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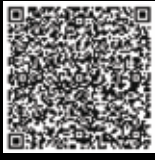


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2024

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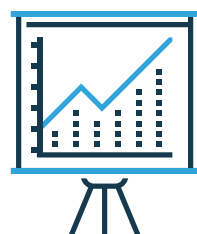
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AVERAGE TRANSACTIONS PER AGENT



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Heather GROOM

FINDING BALANCE: How Goal- Setting Became Heather Groom's Ticket To Success

WRITTEN BY KENDRA
WOODWARD
PHOTOGRAPHY BY
MARISSA MCCUTCHAN

Heather Groom wasn't the kind of person who sat back and waited for life to happen to her—she chased down opportunity, negotiated with it, and made it work in her favor. From the moment she started delivering newspapers at eight years old, she understood that success wasn't given; it was earned. Whether it was selling the most books in her class to win a prize, babysitting to afford things on her own, or building multiple businesses from the ground up, Heather always found a way to carve her own path.

After leading an incredibly work-centric childhood in Mesa, Heather graduated from Brigham Young University and served an LDS mission in Venezuela, all with the interest of becoming a Spanish teacher. But life had other plans. Her father, an engineer-turned-broker, introduced her to real estate early on and it lingered in the background of her life for many years. As a child, she recalls flipping through MLS magazines and quizzing her dad on property values, often joking that she was the only eight-year-old in the state beginning to participate in open houses on Saturdays.

Yet as an adult, Heather ended up building and growing a market research company over the course of her first career. In 2013, despite the numerous high-profile research projects she had serviced for several *Fortune* 500 companies, Heather shifted gears. She and her husband, Brent, began investing in real estate while also growing their furniture and interior design company.

After having obtained her real estate license to assist with the sale of their first home, Heather came to the realization that while she was already solving problems through her market research business, she realized how impactful real estate could be within that sphere. “That’s when I made this mental switch to ‘How many people can I help’ and ‘What can I do to help them?’” Heather admits. “That’s when business started really flowing.”

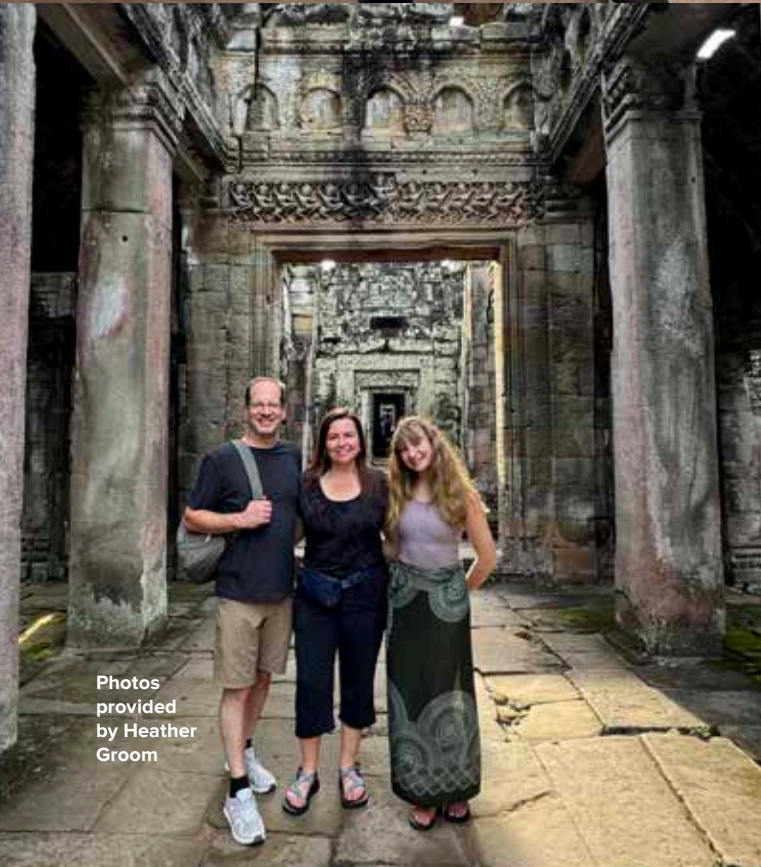
This epiphany placed real estate as more than just an investment, too—instead, it became a way to change people’s lives in a more impactful way. “I remind myself of that everyday...that I get the opportunity to be a

part of changing people’s lives for the better,” Heather admits, recalling an elderly retired couple she helped early on. With Heather’s guidance, they walked away with a life-changing amount of money and cried tears of joy, thanking her for placing them in a much better position than they had anticipated they were going to end up in.

In 2023, six years after obtaining her license, Heather ranked among the Top 100 real estate agents in the state for luxury properties and overall production, and by 2024, she had climbed to #12. She’s been part of Gary Keller’s National Top 100 Agent Group for Keller Williams International for the past three years, and alongside a powerhouse support team, she’s become known for her ability to find off-market properties, negotiate top-tier deals, and for crafting smart investment opportunities for her clientele.

Heather is the kind of agent who sees opportunities where others see roadblocks. For instance, when her husband was laid off after nearly 20 years working for the same tech company—just after they closed on a new house, she didn’t panic...she doubled down! She set a bold goal for 2024 to hit \$1M dollars in commissions within a year, and she did it! “Life happens, and in real estate, we have an opportunity to panic, but when we go into that scarcity mindset, it hinders us. We have to believe the universe will help us out! When I changed my mindset, the universe helped me make that a reality. So, you need to set life goals and business goals. For me, that was a big pivotal moment in my career.”

With a heart for helping others, Heather dedicates much of her free time to serving her community through positions on the Utah State Board of Education, former president of the Utah Federation of Republican Women, as a board member of the National Federation of Republican Women, former deputy campaign manager for Governor Gary Herbert and Lieutenant Governor Spencer Cox, former judge and division chair for Best of State Utah, and she maintains her involvement with legislative efforts that impact real estate and women’s advocacy. She currently serves as a member of the Board of Trustees for Snow College (as appointed by Governor Cox), and



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my life goals is just as
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Photos
provided
by Heather
Groom



“
I remind myself
of that everyday...

that I get the
opportunity to be a part
of changing people's
lives for the better.”

as an ambassador for the Utah Women in
Leadership Project.

At home, Heather and Brent are embracing
their empty-nester chapter with excitement.
With their three grown kids now following
their own paths, they're making the most
of kid-free time by traveling, attending
concerts, and exploring local restaurants.
Joking that they finally have the time and
money to do fun things together, they're
checking items off their to-do list like
traveling to all seven continents (with only
Antarctica left to explore) and having visited
40 countries already.

Heather is also mindful about balance and
prioritizing her health alongside her booming
business, focusing on gratitude for each
and every day, infusing that energy into the
universe itself. "Real estate agents tend to
forget to focus on themselves, but meeting
my life goals is just as important as helping
my clients meet theirs," she reveals. Whether
she's focusing on maintaining her personal
connections with her clients and engaging in
their own milestones via social media, or by
helping others through her involvement with
her community, Heather is living proof that
success isn't about luck...it's about mindset
and hard work. With every deal closed, every
client served, and every new goal set, she's
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for herself, but for everyone around her.



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Why Speed and Solutions Are The Focus At **Fairway Home Mortgage**

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY PURPLE MOSS PHOTOGRAPHY

Nick Smith didn't always have a clear vision for where life would take him, but he knew early on that he wanted to do something meaningful...something that would help others while also providing stability for his family. At age 14, Nick was admittedly on a path that could have led him in the wrong direction — he was getting into trouble, running with the wrong crowd, and giving his parents more than their fair share of headaches.

But something clicked when he realized that the people around him weren't leading him in a positive direction, so he made the conscious decision to change his trajectory. He shifted his focus, started playing sports, and surrounded himself with positive influences and structures. That choice essentially altered the course of Nick's life, setting him on a path that would later define his success in the mortgage industry.

Early on, Nick admits a lot of his work ethic was deeply influenced by his mother and by being the eldest child. "My mom had a big impact on working hard and sacrificing whatever she needed to do to give us the best life she could," he says. So when it came time to find a job while in high school, Nick was already thinking more maturely than other kids his age, and at age 16, he took a job at a mortgage company, answering phone calls and filtering leads.

When the company realized Nick's potential, they paid for his licensing classes, which he completed the week after his 17th birthday. Not realizing he couldn't take his final exam until he turned 18, he had to wait until his birthday. Fortunately, he passed the test on his first attempt, preventing the need to retake all the courses. While his journey entering into the mortgage world

was a bit unconventional, it gave Nick a unique advantage on his counterparts and by the time he was licensed, he had already spent two years absorbing knowledge, observing top loan officers, and learning what made them successful.

As his career had just started getting off the ground, the housing crisis and Great Recession came barreling through, hitting the real estate industry hard. But while this experience may have discouraged many professionals within the industry, Nick admits he learned some extremely valuable lessons throughout that time - like learning how to process his own loans, which allowed him to work more efficiently and close deals faster.

The hands-on approach and quick-thinking characteristics he garnered during this time eventually became Nick's trademark, and the cornerstone of his success. Even now, as the leader of The Nick Smith Team at Fairway Home Mortgage, he's willing to jump in at any stage of the loan process with faith that he can resolve any problems with ease and efficiency - no surprises, no delays, just solutions.

"We are able to provide an experience where the client does not have any surprises. We're very thorough upfront, we ensure our clients know what to expect and know how the process works. That ensures the loan closes faster, with conventional loans averaging a 12-day closing last year." Speed, problem solving, and leaving the client with zero surprises is what makes the team at Fairway Mortgage a crucial partner for real estate agents to have on their side.

Beyond his efficiency and need to keep things moving smoothly, Nick has proven time and time again that he has

an eye for innovation. Including a new initiative that focuses on helping his clients who are working hard but may not have the proper documentation to show for their efforts. One of the products he uses to resolve this situation allows self-employed individuals to qualify for a mortgage using their 1099 income instead of tax returns, while other DSCR loan programs help qualify clients based solely on their rental property income. These services and products have become a game-changer for professionals in industries like pest control sales, where large write-offs can make traditional loan approvals difficult.

Outside of work, Nick's life revolves around his family, most of whom have moved to the area as well. The Monterey-born Californian moved to Utah at age six with his mother, and grandparents. Together, Nick and his wife, Ashlie, have two children, Ruger and Charlie, and their Draper home is nothing short of lively. With two dogs, four goats, and 23 chickens, they've built a little hobby farm, complete with a massive garden. They enjoy camping and traveling the country for Ruger's wheelchair-basketball league, and in his free time he enjoys golfing, fishing, and tending to daily chores around the farm.

Looking ahead, Nick's goals are simple...he wants to help as many clients as possible, but not at the expense of quality service. "I want them to feel like they are my only client," he prides. "Just being able to create a path for them to either get into their first home, dream home, or to be able to create wealth with investment properties makes it all worth it."



"JUST BEING ABLE TO CREATE A PATH FOR THEM TO EITHER GET INTO THEIR FIRST HOME, DREAM HOME, OR TO BE ABLE TO CREATE WEALTH WITH INVESTMENT PROPERTIES MAKES IT ALL WORTH IT."



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Reverie and Aura homes offer an elevated lifestyle for homebuyers seeking comfort, community, and

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According to David Weekley Homes, what truly sets Terraine apart is its wide-open, built-for-adventure environment. With its distinctive “village-meets-camp” style, life at Terraine kicks into high gear the moment you arrive. Residents are just steps away from meandering trails, neighborhood orchards, elevated overlooks, sledding hills in winter, and a refreshing community pool called The Plunge — perfect for warm summer days.

At the heart of the neighborhood is The Shed, a unique on-site café, coffee shop, and outfitter that serves as a

vibrant social hub and gathering place. Terraine's neighborhood also includes community gardens, serene pavilions, and the charming Library Lantern, an inviting nook that invites connection through books and shared moments.

Families benefit from top-tier education within the Jordan School District, including a conveniently-located elementary school. With exceptional schools, lifestyle amenities, and beautifully crafted homes, Terraine is a place where belonging comes naturally.

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Caterina BIRD

Leaving the Noise Behind

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY LEXI RAE PHOTOGRAPHY

With every sale, every negotiation, and every relationship she nurtures, Caterina Bird is proving that you can create something beautiful from nothing. From a childhood in a small Moldovan village marked by hardship to building a thriving real estate career in the U.S., her journey is one of resilience, risk-taking, and relentless determination. “I know what it’s like to feel like the odds are stacked against you,” she says. “That’s why I put my heart into helping people take the next step toward a better future.”

As a child, poverty was the norm for Caterina, which meant clothes and school supplies were rare luxuries that were usually hand-me-downs from her cousins. So, at age 19, she took a leap of faith to change her future by obtaining a student visa to work in the United States for the summer. She faced the new venture head on despite not knowing a lick of English, having no job lined up, and barely \$400 to her name. Laughing, she recalls, “Back then, I had a sticky note with a few words I had memorized—it was my survival guide.”

The experience was terrifying, but looking back, Caterina admits she wouldn’t change a thing. “If I had to do it all over again, I absolutely would. It was the hardest, most terrifying, and most rewarding decision of my life.” She embraced each new challenge she faced, never once allowing fear to lead her. Upon returning to Moldova once her visa had expired, Caterina finished her finance degree but knew her journey was far from over. She returned back

to the U.S. once more, aiming to build a better life for herself and vowing to never put her children through the same scrutiny and poverty that she faced. “I work hard to give them opportunities I never had. I want to instill in them the same drive and determination that pushed me to succeed.”

As Caterina transitioned into her next chapter, she found that small town life working in Wendover, Nevada, was no longer the goal. And as she came to the realization that her marriage was headed in that same direction, she knew it was time to break ties and move on to exploring life as a single mother in Salt Lake City, where she was finally able to put her degree to good use with Wells Fargo. During this chapter of her life, Caterina found further inspiration through a friend of her mother’s, a woman who had built a successful real estate career in the U.S. despite speaking little English and having no connections, citing, “She was a big inspiration to me.”

With fresh motivation and a shining example of what her life could look like, Caterina dove into real estate, joined a team, and started working under a respected mentor who played a pivotal role in shaping her career. “He was an amazing mentor, and I owe him a tremendous amount of respect for everything he taught me.” After four and a half years, however, she knew it was time to take the next step once more and start her own team.

With more than 12 years of experience under her belt, Caterina has finally

found a career where she can thrive. With each challenge she faces and the unpredictability of each day, she thrives knowing she has found her place. With a deep pride for staying ahead of the curve, learning something new with each passing day, and transforming the lives of her clients, Caterina admits, “For me, real estate isn’t just about buying and selling homes; it’s about guiding people through some of the most pivotal moments in their lives. Whether it’s a first-time buyer who never thought homeownership was possible, a growing family searching for more space, or a seller moving on to their next chapter, I love being the person who helps make that transition smoother. I know what it’s like to start from scratch, to take risks, and to chase a better future. That’s why I pour my heart into every client’s journey—I want them to feel empowered, supported, and confident in their decisions.

“In an industry where most agents focus purely on transactions, I take a deeply personal, more strategic approach. With my background in finance, I help my clients see real estate not just as a home, but as a powerful wealth-building tool. My goal isn’t just to sell homes, but to empower my clients, whether they’re first-time buyers, investors, or families in transition. It’s about the people, their dreams, and their next chapter. I stay connected long after the deal is done, ensuring my clients always have a trusted advisor in their corner.”

Yet, beyond her professional successes, Caterina’s greatest pride is her family.





Alongside her husband, Weston, and their three kids, Daniel, Adelina, and Liam, their home is filled with laughter, good food, games, and even the occasional karaoke battle. And when the season allows it, the Bird family also enjoys skiing and golfing.

"After each child, I've felt a new fire ignite in me—a deeper drive to work harder, dream bigger, and create the best life possible for them," Caterina prides of her family. "No matter how busy life gets, we always make time to laugh, play, and just enjoy being together as a family."

Throughout her journey, Caterina has learned that success requires adaptability, smart decision-making skills, and surrounding yourself with the right people. "The most successful people aren't just the hardest workers; they're the ones who are willing to learn, take risks, and evolve," she shares. "The hardest moments in life are often the ones that shape us the most. Instead of letting challenges define me, I've learned to use them as fuel to create something meaningful—whether it's for my family, my business, or the women I want to help in the future. Every big risk I've taken, from moving to a new country and starting my own business to dreaming of building a safe house, has been terrifying. But I've learned that fear is just noise. The only way to know what's possible is to do it anyway."

“
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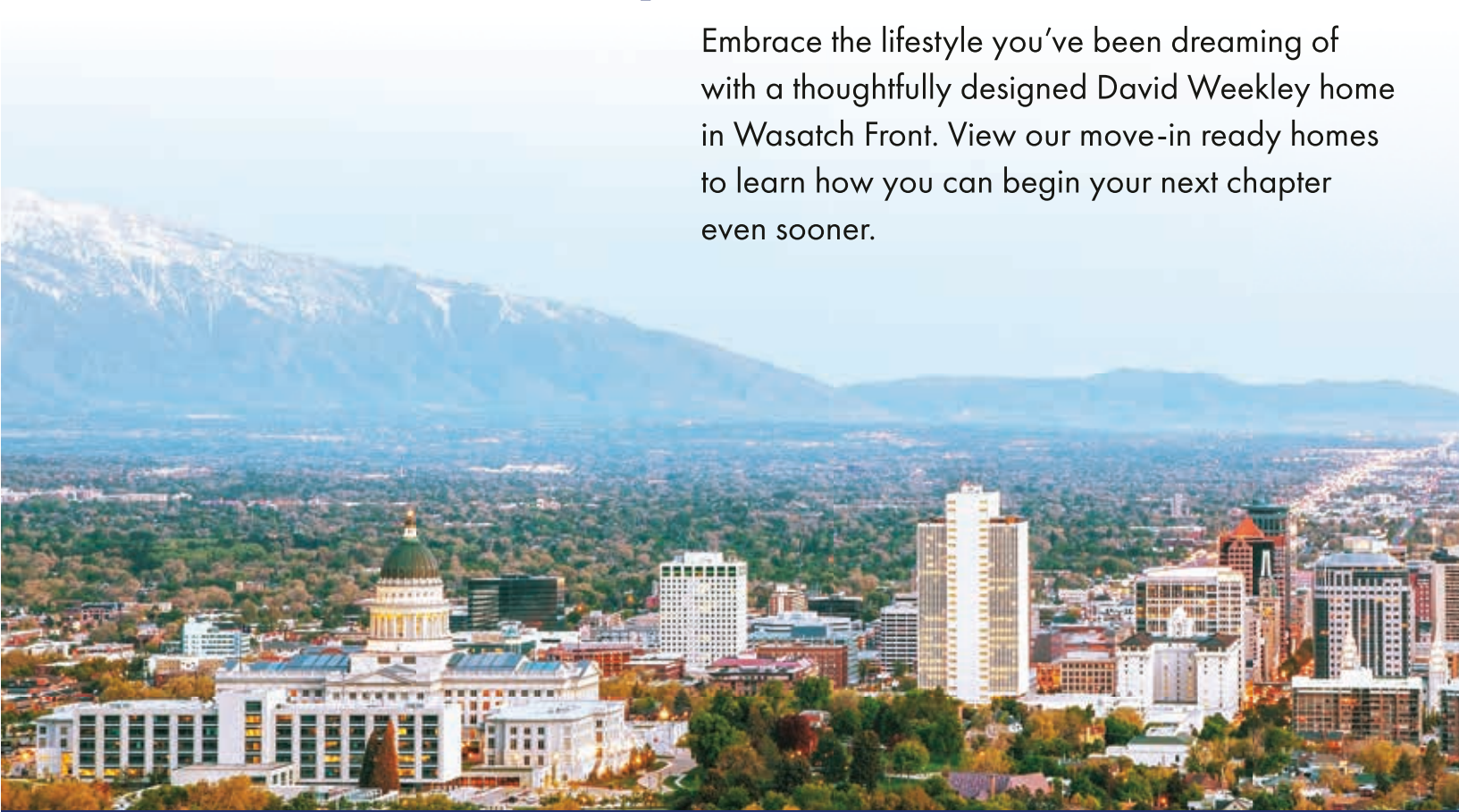
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SCOTT STEELE

MOVING YOU HOME

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY TIFFANY BURKE PHOTOGRAPHY

The first time Scott Steele thought he wanted to be an architect, he thought he had discovered the perfect career path. He went on to study architecture at the University of Utah, ready and working to build a future—literally. But something about it felt off. The work was rigid and creativity was limited; essentially, it wasn't the kind of “building” he envisioned. So, he pivoted. And it's that ability to shift gears, to chase fulfillment rather than comfort, that has shaped Scott's entire life since.

Born and raised in Salt Lake City, Scott's childhood was anything but predictable. With parents who gave him and his brother up to be raised by loving grandparents, Scott grew to age 10 before living again with his mother and stepfather. Just five short years later, his mother passed away, suddenly and unexpectedly. The paths set before him were placed there in order for him to walk them. Those paths have made him into who

he is today. If his shoulders and his spirit weren't broad enough to bear the burden, the path of pain and loss wouldn't have been placed before him.

Life was chaotic, uncertain, and full of challenges for young Scott, yet he didn't dwell on the hardship. Most people might think, “Oh, I'm so sorry,” but Scott learned an incredible amount of work ethic and resiliency from the experience, seeing his childhood not as a disadvantage but as the foundation for his relentless drive. After high school, Scott left Utah to serve a mission in Montevideo, Uruguay, for two years, picking up Spanish and Portuguese along the way. Upon returning home in 1999, he began attending Salt Lake Community College and transferred to the University of Utah shortly thereafter. Working his way through college led him to work and gain invaluable experience with a local new home builder and construction. But then, in 2008, the financial

crisis hit, and the industry collapsed. Scott had to adapt once again and shifted his career towards remodeling, renovating, and flipping homes...making the most of an uncertain time. And for years, Scott thrived in that space. But by 2020, another shake-up—the pandemic—pushed him to evolve once more!

Growing tired of managing subcontractors and feeling ready for a fresh new challenge, he decided to take the leap into real estate. “I wish I had started sooner,” Scott admits. “I absolutely love it.” But then again, timing is everything, and Scott believes he fell in love with real estate at the right time, which maybe wouldn't have been the case if he had jumped in earlier. “Real estate is hard in a very different way...it's mentally exhausting.”

With a bright perspective, Scott's approach to the industry is refreshingly simple—work hard, stay true to yourself, and help as many





**“I WISH I HAD
STARTED SOONER. I
ABSOLUTELY LOVE IT.”**

people as possible. Scott views real estate as having limitless potential. “There’s no ceiling on what you can do!” Unlike construction, where you’re limited by how much work your hands can do, real estate offers endless opportunities, and Scott thrives on the ability to serve people in his niche by guiding clients toward their dream outcome.

It’s that same mindset that has fueled Scott’s rapid success as he has built a thriving business and, in June of 2024, launched The Steele Group under Signature Real Estate Utah.

Starting a team wasn’t necessarily part of the plan,

but Scott admits the demand was undeniable. With his YouTube channel taking off and bringing in so many new clients, he explains how he couldn’t keep up with the demand while still providing the level of service he prides himself on. And because of that, what had initially begun as a hope and a dream quickly transformed Scott’s business, resulting in an average of a couple of new leads per day...most of which came from out of state!

Outside of work, Scott’s world revolves around his family. He and his wife, Lindsey, have two children, Ari (10) and Dylan (9), and a golden retriever named Cosmo. Three years ago,

they decided to homeschool their children, allowing for more flexibility and family time. In their free time, they love to travel (mostly to Southern California, where Lindsey is from) or Arizona for baseball spring training. Also, they make a point to catch as many Dodgers games as they can.

Scott is also working as an ambassador and “Chief Storyteller of Utah” to drive meaningful and everlasting action. One of his clients, who found him through YouTube and is considered one of the best sculptors in the world, he helped embark on the pursuit of the creation and installation of a new national monument

to be installed right here in his hometown of Salt Lake City, Utah. This ambitious and deeply meaningful pursuit is helping Scott get into rooms and make new connections that would otherwise not be possible.

Through every turn in his journey, Scott has never stopped evolving. From an uncertain childhood to a career path full of pivots, he has built a life that reflects resilience, adaptability, and a deep commitment to service. And through it all, one simple phrase has guided him: Find What Moves You.

Sam **FINDING HOME** NORMAN

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY KINSEY STUDIOS • PHOTOGRAPHED AT CITY POINT HOMES, PARADE WINNER

There's something about a full circle moment that makes life feel a little bit sweeter, and for Sam Norman, that journey only took about 42 years. Born in Draper, he spent his life moving from place to place—Mapleton, the Nevada desert, Alaska—before making his way back home to Utah. Now, not only does he live in Draper, the place he was born, but he's built his career around helping others put down roots in the very place that shaped him.



“
**YOU HAD TO
HAVE GRIT TO
SURVIVE.”**



Sam's childhood wasn't exactly conventional. In fact, it was far from it! Growing up on a farm at the very end of a 1.5-hour-long dirt road in the middle of the Nevada desert, Sam recalls how you only had heat if you tended the wood-burning stove and the water in the house freezing overnight. "You had to have grit to survive," he admits, recognizing how hard work wasn't optional in that setting—it was life.

So, most of Sam's days were spent hauling wood for the house, helping neighbors gather their own, and learning the value of perseverance. But it wasn't all work, as even in the isolation of the desert; he played basketball, tennis, baseball and ran cross-country with a graduating class of just seven students, with one there on foreign exchange. And it was those very experiences—both the struggle and the camaraderie—that shaped him into the person he is today.



After high school, Sam moved to Alaska for a couple of months and worked in construction before eventually making his way back to Utah and starting a career in sales. Eventually moving into new construction, Sam found his footing through the market crash of 2008. "Cutting his teeth" on negotiating short sales, flipping houses and learning how to invest in the rental market, he essentially learned the ins and outs of real estate from the ground up...literally.

During this time, Sam and his brother had built a business together, and despite the tough moments along the way, he admits he learned a lot from this experience and knowledge he gained first hand before becoming a full-fledged

agent. In the early days, after a couple of instances where he and his brother put everything on credit cards to finance a few deals that went south, Sam still had to figure out a way to make it work. That experience taught him resilience, and even when they started making a name for themselves, they were never willing to cut corners.

"We went all out," Sam prides of their properties that were always furnished with top-of-the-line appliances and materials. Their properties stood out—not just because they were nicer than expected, but because they refused to put their name on anything less than their best work. And it's that honesty for doing things the right way plus

their commitment to providing the best product that still defines Sam's approach in real estate to this day.

When his brother started City Point Homes, a high-end home building company, the two parted ways professionally, and Sam began focusing more on resale. For Sam, he described the chapter as a natural transition, and in 2024, he stepped into his role as a full-time real estate agent. Now, with more than two decades of experience under his belt, Sam admits the trick to growing in real estate is being willing to share your knowledge and learn from others. But the biggest keys to long term success are hustle, honesty and a willingness to think outside the box! Clients deserve nothing short of phenomenal representation, with unimpeachable character.

But for all the time he pours into his work, Sam admits his world revolves around his family. His wife, Makayla, is his partner in everything and he still beams about the helicopter proposal that started it all ten years ago. Without her being the woman she is, he couldn't be the man he was supposed to be. They're raising three kids together—Bentley, Mickey, and Riggs—with a fourth on the way in September, who will be named Mabel. Life is busy, but they make the most of every moment. Whether it's traveling and checking another state off their list (they've already checked off 37), having movie nights, or flying to Oklahoma to visit Makayla's family, they always prioritize time together. And when Sam does sneak in some personal time, you'll probably find him on the golf course or watching a UFC fight.

Looking ahead, Sam's goal is simple: to help as many clients as he can while making each one feel like they're his only focus. He wants to be the steady hand guiding them through one of the biggest decisions of their lives, ensuring his clients feel confident, supported, and heard. Because at the end of the day, that's what real estate is really about... finding the perfect home for your family to enjoy life in and then learning how to make money with it.

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