at the age of nine with her mother, brother, and sister. Her journey is marked heavily by her perseverance through adversity and a myriad of setbacks. Despite the hardships of her early years, including her mother's untimely passing when Jackie was just 16, she remained determined to build a future in the United States.

Jackie's upbringing was steeped in hard work and the challenges that she faced as an undocumented immigrant. From helping her mother sell tamales in parking lots just to make ends meet, to working in the harsh environment of a family-owned pizza buffet at the age of 13, she learned the value of grit and perseverance at an incredibly young age. When Jackie, her mother, and her sister found someone to help them invest their savings into opening their dream restaurant, they worked endlessly to turn a profit, only to become a success and have it stripped out of their grasp when the leaseholder kicked them out.



Returning to what they knew, the family started selling food at local businesses like tire shops and beauty salons again, but the stress and depression from their constant struggling took its toll on Jackie's mom. After her mother's passing, Jackie faced even greater challenges, including navigating the complexities of securing DACA status as a minor in order to remain in the country. "I had to gather records from all my schools and plead with the Mexican consulate for a temporary passport to prove my identity," she recalls.

A year later, Jackie obtained a work permit and began working at more reputable businesses while still attending high school. Her determination paid off at age 18, when Jackie pursued her first office job at a title loan company where she was quickly promoted to General Manager and began attending Real Estate classes. She recalls juggling a full-time college schedule, the demands of work, school, and motherhood left her exhausted but her determination never wavered. After separating from her husband at age 22 whilst being General Manager for the title loan company, Jackie needed to take a second job at a restaurant, in addition to the full time job, to make ends meet.

Unfortunately Jackie could not obtain her real estate license in 2018 because of her immigration status at the time and was in the process of applying for her permanent resident status.

But the end was within reach when Jackie, once more, took her fate into her



own hands and pursued her real estate dream once more. In 2021, with a newborn in her arms, Jackie completed real estate school again through an online program. By February 2022, she officially launched her real estate career with a strong foundation and an unrelenting drive to succeed.

In just three short years, Jackie has assisted over 80 families in achieving their dreams of homeownership and appreciates the experiences she endeavored to get here. "These experiences taught me resilience and perseverance, qualities that have become invaluable in my real estate career. Now, it's incredibly fulfilling to help families

"WHAT I FIND MOST FULFILLING ABOUT MY WORK IS THE CHANCE TO MAKE A REAL IMPACT ON PEOPLE'S LIVES."

like mine - families with similar upbringings and dreams - navigate the path to homeownership and build better futures."

"What I find most fulfilling about my work is the chance to make a real impact on people's lives," Jackie prides. "Seeing the joy and relief when a family steps into their own home

**"I BELIEVE IN THE SUN
EVEN WHEN IT IS NOT
SHINING, AND I BELIEVE
IN LOVE EVEN WHEN
THERE'S NO ONE THERE."**



for the first time reminds me why I'm in this field - to empower others, create opportunities, and help people build a foundation for a brighter future."

Looking ahead, Jackie has big plans for her future, "I'm passionate about building a real estate team that not only serves clients, but also empowers and uplifts my community. I want to create opportunities

for others to learn about homeownership, financial stability, and wealth building, especially for those who may not believe it's within their reach." She would also like to invest in a few properties that give back to her community by providing affordable housing options.

In 2024, Jackie took a significant step forward by launching Jackie Ocegüera



& Co. Real Estate—a team dedicated to serving clients and uplifting the community. "Our mission goes beyond buying and selling homes. We aim to educate and empower families to see that homeownership is within reach and that it's a stepping stone to building long-term wealth and stability," Jackie explains. "I've carefully built a team that shares this vision and commitment to helping families achieve their dreams."

Jackie Ocegüera & Co. Real Estate focuses on providing exceptional service tailored to first-time homebuyers, families, and investors. The team combines personalized attention,

market expertise, and strategic approaches to ensure their clients feel informed, confident, and cared for every step of the way. "We're more than a real estate team; we're partners in building futures and creating legacies for our clients."

Looking ahead, Jackie has big plans for her future: "I want to continue expanding my team, mentoring new agents, and investing in properties that provide affordable housing options for the community. My goal is to create a ripple effect of positive change for the families we serve."

At the heart of everything is her family. Alongside her husband, Jahaziel, they are raising two boys, Rupert and Isaac, and a dog, Cici. Together, they enjoy traveling, exploring theme parks, and discovering new cuisines and coffee spots. While she and Jahaziel have traveled to five countries and several islands over the last couple years, closer to home the family enjoys visiting nearby cities like L.A., theme parks, movie theaters, local coffee shops, new restaurants, and enjoy summer days spent relaxing at the pool.

Jackie's favorite quote, "I believe in the sun even when it is not shining, and I believe in love even when there's no one there. And I believe in God even when He is silent," reflects her unwavering faith and resilience. She has turned her challenges into opportunities and her dreams into a mission to empower others by uplifting her community and helping others achieve a brighter future.

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TEAM MINIK'S

Michelle

Minik

**ALWAYS
MOVING
FORWARD**

PHOTOGRAPHY BY JAUNE FARRAR

“
**I love the
idea of being
able to give
people a good
experience”**

Michelle Minik has established herself as a dynamic force in the real estate industry. Michelle has been in the business for over 25 years. As the leader of Team Minik, she manages a growing team of 15 agents with support from her Transaction Coordinator, Mark Hanscom, and two dedicated support staff members based in the Philippines - Hannah, her Operations Manager, and Lanie, her Marketing Guru. Her sales team is comprised of amazing agents who thrive to better themselves through collaboration and a positive mindset. They are Michelle's work family and she is honored to have them as part of her life. But this team is more than just a collection of colleagues, their communication and

dedication to one another's success is likened to a close-knit family, bound by a shared vision of delivering exceptional client experiences.

Michelle's husband, Joel Minik, complements her real estate endeavors with his property management division, Joel Minik PLLC, which is supported by two additional staff members, Albert and Mary Ann, who are also based in the Philippines. Joel's property management company consists of long term, short term and vacation rentals. Together, the couple works under the same roof at West USA Realty, fostering collaboration and innovation in their shared space.

Growing up in Glendale, Arizona, Michelle admits she has lived all over the valley, moving frequently during her upbringing. "I went to six different high schools in four years and was always the new girl," she recalls, an experience that instilled in her a fierce independence and determination. "That pushed me to put myself out there and never have to rely on anybody ever."

Her journey took her to the small town of Redstone, Colorado, straight after high school graduation, explaining, "I jumped in a car with a good friend of mine and we moved to Redstone. I think it was like, population 99," with a laugh. Once there, she was working three jobs at one time and eventually began working with Coasts Reid and Waldron, a massive real estate agency in the Aspen market where agents would literally ski right into the office. "It was crazy."

A short time later, while working at a real estate agency in Carbondale, CO, Michelle obtained her license but faced an unexpected barrier when her boss demanded a \$50,000 pay-in to become an agent. Rather than acquiescing, Michelle returned to Arizona, bringing her skills, knowledge, and passion with her, as well as a new outlook on the industry.

Her love for serving people and creating wonderful experiences for her clients, nurtured during her years working in restaurants,





Michelle and Joel have a strong bond

naturally translated into real estate. “I love the idea of being able to give people a good experience,” she says. “I get up every morning and I’m excited to make sure that we can run these transactions smoothly.”

When Michelle decided to start building her own team, she wanted to create a place that felt like home...like family. “You feel like you can sit and have a coffee with anyone in the office,” she prides. “They all want to get you to the finish line.” Alongside leveraging a partnership with Google, to gain an edge in the local real estate market, agents at Team Minik also benefit from structured training, accountability systems, and group role-play sessions designed to hone their craft.

It’s clear that family is the cornerstone of Michelle’s life, she even met Joel, her husband, at her first real estate job and their bond has only grown stronger over the years. Their son, Zander, has even found a passion for the industry and recently joined Team Minik, while their other son, Jaden, continues to inspire Michelle daily with his resilience. Despite a brain injury sustained in a childhood accident, Jaden’s determination motivates Michelle to build a future that ensures security and happiness for her family.

Michelle’s downtime is filled with cooking, her favorite passion, as well as enjoying time at the family’s cabin in Forest Lakes. Whether she’s entertaining friends, playing games, or taking long walks, she values the joy and connection that come from these special moments.

With massive tenacity, heart, and vision, Michelle is not only leading a thriving real estate team and family, but also creating a legacy of excellence and empowerment. “You have to treat this as much like a business as possible,” she advises. Setting standards of excellence within her team and the industry, Michelle offers this advice to novice agents considering a career in this field - “Be prepared for financial and emotional loss; have some money in your pocket, and don’t let people treat you like dirt. People will recognize those standards and respect them.”



Son Zander has joined the Minik Team



Michelle and family at a family wedding.

Further enhancing her already innovative initiatives, Michelle utilizes “Mega Open Houses,” inspired by industry leaders such as Tom Ferry and VerI Workman, to enhance her client’s experience and ease through the buying and selling process. She collaborates with top agents and top teams across the valley, often engaging in masterminds in an effort of constant improvement for herself, her team, and her business. Her tagline, “Always Moving Forward,” further encapsulates her relentless drive to improve, grow, and help others achieve their goals.



“

I get up every morning and I’m excited to make sure that we can run these transactions smoothly.”



Michelle with her son Jaden

SARAH MEDINA
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Jessica Shrake

INVESTING IN YOURSELF -
WHO YOU SURROUND YOURSELF WITH MATTERS

PHOTOGRAPHY BY ENSUEL KOLA
WRITTEN BY KENDRA WOODWARD

Licensed in 2018, Jessica Shrake embraced real estate as a calling, using her license to help guide dozens of families accomplish the dream of home ownership. Her tagline, "Elevate Your Environment," reflects her passion for helping clients not only find homes, but also to create meaningful lives within their communities.

Jessica grew up in Northern California, the eldest of eight children in a pioneering family that embraced homeschooling and self-sufficiency long before it became mainstream. Raised on a mini farm; she cultivated a strong work ethic and entrepreneurial spirit from a young age by starting a homemade bread business, sewing her own clothes, chopping firewood, and caring for the family's animals while participating in 4-H.

After graduating early from her family's homeschool program at age 16, Jessica spent a few years working for a nonprofit before starting her journey into real estate in 2003. Then in 2006, her life took a challenging turn during the housing crisis when her family lost their home and business. However, the experience she endured through the short sales and foreclosure market taught her resilience. "Even though it was devastating at the time, it's not the end. You



can rebuild," she says, using that transition as a learning experience to buy, flip, and sell eight properties and counting.

Years of homeschooling her own children while moving around the country was an incredible experience for Jessica. But with the kids' education becoming increasingly limited while living in Maui, the family packed up and moved to California before settling in Arizona in 2016. Just a short time later, facing a devastating and unexpected divorce, Jessica started looking for a new career and was met with some resistance as a former stay-at-home-mom with no college degree.

Jessica was looking for a sign on where to turn and admits, "I really feel like I got an audible message to go into real estate. It was one of those moments where you just hear it. It felt like a calling from God." So, she obtained her real estate license and joined a brokerage known for their coaching and support, and had a triumphant first year selling 20 homes.

Today, Jessica's passion extends beyond transactions with a focus on building lifelong relationships with her clients who often become her friends. "I absolutely love real estate. I love the people that I get to help," she admits. "We all get to decide who we hang

**"IT'S IMPORTANT
TO CHOOSE YOUR
COMMUNITY, AS
THEY WILL END UP
SHAPING YOU."**



out with and who our friends are. It's important to choose your community, as they will end up shaping you."

With such a deep connection to her clients and her sphere, Jessica keeps abreast of her community and industry changes through referrals, networking, and shared connections. She hosts a mastermind group with women from four different brokerages who often check in with one another via their



group text, and also created a website with blogs and videos to highlight communities around the valley to help clients connect with their perfect neighborhood - AZNeighborhoodFinder - citing, "You want to feel at home, not just in your home but also in your community."

Jessica is equally dedicated to fostering a professional network, having started a BNI networking chapter in 2020 that now is bringing together 25 professionals on a weekly basis to exchange business, information, and referrals. "It really helps me as an agent because I have so many wonderful professionals I can refer to - insurance, health insurance, construction - and I really value that community. I love being able to say, 'I've got a guy or gal for that!'"

Outside of real estate, Jessica enjoys traveling with her husband

Mike, whom she married in 2021, and spending time with their five grown children - Ryan, Brandon, Bri, Austin, and Jonathon. Newly empty nesters, the couple shares a love for traveling and wine tasting, and even made all the wine for their own wedding. They also enjoy camping with friends and caring for their two beloved dogs, Buddy and Gus, but Jessica admits her number one hobby is still real estate in any form - selling, listing, flipping, and investing.

Stemming from a mindset and dedication to personal growth, Jessica believes in the power of positive relationships and lifelong learning. "I believe that our mindset and our expectations really are our biggest part of our reality and our success," she advises, encouraging others to seek out supportive and like-minded individuals to surround themselves with.

"YOU WANT TO FEEL AT HOME, NOT JUST IN YOUR HOME BUT ALSO IN YOUR COMMUNITY."

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On Target Contracting

On Time - On Budget - On Target

PHOTOGRAPHY BY SARAH MEDINA

On Target Contracting, a family-owned business that's quickly making a name for itself in the valley's construction and remodeling scene. Founded just two years ago by four brothers and their trusted friend Donny, On Target is all about delivering quality work at an affordable price—and they do it with a level of care and attention to detail that only a family-run business can provide.

A Family Built on Experience

At the heart of On Target Contracting are the four brothers: Adam, Aaron, Anthony, and Austin. With a combined experience of over 40 years in construction, their expertise is evident in their work, from residential remodels to large-scale commercial builds.

Aaron, with over 15 years of experience in construction, brings a wealth of knowledge, particularly in commercial construction and handles the technical side of things. Austin has been in construction for 20 years and leads the field team,



overseeing the hands-on work. Adam, the oldest, is the operational backbone of the company. With a background in banking, accounting, and even the tech world, he manages the financials, compliance, and administration—keeping things running smoothly behind the scenes. Anthony, the second brother, brings a unique perspective to the company. With his experience in occupational safety from his time in the U.S. Marine Corps and as a Federal OSHA Compliance Officer, he ensures that every job is executed with the highest safety standards.

And it doesn't stop there—Donny, a longtime friend of the brothers, is also a partner in the business, overseeing the electrical division. Together, this tight-knit group brings a diverse set of skills to the table, making On Target Contracting a one-stop shop for everything from kitchen remodels to office build-outs and everything in between.

What Sets them Apart?

What sets On Target apart from other contractors? It's their commitment to quality at a reasonable price. After working





Adam



Austin



Aaron



Anthony



Donny

for other construction companies, the brothers realized they could offer better work, at better prices without over charging. And that's exactly what they've set out to do. Whether it's a simple bathroom update or a full-blown home or commercial remodel, On Target Contracting offers services that are both top-notch and cost-effective.

On Time, On Budget, On Target

The company's motto—"On time, on budget, on target"—speaks to their dedication to delivering exceptional work, no matter the size or scope of the project. Whether it's a simple kitchen remodel or an extensive commercial build-out, On Target Contracting ensures that every project is completed on time and within budget.

But what really sets them apart is their dedication to transparency. Aaron explains, "If I know their budget, I understand their thought process and what's possible. We work with our clients to figure out what's achievable, and we make sure they don't feel blindsided by costs." The team's approach is refreshingly honest: they always walk the job before providing an estimate, ensuring that the pricing is clear and there are no surprises. Whether it's a small fix or a large renovation, On Target's clients know exactly what to expect—and exactly what they'll pay.

A Family of Builders, Musicians, and More

The brotherhood behind On Target Contracting is rooted in years of shared experiences, from growing up in the valley to

working side-by-side in the construction industry. Their mother had four boys in five years, so they grew up close. Today, they're not just business partners; they're friends who enjoy each other's company both at work and outside of it.

When they're not on the job, you'll find some of the brothers indulging in their love of music. Adam, the oldest, is not only the head of management and finances but also a professional musician. He plays guitar, bass, piano, and a little drums. He's even released a few albums and written country songs with his band You and Me and Beam. Aaron, the third oldest, shares the musical passion, playing guitar, bass, clarinet, and saxophone. Both brothers still play music in their spare time—proving that building homes and making music go hand-in-hand for these talented men.

In previous years, you'd find the brothers playing hockey and they all still love to watch the game. But their innate ambition and plans for the future is where their passion mostly lies.

Building Strong Connections with Realtors

Looking to the future, On Target Contracting is eager to build partnerships with local real estate agents. Their goal is to work together on home renovations and "fix-and-flip" projects, offering real estate professionals a trusted construction partner. The brothers know that by working closely with agents, they can create long-term relationships and bring high-quality, cost-effective renovations to homes across the valley.

They're also aiming high: In the next five years, On Target Contracting hopes to expand to \$20 million in annual revenue,

all while staying true to their founding principles of quality, integrity, and affordability.



The Bottom Line: A Family-Run Business You Can Trust

On Target Contracting is a company with heart—a family business that treats every project like it's their own home. Whether it's a home remodel or a commercial build, they work tirelessly to ensure every job is done right, on time, and on budget. With a team of experienced professionals, a love of music, and a strong commitment to their community, On Target Contracting is poised to become one of the valley's go-to construction companies for years to come.

If you're a realtor looking for a trustworthy, efficient contractor to partner with on your next project, look no further than On Target Contracting. These brothers have big goals, and they're just getting started.



“We work with our clients to figure out what's achievable, and we make sure they don't feel blindsided by costs.”



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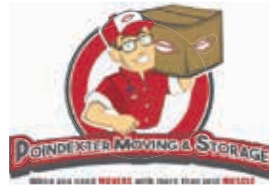


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