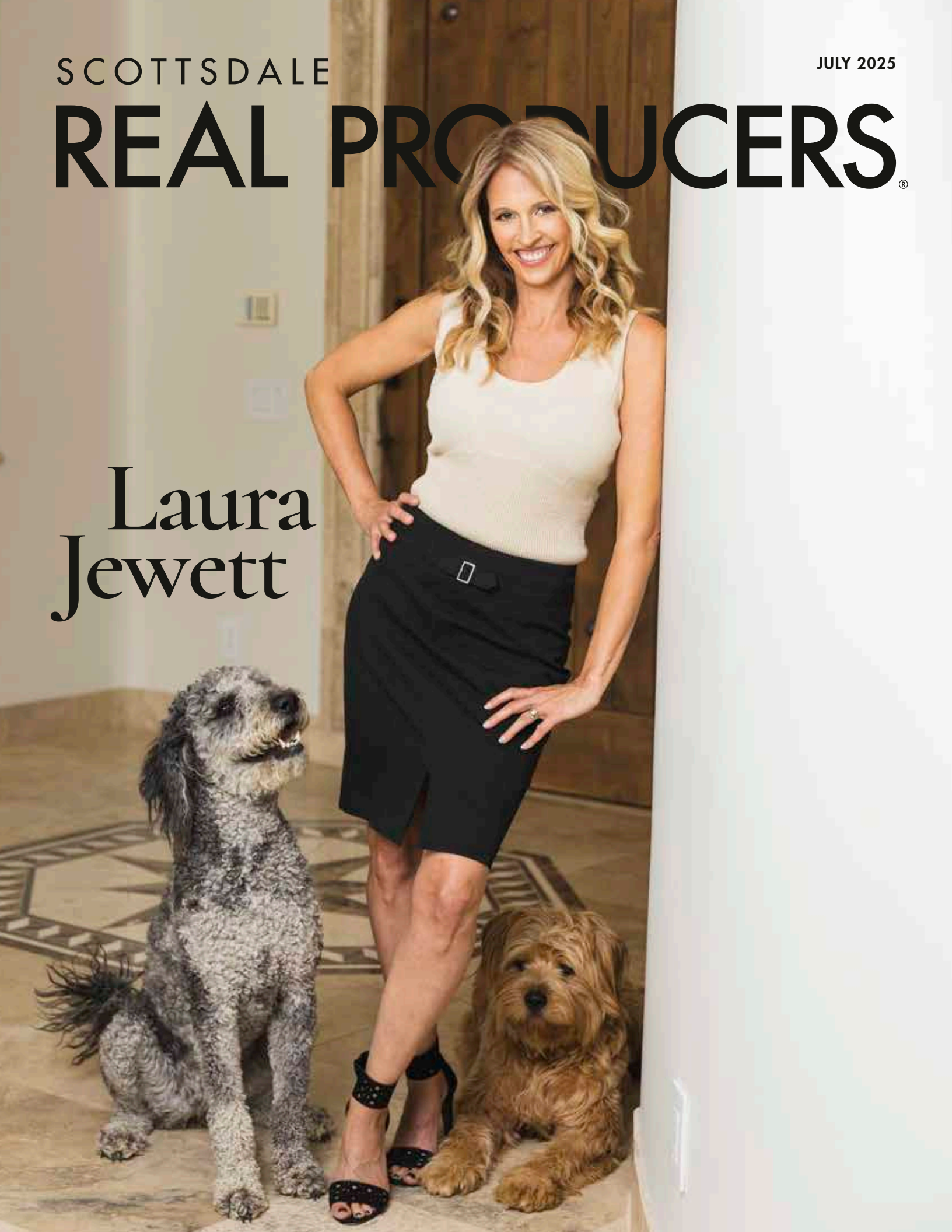


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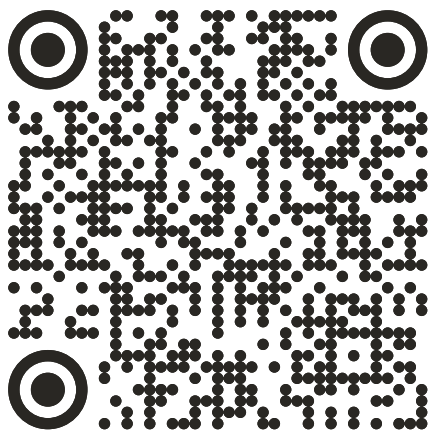


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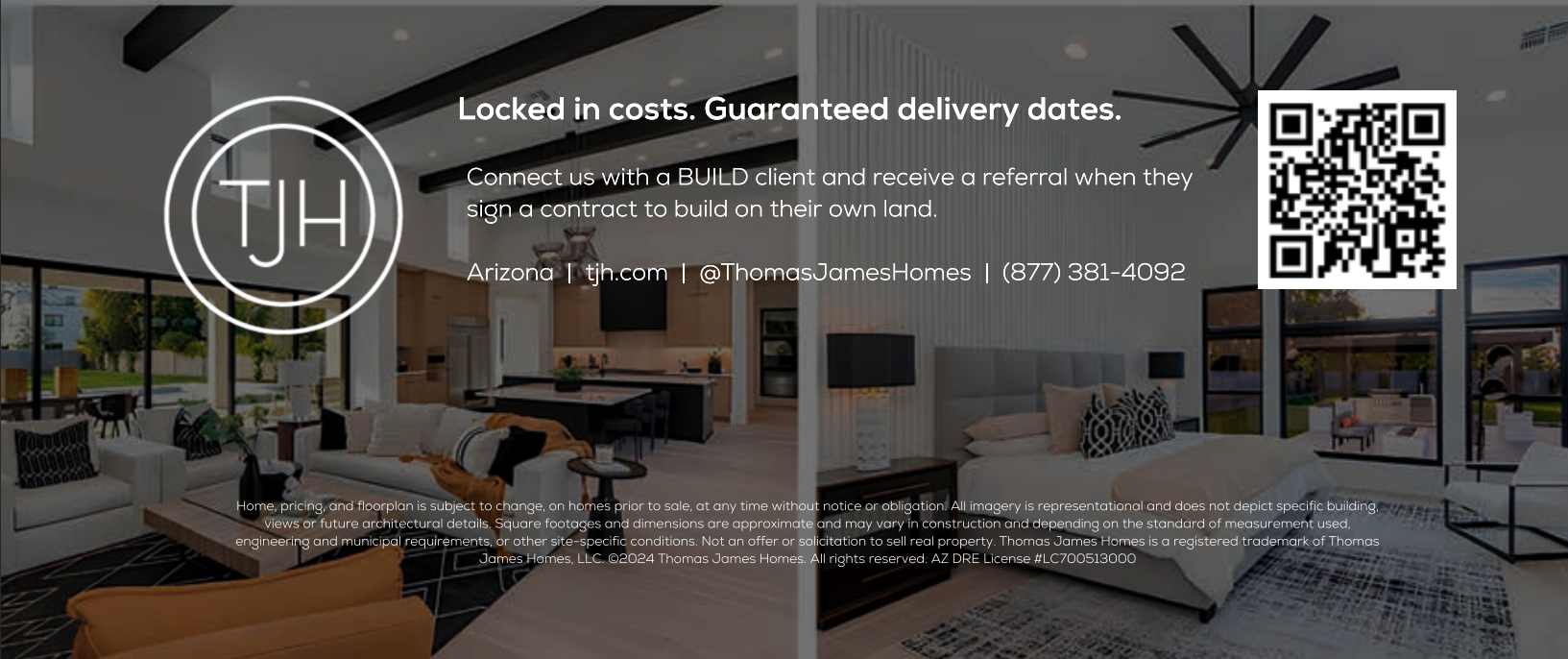
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**8** Laura Jewett  
COVER STORY

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HERE'S WHAT SCOTTSDALE'S TOP 500 AGENTS SOLD...



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SALE VOLUME



12,219

TOTAL TRANSACTIONS



\$25.07 Million

AVERAGE SALES VOLUME PER AGENT



25

AVERAGE TRANSACTIONS PER AGENT



# Laura JEWETT

A Passion  
for People

WRITTEN BY ELIZABETH MCCABE  
PHOTOGRAPHY BY GRAFOBOX MEDIA

**“Happiness is a choice. I make that choice every day when I wake up,” says Laura Jewett, a powerhouse real estate agent whose passion for helping others is only rivaled by her love for her community.**

Celebrating a remarkable career and a deep connection to her hometown of Arizona, Laura’s story is about giving back, solving problems, and making a real difference in the lives of her clients.

Laura’s story began long before she became a well-respected name in real estate. As a child, her entrepreneurial spirit was already taking root. “I was always coming up with business ideas—membership fees to my playhouse and painting and selling rocks. My sister wanted to be a teacher, and I wanted to own my own business,” she laughs.

It’s no surprise that she eventually went on to pursue double majors in marketing and entrepreneurship at the University of Arizona, graduating Magna Cum Laude with Honors. “The Entrepreneurship Program there was phenomenal,” she recalls, her excitement palpable even years later at Platinum Living Realty.

But it wasn’t just the classroom that shaped her path. Laura got a head start in the event planning world, working with the Fiesta Bowl while still in college. Despite her success in the event

planning industry, Laura knew the demands of the job didn’t align with her goals as a newlywed. She found a new calling in real estate, and she’s never looked back. As soon as she graduated, she dove straight into real estate school and got her license in 2001, eager to make her mark.

One of the driving forces behind Laura’s success isn’t just her passion for real estate—it’s her unwavering commitment to her community. “I love Arizona. It’s where I grew up, and it’s where I’ve always wanted to make a difference,” she says. That deep connection to her roots is what fuels her work with a number of charity partners, including The Joy Bus, Maggie’s Place, Arizona Pet Project, and the Arizona Foster Alliance. These organizations aren’t just names on a list—they’re personal to Laura, each one chosen because it speaks to her heart. “They all spoke to me for various reasons. They’re all amazing organizations, and they make me happy.” She supports them by organizing service days and collection drives as part of their client appreciation events.

Through her *Operation Give Back* program, Laura provides her clients with the opportunity to give back as well. When clients buy or sell a home with her, Laura makes a donation to one of these charity partners of their choosing, and on their behalf. It’s

just one of the many ways she blends business with compassion.

With a career that thrives on solving problems, Laura’s motto is simple: “There are no problems in my world, only solutions.” Whether it’s a tricky real estate deal or a complicated situation, Laura is known for her ability to find the right solution before a problem even has a chance to take root. “I pride myself on being solution-based. I can anticipate issues before they arise and work with agents on the other side to keep deals together and clients happy,” she says with confidence. It’s this proactive approach that’s earned her a reputation for going above and beyond for her clients.

In addition to her real estate expertise, Laura is also a trusted resource for clients looking to invest, renovate, or build their dream home. With her husband, Greg, co-owner of EZ Homes Inc., wholesaler of foreclosed properties and private money financing, and their contractor team, Laura offers a full range of services—from new construction to renovation guidance to rental properties. “We don’t just talk the talk. We walk the walk,” she says. “We can be a resource for them throughout the entire ownership of their home.”

When she’s not working, Laura can be found with her husband of 25 years and their two sons, aged 12 and 16. “We’re



**“WE CAN BE A RESOURCE  
FOR THEM THROUGHOUT  
THE ENTIRE OWNERSHIP  
OF THEIR HOME.”**

in the thick of it—baseball, racing, Boy Scouts,” Laura laughs. Both of her sons race dirt track cars, and the family travels to support them. They also love spending time in their cabin up north, soaking up the beauty of nature and enjoying time outdoors. But their true favorite pastime? The water. “We love being on or near the water,” she says. “It’s our way to decompress a little bit.”

The family’s two dogs add plenty of entertainment to their daily lives as well. “They keep us on our toes,” Laura jokes. As a mom and businesswoman, Laura has mastered the art of balancing work and family. “I’m the ‘Mom Uber,’” she laughs. She’s always on the go. Laura’s passion for health and wellness is another key part of her life. “I believe in the power of food and what it can do for our bodies and minds. Living well is so important to me,” she says. She was inspired to make a life change through her mother. “She lost her eleven-year battle with cancer when I was 20, and this deeply impacted me,” she says. “Our bodies have the amazing ability to heal themselves if we give it the right tools – physical and emotional.” When she’s not reading real estate books, she’s diving into wellness literature, always striving to improve both her physical and mental health.

From her entrepreneurial beginnings as a child to her real estate career and community involvement, Laura Jewett has built a legacy on connection, solutions, and impact. With a heart full of passion and a mindset focused on making a difference, Laura is not just a successful businesswoman—she’s a true inspiration to everyone around her. Whether she’s hosting a charity event, solving a real estate puzzle, or spending quality time with her family, Laura is living proof that when you follow your passion and stay true to your values, you can make an extraordinary difference in the world.



"I PRIDE MYSELF ON BEING SOLUTION-BASED. I CAN ANTICIPATE ISSUES BEFORE THEY ARISE AND WORK WITH AGENTS ON THE OTHER SIDE TO KEEP DEALS TOGETHER AND CLIENTS HAPPY."



# MICHELLE MATTHEW

## FROM ZEN TO SOLD

WRITTEN BY  
ELIZABETH MCCABE

PHOTOGRAPHY BY  
GRAFOBOX MEDIA

**“I’m a little bit of an adrenaline junkie. There’s a thrill in real estate—the highs, the lows. Some days I want to throw in the towel, other days, I absolutely love it!”—Michelle Matthew, Jason Mitchell Group**

In the sun-drenched heart of Phoenix, where desert landscapes meet bustling city life, Michelle Matthew has found not only her calling but her sweet spot. A proud Phoenix native, Michelle has always needed the sun on her skin and the freedom to chart her own path. Today, she’s thriving in real estate with the Jason Mitchell Group, but her path to success has been anything but ordinary.

“I’ve lived in Phoenix my whole life,” Michelle shares. “I need the warmth. I need the sun. It’s in my soul.”

Before rising as a top producer, Michelle’s journey wove through diverse roles that all seem to echo the same theme: connection, care, and creativity. A certified speech therapist and yoga instructor for over a decade, Michelle has always been passionate about helping others find their voice—whether in the classroom, on the mat, or in the housing market.

“I started in real estate back in 2005,” she recalls. “My ex-husband’s parents were both brokers, and I began as a transaction coordinator while my kids were young. I even managed their real estate show on Cox—writing the blurbs and recording the voiceovers. It was such a fun, creative outlet, and it gave me the flexibility I needed as a young mom.”

But Michelle’s thirst for growth led her back to school. An aptitude test pointed her toward speech therapy, and by 2008, she was working full-time in the school district. She balanced her work with yoga teacher training in 2013, adding all varieties of yoga to her repertoire. She currently teaches Yin—a calming, meditative practice that focuses on long-held stretches and letting go. “Whether you’re 12, 48, or 68,” Michelle laughs, “we all need to stretch and unwind.” Michelle’s yoga roots continue to ground her approach to real estate. “You can

only control you,” she explains. “That’s where my yoga mindset comes into play. I try to treat every client the way I would want to be treated. It’s all about compassion, awareness, and rising to the occasion.”

In 2020, Michelle took a leap. Feeling the tug for something more fulfilling, she returned to real estate full-time. “The market was wild. I had to prove myself—and I did.”

Today, Michelle is thriving in a career that blends her adrenaline-loving spirit with a deep-rooted passion for helping others. “The more time I spend in this business, the more I realize you can’t

take things personally. You’ve got to know your audience, adapt, and lead with kindness.”

What’s next for Michelle? With encouragement from her husband Craig—“my biggest cheerleader”—she’s considering building her own team. “I love mentoring. I love teaching. People learn through stories. When you share your own, it sparks something in others. It’s never about telling someone what to do—it’s about inviting them into a story.”

Michelle’s own story includes raising two incredible sons—Connor, 24, who’s exploring cybersecurity in Tempe, and Riley, 23, a student at NAU in Flagstaff.



Now an empty nester, Michelle cherishes quality time with her family, hiking Arizona’s scenic trails, heading to the gym, playing games, and enjoying the occasional play at the theater.

And then there’s Craig—her rock. “Everyone needs a Craig,” she says with a smile. “He’s the most supportive person. When I got back into real estate, he was right there, 100 percent behind me. Seeing how dedicated he is to his own career in finance—and his creativity as a side musician—it inspires me.”

Whether she’s closing a deal, coaching clients through the homebuying process, leading a yoga flow, or enjoying game night with loved ones, Michelle Matthew leads with energy, empathy, and authenticity. She’s proof that it’s never too late to follow your passion—and that sometimes, the best life is the one you create on your own terms.



**“I’M A LITTLE BIT OF AN ADRENALINE JUNKIE. THERE’S A THRILL IN REAL ESTATE—THE HIGHS, THE LOWS. SOME DAYS I WANT TO THROW IN THE TOWEL, OTHER DAYS, I ABSOLUTELY LOVE IT!”  
– MICHELLE MATTHEW, JASON MITCHELL GROUP**



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# CODE BLUE PLUMBING

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WRITTEN BY ELIZABETH MCCABE  
PHOTOGRAPHY BY GRAFOBOX MEDIA





“If you stay true to who you are, people will learn to trust you. That trust builds strong relationships — AND THAT’S WHAT KEEPS OUR CUSTOMERS COMING BACK.”

**“Your integrity and honesty come through more than anything else.”**  
Steven Gruber, Code Blue Plumbing

In an industry where trust is everything, Code Blue Plumbing has made a name for itself by doing things the right way — every single time.

Meet Steven Gruber, a licensed plumber with a decade of hands-on experience and a passion for solving problems. He’s not just the friendly face behind Code Blue Plumbing in Phoenix and the East Valley — he’s also the driving force behind its commitment to top-notch customer service, fast response times, and rock-solid integrity.

“I started as a technician 10 years ago,” Steven shares. “I worked my way up through supervision and now into a

managerial role. It’s a family business, and we hold onto those values in everything we do.”

And it shows. With just a small team — Steven and one other technician — they’ve managed to cover a large metro area with efficiency, dedication, and a personal touch that’s increasingly rare in today’s fast-paced world.

Code Blue Plumbing offers a full suite of residential and commercial plumbing services — from hose bib replacements to whole-house repipes, trenchless pipe repairs, water softeners, reverse osmosis systems, and hydro jetting. Whether it’s a stubborn clog or a complex sewer line replacement, they’ve got it covered.

“We don’t do HVAC, but if it’s plumbing-related, we handle it — and we handle

it well,” Steven says with a smile. “We even do gas work, water heaters, and BINSR reports for real estate sales.”

That last point is particularly important: *Code Blue specializes in working with REALTORS®*, offering flexible scheduling six days a week (closed Sundays) and even providing specific rates on sewer inspections for agents. Their quick turnaround and virtual estimates save everyone time — a major bonus in a market where time is money.

Why choose Code Blue? The choice is obvious. Code Blue offers 24-hour emergency service for when the unexpected hits. They provide free estimates and flat-rate, upfront pricing, so there are never any surprises. Their locally owned and operated team is known for very fast response times, and they make scheduling easy with online appointment requests. Whether it’s residential or commercial plumbing, Code Blue delivers reliable, quality service backed by honesty and professionalism.

#### Plumbing with Purpose

Steven’s love for plumbing runs deep — all the way back to his childhood, when he’d tag along with his dad (a plumber for over 25 years) on weekend service calls.

“Even as a kid, I loved helping out,” he recalls. “I grew up working on cars and plumbing, and I’ve always enjoyed creating something, fixing a problem, and taking pride in a job well done.”

It’s this hands-on, problem-solving mindset that sets Code Blue apart. Whether coordinating a repair to fit into a client’s hectic schedule or getting to the root of a tough issue, Steven thrives on the challenge. “It’s rewarding to make everything click,” he says.

For Steven and the Code Blue team, integrity isn’t just a buzzword — it’s the cornerstone of their business.

“Hold on to your core values,” Steven advises. “If you stay true to who you are, people will learn to trust you. That trust

builds strong relationships — and that’s what keeps our customers coming back.”

It’s a philosophy that’s proven itself time and time again, from Tucson to Phoenix. Originally founded in 2012 by the previous owner (who had a medical background — hence the name *Code Blue*), the company has grown with a loyal client base and glowing customer reviews.

When he’s not knee-deep in plumbing solutions, Steven enjoys soaking up Arizona’s natural beauty. Whether it’s hiking, golfing, or lake days with his family, he knows how to strike a work-life balance. A proud family guy, Steven often travels to Tucson to spend time with his loved ones — especially his twin nephews.

“I love spending time with family, getting outside, and traveling when I can,” he says.

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