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COVER STORY
Trisha
Carroll

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2024 By The Numbers

Here’s What East Valley’s Top 500 Agents Sold...

13,043
Total Transactions

\$7,471,689,000
Sales Volume

\$14.95
Million
Average
Sales Volume
Per Agent

27
Average
Transactions
Per Agent

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What Is East Valley Real Producers?

Real Producers started in Indianapolis in 2015 and is now in over 130 markets across the nation and spreading rapidly.

Name a large city and we are there or will be soon! In every market, we take the top 500 agents, based on the MLS production, and we build an exclusive magazine around those agents.

We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication. We strive to inform and inspire the top-producing real estate agents in the local market and connect them socially.

The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: WHO RECEIVES EAST VALLEY Real Producers MAGAZINE?

The top 500 agents in The East Valley from the previous year. We pull the MLS numbers (by volume) from the previous year. Approximately 18,000 agents are licensed in this territory. We cut the list off at #500, and the distribution was born. The list will reset at the end of every year and will continue to be updated annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the Top 500 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email our publisher Erika Soto at Erika.soto@n2co.com with the subject line, "Nomination: (Name of Nominee)."

Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told

— perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to interview to write the article and for our photographers to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR® /TEAM TO BE FEATURED?

Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away!

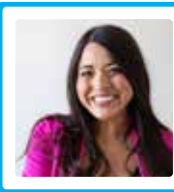
We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top agents has recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you know and want to recommend a local business that works with top REALTORS®, please email our owner to let us know at mike.maletich@n2co.com



Erika Soto
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Trisha Carroll

Adaptability & Ambition **The Keys to Real Estate**

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY DEVIN NICOLE PHOTOGRAPHY

From bidding on her first property at the young age of 22 to launching the brokerage AviewNew Realty Inc, Trisha Carroll has built a remarkable real estate career defined by resilience, resourcefulness, and a relentless drive to adapt. Through market crashes, industry shifts, and personal triumphs, she's not just survived, she's thrived, carving out her place in the dynamic and ever-changing field.

Born and raised in Chicago, Trisha grew up in a family that taught her the value of hard work, the power of independent thinking, and her very first lessons in real estate. Watching her parents turn their rental properties into a successful career, long before it was common practice, planted the seeds for Trisha's future in the industry.

After high school, the independent-thinker made a daring move... leaving Chicago behind for the sunny skies of Arizona. Drawn by the promise of new opportunities, and with the support of nearby grandparents, Trisha was determined to make it on her own. She acquired an apartment, enrolled at Mesa Community College for two years while she gained residency status, and later transferred to Arizona State University to pursue a degree in Residential Real Estate Development.

Graduating in 2011 however, during the aftermath of the Great Recession, Trisha found herself entering a housing market in disarray. Graduating with a degree that focused on

community planning and development, what was she to do? "I came in at a bad time, but I loved real estate and wanted to make it work," she prides. Undaunted by the challenging market, Trisha took a job with a company specializing in trustee sales foreclosures, where she quickly gained hands-on experience in buying distressed properties at auction. This new experience seamlessly tied into her collegiate studies and in no time she was bidding and buying properties at auction, then turning them around using her real estate license to resell them for profit.

It was during this time that Trisha made a big move and purchased her first property...for herself. Bidding on properties at the auction was second



**“It was
the most
terrifying
and most
exciting
moment
of my life.”**

“That’s when I knew real estate would be my career.”



nature at this point, but when it came to buying one for herself she admits, “It was the most terrifying and most exciting moment of my life.” Successfully navigating the process at such a young age, Trisha moved in and just six months later, purchased another one and starting her rental portfolio. “That’s when I knew real estate would be my career,” she beams, citing how she was proudly following in her parents footsteps.

Since earning her license in 2011, Trisha has seen the real estate industry evolve dramatically. From the recovery of the housing market to the rise of social media and digital marketing, she’s embraced every challenge, staying ahead by continuously honing her skills and adapting to new trends. “I think what keeps me intrigued is that you always have to keep adapting your skillset and using your strengths in whatever market you’re in.”

Now, with well over a decade of experience, Trisha continues to utilize her ability to adapt as her strongsuit. “Stay current with what’s going on in your local market and be willing to adapt to changes,” she advises. “That’s the best part of the job.” As well, networking has also played a key role in Trisha’s success over the years and it’s something she thinks is often overlooked by newer agents. She goes on to explain how networking with other agents gains you access to their



resources, and connections as well, which in the end is all a benefit to your clientele — and making their dreams come true is always the main goal.

After working as project management for the California-based investment company, Wedgewood Homes, Trisha jumped at the opportunity to obtain her brokerage license in 2022. Trisha launched AveNew Realty, with a small dedicated team of three. Trisha’s vision for AveNew Realty is to maintain a boutique-style atmosphere, where both clients and agents receive personalized attention and support.

Outside of her professional life, Trisha finds her greatest joy in her family. She and her husband, Brandon, have been married for 10 years and are raising two children, Cori and Duke, along with their dog, Rizzo, named after Chicago Cubs star Anthony Rizzo. In their free time, the family enjoys frequenting their cabin in the White Mountains and spending time riding UTVs and skiing at Sunrise Mountain.

Looking ahead, Trisha is focused on both personal and professional growth — hoping to expand her rental property portfolio while creating lasting memories with her kids before time slips away too quickly. Professionally, she envisions growing AveNew Realty with a few more agents, ensuring it remains intimate and client-focused.





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A NEW MENTALITY ON MORTGAGE LENDING

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY GILEAD HERNANDEZ, GRAFOBOX MEDIA

In an industry often seen as impersonal and driven solely by numbers, Mike Barnhart stands out as a mortgage lender with a heart. As the founder of Swift Mortgage LLC, Mike has gone beyond building a business...he's cultivating a community built on relationships and helping others succeed. His passion for creating a safe, welcoming environment for both his clients and employees alike is what is quickly growing Swift Mortgage as a trusted name in the real estate industry.

Born and raised in Tucson, Arizona, Mike's journey into mortgage lending wasn't a straightforward path. Influenced deeply by the work ethic and character of his single mother, who raised him and his two brothers, Mike developed a fierce determination and competitive streak. "I hate losing... to a fault," he admits, a mindset that has propelled him to continuously outperform himself and his competitors.

“
I hate
losing...
to a
fault.”



After attending Arizona State University, Mike began his professional career as the Director of Sales and Marketing for hotels like Hilton and Holiday Inn. It was a demanding role that prepared him well for the constant hustle of the mortgage industry and also gave him an advantage in communication and building relationships. With no real set schedule or time off, Mike references how his “weekends were just like weekdays” and that he became comfortable with the chaotic schedule closely resembling that of a real estate agent’s.

In 2005, Mike moved out to Northern California to fill the role of Account Executive for a wholesale mortgage company that a family friend was operating. Mentored by industry veterans Rodney Shelton and James Higher, these formative years gave Mike a deep understanding of the business and inspired his future vision. When the financial crash of 2008 temporarily diverted Mike’s path however, after the collapse of the subprime mortgage market, he moved back to Arizona and co-

owned an IT company with his brother that they ran for a few years before selling it.

Looking at what he wanted to do with his career, Mike opted back into the mortgage industry and after a few years of working for other lenders, he decided to take a leap of faith. In 2021, he founded Swift Mortgage with a clear purpose: to provide better interest rates and exceptional service, while fostering a workplace where employees could thrive.

“At Swift Mortgage, we are more of a client and employee-first style company,” Mike explains. “We treat every one of our clients like they are family to us, because we’ve been on the other end in their position.” With 44 loan officers and ambitious plans to grow to 100 by the close of 2025, Swift Mortgage has become a beacon of trust and care in the industry. “Our aim is to create an amazing environment for our employees, from the systems and processes we have, to the people we hire.

I’ve turned away top producers simply because they weren’t a good fit for our family... because keeping our peace is top priority.”



“
Watching my team grow
and reach their goals is
what motivates me.”

Maintaining an environment that aligns with Swift Mortgage’s values ensures they are cultivating and curating a team atmosphere where everyone feels valued, supported, and motivated to succeed. In turn, the pride the team takes in their job is shared with their clients through their passion for providing them with top-notch service and care. Recognizing that many clients aren’t familiar with the day-to-day mortgage industry jargon that the team is so comfortable in using, Mike has prioritized simplifying their processes and implementing more educational tools for their clients — constant innovation and improvement being the way of life at Swift Mortgage.

At home, Mike and his wife, Tonja, have three children: Blake, who works with him as a loan officer; Seth, an engineering student at Arizona State; and Emma, a high

school senior. The Barnhart family shares a love of outdoor adventures, from wakesurfing and wakeboarding on their boat in the summer to snowboarding trips in the winter. Even their rescue dog, Suki, is a cherished part of the family — and somewhat of a social media star, thanks to her foster mom creating an online following. “She has more followers than all his family members combined,” Mike laughs. He also supports various charities focused on helping veterans, animals, and children, often partnering with organizations like the Boys & Girls Club and Everyday Heroes and Hounds.

After nearly two decades of experience in the mortgage industry, it’s very obvious there are two things that keep Mike engaged and passionate within his work: his clients and his team. “Helping first time homebuyers and watching my clients move into their next dream home is something that never gets old,” he shares. “But watching my team grow and reach their goals — no matter if it’s with their family, their home, or a financial goal — is what motivates me.” In a world where numbers often overshadow names, Swift Mortgage is proving that a personal touch can make all the difference.



Jessica KEIGLEY

Leading in Real Estate With

Kindness and Love

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY GILEAD HERNANDEZ, GRAFOBOX MEDIA

For Jessica Keigley, leading Keigley & Co. Real Estate Team at Keller Williams Integrity First Realty is a way of life...defined by love, family, and an unwavering commitment to helping others. From her humble beginnings in the corporate world to becoming a millionaire real estate agent in her first full year in the industry, Jessica has consistently proven that passion and purpose go hand in hand.



“I AM DRIVEN TO PROVIDE VALUE TO ANYONE AND EVERYONE THAT I CROSS PATHS WITH.”

Jessica’s journey towards becoming a real estate agent all started when she began working her first job at age 15 with Fry’s Food Stores. Despite her desire and dream to become an accountant — joking that she knew it was weird that someone could love math as much as she does — she climbed the ranks to eventually become a Category Manager in their corporate office, where she managed commodities for over 120 stores.

During this time Jessica was able to utilize her love of numbers while learning how to manage customers, obtaining invaluable communication skills, and discovering what successful goal planning looked like by utilizing sales and profit metrics. “Although we are self-employed as REALTORS®, we still have a boss in every client. I learned how to properly work with all types of personalities in the retail business and this has helped me in real estate as well,” Jessica explains.

After 15 fulfilling years with Frys Foods, Jessica knew her time was coming to an end, citing, “I knew I was worth more and did not want a ceiling on my income.” Inspired by her own recent experience as a homebuyer, Jessica

began taking real estate classes at night while juggling her already demanding 50+ hour workweek, explaining, “I stayed at my job until I hit my bonus and saved up cash to switch to self-employment.” With only six months left in 2019, Jessica managed to close on four homes and was extremely proud of herself, and by 2020, she had made the leap to practicing real estate full-time and quickly achieved Millionaire Agent status — a level of production she’s maintained every year since.

Jessica’s tagline, “Helping clients obtain wealth through real estate”, isn’t just a marketing tool, it’s her mission. Finding profound fulfillment in guiding clients through life-changing milestones, she explains, “There are two things that drive me; seeing a buyer hold keys to their very first house — it’s a huge achievement, and should not be taken lightly — and seeing a first-time seller profit from their first purchase as this money can be life changing.”

And although she is very analytical in how she operates her business — meticulously managing her profits and losses to run the successful operation — it’s Jessica’s ability to connect with clients on a personal level that truly sets

her apart. Her clients enjoy that she’s just like them, she’s a stepmom, a dog lover, and an explorer. “I am driven to provide value to anyone and everyone that I cross paths with.”

As a stepmother to three children, Brooke (20), Andrew (19), and Benjamin (16), Jessica has embraced her new role with open arms alongside her husband, Tim, whom she met at Fry’s Food. “I remember meeting him for the first time and saying ‘who is that? I need him in my life’,” she laughs. In her free time, she enjoys cooking and even tried her hand at making homemade dog food for a while.

Despite the lack of free time most real estate agents have, Jessica ensures she always has enough time to volunteer at the Arizona Humane Society. “Our dogs are our life! They have such great personalities and if I could work with people that have dogs everyday...I’d do it!” When time allows, the entire family also enjoys traveling and learning about other cultures, with Jessica currently learning Spanish in order to open up more opportunities for their future travels.



Through her work, Jessica hopes to continue empowering her clients to build wealth and create a better future for themselves and their families. Whether it’s through her social media videos, her tireless commitment to customer service, or her community involvement, she strives to provide value and make a difference. “As Nike says...Just Do It! Fear should drive you,” she says. “If you are scared about something, do it and you will be driven to it next time. Have the belief in yourself. I know you can do it!”

For Jessica real estate has become an endless opportunity to help others in ways she never imagined possible. Whether she’s focused on understanding her clients and helping them buy their dream home, informing anyone who will listen about the amazing benefits of owning a home, or posting videos on her social media to educate her followers on real estate...Jessica is always willing to lead with her heart.

...and maybe, just maybe, one day she’ll bring her “secret” dream to light — buying acres of farm land to raise hundreds of dachshunds. “One can dream, right?”

FROM VISION TO VICTORY

Leading with Grit and Strategy in the Ever-Changing Phoenix Real Estate Market

WRITTEN BY: BRANDY BERRY



Phoenix isn't just a city; it's a statement. It is a testament to bold vision, determination, and the belief that the impossible is always within reach. From its breathtaking growth to its status as a hub for innovation, Phoenix embodies what's possible when big dreams meet fierce execution. In real estate, those same principles guide us every day.

As the General Manager for Keller Williams Realty Phoenix, East Valley, and Integrity First Realty, I've had the privilege of leading alongside some of the most driven and talented agents in the Valley. Across our Scottsdale, Tempe, and Gilbert locations, we're not just selling houses — we're helping families plant roots, build wealth, and achieve their dreams. Thriving in this market takes more than drive. It takes strategy, focus, and grit.

Phoenix's real estate market moves fast — population growth, new construction, and evolving buyer demands keep us on our toes. The key to navigating it all? Clarity of vision. As leaders, we cut through the noise and focus on what truly moves the needle: consistent activity and continuous improvement. Markets shift — interest rates rise, inventory tightens, trends evolve — but one constant remains: the agents who show up and put in the work will win.

At our market centers, we don't just react to change; we drive it. Whether helping agents close their first deal or guiding seasoned professionals through market shifts, we

celebrate wins, big and small. Momentum fuels success, and recognizing achievements — whether it's a record-breaking month or personal growth — keeps our teams motivated and inspired. Positivity breeds productivity, and we cultivate that energy daily.

But success doesn't stop at celebration. It's about equipping agents with the tools, training, and knowledge they need to thrive. We lean into innovation — mastering cutting-edge technology, staying ahead of legal updates, and understanding the nuances of Phoenix's unique market. Scottsdale's luxury appeal, Tempe's urban vibrance, and Gilbert's family-friendly charm each require tailored approaches. Our agents are equipped to deliver exceptional service, no matter the niche. Vision without execution is just a daydream. That's why we set bold goals and follow through with action. In 2024, we helped over 4,100 families buy, sell, or invest in real estate. Numbers like that don't happen by accident — they're the result of daily, measurable steps. Every training session, strategy meeting, and coaching call brings us closer to our goals. Those small, consistent actions lead to extraordinary results.

Leadership in real estate isn't about having all the answers. It's about asking the right questions, taking decisive action, and empowering your team to succeed. Here in the Valley, we're not just navigating one of the most exciting real estate markets in the country — we're leading it. Vision is our compass, execution is our map, and together, we're charting a path to limitless success.

Here's to bold visions, bigger results, and thriving in this wild and wonderful world of real estate!



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MELISSA CARPENTER

LEADING WITH
Kindness

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY GILEAD HERNANDEZ,
GRAFOBOX MEDIA

Melissa Carpenter has built a career rooted in the principle of reciprocity — “It has had a profound impact on both my personal life and my business,” she explains. “Often, it’s the smallest contributions that can create the greatest impact. This is why I value prioritizing others above myself, serving has a way of coming full circle. It’s a principle that not only strengthens relationships but also creates lasting, meaningful connections.”

Born and raised in Lovington, New Mexico, Melissa grew up in the heart of the Permian Basin, a region synonymous with oil and gas production — her father, who worked as a pulling unit operator in the oil fields, had a career in the demanding and often dangerous field. Melissa recalls her parents being a major inspiration towards her work ethic and pursuit of entrepreneurship. Her father always encouraged her that if the opportunity ever arose, to be “her own boss”. Her mother’s career as a cosmetologist and owning her own



Beauty Shop was a real-life example that it was possible and that determination and building loyal and long-lasting relationships was the key!

“My parents were incredible examples of hard work, doing whatever it took to not only succeed but to navigate through life, and being grateful for opportunities that others might not have. They taught me to appreciate life, find joy in it, and value family above all else. They also showed me the importance of helping others selflessly, without expecting anything in return.”

Melissa and her husband, Chad, moved to Arizona in 1997 when Chad was drafted by the Arizona Cardinals. Settling in the desert area with their four children, they fell in love with the beauty and opportunities the state offered.

During the road of life, marriage, four children and an 8-5 job, Melissa's attention was drawn in a new direction when her and her husband began interviewing real estate agents for a possible upcoming move out of Arizona. “That experience opened my eyes to real estate as a realistic and rewarding profession — one I felt confident I could excel in and was eager to give a shot.” Even though they didn't end up moving, it was during this time that Melissa's career in real estate began to take shape.

Since obtaining her license in 2003, Melissa has dedicated her career to guiding her clients with honesty and integrity, just as her parents taught her. “My work is incredibly fulfilling because it allows me to put my experience and knowledge to use in a way that truly benefits my clients. I take great pride in representing them with honesty and integrity; ensuring they feel informed, protected, and confident throughout their real estate journey. It's deeply gratifying to know that I can guide them through such an important process, providing the expertise and support they need every step of the way.”

“THAT EXPERIENCE
OPENED MY EYES
TO REAL ESTATE
AS A REALISTIC
AND REWARDING
PROFESSION.”



Through continued education, a solution-oriented approach, an ability to adapt quickly, and a relentless pursuit for growth, Melissa stays ahead of trendy curves, maintaining a seamless experience for her clientele. In the end though, she admits, “You don't need to reinvent the wheel. The path to success has already been laid out by others, and it's easy to get distracted by the latest and greatest trends. The truth is, the basics worked then, they work now, and they'll always work. The real difference comes down to consistency.”

When she's not in the office dedicating her time to easing her clients through their real estate journey, Melissa enjoys giving back to her community and spending time with her family and friends. At home she takes pride in being a supportive wife to her husband who is teaching and shaping young minds as a Varsity football coach and teacher at Chandler High School, and spending time with her four kids and four grandchildren. Being on the sidelines as a supportive grandparent has been an incredible experience.

She finds fulfillment in activities like hiking, pickleball and volunteering for various organizations as needed at different times of the year. She is also a member of Off The Field — the official NFL wives association which is comprised solely of the wives and significant others of active and retired NFL players that are committed to promoting strength and support within their communities through philanthropic efforts.

Looking ahead, Melissa envisions building a team at some point, full of like-minded professionals who share her commitment to excellence and client care. “My goal as a REALTOR® is to create a dynamic and knowledgeable team that excels in providing exceptional service to buyers and sellers. This means staying ahead of industry trends, continually investing in education, and advocating for the rights of consumers.” Driven by passion for helping others and dedication to achieving the highest standards, Melissa is sure to bring this goal to fruition.



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An advertisement for AZ Flooring & Finishes. The top section features the company logo, 'AZ Flooring & FINISHES', in a stylized font with 'AZ' in large teal letters and 'Flooring' in a script font. Below the logo, the text 'EXPERTISE YOU CAN COUNT ON' is displayed, with 'COUNT ON' in a large, bold, teal font. The middle section shows two women standing in front of the store's glass entrance. The store's name is visible on the glass doors. The bottom section is a dark teal banner with white text providing the company's website, address, phone number, and social media icons. A QR code is located in the bottom right corner of the banner.

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