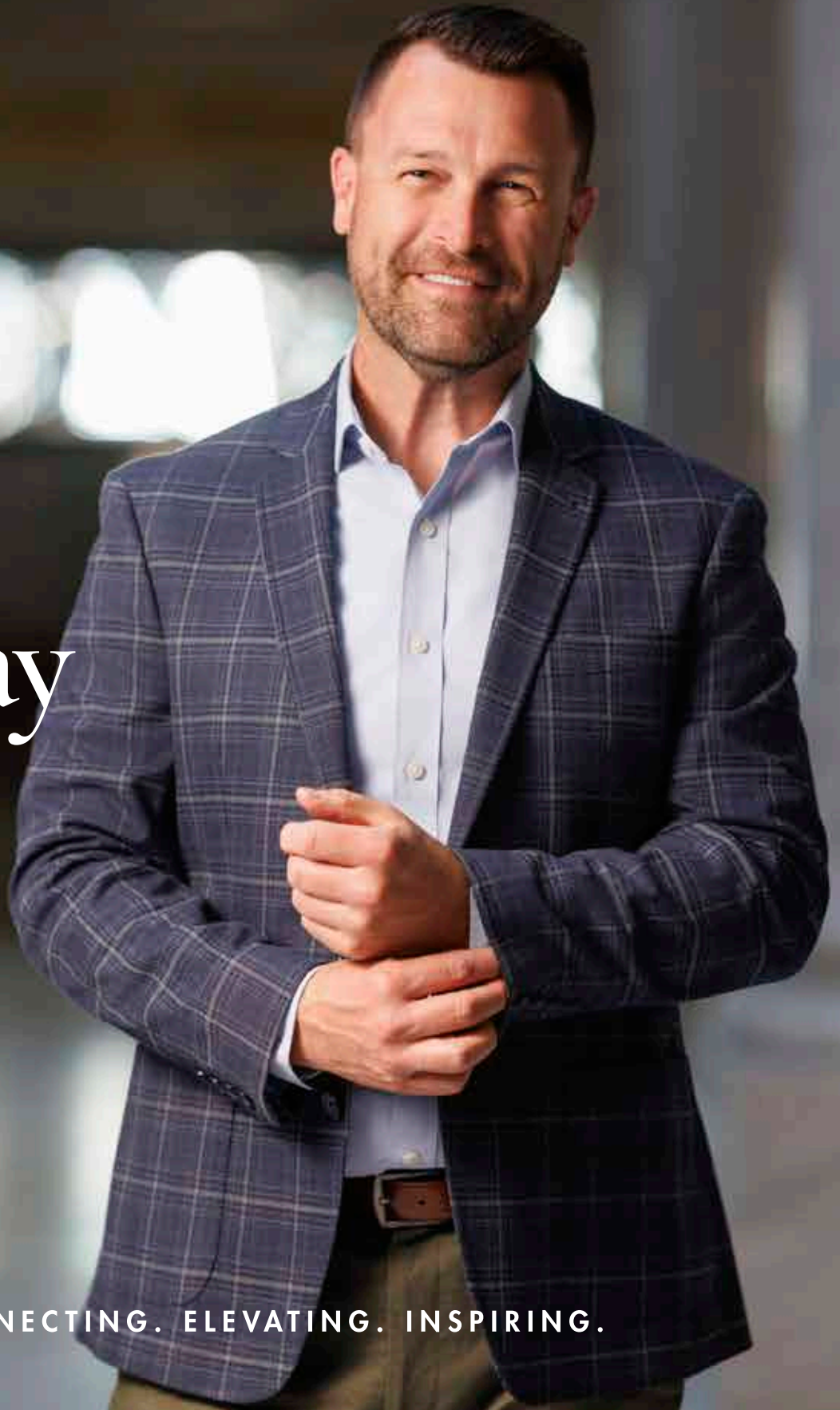


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Meet The Team



Mike Maletich
Owner
412-606-9954
mike.maletich@n2co.com



Marissa McCutchan
Publisher
951-233-4899
marissa@n2co.com



Katherine Fondren
Editor



Lauren Bell
Ad Strategist



Mitzie Maletich
Photo Shoot & Promo
Coordinator



Kendra Woodward
Writer



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SCOTT MURRAY

OH THE PLACES
YOU'LL GO...IF
YOU FOCUS AND
PUT IN THE WORK

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY KINSER STUDIOS

Scott Murray never imagined that a job mixing brick mortar in the hot Utah sun would one day point him toward a future built on solid foundations of a different kind. Back then, as a teen, Scott helped in the family RV business and also in setting up scaffolding for a brick mason where he quickly learned that manual labor wasn't where his heart—or his future—belonged. And it was that early realization that set him on a long and thoughtful path toward real estate ... a career full of starts, stops, and moments of transformation.

Born and raised in Murray, Utah (yes, the same town as his last name), Scott's roots run deep in the community he now serves. And, while he's lived most of his life there, it was a brief but eye-opening stint in the San Francisco Bay area where he served a church mission that helped shape who he is today. "That was a transformational time for me to grow and learn," he admits. "That was a time for me when I learned to appreciate people a lot more — appreciate their differences, what makes them tick." After that experience, Scott returned home with a broadened worldview and a strong sense of purpose.

In 1995, Scott got his real estate license, but while he was simultaneously

entering back into education (to finish obtaining his college degree), he felt as though it wasn't the right time to dive into real estate just yet. "I didn't feel like I should be giving people advice on buying and selling property since I was still living with my folks," he expresses humbly. But by 2007, the pull toward real estate had grown stronger after having purchased a home himself, and Scott reconsidered a career in the industry.

Before he would ever get his first client, however, Scott wanted to add one more thing to set himself apart from other agents...especially newer agents who were clearly struggling to articulate why one property held more value than another. So, instead of jumping in as a listing or selling agent, he chose to approach real estate from a different angle and became a licensed appraiser first.

For five years, Scott threw himself into the world of appraisals, including residential, commercial, condos, vacant land, and trophy properties. That chapter in his career provided Scott with an in-depth understanding of how to accurately assess property value, an education he now considers fundamental to his success as an agent. 2008-2009 taught him that the system wasn't perfect, but that property value almost

always goes up. Learning to be aware of the ebbs and flows taught him to be ready for opportunities, explaining, "It taught me how to read the market and evaluate data. It taught me resilience and helped me learn to adapt."

So, when Scott finally reactivated his license in 2012, he did so with a sharpened perspective and years of hands-on experience under his belt. That same year marked the true beginning of Scott's real estate production, which has been a steady climb ever since. Part of that process taught him about setting goals, which he advises agents to do with vigor. "I was kind of a scaredy cat," he laughs about his initial *annual* goal of selling two houses, but over time, his confidence grew alongside his success, and he admits he wishes he'd have set higher stretch goals that pushed him to focus more. "If you put in the work, this industry will take you places you can't imagine." Evidence of setting focused goals has manifested in Scott's professional life recently, as he was one of only a select few top performers and leaders at eXp Realty to be invited to ring the opening bell at the NASDAQ. Additional awards and accolades include Top 500 REALTORS® in Utah, ICON Agent and Luxury Agent with eXp Realty, and NAEA Certified Buyer & Seller Specialist.



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CAN'T IMAGINE.”



Through every market shift, Scott remains grounded in the belief that real estate is the ultimate wealth-building tool, citing how he's seen firsthand how homeownership can change people's financial futures. "If you're renting, you're still paying off a mortgage, it's just not yours—you're paying off the landlord's mortgage. If you're buying, you're paying your mortgage and building your wealth. Additionally, your mortgage payment won't change or increase like a rent payment would. People who own real estate are creating an absolute greater amount of wealth than those who do not."

No matter who he's working with—first-time homebuyers, downsizing clients, or vacation home buyers—Scott remains focused on expanding his reach and maintaining an approach rooted in intentionality. Whether it's buyers, sellers, or investors, his goal

“

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is always to help each client recognize their unique opportunity within the ever-changing market.

Outside of work, Scott and his wife, Janet, have been married for 29 years. They met in the eighth grade at a concert in Park City, and Scott recalls being “pretty enamored with her” at first glance. Together, they’ve raised three children, Hannah (now happily married to Dylan), Ava, and Easton, and they enjoy traveling the world, having recently taken the whole family on a trip to Portugal despite their strong affinity for Hawaii. “I’d rather be in Hawaii than just about anywhere else on earth.”

When he’s not closing deals or volunteering at the local food bank, Scott can often be found playing a round of golf, hunting, or running—a habit he picked up recently after relocating to a home near the parkway trail. “I never thought I’d be a runner, but I am now,” he laughs.

Looking back, Scott credits his dad for shaping his work ethic and his mom for teaching him kindness, citing a phrase his dad would say often: just being busy does not mean you’re being productive. It’s a lesson Scott now lives by, combining focused work with big goals to serve his clients at the highest level. And while his path toward real estate may have taken longer than some, every step, detour, and delay has helped him become exactly the kind of agent he set out to be.





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Building A Dream

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY TIFFANY BURKE PHOTOGRAPHY

Carl Stubbs was 12 years old when he first started working with the masonry crew of his dad’s construction company. While other kids were riding bikes or glued to TV screens, Carl was out, soaking up the trades alongside masons and builders like his father. Despite losing an arm in a car accident in his early 20s, Carl’s father still became a well-known bricklayer and one of the largest home builders in their area, a testament to his dedication and persistence in his trade...something which seamlessly transferred to Carl.

The relationship between Carl and his father wasn’t always warm, but it was formative, noting that although he may not have been very vocal, he always worked hard and provided great opportunities for Carl and his five siblings. And it was those early years—the sweaty, hands-on, and on-the-job years—that would unknowingly set the foundation for Carl’s second career, decades later.

After graduating from the University of Utah, Carl spent many years working in the medical device manufacturing industry, including seven years living in New Jersey and fifteen years in Flagstaff, Arizona. It was a competitive and high-tech industry, that provided him great opportunities and growth. With a final opportunity and move back to Utah to complete the circle, the excitement of the field began to wear thin, admitting, “That last move changed my perspective of the industry.”

When he returned to Utah looking for a new career and a fresh start, one that made more sense for who he was and the life he wanted to build moving forward, it was a friend of his that sparked the idea of starting his own franchise. At first, Carl wasn’t sold on the idea, however, but the more he thought about it, the more it felt like home...as it truly went hand in hand with his interests and history.

Today, Carl owns and operates the only HouseMaster Home Inspections franchise in Utah, covering Draper, Sandy, South Jordan, Lehi, and beyond. He handles every aspect of the business himself, from inspections and reports to marketing and customer service. It’s not just about checking off boxes or getting through the most inspections in one day; for Carl, it’s about helping people see their homes in a new light.

“The thing I really enjoy about the whole process is helping people gain as much knowledge as they can about the biggest investment they’re probably going to make,” he says of the unique position he’s been placed in that allows him to help buyers understand the materials their home is made from,

what maintenance is required, and what they need to know to protect their investment and move forward with their purchase in confidence.

That sense of support runs deep in HouseMaster’s philosophy as well, with every inspection backed by a Limited Reimbursement Guarantee: If an item is marked “satisfactory” but fails within 90 days, they’ll cover repair or replacement costs up to \$1,500. “It means we stand behind our processes, inspections, and our ethics,” Carl prides.

With nearly half a century backing the brand and a network of technical support professionals across 200+ locations in the U.S. and Canada, Carl is never without resources thanks to the support he has from the HouseMaster name. “So if I run into something and I’m not really sure what it is, or it’s just something new, rather than trying to guess or bypass the situation I can rely on those experts,” he explains. “They’re a great resource and have great ethics. They’re all about the people and doing the right thing.”

That kind of integrity and commitment to community shows up in Carl’s personal life, too, as a volunteer and donor through the Church of Jesus Christ of Latter-day Saints. Carl and his wife Eileen are also passionately involved with Thanksgiving Heroes - a nonprofit that gathers donations and delivers meals to over 3,500 families each year - that was started by one of her fellow agents.

The couple’s joy, though, is in the simple things: spending time with their three grown kids, Francesca, Tanner, and Talya, who are all thriving in their own careers. At home, their two Weimaraners, Rueger and Kimber, keep things lively, and the family enjoys watching their four grandchildren as they grow and experience the world. Carl’s workshop is a second sanctuary, where he experiments with new woodworking projects, laughing that he’s more of a wood hoarder than a woodworker thanks in part to his fascination with the grains and the transformation process speaks to his nature: curious, creative, and always tinkering.

On his own terms, with his own hands, and always with people at the heart of it all, Carl’s living his dream of becoming his own boss. And now, alongside Eileen and her brokerage, the two are enjoying spending time with one another whether they’re at home or working with a client... building their careers and their lives in synchronization.

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LIMA

The Thrill Of The Hunt

WRITTEN BY
KENDRA WOODWARD
PHOTOGRAPHY BY
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PHOTOGRAPHED AT
ASHER ADAMS,
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When Rebecca Lima moved to Utah from Brazil as a young girl in 1997, she didn't yet know how deeply her family's journey would shape the way she lived her own life. She watched her parents start over in a new country, with nothing but courage, discipline, and the belief that their efforts would eventually pay off. It was that same spirit of determination that set Rebecca on a path to real estate success - and even though her path has taken a few twists and turns, that foundational drive has never left her.

For years, Rebecca believed she was meant to go into a career in medicine. As a pre-med student, she threw herself into her studies, hoping to meet the expectations she felt from those around her. But eventually, she realized that the career she was building wasn't truly her passion, admitting, "I was pursuing that career more so to please my parents."

So, she pivoted into fashion; first as a model then working behind the scenes in production. It was a creative and fulfilling chapter for Rebecca, but one that came to an abrupt halt during the pandemic. "Everything just took a halt," she explains. "Since everyone was in masks, I wasn't able to produce shoots or put shows together."

Suddenly, with time on her hands, an internal drive to do more, and the world on pause, she found herself rethinking what she wanted to obtain out of her career and decided to take a real estate course, already having a family member and friend in the business. "It was really on a whim that I decided to take the course," she says with a laugh. Having witnessed her parents pack up their entire lives and move to a new country, starting over and building

their business from scratch, it was ingrained in Rebecca to always strive to do more in her career and be willing to pivot when necessary.

But what began as an experiment and a way to fill the void of the pandemic quickly sparked into something deeper. And in 2021, Rebecca decided to take her real estate license to the next step, starting fresh in a new industry that would soon prove to be her perfect match.

Much like her affinity towards thrifting, Rebecca discovered how much she loved "the hunt" in real estate. "There's something about finding the perfect item, or the perfect house, that excites me," she prides. "It's an amalgamation of all the things I love—design, strategy, the emotional process, and seeing my clients' goals come to life. I also enjoy helping my clients visualize the potential of their new home and connect them to something that is an extension of themselves."

But the journey hasn't always been smooth sailing for Rebecca. When she entered the industry, the market was hot—low interest rates, cash buyers, multiple offers—and then everything shifted in 2023. Things slowed down and Rebecca

found herself in unfamiliar territory, one that allowed her to find a bit more clarity on her longevity in the industry. She had a moment of wondering if it was the right fit, but the doubt didn't last long when she realized, "I couldn't picture myself not being involved in real estate in some way and had never experienced that feeling and clarity before."

This new chapter in her career gave Rebecca the time and space to refine her systems, reevaluate her goals, and double down on the parts of the job she loved most. 2024 ended up being the best year of her career, placing her among the top 5% of agents in the region. As she gained confidence in her own processes, she began mentoring newer agents on The Perry Group, and it's something she's grown very passionate about. "It has been incredibly rewarding for me and helps me in my business as well," she says. "It allows me to define what is working and improve my organization overall. It has forced me to reevaluate the aspects that have become second nature, explain why it works to others, and then reassess any changes that need to be made."

So what's her secret? Well, Rebecca will tell you it's consistency and visualizing



“THERE’S SOMETHING
ABOUT FINDING THE
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THAT EXCITES ME.”



your goals. With each new day, she reminds herself, and the universe, of what she wants out of life, what she expects her day to feel like, and pursues that positive vision at all costs. Of course, there will be days that don’t go according to plan, but she believes it’s important to start the day by listing three things she’s grateful for to maintain a consistent, positive attitude—a practice that helps her stay grounded, especially during challenging seasons. “Focus on the small wins—like with anything, it takes time to truly build something. If you maintain a strong vision of what you want and keep focusing on the good, it pushes you through the hard times.”

Outside of work, Rebecca leans on whom she considers her north star...her daughter, Victoria. “She is my primary focus,” Rebecca prides. Their weekends are often spent having brunch, exploring local restaurants, making art or simply enjoying time together. Travel is another essential part of her life — something she views as a necessity, not a luxury! “Every time you need a reboot in your business, it’s important to travel,” she laughs. “It always seems like your clients need you most when you’re gone. But when you come back, you have this newfound energy to bring into your relationships and your business.”

Whether she’s working with clients, mentoring new agents, or enjoying a slow Sunday morning with her daughter, Rebecca brings the same grounded, intentional presence to it all. With a steady vision and trust in the small wins, she’s building a business that will surely last for generations. And even though real estate wasn’t part of her original plan, it’s clear now that she was always meant to be here. Because for Rebecca, there’s nothing better than the thrill of the hunt and the moment when all her effort, strategy, and visions come together...and the right door finally opens.





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Richard Ortiz

WRITTEN BY
KENDRA WOODWARD
PHOTOGRAPHY BY
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For Richard Ortiz, selling real estate has always been much more than just a job; it was a way to change lives, build futures, and ensure that no one had to go through the struggles he once faced. Born in Venezuela, far from the dreamy landscapes of Utah, Richard moved to the Salt Lake area at age fourteen and quickly had to begin navigating a new culture and language barriers...all while chasing a dream he hadn't yet defined.

His love for construction and design led him to enroll at Salt Lake Community College, where he studied architecture. But the lengthy licensing process wasn't a good fit for Richard, so he pivoted, eventually earning a degree in computer graphics and design with a focus on architecture. "I've always been intrigued by construction and design," he says. And it was his passion for structure and detail that ultimately pulled Richard into the world of drafting, working with local builders in new home construction, and later, mortgages and loan processing.

When Richard realized he wanted a job where he could be more hands-on with his clients and not confined to a desk, he made the leap into the resale side of real estate in 2006. And the early days were promising...until they weren't, Richard admits. The market crash of 2008 hit him hard with barely two years under his belt shortly after he and his wife had just bought their first single family home, only to lose it when everything came crumbling down and they had to start over. With nowhere else to go, they moved into his mother's basement,

regrouped, and decided what their next steps would be.

Initially, Richard juggled a job in engineering with his real estate career, determined to find a way forward. And by 2011, he had learned some hard lessons, but rather than walk away from real estate, he decided to double down. He bought a new home and turned to investment properties as a backup plan in case another housing crash or chaotic event happened.

Through it all, Richard became an expert in the distressed property market and underwriting for loans, foreclosures, and short sales. This placed him in a unique position to assess the journey people had to navigate when losing their homes. Because of that experience, Richard decided to specialize in REO (real estate-owned) properties, handling short sales and foreclosures. At one point, he oversaw 350-500 properties nationwide, working with major banks to prepare homes for resale. However, after five years, Richard was yearning to get back to more of the hands-on approach he loved so much.

When he made the decision to step away from the corporate side of real estate and focus back on resale in an effort to help his clients make smarter investments for their futures, Richard also began focusing more of his efforts on assisting his clients and community members—educating them in financial literacy, the nuances of homeownership in the U.S., and the power of real estate as a tool for financial freedom. He

knows firsthand how daunting it can be to navigate the financial system as an immigrant, and he makes it his mission to ensure his clients understand every step of the process.

Beyond real estate, Richard's life is rich with family, adventure, and the simple joys of staying active. His wife, Tatiana, and their two children, Lucianna and Lucas, are his world, and when he's not negotiating deals or scouting investment properties, he's hiking Utah's trails with his family, watching movies, or playing soccer — a love that's stayed with him since high school.

Having learned from a young age to do things right or not at all, Richard says his father instilled the values of holding himself accountable to the highest standards. Admittedly, he says if something isn't a good deal, he'll let his clients know. If he doesn't think a house is a good fit, he'll let his clients know that too. It's this honesty and integrity that keep Richard's clients coming back. They trust that he won't sugarcoat something just for a paycheck, and they also know he genuinely has their best interests at heart. "I was taught to always look out for people...not the material things."

Despite his success, Richard's ultimate dream is to retire by age 50 and continue to work with his community, helping clients and mentoring agents who, like him, want to do more than just sell houses—they want to improve the community. "Our main goal is to get people to invest, but to do it in a smart way."

“
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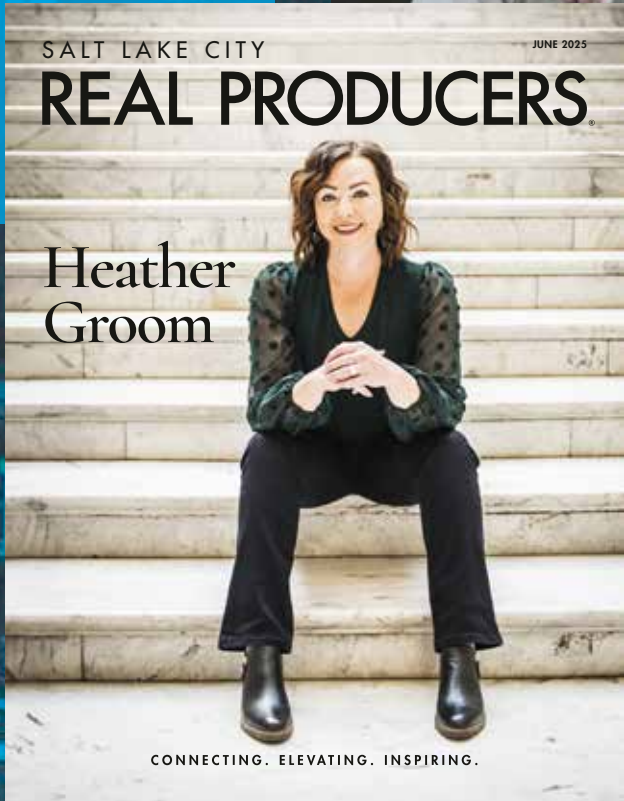
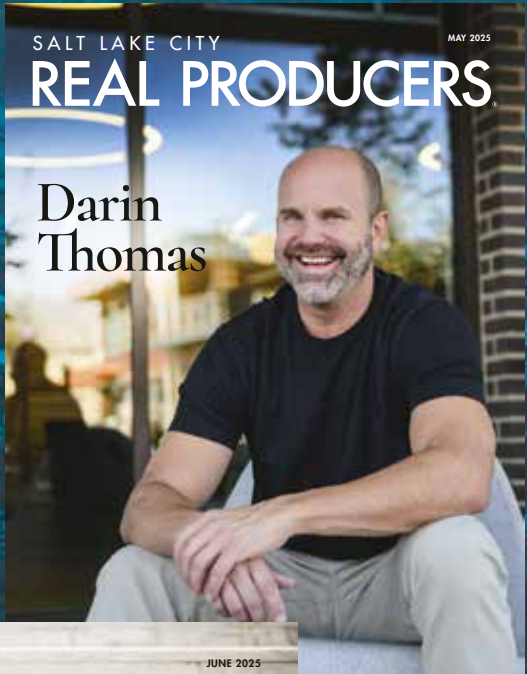
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DARIAN TAYLOR

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WITH
HEART

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY KINSER STUDIOS

When Darian Taylor started renovating his late father’s house in 2019, it wasn’t your typical home improvement project; it was a turning point in his life. His father had passed away unexpectedly and Darian was left sorting through the physical and emotional weight of that loss. But the experience of flipping that property, preparing it for sale, and stepping into the unknown became something far more profound.

“That’s where my real estate journey began,” Darian explains.

Born in Ogden and raised throughout various parts of Utah, Darian’s path to real estate wasn’t a straight shot. In fact, after graduating high school, he pursued a degree in psychology at Utah Valley University and even began a master’s program there, intending to become a social worker and help children with autism. He was drawn to helping others and to being a source of support during difficult moments in people’s lives, which inadvertently became a theme that would follow him into his new career...even if it looked different than he had initially imagined.

In 2019, Darian faced the most difficult chapter in his life—facing a fork in the road while picking up the pieces after his father committed suicide. But from great tragedy often comes amazing opportunities. While working to get his father’s belongings in order and getting his house ready for market, Darian partnered up with an agent from the Utah Life Real Estate Group who helped him sell the house. Seeing potential in him, she suggested he consider real estate as his next career. And the rest was history as they say.

After buying his first home and obtaining his license in 2021, Darian

dove headfirst into real estate alongside his mentor on the Utah Life Real Estate Group at eXp Realty, crediting much of his growth to the various mentors who’ve guided him along the way. “Spring Bengtzen, Justin Nelson, and Jace Gillies are the people that run the show at Utah Life and they’ve been awesome mentoring me through everything.”

As a husband and father, Darian is driven by a sense of responsibility and purpose within his career. Yet, while he’s built his business on competence and care, Darian will be the first to admit that real estate is not an instant gratification career. “Real estate runs in a 90-day cycle,” he explains. “You can’t jump in and expect to be making money within 30 days. It’s a process of building the stepping stones, and essentially the building blocks, to be able to grow and be able to start a productive career. You have to build a foundation before you can build a house.” It’s also the advice he offers to new agents and something he reminds himself of when the road feels long.

Thankfully, Darian says most of his business comes from his SOI and it’s something he takes great pride in — the people he’s known for years, people he sees in the community and in his daily interactions, and in the life he’s

chosen to build. He pours into those relationships with great intentionality, knowing that the trust and connection he nurtures with them is the heartbeat of his work.

Also, helping clients navigate the biggest financial decisions of their lives is something he doesn’t take lightly...and something he finds deeply fulfilling. Much like the feeling he had during the transition of fixing and selling his father’s home, Darian aims to bring that joy and relief to his clients as well. Giving them the opportunity and ability to make the biggest purchase of their life possible, with as much ease and calmness he can, means a great deal to him.

However, despite the ups and downs of his journey, perhaps the most important part of Darian’s mission is still unfolding. After losing his father, Darian knew he wanted to create something that would make a difference in the lives of others who found themselves facing a similar kind of grief. So he launched Stallion Suicide Support, a nonprofit designed to raise and give financial assistance to families affected by suicide. He takes the time to meet with each family, learn their story, and help with everything he can — from funeral costs and therapy sessions to getting their bills back on track. It’s an act of compassion



rooted in personal experience and one that allows Darian to show up for others in a way that feels deeply aligned with his heart.

At the center of all his effort though, lies his family — his wife Wendy, their two children, Kopelin and Jace, and their dog, Drews. Their days are filled with watching and attending various sporting events (especially the local hockey team), family dinners, and outings to the local Italian restaurants in downtown Salt Lake City. Darian enjoys golfing, playing sports, and connecting with others regarding his nonprofit any chance he gets, and he also enjoys house projects in their new house!

In the coming years, he hopes to travel more, not just for personal enjoyment, but also to expand awareness of his

nonprofit and reach a larger audience. Getting on bigger stages to discuss why he got into real estate, and how he's been so successful is a vision grounded in authenticity by using his own story to help others find hope and direction.

At the end of the day, however, whether he's cheering on his kids, building connections through real estate, or sitting across from a family in the wake of tragedy, Darian leads with humility and purpose. His journey into real estate may have started from a place of loss, but it's become a story of restoration...a story of using the hardest moments as fuel to build something more. And with every flipped house, each new transaction, and every life touched, Darian's message is clear: If you build with heart, you'll always build something worth keeping.



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