

SALT LAKE CITY

MARCH 2025

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A full-page photograph featuring a woman's silhouette in a black dress, standing with her back to the camera and her right hand on her hip. She is positioned in front of a large, multi-paned window. The window looks out onto a cityscape with various buildings and a prominent mountain range in the background under a clear sky. The woman's reflection is visible on the polished floor she is standing on.

Jennifer Yeo

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# 2024 By The Numbers

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## What is Salt Lake City 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 SALT LAKE CITY Real Producers MAGAZINE?**

The top 500 agents in THE GREATER SALT LAKE CITY MARKET 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 Marissa McCutchan at [marissa@n2co.com](mailto:marissa@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.

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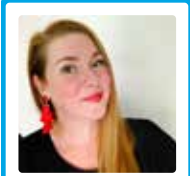
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single preferred partner you see in this publication. We won’t even meet with a business that has not been vetted by one of you and “stamped for approval,” in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

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**Marissa McCutchan**  
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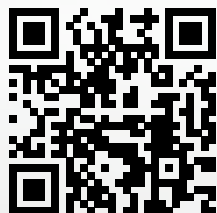
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# Jennifer YEO

Raising The Bar...  
**AGAIN**

WRITTEN BY KENDRA WOODWARD  
PHOTOGRAPHY BY MARISSA MCCUTCHAN

Jennifer Yeo, founder of Presidio Real Estate, has spent nearly two decades redefining what it means to be a real estate professional. A Utah-based brokerage with over 500 agents, Presidio stands as one of the state's largest and most successful firms, boasting an impressive \$1.2 billion in sales last year. This achievement demonstrates Jennifer's relentless drive and her mission to "raise the bar" in the real estate industry.

Jennifer's journey into real estate began somewhat unexpectedly, having initially begun her career path working in public relations for major tech companies. During this time, she was encouraged by a friend to pursue her real estate license, and she dabbled in the field for a short six months. After selling just three homes in that short amount of time, Jennifer was admittedly hooked on the industry. By 2008, she was able to commit her full attention to real estate, bringing with her a work ethic instilled by her parents, who taught her that

she had to earn every opportunity in life. "I just have this undeniable drive that won't let me quit," she explains.

With a tenacious work ethic and goal-oriented mindset, the little girl from Orange County, California, has since come to build a company that, simply put, does real estate the right way. Having witnessed the numerous unethical practices at her prior brokerage by people she had greatly admired and looked up to, Jennifer was determined to build something of her own with her vision of what an ethical and professional brokerage should look like.

In 2011, Jennifer set out to change the perception of real estate agents and to build a company rooted in fairness, rigorous training, and high expectations. Thus, Presidio Real Estate was born. "I'm proud to say that I can look back and say I've truly noticed a change in the industry and raised the bar."

Seeing herself as a steward of her agents to help them grow and drive their business, Jennifer admits watching her team expand their knowledge and capacity for the industry has been an "absolute joy" to experience over the years. And with nearly two decades under her belt now, Jennifer says she still has the same drive and passion she did on day one.









Her leadership, innovative mindset, and passion for the industry were so monumental and widely known that they recently caught the attention of producers at Bravo TV. After interviewing with the network for a spot in the cast of *The Real Housewives of Salt Lake City*, the producers fell so in love with Jennifer's drive and personality that they decided to create a show surrounding her life and work!

The resulting show, *Sold on SLC*, features Jennifer and five of her Presidio agents while showcasing their dynamic approach to real estate in the Salt Lake area. Filmed between March and July of 2024, the series premiered on December 4th, 2024, marking another exciting milestone in Jennifer's career. "I feel really grateful and lucky," she shares. "It's been a cool experience."

Beyond her accomplishments in real estate, Jennifer has also become increasingly involved with charitable endeavors through Presidio Promises, the brokerage's philanthropic arm. They support various causes, including Saprea (an organization that hosts retreats for survivors of sexual abuse and offers resources to help them process their feelings and emotions) and large-scale donation drives hosted by organizations like Mac's Gifts, whom they donated \$12k to last year.

Jennifer also emphasizes how honored she is to be in a position to mentor young agents, finding joy in watching them grow and achieve steady success. Her biggest advice is always to stick with what works. Real estate takes grit and commitment, she explains but admits that if you find something that works for you, you have to stick with it to become successful in this industry.

When she's not leading her team towards new goals and new heights, Jennifer enjoys traveling, relaxing with a good spa day, and spending time with her husband, Darin, and their two beloved dogs, Brody and Bravo. Married for a decade now, the couple's strength is their belief and support of one another. "He is such an incredible spouse and partner for me," she beams and quips that when she gets the chance to take a break, you can find her in a lounge chair on a beach somewhere.

Looking ahead, Jennifer's goals include expanding Presidio beyond the borders of Utah, with plans already underway for growing into Idaho and Nevada. Having sold \$1.2 billion in sales last year as a whole, Jennifer is looking forward to bringing her team's bright mindset to new heights in 2025. With her commitment to excellence and innovation, Jennifer Yeo continues to raise the bar for the industry she loves—one house, one agent, and one client at a time.







# OhanaTitle

## FINDING HOME

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY TIFFANY BURKE PHOTOGRAPHY

For Terrie Lund, founder of Ohana Title Insurance Agency, the journey to entrepreneurship has been deep-rooted in her passion for serving others. The Salt Lake City native was just beginning to step into life as a young adult when tragedy struck, becoming an event that would be the linchpin to her successful career in title.

Soon after graduating from high school, Terrie's journey toward higher education was derailed when her father unexpectedly passed away. It was during this time that Terrie began rethinking her goals and changing her course. This transitional period ultimately led to a lustrous career in banking and, eventually, in title insurance.

In 1994, Terrie entered the banking industry as a teller and worked her way up through the various roles at her company. Once she reached the private banking sector, she learned the art of relationship management and creative problem-solving—skills that became invaluable when she transitioned to the title industry in 2005.

“I learned so much about thinking outside the box to

get a task accomplished,” Terrie recalls. “Private banking also taught me so much about client relationship management—there is a different level of service that is expected, and I carried that level of service into my title insurance career.”

From day one, Terrie knew working in the escrow side of real estate was her calling, citing, “I knew I had found my home in the real estate world.” Through this new venture, building a career based on client and colleague relationships while also easing the process for real estate agents alike became the foundation of her success.

These relationships began with the people who taught her everything—her mentors. “I am so grateful to each of them for all they taught me. I have amazing mentors who have turned into great friends who taught me to keep going—even when it looks like we may sink, we just swim.” Having built a career learning from the best of the best, Terrie specifically credits mentors like Jessica Goodman for shaping her as a leader, communicator, and friend to the real estate

community. “She taught me how to have conversations with REALTORS®, how to show up and be authentic, and most importantly, how to stand tall.”

After surviving a variety of housing markets spanning the last couple of decades, Terrie admits she's grateful for the experiences that showed her how solid her relationships within the industry truly were. This ultimately led to the highest moment of her career—when Terrie decided to open Ohana Title Insurance Agency in December 2022.

Driven by a desire to create something different, she set out to build a team that wanted to not only grow their business and succeed in life but genuinely wanted to see that for their clients as well. “I wanted a different experience for the people who were walking through our doors to close on the biggest transaction of their life. I wanted it to be full of sunshine and welcoming energy and for it to be a space where our clients love to hang out.”

The agency's motto, “Where You Are Family,” perfectly encapsulates its culture and Terrie's sunshine attitude.





“

I am so grateful to each of them for all they taught me. I have amazing mentors who have turned into great friends who taught me to keep going—even when it looks like we may sink, we just swim.”



The team—comprised of Kenadee Martinson (Terrie's daughter), Isabelle Reece, Emma Haws, Britney Bown, Simone Mier, and Kennedy Strong—embodies Terrie's commitment to providing her clientele with top-notch quality service. “We believe that when you close your real estate transaction with us, you are family, and we mean it,” Terrie prides. “With over 20 years in the title industry, we know a thing or two. And if we don't, we have someone in our corner who does.”

Beyond their technical expertise, the difference you get with Ohana Title is that they go the extra mile to make every closing memorable. From the sunshine yellow chairs you sit in to the friendly faces you work with, their approach is refreshingly different. “There is nothing better than sitting at the closing table with a buyer or seller and hearing their story and their journey to homeownership. It is such a special time, and I feel so honored to be a part of every transaction we get to be a part of.”

Beyond the amazing legacy she is building within the title industry, Terrie is also a mother of three—Kenadee, Makayla, and Mason—and a grandmother. Her partner and best friend, Steve Judkins, is her greatest support and brings two children, Nick and Toni, and three grandbabies of his own into the mix. At home, Terrie enjoys hosting all sorts of gatherings for friends and family alike, including their annual paint night that they host in December. Her love for Hawaii, which influenced the agency's name and motto, also plays host to their family's annual two-week vacation, where she recharges and resets on the beaches in Maui.

For Terrie, growth is non-negotiable. “If you're not growing, you're dying,” she says, adding that the vision for Ohana Title is to provide a place where

professionals can thrive and clients feel like family. Her service to the Salt Lake Board of REALTORS®, Utah Association of REALTORS®, Utah Land Title Association, and in-office educational opportunities also reflect her commitment to ensuring

everyone around her has the tools to win. At Ohana Title, every closing is more than a transaction—it's a celebration and a chance to give back to the community. As the quote from Disney's *Lilo & Stitch* states, “Ohana means family, and family means nobody gets left behind or forgotten.”







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A portrait of Harris Mata'afā, a man with dark curly hair and a beard, wearing a blue t-shirt and a gold chain. He has a large, intricate tattoo on his left arm and is leaning against a stone wall with his arms crossed.

# Harris Mata'afā

The Authentic Agent

WRITTEN BY KENDRA WOODWARD  
PHOTOGRAPHY BY TIFFANY BURKE PHOTOGRAPHY



Harris Mata'afā has a simple yet powerful goal in real estate: to turn clients into family. This philosophy is at the heart of why he founded HM Realty Group with EXIT Realty Success. From helping clients find their dream homes to increasing homeownership among the Polynesian community, Harris' hope is that his clients, more than anything, have found a real life-long friend in him as he helps them pursue their real estate goals.

Born in Samoa and raised on the North Shore of Hawaii, Harris was deeply influenced by watching his parents work hard as a child. Their journeys from working family plantations in Samoa to pursuing their American dreams resonated with Harris at a young age. Once they had relocated to Hawaii, his parents both pursued higher education while working multiple jobs to make ends meet.

Wanting to teach Harris some real-life lessons, his father included him in their home-buying

“Live as authentically as possible.”



**The family loves to travel and places a high priority on exploring the world together. In the last 24 months, they’ve traveled to Orlando, Hawaii, and New Zealand multiple times, Samoa, Singapore, and neighboring states.**

process and even wanted Harris to hold their down payment of \$8,000 of cash in his hands, their life savings at that point, to feel the magnitude of this pursuit of home ownership. “Owning real estate became the goal from that moment,” Harris admits, suggesting how those life lessons left a lasting impression.

After serving an LDS mission in Chicago, Harris moved to Provo to attend BYU and obtained a Bachelor’s degree in Business Management. Immediately following graduation, he landed a job as an account executive for a digital marketing company, but two short years later, after finding himself unhappy dealing with office politics and climbing the corporate ladder, his wife stepped up as the breadwinner of the family, and Harris stepped into a new title: stay-at-home dad. During this time, Harris pursued various entrepreneurial endeavors, but ultimately, he jokes, “I was a stay-at-home dad and failed entrepreneur.”

In 2018, Harris started working as a Delta baggage handler to secure flight benefits and help make ends meet, and he also took the leap into real estate after all his girls were enrolled in elementary school.

Inspired by Chip and Joanna Gaines of *Fixer Upper*, Harris initially viewed real estate as a side hustle and an excuse to hang out with his wife more

like Chip did with Joanna. But as he started knocking on doors and using social media to build his client base, he realized the potential to make a real impact as people from his Polynesian community started reaching out to him on social media. “There’s not a whole lot of representation of Polynesian real estate professionals in Utah,” Harris shares, “and I discovered that Polynesians were among the lowest in homeownership rates.” It was then that Harris found a new mission — to increase Pacific Islander homeownership rates through representation and education.

With such a successful year in 2020, Harris was able to retire his wife, Miranda, from her tech job to build their company, HM Realty Group, together. HM represents the initials of both their names.

Since starting real estate in late 2018, Harris has seen a dramatic increase of Pacific Islander representation among REALTORS® and lenders in the state. In 2022, Harris was the first of Samoan descent to be named to the SLBR Top 500. In 2023, The NAR reported a “remarkable surge” in Pacific Islander homeownership rates, with Utah leading the way.

Harris is fully immersed in his role as a “girl dad.” His three daughters, Kiona (Kiki), Mia, and Teuila (named after the Samoan national flower), keep him on

his toes with their diverse interests in volleyball, jujitsu, Polynesian dancing, and cheerleading. “None of them are alike...in any way,” he jokes. “And I’m just their chauffeur.” The family loves to travel and places a high priority on exploring the world together. In the last 24 months, they’ve traveled to Orlando, Hawaii, and New Zealand multiple times, Samoa, Singapore, and neighboring states. Harris and Miranda also make a point to frequent the gym together every morning, with Harris joking that it’s because they like food too much.

Harris’s authenticity has become a cornerstone of his personal brand. His social media profiles are filled with lighthearted, non-real-estate-related reels that showcase his life as a devoted husband and dad, a “Latter-day Christian,” and a son of Samoa, who was raised in the village of La’ie, Hawaii. All these identities he holds dear, and they are literally inked in his full-sleeve tribal tattoo he’ll show off any chance he gets. “Live as authentically as possible,” he advises, a mindset that has earned him trust and referrals from his growing following.

As the future is always so unknown in the real estate industry, Harris’s main focus will remain on building lasting and genuine relationships and creating a legacy of service and empowerment to “do good and be great”—his life’s motto.



Harris with his wife, Miranda, and their daughters, Mia, Teuila, and Kiona



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# SHARIDA

*Tucker*

## From Wedding Gowns to White Picket Fences

WRITTEN BY KENDRA WOODWARD  
PHOTOGRAPHY BY PURPLE MOSS PHOTOGRAPHY

**S**harida Tucker is a driven and passionate real estate agent who embodies her motto, “Everything is figure-out-able.” Licensed in 2020, Sharida has quickly built a thriving career in real estate, combining her entrepreneurial spirit, service-oriented mindset, and determination to help others achieve their dreams.

Initially pursuing a medical career, the Utah native began her journey in that field before eventually stepping back to focus on raising her family. After this, Sharida spent the next decade building a successful wedding planning business from the ground up by partnering with a local golf course. However, life circumstances led her to pivot when her youngest kid was just four years of age.

As a newly single parent, Sharida realized that neither the wedding business nor a return to the medical field would provide the flexibility and income she needed to support her children properly while also allowing the time she desired to be present throughout their lives. But it was during her own home-buying experience that Sharida discovered a love for the industry and now had a unique opportunity to combine her skillset with her passion for helping others.

“Something about real estate has just kind of always stuck with me,” she recalls. “I don’t know if it’s because becoming a first-time homeowner is so exciting or because it’s a stepping stone towards the American Dream.”

Sharida describes her transition from weddings to real estate as seamless, noting the parallels between the two industries. “Real estate is the same skillset as dealing with a bride — it’s an emotional transaction — you have to get the client from point A to point B.” This correlation has made Sharida a pro at preparing her clients for the mental journey ahead, and her ability to guide

clients through the home-buying process has become the hallmark of her success.

Second to her understanding of how to ease her clients through the home buying process is Sharida’s ability to meet her clients where they’re at. While she wants to educate them on the process and prepare them for what is to come, she also understands how stressful it can be and approaches her clients like a friendly neighbor, citing, “There’s no time frame in real estate.” It’s more so about finding the right time for her clients. “I just want to leave whoever I come into contact with in a better place.”

A year into her journey, Sharida knew she had found her dream job when she demolished her goal of closing on eight properties...by instead closing nearly 40! But it wasn’t without the help of her mentors that Sharida rose to success so

quickly, explaining how she had already built one business from the ground up and was looking to skip the introductory period. She sought the help of successful agents that she looked up to and learned as much as she could from them.

There are three key players that Sharida credits for her success. Sharida jokes that she stalked her team owner, Spring Bengtzen, for the year prior to getting into real estate. Spring was a figurehead who was willing to share her success plan with Sharida and help her understand how to structure her business. Justin Nelson, her business partner and business performance coach, recruited Sharida to his team and despite sort of turning him down at first, he became the “performance piece” to Sharida’s plan and taught her all about business and performance management. Jen Suliafu, who has been her personal mindset coach, helped Sharida with her







“  
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mindset and understanding of the intricacies of the business. “These three people still play a pivotal role in my continued success and growth, especially as I help agents find the same success in real estate and life as I have,” she adds.

Having achieved such tremendous growth already, Sharida is now focused on sharing that knowledge with her team and has become passionate about mentoring new agents by helping them develop their skillsets, teaching them conversion tactics, and helping them understand business tracking. “Together we grow,” she prides. “Who you surround yourself with is powerful. I’m always making sure I’m in the right room with the right people.”

With such an obvious knack for helping others, it should come as no surprise that Sharida is also very philanthropic and has made it a large part of her business. She supports organizations like Safe Harbor, which helps women escape domestic violence through events like their annual gala, where Sharida’s sponsored table raised over \$30k this year; Stallions Suicide Support, which aids families affected by suicide, and Thanksgiving Heroes, with whom she and her family helped serve over 15,000 families this year. She also began developing a new program, EmpowerHER, that is not just about bringing women together to connect with each other in the industry, but it’s also a journey towards becoming the best version of yourself—both personally and professionally. “We aim to inspire, uplift, and equip women in the real estate space with the tools and mindset to navigate life with confidence and grace,” she adds.

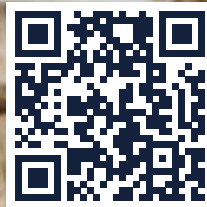
At home, Sharida is greatly loved by her husband and their blended family of eight kids ranging from ages 13 to 32. “My family is my everything,” shares Sharida. “With such a large family and wide range of ages, Sunday dinners are so important to me to bring us all together. My weekends are spent at cheer comps and baseball games for the majority of the year. Real estate has been such a key component in the flexibility to show up for my children and my family and not miss out on making those memories while being able to run a thriving and successful business at the same time.” Her hobbies reflect her vibrant personality, explaining how a warm destination and working remotely by poolside really reset her soul. “I kid you not, travel is my love language,” she laughs. “That’s what’s really cool about real estate - I can be traveling and laying poolside while also helping my clients make an offer.”

Whether she’s helping a first-time buyer, mentoring an agent, or supporting a charitable cause, Sharida’s impact is undeniable — creating a legacy of growth, service, and empowerment.





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# Luke ZANDER

Better **BUSY**  
Than **BORED**

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY KINSER STUDIOS

Real estate, as defined by Luke Zander, is a calling shaped by family values, global experiences, and a deep desire to help others achieve their dreams. Since 2019, Luke has been carving out his own path in the industry, combining his passion for service, a commitment to growth, and a down-to-earth perspective on what it takes to succeed.

The entrepreneur-minded Utah native, who spent his high school free time mowing lawns and playing water polo initially pursued a path towards engineering despite a youth growing up

surrounded by real estate. Witnessing his parents taking calls at all hours and even while on vacation showed real estate in a poor light to the unknowing teen who only saw his parents working.

But after a two-year mission trip in Cape Town, South Africa, Luke realized his true passion lay in helping people, which wasn't something an engineering degree was going to allow him to accomplish, at least not in the capacity he had hoped. Now a young adult, Luke saw real estate from a different light, realizing the benefits it offered his

family and the ability it offered him to help others achieve their dreams.

So in 2019, Luke embraced the opportunity to help buyers and sellers during one of the most significant chapters of their lives by obtaining his real estate license. The experiences he gained through his mission trip in South Africa came full circle a short year later when he had the privilege of helping a refugee from Rwanda purchase their first home in the states. "It was a cool experience because I got to see the American Dream from an outside



perspective,” he shares, explaining how his client’s drive and dedication to achieving homeownership left a lasting impression.

“Watching refugees come here and dedicate so much to their dreams, makes you see the opportunities that are truly provided in this country,” Luke explains. “Most people don’t truly understand how blessed we are.” This perspective motivates Luke’s mission to educate, inform, and provide his clients with the resources they need so they can confidently move forward in the real estate market.

As a young agent still fresh in the industry, Luke has faced significant challenges, including navigating a fluctuating market and deciding whether real estate was the right long-term career. Starting during the 2020 market, he quickly learned the value of self-evaluation and adaptability, citing, “The biggest thing is the stress of a changing market and having to navigate that— they are some of the most stressful and tricky parts of my career.”

It took a lot of self-evaluation to hone his style and decide if this was where he wanted to hang his hat. The result? A thriving career and a passion for constant learning. “Never become complacent with where you think your knowledge is because the market is always changing,” he advises. “And never stop learning. Knowledge is more beneficial than time in the industry.”

As Sales Team Lead on The Zander Team, the team his parents created and continue to grow, Luke has become an extension of those same principles of collaboration and innovation, crediting much

of his success to his family’s years of experience in the industry and their commitment to growth, as well as their dedication to continued education through one another’s knowledge and experience.

One unique feature of The Zander Team’s model is their staff handyman who helps with final touch-ups on listings, ensuring every property is market-ready and up to their standards. Additionally, through charity events like trivia nights, pickleball tournaments, and disc golf rounds, Luke is able to further connect with residents of his surrounding community by helping them build confidence, socialize, and network in a relaxed environment. The free events are designed to help residents who struggle to engage with others and often have nothing to do with the business. It’s his way of giving back in yet another capacity.

When he’s not working or finding unique ways to network, Luke enjoys spending time with his wife, Allie, their son, Wesley, and their Bernedoodle, Thando. With a daughter on the way, family is a top priority, but Luke still makes time to enjoy some of his favorite activities like hiking, camping, and the occasional water polo match. “Getting outside, getting to the mountains, getting separation from the world...resets me personally,” he says.

Looking ahead, Luke’s goals include supporting his wife’s dream of travel and stepping into a greater leadership role within The Zander Team. His motto, “Better Busy Than Bored,” captures his energetic and driven personality, whether he’s guiding a first-time home buyer or simply enjoying a pick-up basketball game.

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