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MARCH 2025

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Partner Spotlight:  
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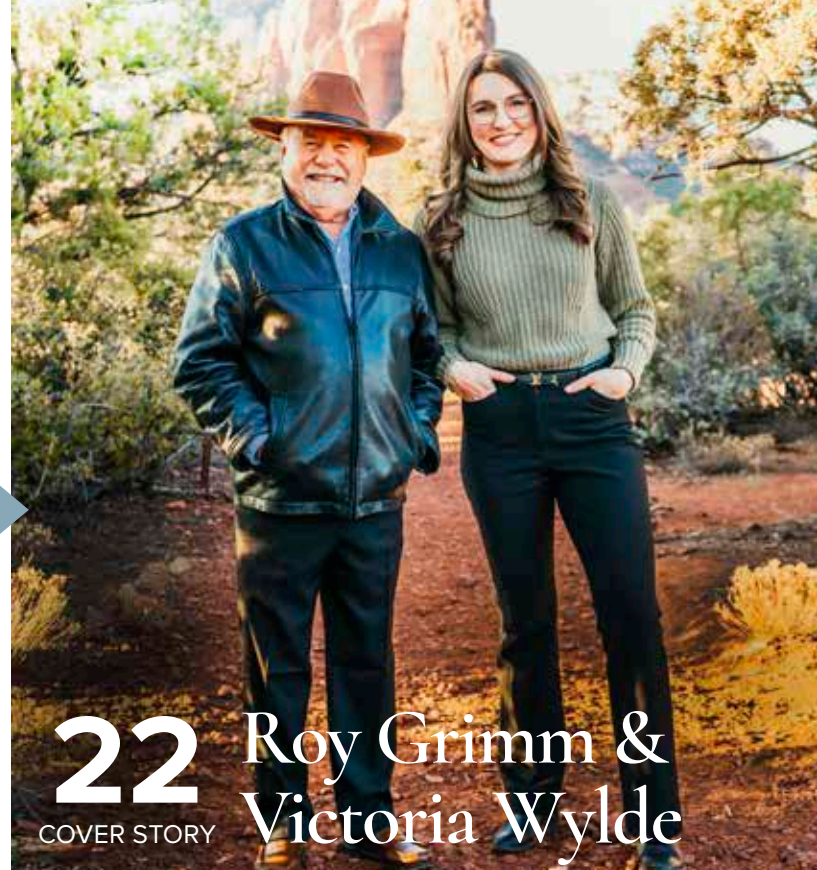
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**Kimberly Tocco**  
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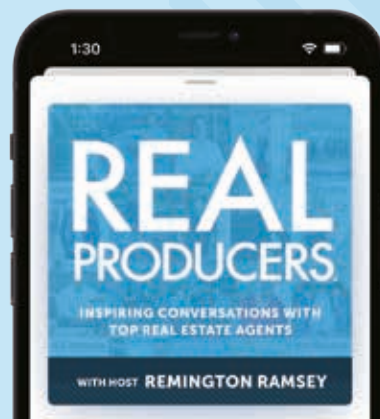
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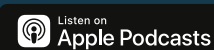
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# Golden Nuggets



**Roy Grimm**

*RE/MAX Sedona*

"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them" — John F. Kennedy



**Jacki Tait**

*Realty ONE Group*

"God works all things together for the good of those who love Him." — Romans 8:28



**Victoria Wylde**

*RE/MAX Sedona*

I try to live by the golden rule, "do unto others as you would have them do unto you."



**David Weiss**

*UNLlimited RE Arizona*

"The pessimist sees difficulty in every opportunity. The optimist sees opportunity in every difficulty." — Winston Churchill



**Laurie Walsh**

*Realty Executives*

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## FROM HOSPITALITY TO HOUSING

# How David Weiss Built a PROPERTY MANAGEMENT EMPIRE

PHOTOS BY KG PHOTOGRAPHY

David Weiss's journey from hospitality to property management is a masterclass in entrepreneurial adaptability. With a background in hospitality and years of experience as a bar and restaurant owner, David used his business acumen to carve out a successful career in real estate. Today, he runs property management companies in both Colorado and Arizona, managing over 370 properties and counting.

Here's how David transitioned industries, built a thriving business, and what makes his approach to property management stand out.

### Early Beginnings: Hospitality Roots and Real Estate Ventures

David moved to Denver in 1999 to pursue a degree in hospitality management, later earning his bachelor's degree in the field. Initially, he worked in restaurants and bars, eventually owning multiple successful establishments across the city.

However, his first foray into real estate came in 2005, when he purchased a property and used it as a rental. "At the time, I didn't realize how pivotal that decision would be," he says. "It was just an investment on the side while I focused on my hospitality career."

When the real estate market crashed in 2010, David saw an opportunity. Using profits from his thriving bar business, he invested in several rental properties in Denver. But as his personal life evolved — marriage, children, and the demands of family life — he realized the late nights of the bar business were no longer sustainable.

In 2014, he sold his bars and fully transitioned to real estate, founding his property management company in Denver. In just five years, the business grew to oversee 300 rental properties, proving David's instincts and business savvy were well-suited to the industry.

### Taking Business Remote: A Family Adventure on the Road

In 2019, David and his family made a bold decision to pack their lives



**“IT WAS AN EXPERIMENT IN BALANCING LIFE AND WORK,” HE RECALLS. “I LEARNED HOW TO LEAD MY TEAM AND RUN THE BUSINESS EFFICIENTLY WITHOUT BEING TIED TO A SPECIFIC LOCATION.”**



**Looking Ahead**  
With a track record of success and a clear vision for the future, David Weiss continues to redefine property management. Whether you’re a property owner looking for reliable management or an aspiring entrepreneur seeking inspiration, David’s journey offers valuable lessons in resilience, innovation, and community-focused leadership.

strive to ensure our practices align with Arizona state and federal regulations. We want to be a resource not just for our clients but for others in the industry seeking guidance.”

**Takeaways for Aspiring Property Managers**

For those looking to enter the field, David offers this advice:  
**Prioritize Communication:** “Always stay accessible and responsive. It’s what sets great property managers apart.”  
**Invest in Education:** “Join organizations like NARPM to stay informed and connected.”  
**Build Relationships:** “Your success hinges on trust—whether it’s with property owners, tenants, or your team.”  
**Stay Adaptable:** “The market is always changing. Being flexible and forward-thinking is essential.”



**Professional Development and Industry Leadership**  
David credits much of his success to his involvement with NARPM (National Association of Residential Property Managers). “It’s the largest property management association in the country, and the resources they provide are invaluable,” he shares.

Unlike the competitive nature of real estate sales, David finds NARPM fosters a sense of camaraderie. “Everyone in the organization is focused on elevating the industry as a whole. It’s an incredible community to be part of.”

**Balancing Work and Life**  
Outside of work, David is an outdoor enthusiast who enjoys skiing, mountain biking, and hiking. He’s also a dedicated family man, often attending his daughters’ track meets or traveling with them to new destinations. David also enjoys spending time with his wife, Terra, trying new restaurants, walking the dogs, and traveling to new places. One of his most formative experiences was the two years he spent traveling in an RV with his family. “It was a leap of faith that strengthened our bond and gave us a fresh perspective on life and business,” he says.



into an RV and travel the country. Over two years, they visited 47 states, experiencing the U.S. in a way few families ever do.

During this time, he managed his Denver-based property management business remotely. “It was an experiment in balancing life and work,” he recalls. “I learned how to lead my team and run the business efficiently without being tied to a specific location.”

After their travels, David and his family relocated to Flagstaff, Arizona, in 2021. There, he founded UNLimited RE, Residential Property Management, expanding his operations to serve northern Arizona.

**The Business Philosophy: Core Values and Community Focus**  
David attributes his success to a set of core values: communication, empathy, dependability, and transparency. These

principles guide how his team interacts with property owners and tenants alike.

“Communication is the cornerstone of our business,” he emphasizes. “One of the most common complaints about property managers is that they’re unresponsive. We aim to change that by being accessible, solving problems quickly, and maintaining clear lines of communication.”

David also sees his role as an educator, helping clients understand how real estate investments can generate long-term wealth. “We’re not just managing properties; we’re helping people achieve financial independence while ensuring tenants have quality housing.”

**Building a Team That Delivers**  
UNlimited Property Management operates across key locations in northern Arizona, including Flagstaff, Sedona, Prescott, and Lake Havasu.

David has assembled a team of licensed real estate agents who specialize in property management.

“Our team includes property managers, a leasing agent who also handles business development, and an office administrator,” David explains. “They’re all experienced professionals who are deeply committed to providing top-notch service to our clients.”

**Growth Goals: Scaling for the Future**  
Currently managing over 220 properties in Arizona, David has ambitious plans for growth. “In the next five years, we aim to manage 1,000 properties,” he says. “We want to be the go-to name in northern Arizona for property management, a trusted resource for real estate agents, and a leader in the industry.”

David also emphasizes the importance of compliance and education. “We

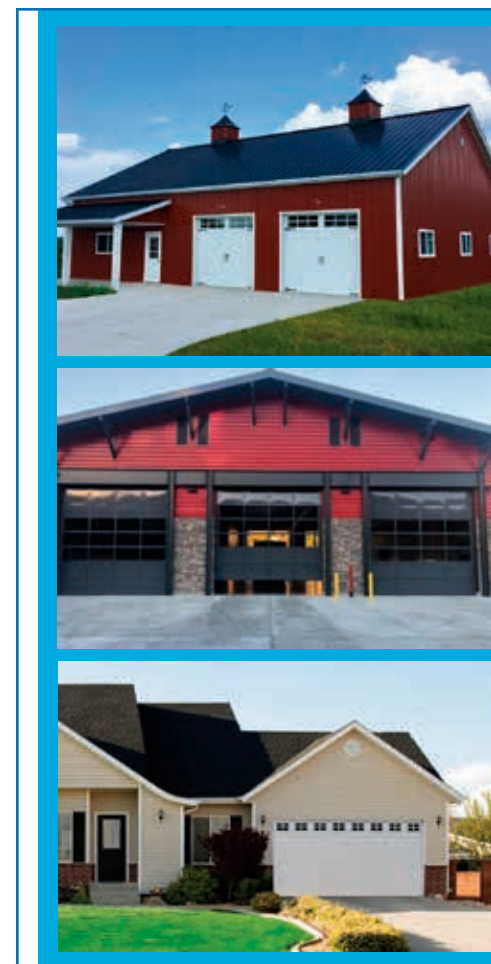
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ROY  
**Grimm**

**&**

VICTORIA  
**Wylde**

Dynamic  
Partnership

BY: MAGDALENA ROMANSKA

PHOTOS BY: KG PHOTOGRAPHY





**R**oy Grimm's alliance with Victoria and Cameron Wylde started in September of 2023 with Roy recognizing the two rising stars and reaching out to them. He felt that they largely complemented his own strengths, and he presented them with an idea of working together.

In May 2024, Roy committed to focusing on a considerably smaller number of special clients and referring most of his listing and buyer inquiries to Victoria and Cameron. They still do occasionally share extraordinary listings. The current dynamics can be described as a *limited partnership*, where the three REALTORS® team up on specific clients and projects, while maintaining their independence with others.

The partnership benefits from Roy's extensive network of clients and colleagues, as well as his vast professional experience as a REALTOR® and former Designated Broker, and as an educator. Victoria brings in her intelligence, work ethics, vision, decisiveness, directness, and leadership qualities. Because of Victoria's incisive and eloquent writing ability, Roy invited her to alternate authorship of his *Sedona Monthly Magazine* real estate column he has scribed for over 15 years. The widely read and relied-upon column has been a point of high visibility for Roy over the years. "Victoria's articulate quality of expression makes her one of the very few REALTORS® I would entrust with writing the column."

Roy feels that between all of that and Victoria's and Cameron's deep, direct knowledge of the vacation rental business, they are the only two whom he could truly trust to take his legacy into the future.



## **Roy Grimm**

*Helping People Find Their Way Home*

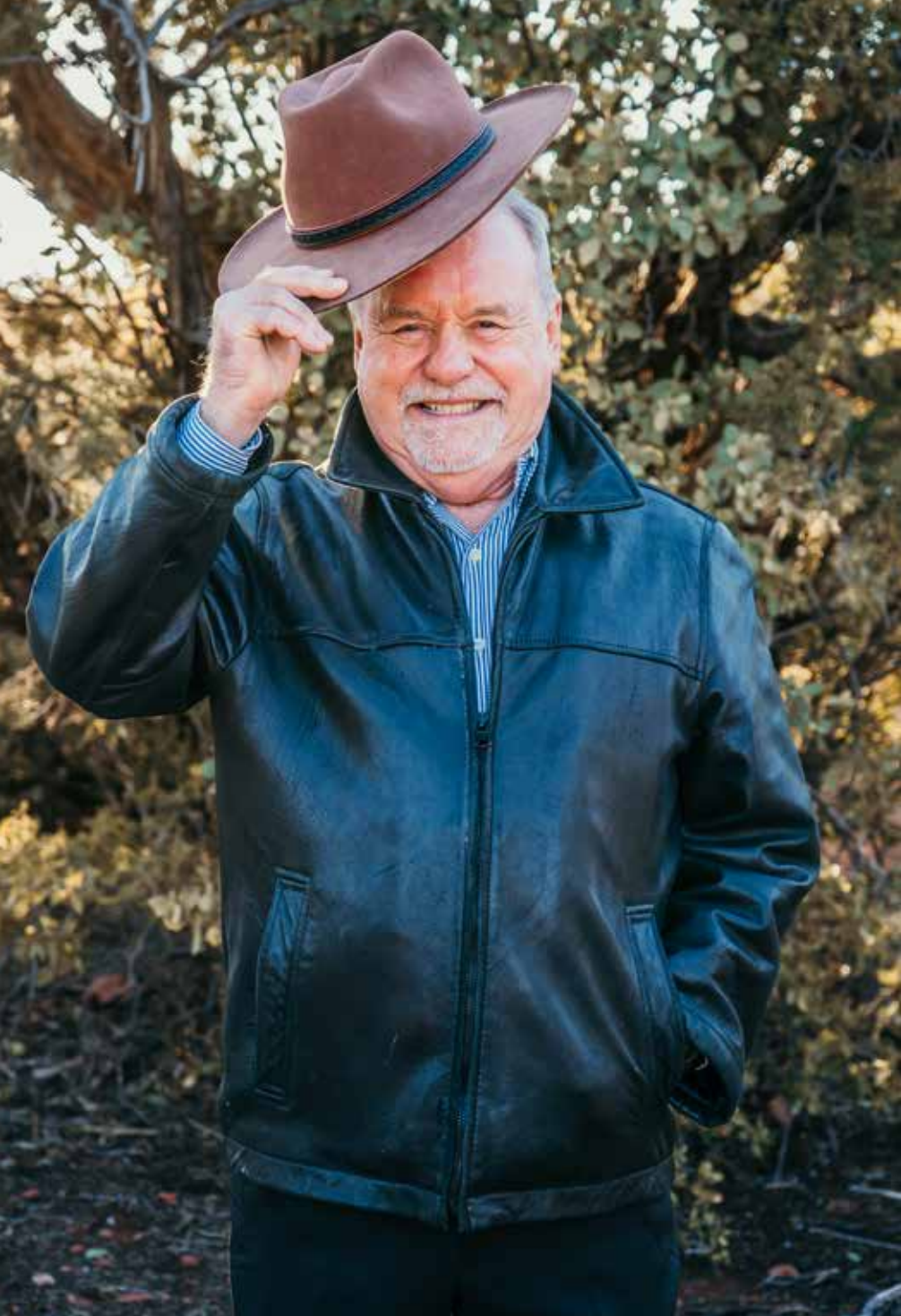
Ever a contrarian, Roy was born in Phoenix, but his family moved back to Upstate New York when he was a year old. He didn't see Arizona again until he was stationed in Yuma, thanks to the U.S. Marine Corps. Though he was not impressed with his native state at that point, he hadn't yet seen Sedona. When he finally did, in 1991, he knew that he had finally found his way home. But the journey took a while and included some interesting opportunities for personal and professional growth along the way.

While in grad school in 1968, his local Selective Service Board invited him to be a member of the U.S. Army. Instead, being the contrarian that he is and always striving for the best he can be, Roy chose Marine Corps' Officer Candidate School. Eventually, the young lieutenant was assigned to an anti-aircraft battalion. He graduated at the top of his class in high tech missile school, became an invaluable leader in his unit, and ultimately was made Commanding Officer of "A" Battery, 2nd LAAM Bn.

Roy credits the Marine Corps with developing his self-confidence and comfort level when dealing with people at all levels, from privates to generals. It helped him to learn not to be intimidated by responsibility, challenges, or other people. In his education and real estate careers he has enjoyed working successfully with major celebrities, senators, and captains of industry.

### **The VVS Connection**

Returning to civilian life, Roy completed his master's degree and took a job teaching history and being the Head Resident at a college prep boarding school in New York, eventually heading west to Colorado Springs. At the Colorado Springs School for 13 years, he taught history and economics, coached distance running and lacrosse, was the Head of the Boarding Department, and served as Academic Dean. With



the intent at teaching at the college level, he subsequently entered the doctoral program at the University of Colorado, earning a PhD in the History & Philosophy of Education 1991.

While interviewing for jobs at various universities, Roy decided to include The Verde Valley School — a highly respected international boarding school in Sedona — as a backup in case he didn't land a university professorship. Much to his surprise, he fell in love with the stunning beauty and profound spiritual qualities of Sedona as well as

the innovative program at VVS — whose pedagogic philosophy matched his own perfectly. Turning down several university positions, he signed on with the school and became its Headmaster.

### Sedona

It was the right choice and Roy has never looked back. He loves hiking in the National Forest and swimming with his pups in Oak Creek. He enjoys the diverse backgrounds of Sedona citizens who come from all over the world and from all walks of life. Beyond the inspiring natural splendor

of Sedona, Roy has over the years been involved with the Arizona Opera, Sedona Chamber Music, Canyon Moon Theater, Jazz on the Rocks, Verde Valley Sinfonietta, the Sedona Arts Center, and the Sedona Cultural Park. He's also fully committed to giving back to his community and the world through his activities in the Sedona Rotary Club and Rotary International.

### Real Estate as an Educative and Rewarding Process

After five gratifying years at Verde Valley School and a total of 25-years teaching everything from grade school to grad school, Roy retired from education and made the decision to remain in Sedona.

Not quite ready to retire entirely, Roy thought to try his hand at real estate. His mother had been a REALTOR®\* and he always had an interest in the field. He turned out to be good at it and enjoyed it. After 28 years, he's even better at it and enjoys it still.

Roy sees real estate as an educative process. For himself and his clients. "I think that my life as an educator has been instrumental in my success and happiness in real estate."

He observed right at the start that professional education was vital to maintaining his competitive edge as well as giving his clients the advantage of the best technology and a deep understanding of a very complex field of knowledge. Roy has been able to educate his clients about the market and negotiation strategies so that they can make strong, informed decisions. He sees himself as a counselor rather than a salesperson.

### Helping People Find Their Way Home

"There is something that is really fundamental about helping people with finding a home," he says.

"Helping people to fulfill their dreams and find their way home to Sedona" was rewarding enough for him to open his own exclusive Buyers' Brokers of Sedona real estate firm. He ran the



company for eight years until merging with Russ Lyon Sotheby's in 2009. "I enjoyed Exclusive Buyer Agency because it was really clear whose side we were on and established instant trust with our clients." For over fifteen years, Roy was #1 Buyer's Agent in the Sedona area.

Changes in the real estate field — like the advent of Zillow — eventually made working with buyers exclusively less tenable. In 2014, Roy teamed up with All-time Sedona Top Producer, Bruce Tobias, to gain expertise in listing properties. That turned out to be a major boost to his career. Roy was Sedona's #1 Overall Agent in 2017 and has maintained a presence among the elite of Sedona agents ever since.

"So now, I'm helping some people find their way home as well helping others to sell their properties so that they can afford another home someplace else."



Being one of the early leaders in Sedona luxury real estate, Roy soon earned the coveted *Certified Luxury Home Marketing Specialist* designation, was a founding member and past President of the *Sedona Luxury Real Estate Professionals (SLREP)*, and he is recognized by *Who's Who in Luxury Real Estate*.

### Personal Connections

For Roy, prioritizing his clients and their best interest is the most important aspect of his vocation. He wants to be remembered for making a positive difference in people's lives — both clients and colleagues.

He cannot stress enough the importance of building and nurturing personal and professional connections throughout his whole life. Connection with students was one of the favorite aspects of teaching for him. In real estate, many of his clients have become dear friends.

One of the assets which Roy consistently brings to the table is facilitating relationships. He believes that, in the world dominated by technology, "personal networks are still probably the most valuable thing" that he can provide.

"My main focus is putting my clients' interests above my own and serving their needs to the best of my ability."

### Passing The Torch

As of 2023, Roy has, progressively, teamed up with Victoria and



Cameron Wylde for much of his real estate business.

Roy shares how genuinely impressed he is with Victoria's and Cameron's work ethic, intelligence, business acumen, motivation, energy, and integrity. He feels comfortable passing much of his business on to them.

He does not believe that he will ever retire fully, however. With his wife Michelle, he wants to be able to travel more and enjoy their beach condo in Puerto Penasco, while still working remotely and back in Sedona.

The sea is the one thing which Arizona lacks and he misses, and he wants to "start riding off into the sunset a little bit." And, for a lifetime educator and mentor, there is nothing more comforting and satisfying than to know that a good deal of his big book of business is being passed to Cameron and Victoria, whom he describes as "brilliant new stars". He is grateful for that.

### Gratitude

Roy reflects how gratitude has become very important to him. "The key to happiness is gratitude." He does not only want to feel gratitude. He wants to live it.

Not surprisingly, one of his favorite quotes is by Napoleon Hill: "If you attain fame and fortune, and do not attain gratitude along with it, the chances are that you will not enjoy that fame or that fortune".

# Victoria Wylde

The Shooting Star

## Thanks to Mom

Victoria was born and raised in Gainesville, Florida, a charming college town in the south.

Victoria has always had an entrepreneurial edge to her and learned from both of her parents the value of hard work. In the summers during high school, Victoria was put to work at her dad's automotive repair center where she sold oil changes and tires. "I received no special treatment. To be put on company payroll, I had to pass a drug test every summer (to be covered by the company insurance) and was paid minimum wage, which I believe was \$7.25/hour at that time, and typically worked from 7:30 to 5:00." she explains. "I really didn't like that summer job, but it was a pivotal moment in my life as it really motivated me to take charge of my own destiny and carve my own path."

Victoria pursued two degrees from the University of Florida and holds a Bachelor's Degree in Plant Genetics and a Master's in Business (Science of Entrepreneurship). She worked various jobs during her studies, one of which was an assistant position to her mom, Nancy Turbyfill, who was a top real estate agent in Gainesville. "I helped my mom with all kinds of tasks like helping with open houses and driving her and clients around for showings. It was amazing watching and learning from my mom as I saw her in a totally different light. Her clients simply adored her and I saw the immense value she brought with her market knowledge, negotiation skills, and sincere care for helping people buy and sell homes. She made huge impacts on people's lives."

Victoria had had her first taste for real estate but wasn't quite ready to dive in head first. She first wanted to put her degrees to use, which she had spent years obtaining.

## Loading the Wagons West

She met Cameron Wylde, her future

28 • March 2025



husband, on a cycling team in college. He graduated with a degree in Mechanical Engineering, after which they moved to Fort Collins, CO, for his job. Being avid outdoors lovers, Victoria and Cameron had a deep desire to move west to the mountains. They discovered Sedona while searching for a venue to hold a small family wedding. They got married in 2018 against the backdrop of the red rocks, which is when Sedona captured their hearts.

## The Hemp Connection

While living in Colorado, Victoria started working for a hemp company

that focused on genetics for CBD production. Back in those times, it was an exciting and burgeoning industry with infinite potential. With her love of entrepreneurship and creativity, it was only natural that she created her own company, selling hemp genetics and seeds to farmers across the U.S. When COVID hit, the industry rapidly changed. "The phone suddenly stopped ringing for orders and all of our customers wanted out of their contracts. We had just crossed the seven-figure mark in our business and it all came toppling down, almost overnight. Coupled with supply chain



issues and oversupply, farmers couldn't make a profit anymore and we knew there was no coming back."

"We did some soul searching and ultimately decided to try and limp our company along to see if we could turn it around. We moved out of our rental house, bought a used Airstream, and travelled across the US while we worked remotely and visited some of our biggest customers in Oregon, Washington, and California," Victoria explains. However, Victoria and Cameron saw the writing on the wall and ultimately decided to close up shop. "This was a horrible and scary time for us. We had reinvested so much back into our business, for nothing," shares Victoria.

## Time to Invest!

Victoria began ravenously consuming books and podcasts about investing and financial freedom. "I was determined to put my life back on track and figure out how to recover from a failed business. *Rich Dad, Poor Dad*, by Robert Kiyosaki, was a life changing book for me, and brought me full circle back to real estate," shares Victoria.

Victoria's parents decided to move to Sedona in 2020 and Victoria and Cameron shortly followed. They used the gains from their hemp company to purchase a fixer upper with Victoria's parents and did most of the remodel work themselves. "I have laid flooring, built kitchens, framed walls... everything. Our goal was to turn this property into a rental and if that didn't work out, we figured we could sell it and at least break even, while gaining lots of great experience."

Victoria got her real estate license and Cameron, who also is a REALTOR®, started managing their rental, which became hyper-successful. Quickly, their friends started asking them if they could also manage their respective rental properties. Today, Cameron owns Wylde Vacation Rentals, a short-term rental management company, which is the highest rated management company on Airbnb in Sedona.

## In Your Corner

Victoria and Cameron currently own six doors (in Arizona and Florida) and are continuing to add properties to their personal portfolio. "I believe that real estate is the most powerful way to build wealth, and I love helping my clients not only achieve their lifestyle dreams but also financial goals," adds Victoria.

Victoria's real estate experience and knowledge bring tremendous value to her clients whether they are looking to purchase a luxury home in Sedona or an investment property. "I am a straight shooter and when I'm working with a client, I am in their corner 110%, determined to get the outcome they desire," adds Victoria. She stops at nothing to get the job done.

## Your Vibe Attracts Your Tribe

Victoria firmly believes that authenticity is key to both living a whole hearted life and working in business. "Your vibe attracts your tribe," she explains. Victoria actively pursues mindset and motivational work so she can be the best version of herself for her clients. "When I stepped into my power of being unapologetically *me*, my whole business shifted. I began attracting the most incredible people that wanted me to help them buy or sell a home in Sedona and work with me in real estate. I truly believe that when you put good into the world, you get good back."

"I am very humbled and proud of becoming a top agent in Sedona in a relatively short amount of time," shares Victoria. "I have worked very hard both to get to where I am today and am

so grateful for the incredible mentors and partners that I get to work with, including my mom Nancy Turbyfill, and my real estate partners Roy and Michelle Grimm. Working with Roy and Michelle has truly been life changing and I have learned so much from them. I am beyond excited to continue growing my business so I can help as many clients as possible."

## Fun Facts

Victoria lives, eats, and breathes real estate but when she isn't working, you will find her doing pottery at the Sedona Art Center or going for a hike. She is also a former world champion equestrian and likes to jump on a horse every now and then and hit the trails. Traveling is also a passion of hers as she has the goal to travel to every continent.





# Jacki Tait

PHOTOS BY KG PHOTOGRAPHY

Jacki Tait's journey into real estate wasn't a straight line — it was more like a vibrant tapestry woven from threads of life experiences, unexpected opportunities, and a relentless drive to find her purpose.

She began her story reflecting on her roots. "I started in college as a dance major with a concentration in choreography," she said with a laugh. "And then, as life often does, things changed. I began my professional life in sales and advertising, became a stay-

at-home mom for a season, and somewhere in between all that, I found myself drawn to real estate."

It wasn't the typical "I've always dreamed of selling homes" kind of origin story. In fact, Jacki admitted it all began with frustration. She and her ex-husband had been working with a REALTOR® to purchase an investment property, only to feel misunderstood and dissatisfied with the process. "We ended up buying a for-sale-by-owner property that was

completely trashed," she recalled. "We fixed it up ourselves — before YouTube or HGTV — and it was actually fun. We looked at each other and said, 'What if we did this again, but for real?'"

That spark of inspiration led Jacki to real estate school. She figured she'd get her license to manage their investments. But as she dove deeper into the industry, something unexpected happened: she fell in love with it. "I realized real estate is like

a puzzle. Every deal is different, and I love the challenge of putting it all together."

Over the years, Jacki built not just a career but a calling. She's a coach, mentor, and top-producing REALTOR® who leads with a purpose-driven mindset. "For me, the fulfillment comes from helping people move forward in life. Home isn't just four walls — it's where you live, find refuge, and dream. Whether it's a first-time buyer, someone selling to start a new chapter, or investors planning for their future, I get to be part of that process. That's the juice."

Her secret to success isn't complicated. "I show up as myself," she said confidently. "There's enough business for all of us. I'm not here to compete with other agents; I'm here to bring my unique approach to the table. Some people will resonate with me, and some won't — and that's okay."

Jacki also believes in the power of connection and collaboration. "Our team has a mindset of working together, not against anyone. Whether it's another agent, a buyer, or a seller, it's about creating a win-win situation. When we focus on purpose over profit, the dollars follow."

Her story is grounded in her faith and a deep appreciation for the winding road that brought her here. "My faith is everything to me. Romans 8:28 says, 'God works all things together for the good of those who love Him.' Every experience — the good, the bad, the

sideways — has shaped who I am. From moving across the country as a teenager to navigating divorce, remarriage, and blending families, it's all prepared

me to help my clients in a meaningful way."

Jacki's journey is a reminder that life doesn't have to follow a straight path to

lead to fulfillment. It's in the twists and turns, the challenges and triumphs, that we find our purpose. And for her, that purpose is clear: to bring expertise,







One of the pivotal pieces of wisdom she learned came from her husband and fellow REALTOR® Mark Tait, who once told her, “Release others of expectations.” It was a simple yet profound truth that changed the way she approached relationships. Jacki realized that most of the pain we feel comes from placing expectations on others and being let down. By letting go of those expectations and focusing on what she could control — her own actions and attitudes — she found freedom and joy.

and writing a book together was a transformative experience, but for Jacki, it was never about the spotlight. It was about using her story and voice to inspire others to thrive.

Her greatest achievements, however, aren't professional milestones. They are personal. Jacki raised two daughters and welcomed a third into her life like her own. “Being a mom is my greatest accomplishment,” she shared with pride. For Jacki, motherhood wasn't just about raising children;

it was about shaping a compassionate, resilient adults who would carry love and light into the world.

Looking ahead, Jacki envisions a future where her professional success allows her to focus even more on content creation, coaching, and inspiring others. But her ultimate goal remains the same: to be remembered as someone who loved deeply and served selflessly.

“If I can lay my head on the pillow at the end of the day and know I helped at least

one person, it's been a good day,” she said. That philosophy has guided her for years and will continue to shape the legacy she's building.

Jacki's story is one of hope and redemption, of choosing grace over bitterness and service over self-interest. It's a reminder that life isn't about us — it's about what we give to others. Through her example, Jacki shows us that the best way to leave a mark on the world is by pouring love into it.

“

**If I can lay my head on the pillow at the end of the day and know I helped at least one person, it's been a good day,”**



compassion, and creativity to every transaction, helping others build not just homes, but the lives they've dreamed of.

Jacki's life is a beautiful mosaic of struggles overcome, lessons learned, and a commitment to living with purpose. At the heart of her story is one constant: love. But love, she discovered, wasn't just about feeling — it was about serving, forgiving, and creating a meaningful life for others.

Born with a deep sense of creativity and community, Jacki's life revolved around using her gifts to connect with people. She had a

natural ability to entertain and uplift, whether it was hosting dinner parties, traveling with her husband, or creating videos for their YouTube channel, Empty Nester Life. Her creative spirit wasn't just a hobby — it's her way of pouring into others and reminding them of the beauty of life.

But Jacki's journey wasn't without its challenges. She experienced struggles like becoming a single mom, losing her home in the Great Recession, and getting down to her last four dollars at one point. She'd seen firsthand the devastation that unmet expectations could cause. Instead of letting bitterness take root, she chose grace.



# Maximizing the Spring Leasing Season

A Guide for Rental Property Owners and their Agents

BY DAVID WEISS



### Price Competitively.

With more competition during spring, set rental rates wisely. Research comparable properties to establish a fair market price. If feasible, consider incentives like a small discount or waived application fee to attract tenants. Remember, prolonged vacancies can offset any gains from higher rent rates.

### Market Aggressively.

Maximize visibility with a multi-channel marketing approach:

- Social Media: Share property highlights on Instagram and Facebook.
- Rental Platforms: List on Zillow, Apartments.com, and other popular sites.
- Local Advertising: Post ads in community spaces like cafes and gyms.

The goal is to reach as many potential tenants as possible.

### Offer Flexible Showings.

Accommodate busy tenant schedules by offering flexible showing times, including evenings and weekends. Open houses can also streamline the process by showing the property to multiple prospects simultaneously.

### Highlight Spring Perks.

Showcase features that align with spring and summer living:

- Energy Efficiency: Promote features like modern HVAC systems or upgraded windows.
- Outdoor Spaces: Highlight patios, balconies, or shared outdoor areas.
- Community Attractions: Mention proximity to seasonal events or parks.

### Streamline the Application Process.

Make it easy for tenants to apply and secure your property:

- Online Applications: Use simple, user-friendly forms.
- Quick Responses: Review applications promptly and communicate decisions swiftly.
- Transparency: Clearly outline requirements such as credit checks, income thresholds, and move-in costs.

### Offer Lease Incentives.

Encourage early commitments with enticing perks:

Discounted Rent: Provide a small rent reduction for quick signings.

Move-In Bonuses: Offer incentives like gift cards, professional cleaning, or small upgrades such as smart home devices.

### Build Positive Relationships.

Create a welcoming and professional leasing experience. Respond to inquiries promptly, be approachable, and show tenants you care. A positive impression can lead to long-term relationships and tenant retention.

By following these strategies, landlords can optimize the busy spring leasing season, secure reliable tenants, and minimize vacancy periods. With preparation and effort, spring can be a time of growth and success for your rental property business.



Since 2004, David has gained extensive expertise in real estate by managing his own properties

and participating in various transactions, including wholesaling, rehabs, sales, and rentals. He excels at analyzing market trends and developing investment strategies for clients seeking both short-term and long-term gains. David is the Owner and Designated Broker of UNLimited RE, northern Arizona's premier property management-only brokerage.

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UNLimited RE Arizona, Owner / Designated Broker  
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928.275.1009  
UNLimitedreAZ.com

## Agent Referral Program:

At UNLimited re, we take pride in building mutually beneficial relationships with real estate professionals who focus on residential sales transactions. These relationships are the lifeblood of our business and assist in continuously building our portfolio of managed rental properties.

At UNLimited re we focus on property management and consulting only. We're not affiliated with any multiple listing services or the association of Realtors, therefore securing your trust that we're not in the sales business. We strive to provide leads and referrals for all our partners, assisting them in building their database and growing their business. We've developed a program that turns property management referrals into a consistent and long-term lead generator for future sales transactions.

For each referral that leads to a signed property agreement with the owner. The referring agent receives the following:

- ✓ **10% of one month's rent as a referral fee for closed business**
- ✓ **Owners of Rental Properties**  
If the owner of the property decides buy property or sell property that business is referred to the agent who originally gave us the lead that led to procurement of the property.
- ✓ **Current and future tenants, likely to be future buyers**  
Contact information for all current and future tenants of the property. Many of our current tenants rent for one or two years in preparation to buy. Having their contact information in your CRM is likely to lead to a purchase agreement!
- ✓ **A Resource You Can Count On**  
Whenever you need expert guidance on investments, you can count on us! Whether it's recent CMAs, leasing inquiries, landlord-tenant advice, or anything in between, we're here to help. Don't hesitate to reach out—we're always ready to assist!

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David Weiss

Designated Broker

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“

When you love something, your capacity to love keeps growing.”

# Laurie A. Walsh

Realty  
Executives  
Arizona  
Territory

BY MAGDALENA ROMANSKA  
PHOTOS BY KIMBERLY  
MARSH PHOTOGRAPHY



## California Dreamin'...

Laurie started working in real estate about 30 years ago purchasing distressed properties, transforming them and selling, time and time again. At that point, she was not a licensed professional. She also worked as an Independent Contractor at the closing end of transactions. Running a signing service for 17 years made her extremely well-versed in documentation and title issues. During that time, she also developed a multitude of solid relationships with REALTORS®, commercial bankers, and attorneys. Those California times also made her realize how passionate about real estate she was.

## You Should be a REALTOR®

After moving to Prescott in 2019, Laurie briefly considered developing her signing service locally. However, she quickly realized that the town was too small for that type of business.

This is when she went to the American Legion on Pleasant Street in Prescott and started bartending, cooking, and throwing special events there. She made the place transform into a vibrant hub, hosting up to 60-80 people for parties and events. The Commander awarded her the “Honor of Extraordinary Service.”

Laurie's current Associate, Leonor Sebastia, a member of legion would often speak with her at that time. “You've got a really good hustle. You should be a REALTOR®.”

## We Are Not Climbing Fences!

At that time, Laurie went through a divorce after 30 years of marriage. She realized that part-time bartending was not going to pay her mortgage. Therefore, she decided to get a license.

She got licensed “right about the day of the [COVID] shutdown, March 2020.” An agent could not bring clients inside homes, then. They peeked into the windows of the listings, and she tried

to keep her buyers safe and away from climbing fences. She did not yet have business cards, and picked up clients with her name written on a scratch pad.

She was able to be hired at Realty Executives and got invited to be a TC for two top Realty Executive agents, Annie Miller and Mary Jo Amos. She worked in that role full time for about a year and a half, before getting traction with her own clients.

### A Caring Project Manager

Networking being her forte, Laurie kept getting a lot of referrals from the existing clients and other REALTORS®. At the end of 2021 and in 2022, her own real estate business really took off.

Laurie shares that she does not consider herself working in sales. She would rather call herself a Project Manager. She reflects how she enjoys “the relationships and just really connecting with the prospective clients and understanding what it is that they are trying to achieve.” She truly cherishes being a liaison for them, helping them to realize their respective dreams, and being there for them and protecting them.

As a bonus, she also enjoys touring beautiful homes and networking with all the associates.

In her free time, Laurie enjoys dancing, hiking, reading, training at the gym, and being creative (drawing and painting).

### The “Prescott Thing”

Prescott is so unique and charming and invariably leaves Laurie’s clients starry-eyed after a tour. The town features its western charm, incredible variable topography and lots of custom homes and historic homes. To give an example, even the house in which she lives is 130 years old!

She can easily convey to the buyers that they will love their lifestyle in Prescott. “When you love something, your capacity to love keeps growing.” There are so many aspects to being a Prescott resident: the historical part, the events, the hiking and other outdoor activities.

Laurie has two sons. The younger son works for Amazon and lives in Prescott. The older son is a L.A. based film producer, his wife is an editor and liaison to the clientele. He and his

wife own a home in Big Bear, CA and also reside in the Venice Beach area. Laurie shares how she envisions them coming to Prescott, getting permits, and filming a movie with, perhaps, the Hassayampa or American Ranch areas in the background. She truly loves both of those neighborhoods.

### A Peek into The Future

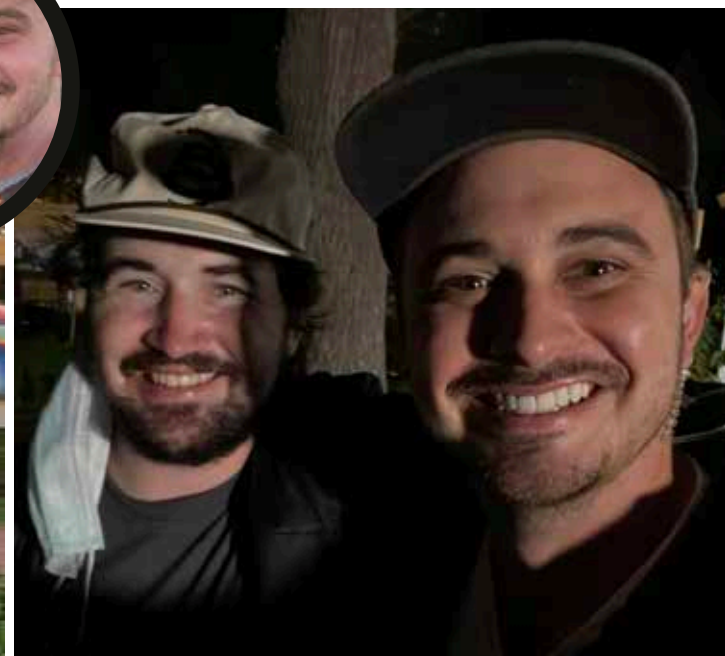
Laurie’s goals for 2025 include growing her business by 30%-50%, while still nurturing everybody and staying connected with them in person.

She finds making cold calls dreadful. She knows that with proper training, she can overcome this challenge. However, perhaps there is no need for that. She does extremely well “making connections, introductions, face-to-face interactions, and then building clientele that way.”

Her long-term plans include developing a referral-based partnership business, which would allow her to retire years from now. She highly cherishes her independence and working on this plan would allow her to remain independent forever!



Laurie’s son and daughter-in-law, Brian and Taylor



Laurie’s sons, Benjamin and Brian

“

Making connections, introductions, face-to-face interactions, and then building clientele that way.”



# What Are Your Strengths?

BY GARRETT HAMLIN



A magazine article cannot change your life, but YOU can! In this series, I teach you how to show up as your best self every day.

## Here Comes the Second Quarter, What's the Score?

This is March, and 2025 is nearly a quarter over already. If you have been following along with this series, you have measured your life satisfaction, dug deep to find what really matters to you, stomped-out negative thoughts in your mind, and found your why. I hope you are cruising smoothly along on your journey towards your big goals for the year. Are you making adjustments along the way? As you make those adjustments, are you more focused on correcting your weaknesses or leveraging your strengths? Here is the big question: If you were fully using your unique talents and strengths, what would that look like right now, right where you are today?

### Your Calling

Some weaknesses really do matter, of course, and I bet you know which ones you have. Only you can decide to confront them and stop them from handicapping your game. For example, if you are horrible at follow-up, it will be like an anchor dragging from your waist. Correct that by changing a couple of key habits, however, and it will stop holding you back from your goals.

According to the VIA Institute on Character, deliberately using your strengths improves self-confidence, nurtures relationships, and enhances life satisfaction. Conversely, research shows that focusing on areas where you are not as strong is much less effective. Instead, they suggest, accept your unique combination and partner with others who have complimentary strengths.

I may not know you personally yet, but I am absolutely certain that you have many astonishing strengths and other wonderful qualities that make you special. Your unique combination of traits makes you who you are and equips you to excel at particular things. If you match your journey to your strengths, your work could suddenly become your calling.

### A Personal Example

I remember being a new real estate agent and wandering aimlessly while trying to figure it all out. I was wasting time

trying to cover every single weakness (shy, perfectionist, procrastinator, etc.), instead of embracing my personal strengths (faith, creativity, zest, gratitude, and fairness). It was a miserable experience until I changed brokerages and got rolling. Hopefully, whether you are a new or old agent, your brokerage is not letting you just wander and wonder as you figure it out. Today as a broker and coach myself, I occasionally see other agents thinking that they first need to tweak their marketing, or get a better presentation, or learn more forms, or whatever other excuse, before actually picking up the phone, setting an appointment, and signing a client. If that resonates with you, then I encourage you to leverage your strengths and give your weaknesses just enough attention to keep you out of trouble.

### Do You Want a Job, a Career, or a Calling?

Common strengths include leadership, forgiveness, judgment, perspective, curiosity, bravery, love of learning, humor, humility, social intelligence, teamwork, perseverance, and more.

You may have heard it said that a job is something you do simply for a paycheck, a career is something you enjoy mastering, and a calling gives you a passionate commitment to service. Martin Seligman, the father of positive psychology, writes in his book *Authentic Happiness*, "If you can find a way to use your signature strengths at work often, and also see your work as contributing to the greater good, you have a calling."

### Knowledge Without Action Is Foolishness

Here is your homework assignment: Take inventory of your strengths and pick one to leverage more in your daily work. Do your own "360 Review" by asking those closest to you to tell you what they see in you. Think of times in your life when you excelled at something and loved doing it. Then figure out what using that strength as a real estate professional will look like for you. If you would like to take a scientific test to identify your strengths, VIA offers a variety of tests, for individuals or teams, starting at \$19 here: [viacharacter.org/reports](http://viacharacter.org/reports).

**Are you living your calling and showing up as your best self every day? Please consider what your signature strengths are and put them to work for you. If you want to share your results or have questions, I would love to hear from you. Email me at [garrett@garretthamlin.com](mailto:garrett@garretthamlin.com)**

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# WONDERLUST in NORTHERN ARIZONA

The Grand Canyon is one of the 7 Natural Wonders of the World, yet northern Arizona has many wonders that will leave you breathless!

BY KIMBERLY "TENACIOUS T" TOCCO

Here are the top towns with "wonders" in Northern Arizona cities that draw residences, businesses and thriving communities.

Starting with Williams, this peaceful community is known as the Gateway to the Grand Canyon founded in 1881 as a railroad town. Later becoming a stop on the famous Route 66 and the starting point for the Grand Canyon Railway. Today Williams is continuing to develop new homes, resales nestled in the

gorgeous pines and mountains with an average population of 3000.

Next, we have Winslow made famous by the Eagles song "Take it Easy" which mentions the town and again, started in 1882. Beloved historic town it is just outside the best-preserved meteorite impact sites on the planet! The Barringer Crater was formed approximately 50,000 years ago when a nickel-iron meteorite and 150 feet in diameter struck the Earth at a speed of about 40,000 miles

per hour. The impact created a crater that is 3,900 feet in diameter and 560 feet deep. The impact was the equivalent to that of a nuclear explosion.

Let us move onto the most "magical" of all the towns not only in Arizona but the World. Sedona is the only place in the World with seven vortexes all concentrated in one area. Vortex sites are thought to be places where the Earth's energy is concentrated creating a unique atmosphere that shifts the



frequency within the body. Along with being in sacred Hopi land, the soil of Sedona is deep red and rumored to hold the "heart" of the Earth and why so many come for healing and meditation.

Page, located in the most Northern part of Arizona has an incredible array of stunning and awe-inspiring wonders. Antelope Canyon and Horseshoe Bend have been photographed millions of times because of the light beams that shine through the unique smooth, wave-like walls while Horse Show Bend offers a breathtaking view of the Colorado river as it flows through the sandstone escarpment in a horseshoe-shaped curve.

Lake Powell is considered one of the largest man-made lakes in the World! An engineering marvel, Glen Canyon Dam was completed in 1966 which stands 710 feet tall creating up to 24 million acres-foot of water when full. Surrounded by the dramatic red rock cliffs, desert landscape and canyons, this area has become a recreational paradise! Rich in Native American history, there are many archaeological sites including the stunning Navajo Mountain.



Prescott is also a popular attraction as a town surrounded by 1.25 million acres of protected forest. Granite Mountain, Thumb Butte, and The Dells are some of the most unique rock formations that thousands come to every year because of the mild climate and diverse ecosystems. Lynx Lake and Watson Lake are also a part of this glorious valley for fishing kayaking, calm waters and picnicking. These natural wonders have draw artist, musicians, college kids and old timers for many years and they hold pride in preserving and honoring its history. If you want to feel the freedom

of both nature and nostalgia, this is the place to visit!

These are just a few of the magical places that Arizona has to offer and the reason why so many are coming to enjoy life as a resident or visitor. Truly a state that offers everything from skiing down the slopes to riding a donkey in the depths of the Grand Canyon to fishing from a yacht on the great Lake Powell. Come for a visit or come to stay, you will never forget the unique and wonderous beauty of our glorious Arizona.



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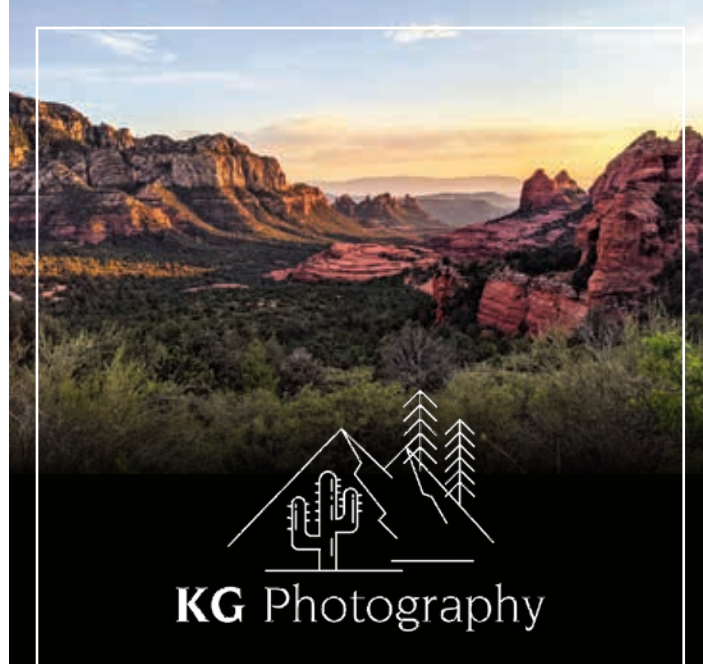
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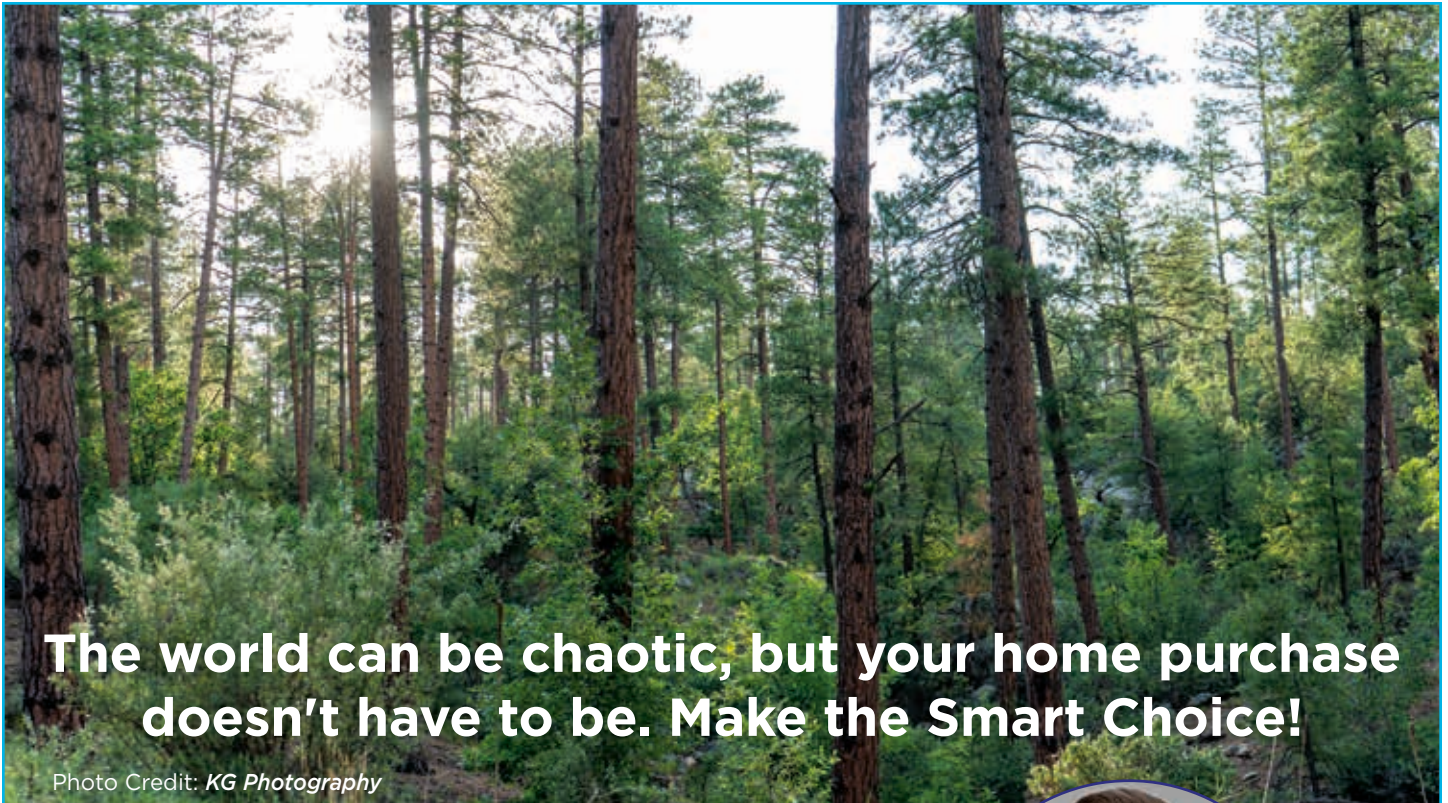


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