

SCOTTSDALE

MARCH 2025

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David
Arustamian



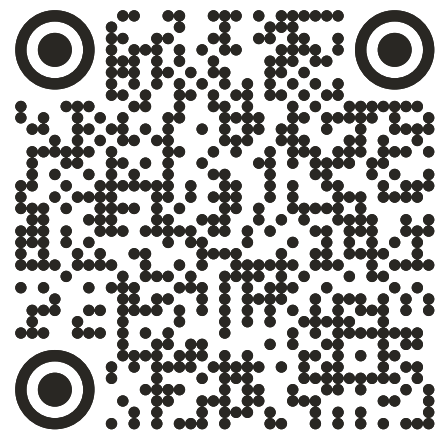
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COVER STORY



David
Arustamian

If you are interested in nominating people for certain stories, please email us at: Mike.Maletich@n2co.com



Chrissie Heimbuck

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602.619.8483



We are pleased to announce that Chrissie Heimbuck Chrissie brings a wealth of knowledge and experience to our team, paired with an unwavering dedication to providing exceptional service. Her attention to detail, proactive communication style, and commitment to creating seamless and stress-free experiences for her clients set her apart as a true leader in the industry.

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What Is Scottsdale 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 SCOTTSDALE Real Producers MAGAZINE?

The top 500 agents in SCOTTSDALE 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

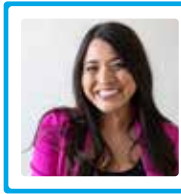
single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow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

Publisher
Scottsdale Real Producers



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2024 By The Numbers

Here's What Scottsdale's Top 500 Agents Sold...

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\$25.07
Million

Average
Sales Volume
Per Agent

6591

Total Listing
Sides

5628

Total Buy Sides

\$12,533,627

Sales Volume

25

Average
Transactions
Per Agent

14

Average Listing
Per Agent

12

Average Buy
Sides Per
Agent

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DAVID Arustamian



Hard Work PAYS OFF

WRITTEN BY ELIZABETH MCCABE • PHOTOGRAPHY BY GRAFOBOX MEDIA

From selling cars on ebay to selling luxury real estate, anything is possible with his work ethic!

Driven. Determined. Disciplined. David Arustamian has all of those qualities. Born in Baku, Azerbaijan, he and his family had to flee the country due to a religious conflict at the time before coming to America, the land of opportunity.

“We came here with nothing,” he says. “My dad worked as a gas pump attendant, and my mom was a baker at a cake store.” They lived in Boston for the first 25 years of David’s life with frigid winters and humid summers. Little did he know that Boston would be where he started and where he discovered his passion as an entrepreneur.

“I went to Babson College,” recalls David. “It was the number one school in the country for entrepreneurship undergraduates at that time.” David put the principles into practice, discovering that he had a skill in sales.

“I worked for a few car dealerships at that time. I actually started at 16 1/2 years old working for Lexus,” he says. “I used my personal eBay account to market cars around the country for Lexus and the

BMW store.” But when faced with an ultimatum to choose between full-time work or school, David made the life-changing decision to pursue education and explore new opportunities.

At just 19, David earned his real estate license, diving headfirst into the world of high-end properties in Massachusetts. His dedication paid off, as he quickly climbed the ranks at Coldwell Banker before joining Sotheby’s International Realty. “I didn’t have much production at Coldwell Banker, but I did sell some multi-million dollar homes for Sotheby’s when I switched over,” he shares.

David’s career took a transformative turn when he moved to Arizona to be closer to his sister.

His friend, who had moved to Arizona, saw that David was in San Diego visiting his sister and asked him to take the next day’s flight to visit him in Phoenix. “I loved it,” says David. “He told me, ‘Why don’t you come back when it’s hot? If you can deal with the heat, consider moving.’ I moved back here and bought a house on my fourth day here.”

Initially flying back and forth to maintain his business in Massachusetts because he was selling homes in both states, David

eventually committed full-time to Arizona, leveraging his expertise to establish a thriving career in the Southeast Valley, and today, he is with Russ Lyon Sotheby’s International Realty.

“I would start my day at 6:45 a.m. and leave the office at 8:45 p.m.,” he recalls. “I spent a lot of time in lead generation in the office.” Although David never intended to build a team, his business evolved into one. “I needed the assistance,” he says. “I couldn’t do everything myself. My first hire was a transaction coordinator, and she is still with me.” He was closing 15-20 home sales a year at that point. “When I got to 30 sales a year, I hired a buyer’s agent, then an assistant,” he explains. Now, he has five agents on his team, and they sell 100 homes each year.

David continued building his business in real estate. “We identified a gap in luxury services in the Southeast Valley,” David explains. “I worked with two agents and a broker to launch a Sotheby’s office there, and today, it’s home to over 60 agents.”

David’s dedication to providing “luxury service at all price points” has earned him a reputation as a trusted advisor for clients across the state. His team

now consists of five agents who share his vision of excellence and commitment to client satisfaction.

What are the secrets to success? David has a relentless work ethic, often putting in 12-hour days, six to seven days a week, which proved to be his greatest asset. “I’m married to real estate—and real estate never sleeps.” In addition, he identifies discipline, consistency, and a positive mindset as the keys to success. “It might sound cliché, but it’s the truth,” he states. “Success doesn’t happen overnight. It’s the result of doing the right things repeatedly.”

While David’s accomplishments are enviable, they’ve come at a cost. “I’ve sacrificed the last 10 years of my life for real estate,” he admits. “People see the success, but they don’t always see the hard work and sacrifices it takes to get there.”

Despite the long hours and personal sacrifices, David remains optimistic and driven. His favorite mantra, “*Everything happens for us, not to us,*” reflects his belief in the power of perspective and perseverance.

To relax and recharge, expect to find David hiking Camelback Mountain in under 30 minutes on Sunday

mornings. He also likes to work out and stay in the best shape that he can, fueling himself with proper nutrition with no processed food and no sugar.

"I eat a clean diet," he comments. From grass-fed beef to organic greens, he eats healthily. "I feel pretty darn good," he says. He also is careful to embrace optimism, reject negativity, and stay away from negative people. His disciplined lifestyle fuels his productivity. "What we put into our bodies directly impacts our energy and mindset," he emphasizes.

Beyond real estate, David is passionate about giving back. He actively supports Operation Underground Railroad, a nonprofit combating human trafficking. He has a personal goal of purchasing a property for his parents by 2028 in San Diego to thank them for their sacrifices.

With big goals on the horizon, including expanding his impact in real estate and continuing to grow his team, David is far from slowing down. He came here with nothing, had to build his business from the ground up, and became a leader in luxury real estate. His example exemplifies the power of hard work and determination.

"Your income is a direct correlation to the value you provide to the world," David concludes. And if his life is any indication, his value is immeasurable.



“
I’m married to real
estate—and real
estate never sleeps.”



PAVING A WAY
FOR HIMSELF IN
REAL ESTATE

WRITTEN BY ELIZABETH MCCABE
PHOTOGRAPHY BY DEVIN NICOLE
PHOTOGRAPHY

Brandon EDWARDS



Brandon with his wife, Cerita, and their children, Kingsley & Kamdon

“I spent the first 18 years of my life in Anchorage, Alaska,” says Brandon Edwards with West USA Realty. “I needed more sunshine and was tired of the gray skies.” Eager for bright sunny days, he decided to move to Arizona to play basketball at SCC and has been happy ever since. “I figured out I would stay because I could predict the weather here,” he jokes. What he didn’t predict, however, was that he would make a name for himself in real estate.

First, he gained invaluable experience and expertise in the banking world to shift gears into real estate. “My sister was working in banking at Washington Mutual, and I followed her there, got a job, and purchased my first home at 21.” This early experience planted the seed for what would become a thriving career, even though his journey would take a few twists and turns along the way.

Initially, Brandon’s professional life was rooted in the banking industry, where he gained a deep understanding of the financial aspects of buying property. “I worked on the mortgage side with Washington Mutual. It was fascinating to learn about different financial strategies to buy properties,” he says. But the financial crisis of 2008 disrupted everything. “I had my first child on the way, and it was a challenging time. But rather than feeling defeated, I saw it as a learning experience.”

Through resilience and hard work, Brandon switched to Chase Bank and had an opportunity to go into commercial banking, and he loved to learn about the different industries and how they worked. Brandon excelled in this field, but yet, something was missing. “While I was successful, I felt handcuffed by corporate restrictions. I knew I wanted more freedom to make

an impact.” This realization led him to real estate, where he could fully apply his skills and knowledge in a field that offered independence.

After obtaining his real estate license in 2019, Brandon’s career quickly took off. He was thrilled to help clients achieve their dreams, especially when many were uncertain during the COVID-19 pandemic. “I just get joy out of helping people,” he says. “It’s not as hard as it seems—you just need someone to guide you through the process.”

With a background in commercial lending, Brandon is uniquely positioned to assist clients in both residential and commercial real estate transactions. “I’m not just about making a sale. I focus on helping clients find the best solutions for their financing needs,” he explains. “I want them to trust that they’re getting an honest answer when they call me.”



“OUR GOAL IS TO PROVIDE
SUPPORT AND OPTIONS,
NOT JUST CLOSE DEALS.”



He and his wife, Cerita, who has a long-standing career in lending, make a strong team. Together, they ensure that their clients' interests come first, whether they're first-time homebuyers, investors, or commercial property clients. "People work with us because they trust us," says Brandon. "Our goal is to provide support and options, not just close deals."

For Brandon, integrity and hard work are at the core of his business. "I approach my career with the same discipline I learned playing basketball," he shares. A former state basketball champion, Brandon credits sports with teaching him the value of teamwork, accountability, and mental toughness. "I learned that success doesn't just come; you have to put in the work every day. I carry that

championship mentality into everything I do, including real estate."

Beyond real estate, Brandon is passionate about impacting the next generation. "I'd love to help young kids develop mental toughness, especially young athletes," he says. "Helping them understand the importance of discipline, resilience, and finding their identity is something that feels even greater than closing a transaction."

Though he's made Arizona his home, he returns to Alaska every few years to visit family. Yet, after all this time, he admits that Arizona feels more like home than anywhere else. "I've been here longer than in Alaska," he laughs, "and Arizona's growth is incredibly exciting. With so much opportunity here, it feels like there's no limit to what's possible."

Brandon attributes much of his success to the support of his brokerage, West USA Realty, which he describes as a place where agents receive the tools and backing needed to excel. "They provide so much support without high fees, and they really excel in different parts of the industry," he says.

When he's not working with clients, Brandon spends his time at the gym with his wife, coaching his kids' basketball teams, or cheering them on from the sidelines. "However I can impact a kid's life, I'm all in," he says. For Brandon, real estate may be a career, but it's his commitment to people that sets him apart. Whether guiding clients through complex transactions or inspiring the next generation, he's all about making a positive impact.

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







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