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NORTHERN ARIZONA REAL PRODUCERS PRESENTS

GOLDEN NUGGETS



Blake Cain

Russ Lyon Sotheby's International Realty
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go instead where there is no path and
leave a trail" — Ralph Waldo Emerson



Heather Wherley

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Cheyenne G. Cunningham

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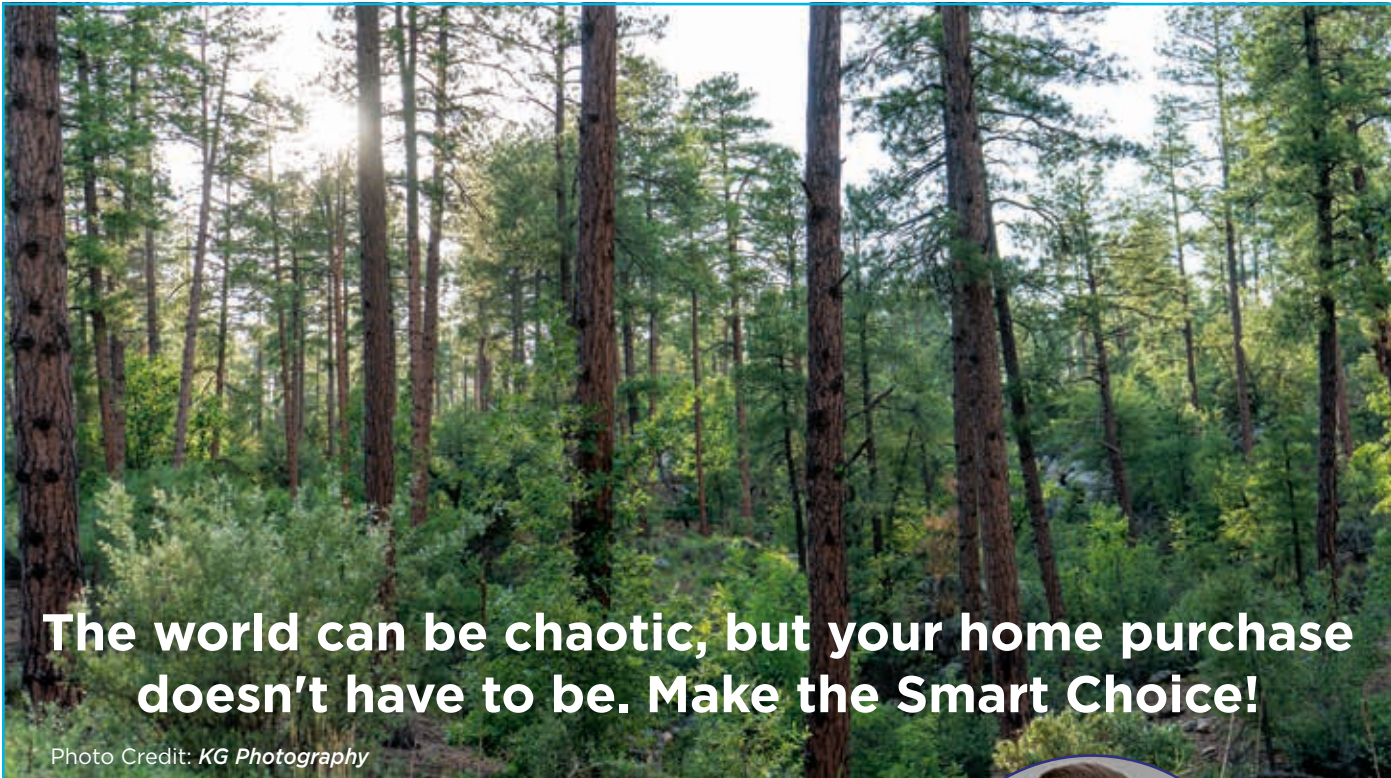
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Broc BISHOP

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The Heart of an Electrician:
A Legacy of Passion and Dedication

PHOTOS BY KIMBERLY MARSH PHOTOGRAPHY

Broc Bishop never really had to wonder what he wanted to do with his life — it was in his blood. His uncle started working as an electrician in the early 1970s, and his father followed suit a few years later. It wasn't just a job to them; it was a craft, a way of life, something they took immense pride in. Broc grew up watching them work, absorbing every detail, every wire, every solution they found to problems that seemed impossible to others. He loved the smell of construction, the hum of power running through newly installed circuits, and the way people treated his father and uncle like they were the best electricians in the world.

As a kid, he would tag along to job sites, standing in awe as his dad transformed chaos into order, fixing electrical problems in ways that left customers shaking their heads in disbelief. There was something about being able to walk into a house with an issue no one else

could solve and figuring it out in just minutes — it was like a superpower. And Broc wanted that power.

By sixteen, he was spending his summers working in the field, and after getting his GED, he went full time. School had never been his thing — sitting still, memorizing things that didn't matter in the real world, following rules that made no sense. But in the world of electrical work, he thrived. He learned quickly, not just the technical side but also the ins and outs of the business. Over the years, he worked for different companies, gaining experience, fixing problems, and seeing inefficiencies that frustrated him. He had ideas — ways to save time, ways to improve the work — but too often, he was met with resistance. "That's just the way we do things," they'd say.

Broc didn't accept that. He knew things could be done better, and if no one



Daughters Harper and Rylee.

else was willing to change, he'd do it himself. So, he started his own company, determined to build something different — something built on passion, quality, and integrity. He didn't want to be the kind of electrician who just did the job and moved on; he wanted to build relationships, to create trust, to be the person people called when they needed real help.

His team is a reflection of that mindset. He teaches his guys to be problem-solvers, not just workers. Anyone can

run a wire, but not everyone can think critically, diagnose an issue, and find a solution that lasts. That's what he pushes for. He doesn't just want to make a living; he wants to set a new standard. Too many companies focus on volume, rushing through jobs without caring about the quality of work. Broc refuses to be like that.

The relationships he's built over the years prove that his way works. Customers don't just call him once — they call him for twenty years. They stop

him at breakfast and invite him over for homemade pumpkin bread. To him, these aren't just clients; they're family. And in a small town like his, that means something.

Family is everything to Broc. It's why he started this journey in the first place. His dad worked long hours when he was young, and Broc remembers the late nights, the missed dinners, the exhaustion in his father's eyes. Now, as a father himself, he wants something different for his own kids. Harper, his

oldest, is turning nine soon. She loves books and Mario games and soaks up knowledge like a sponge. Rylee, his seven-year-old, is different — shy but fearless in her own way, trying everything with a quiet determination. Watching them grow up is his greatest joy.

He doesn't know if they'll follow in his footsteps. Maybe they will, maybe they won't. But what he does know is that he's building something they can be proud of, something that, if they ever choose to take it over, will stand strong for years to come. He brings them to the shop, introduces them to his crew — many of whom have been his closest friends for decades. His business isn't just about wires and circuits; it's about people, about relationships, about building something that lasts.

Life is short, and Broc knows that better than most. Every day, he's trying to find the balance — between working hard and making time for the things that really matter. He's grateful for the team he has, for the customers who trust him, for the life he's built. And through it all, one thing remains constant: his love for what he does. Because at the end of the day, being an electrician isn't just a job — it's a calling. And Broc is answering it, one house, one wire, one relationship at a time.



Broc with his daughter Rylee.



Broc with Rylee in the field.

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COVER STORY

Blake Cain

WHERE I'M
MEANT TO BE

BY BRANDON JERRELL • PHOTOS BY KG PHOTOGRAPHY



“Success, to me, is more than just numbers or closed deals — it is about the impact I make on the people I serve. It’s knowing that I’ve helped a family find their dream home, guided a first-time buyer with confidence, or made the selling process smooth and rewarding for a client.”

This is just one of the facets of how Blake Cain, Global Real Estate Advisor with Russ Lyon Sotheby’s International Realty, defines success. “Success is also about consistency, growth, and staying

passionate about what I do. If I can wake up every day excited to help people, build lasting relationships, and make a difference in my community, I consider that a true success.”

Finding Passion

With his father in the United States Air Force, Blake grew up moving from place to place. While this allowed him to experience unique locations, it also



“
Navigating a tricky transaction,
helping clients overcome
financing obstacles, or finding
creative solutions to make
a deal work, solving these
challenges is very satisfying.”

taught him firsthand the difficulties that can come with a move. “I think moving every few years as a kid growing up consistently forced me outside of my comfort zone,” he shares.

He earned his Bachelor’s in Marketing along with a Certificate in Economics from Northern Arizona University. “While attending NAU, I struggled to pinpoint exactly what I wanted to do after graduation,” he shares. “I initially pursued a degree in Psychology, but while the subject was interesting, it didn’t feel like the right path for me. In my second semester, I switched to the College of Business, where I truly thrived. I appreciated the structure and logic of business — cut and dry, debits and credits.”

Throughout his journey, he proudly shares that his faith guided him through every decision. “I have always felt called to the homeless, but didn’t quite understand what this meant. An ‘aha!’ moment happened when I realized this call had been to help people find their perfect home. I had no idea at the time that this path — one led by faith — would lead to such a fulfilling career. One not only for myself but for my family as well.”

A Perfect Place to Call Home
With his purpose laid bare, Blake began his real estate career.

Despite knowing the allure of amazing places like Germany and Italy, he proudly declares Flagstaff his home. Living in Flagstaff for most of his life, his intimate knowledge of the area and his love for it is a major point in each interaction. “I have a deep understanding of the market, neighborhoods, and lifestyle, and this helps clients make the best decisions, whether they’re first-time buyers, luxury clients, or investors.”

“What excites my clients most about moving here is the lifestyle. They’re drawn to the fresh mountain air, four-season climate, and endless outdoor activities like hiking, skiing, and mountain biking. Many also love the



“
If I can wake up
every day excited
to help people,
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I consider that a
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sense of community and slower pace of life compared to bigger cities. Whether they're relocating for work, seeking adventure, or looking for a peaceful retreat, Northern Arizona offers something truly special, and helping clients find their perfect home here is what I enjoy most."

People Driven

As previously highlighted, Blake's business is driven by his dedication to building meaningful, lasting relationships. "Real estate isn't just about properties — it's about helping people find the perfect place to call home," he states. "I don't just focus on transactions — I focus on people. Whether it's through creative marketing, deep local expertise, or going the extra mile to ensure my clients feel confident in their decisions, my goal is to provide an experience that's personal, professional, and unforgettable."

Blake's "creative marketing" is far from an exaggeration. Blake is highly active on social media creating high-energy and engaging content. In a recent video, he smoothly dances through an 8,000-square-foot estate. In another video, he shows off a beautiful property that was sold shortly after he took it on. He firmly believes this kind of marketing is what makes him stand out amongst other agents.

In addition to everything else he loves about being an agent, he also loves the challenges that come with it. "Navigating a tricky transaction,



helping clients overcome financing obstacles, or finding creative solutions to make a deal work, solving these challenges is very satisfying."

Family and Faith

Outside real estate, Blake is an avid tennis player. When not spending time with family or friends, he can likely be found on one of Flagstaff's tennis courts. "I have also been an avid golfer my entire life, and love hitting the links with friends/clients," he adds.

As for his family, Blake and his wife, Sarah, are the proud parents of two young boys: Emerson (7) and Beckham (4). "Sarah deserves most of the credit for my ongoing success," he admits. "To tell you the truth, she has saved many deals for me with her wisdom. She is one of the smartest human beings I know. She is full of love, and just gives her all in everything that she does including our marriage and staying home to mother and care for my boys."

As a family, they love to take weekend and day trips to Sedona and various resorts in the Valley. "We have a deep love for the Newport Beach, CA area. We take at least a couple of trips out there every year to unwind! If and when an opportunity arises to travel with close friends or family, we are on board. Otherwise, we are a busy household with school, sports, family dinners, and just living the best life at 7,000 feet."

"My greatest achievement is undoubtedly my marriage and my family. Building a strong, loving partnership with my spouse for almost twenty years, and raising two wonderful children has brought me more fulfillment than any professional accomplishment. The love, support, and growth we experience together as a family is a constant source of joy and motivation in my life. The lessons I've learned in creating a strong family foundation — patience, commitment, and collaboration — are the same principles that I carry into my business, making me a better real estate agent, and a better person, overall."

Blake Cain's passion for the industry is undeniable. His consistent commitment to every facet of his life is a trait that all should strive for.

"My full-circle moment came when I found myself working with the Sunshine Rescue Mission, a faith-based nonprofit dedicated to helping individuals out of homelessness. Being able to use my real estate expertise to support their mission was a powerful reminder that I am exactly where I'm meant to be."

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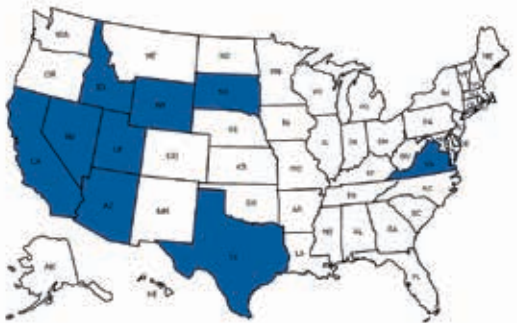


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THE POWER OF PERSPECTIVE

Turning Market Shifts into Opportunities

BY JACKI SEMERAU TAIT

If there’s one thing constant in real estate, it’s change. Markets shift. Interest rates rise. Buyer sentiment fluctuates. Inventory dries up, then floods in.

It’s easy to let these external forces shake our confidence, especially when fear-based headlines dominate the news cycle. But the agents who thrive long-term aren’t the ones who panic in the face of change — they’re the ones who see opportunity in the shift.

This is where perspective becomes everything.

Shift Happens. Now What?

Whether you’re just starting out or you’re a seasoned agent with years under your belt, every market change can feel personal. Suddenly your once hot listings are sitting. Buyers ghost you after a few showings. The momentum you felt last

quarter disappears like it was never there. But here’s the truth: The market isn’t your enemy — your mindset is.

In every challenge lies the seed of a new opportunity. The question is: are you willing to shift your perspective to find it?

Reframing the Narrative

It starts by rewriting the story you are telling yourself. When the story in your mind sounds like this: “This market is tough. No one is buying,” that only serves to enforce in your mind that you have no control over anything that happens in your real estate business. What if you reframed the story to sound like this: “Buyers are more cautious, which gives me the chance to educate and build deeper trust.”

Or what about that tendency to get upset when another agent gets the listing you thought you had? Instead of hanging onto

jealousy, remind yourself that there’s enough business for all of us out there who are willing to show up and work hard.

One of my business mentors, Kody Bateman, reminds us that “The stories in our minds become the stories of our lives.” What we repeat — either outloud or in our minds — become the beliefs we live by. If you want different results, start with a different narrative.

Look for What Can Be Done

It is true that a shifting market will upend our typical way of doing business. It’s too easy to get stuck in a rut. Then when the market shifts, we feel off kilter. But instead of simply ruminating on those external factors that can’t be changed, think about the things you DO have control over.

A few fast suggestions on things to do to put yourself back in control of your business:

- Reach out to your database and offer a quick market update.
- Connect with past buyer clients and offer to provide an updated market valuation on the home they purchased from you previously.
- Host an educational workshop on your area of specialty in real estate.
- Post a video on social media with a fact about your local market.
- Connect with a new group of people — start taking a class, join a new networking group, or start a Meet up for people who have a similar interest as you.

Yes, transactions may slow down — but relationships don’t have to. Even though we are paid per transaction, those transactions only happen when people know, like, and trust you. Focus on growing your relationships now more than ever.

A shifting market is a spotlight. It shines on the agents who are consistent, creative, and committed to showing up regardless of conditions.

Opportunity Lives in the Gaps

Every market change leaves gaps — and gaps are where opportunities are born.

When interest rates climb, some agents focus only on buyers waiting for rates to drop. But a real estate agent with a growth mindset might focus on buyers who *have* to move — job relocations, life changes, divorces — and offer real solutions.

When inventory drops, some agents panic and reduce their marketing in an effort to save money. An agent looking to fill the gap kicks their marketing into high gear. And that doesn’t always mean spending more money. It could mean getting creative with social media or events.

When the market gets noisy with misinformation, confident agents become the voice of clarity. They position themselves as educators, not just salespeople.

Practice Market Agility

Mindset isn’t about blind positivity. It’s about resilience and adaptability. It’s about choosing to pivot instead of panic.

If you want to master the art of market agility, it’s important to stay plugged into real data. Don’t get sucked into conversations about drama or whatever headline is in the media. It is important to stay aware of what is in the news, but try to do so by plugging into non-biased sources. Feel free to reach out to me — I’m happy to share a few of those sources with you if you’re interested.

Another tactic to staying agile is to be proactive in your business. Real estate tends to be very reactionary by nature. Trust me, staying proactive is something worth mastering if you want to stay on top of your game in ANY market.

Be willing to adjust to what works now. Don’t get trapped in the mindset of how “things used to be.”

You don’t need to predict the future to be successful in real estate. You just need to stay flexible, stay focused, and stay in forward motion.

Perspective is Your Superpower

At the end of the day, your mindset is the lens through which you experience this business. Two agents can face the exact same market — one sees obstacles, the other sees opportunity.

Which one are you?

Market shifts are inevitable. Burnout, fear, and frustration are optional. When you shift your mindset, you shift your outcomes.

A shifting market isn’t the end of your momentum. It’s the beginning of your reinvention. Stay curious. Stay creative. Stay connected. Perspective is everything, and you get to choose yours.



Jacki Semerau Tait
RealEstatebyRelationship.com

Jacki is the founding agent for Team Three 23 with Realty ONE Group Mountain Desert, a team who has consistently been in the top 1% of Realty ONE Group agents Nationwide since 2019. She is also a Certified Coach, leading the Agent Success Program for her brokerage and runs coaching accountability programs for agents Nationwide.



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THE JOURNEY OF Cheyenne

Goldfeather Cunningham

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From Concierge to Real Estate Success

Behind every successful real estate agent is a unique story of how they got there — and Cheyenne Goldfeather Cunningham’s path to real estate was anything but conventional. With a background that combines hospitality, customer service, and a deep love for the Verde Valley, she’s carved out a career that goes beyond simply buying and selling homes.

jobs set her up for success. “Those roles really helped me develop strong customer service and problem-solving skills — skills I use every day in my current work,” Cheyenne explains.

A Leap of Faith: The Transition to Real Estate

The turning point in her career came when the COVID-19 pandemic impacted her job as a concierge. “When I returned to work after the furlough, the company cut our commissions in half. I wasn’t feeling passionate about my job, and it just didn’t align with where I wanted to go in life. So, I decided to take a leap of faith and look for something new.”

It was during this time that fate stepped in. Cheyenne was on her way to apply for a position at a local restaurant when a chance encounter changed everything. “I bumped into a friend, and we started talking about finding a new job. That’s when Taylor Coleman-Underwood, my now-business partner, overheard our conversation and asked if I’d be open to working as an assistant in real estate for him and his mom, Jody Coleman.”

Taylor and Jody’s offer was more than just a job — it was an opportunity to learn, grow, and eventually get licensed as a real estate agent. “It felt like the right time, and I couldn’t resist the chance to work with them and learn from their experience. I took

The Early Years: From Visual Communication to Customer Service

Born in Laguna Beach, California, Cheyenne’s family moved to Sedona when she was three years old. With a diverse upbringing — her mother is Algerian, and her father is French — she learned the value of adaptability early on, having lived in both France and Uruguay before returning to Sedona in 2010. But the place that truly shaped her professional future was Northern Arizona.

“I went to Northern Arizona University and earned a bachelor’s degree in visual communication,” she recalls. “I had big dreams of starting my own business, but life didn’t align with that vision at the time. Instead, I stayed local and worked in restaurants, later moving into a concierge position at a hotel.”

Though she didn’t jump straight into the career she studied for, these early



“
Growing up in the Verde Valley gives me a unique perspective on the area. I use that local expertise to uncover off-market opportunities and negotiate the best deals for my clients.”



the plunge and started working as an assistant, and soon after, I enrolled in real estate school.”

The Road to Real Estate: Finding Her Fit

Juggling her work as an assistant with her concierge duties, Cheyenne quickly powered through her real estate classes, earning her license. “I’ve always loved sales, but more than that, I love helping people get what they want and need. In real estate, I can guide people through a big life decision without ever pushing them into something that isn’t right for them. That’s what I love about it — it’s all about being helpful and providing value.”

Real estate became the perfect fit for Cheyenne. She relishes the opportunity to help people find homes that align with their needs and dreams. “It’s incredibly fulfilling to be the person who helps people through such a huge milestone — whether they’re first-time

buyers, investors, or sellers moving on to the next chapter in their lives.”

Standing Out in the Crowd

While many real estate agents follow similar processes, Cheyenne prides herself on the personalized approach



she brings to each client relationship. “I don’t believe in a one-size-fits-all approach. I really take the time to get to know my clients, listen to their needs, and guide them based on what’s right for them — not just what’s available on the market.”

Her commitment to authenticity and communication has earned her a reputation for being real and vulnerable with clients. “I’m upfront and honest, even when it’s tough,” she admits. “I want my clients to feel confident and informed throughout the process, whether they’re buying their first home or making a strategic investment.”

In addition to her personalized service, Cheyenne brings a deep knowledge of the local area and creative marketing techniques. “Growing up in the Verde Valley gives me a unique perspective on the area,” she explains. “I use that local expertise to uncover off-market opportunities and negotiate the best deals for my clients.”

What Clients Love About Northern Arizona

For Cheyenne, selling homes in Northern Arizona is more than just a job — it’s a passion. “There’s something magical about this area,” she says. “The red rocks, the sense of safety, the close-knit community — it draws people in. And there’s such a variety of landscapes and activities here, from skiing in the morning to lounging by the pool in the afternoon. It really offers something for everyone.”



Her clients are often just as enchanted with the area as she is. “Whether it’s the outdoor lifestyle, the slower pace of life, or the incredible scenery, people are always excited about what Sedona and the Verde Valley have to offer.”

Life Beyond Real Estate

When she’s not working, Cheyenne stays active with hobbies that keep her grounded. She enjoys weekly equestrian lessons, painting as a form of creative expression, and snowboarding in the winter. Giving back to the community is also important to her — she spends time volunteering at the humane society in Cottonwood, walking dogs and helping them find new homes.

“I love staying busy and challenging myself in new ways, whether that’s through hobbies, DIY projects, or spending time with my family,” she says. “My husband, three dogs, and I love exploring the outdoors, riding dirt bikes,

or simply enjoying a movie together.”

A Quote to Live By

Through all of her experiences, one quote stands out as a guiding principle: “Do the best you can until you know better. Then when you know better, do better.” – Maya Angelou. “This quote has always resonated with me because it reflects my approach to life,” Cheyenne explains. “It’s about growth, learning from each experience, and always striving to improve.”

A True Advocate for Clients

When asked what she hopes readers take away from this article, Cheyenne emphasizes one thing: her genuine commitment to helping clients. “Real estate is not just about transactions — it’s about relationships,” she says. “I want my clients to feel supported, informed, and empowered throughout the process. I’m here to help them make smart decisions,

and I’ll always go the extra mile to make sure they feel confident in their choices.”



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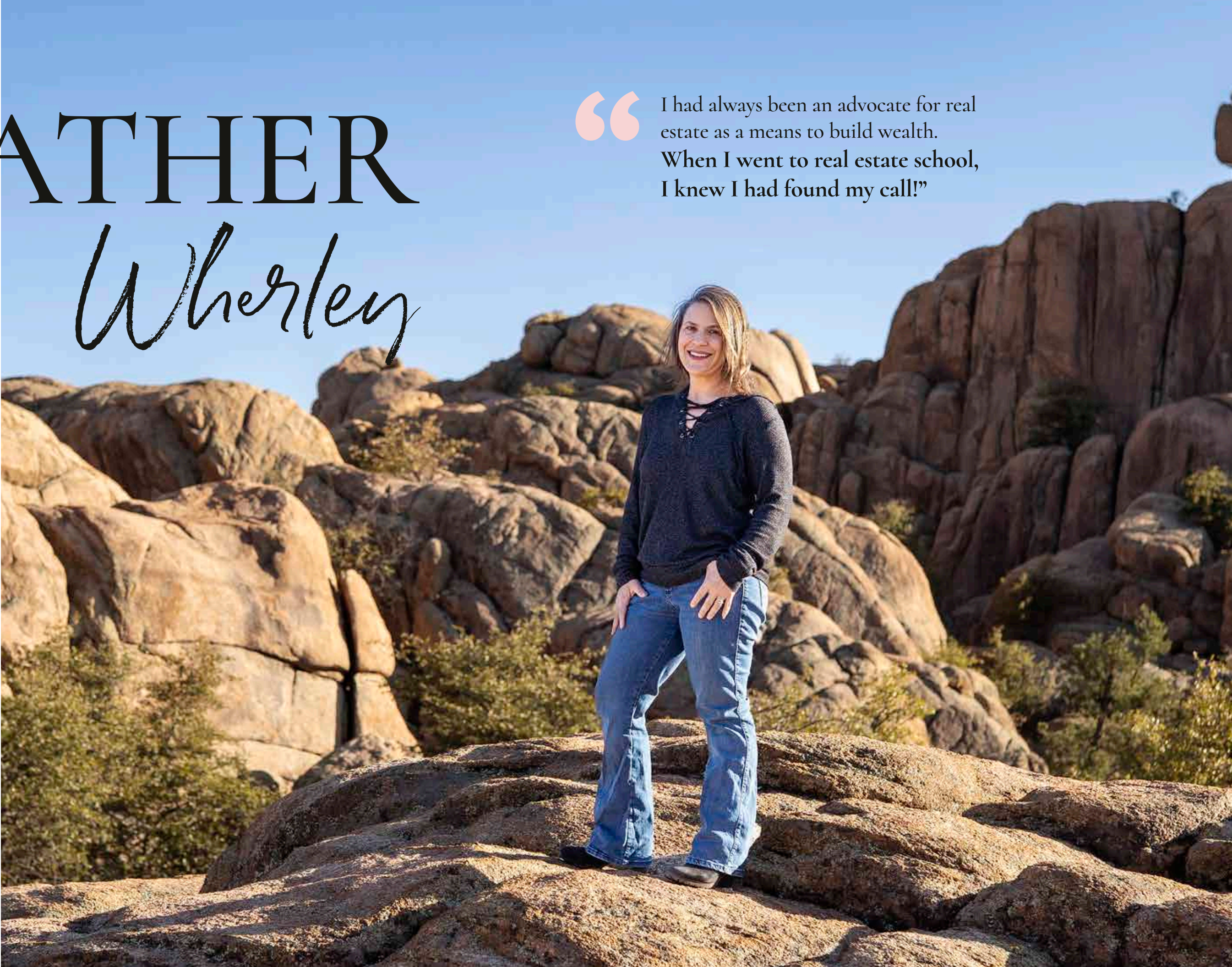
Heather Wherley's path to real estate wasn't exactly a straight line, but it was one guided by a deep sense of service and purpose. Before becoming an associate broker, Heather was immersed in the medical world, managing dental and medical offices, consulting for system revamps, and even serving as the business manager for Alphabet Plumbing and Rooter. She had a knack for organizing and problem-solving but never found the fulfillment she was searching for. It was a series of changes in the medical field and a nudge from her husband that led her to real estate—and that's where Heather found her calling.

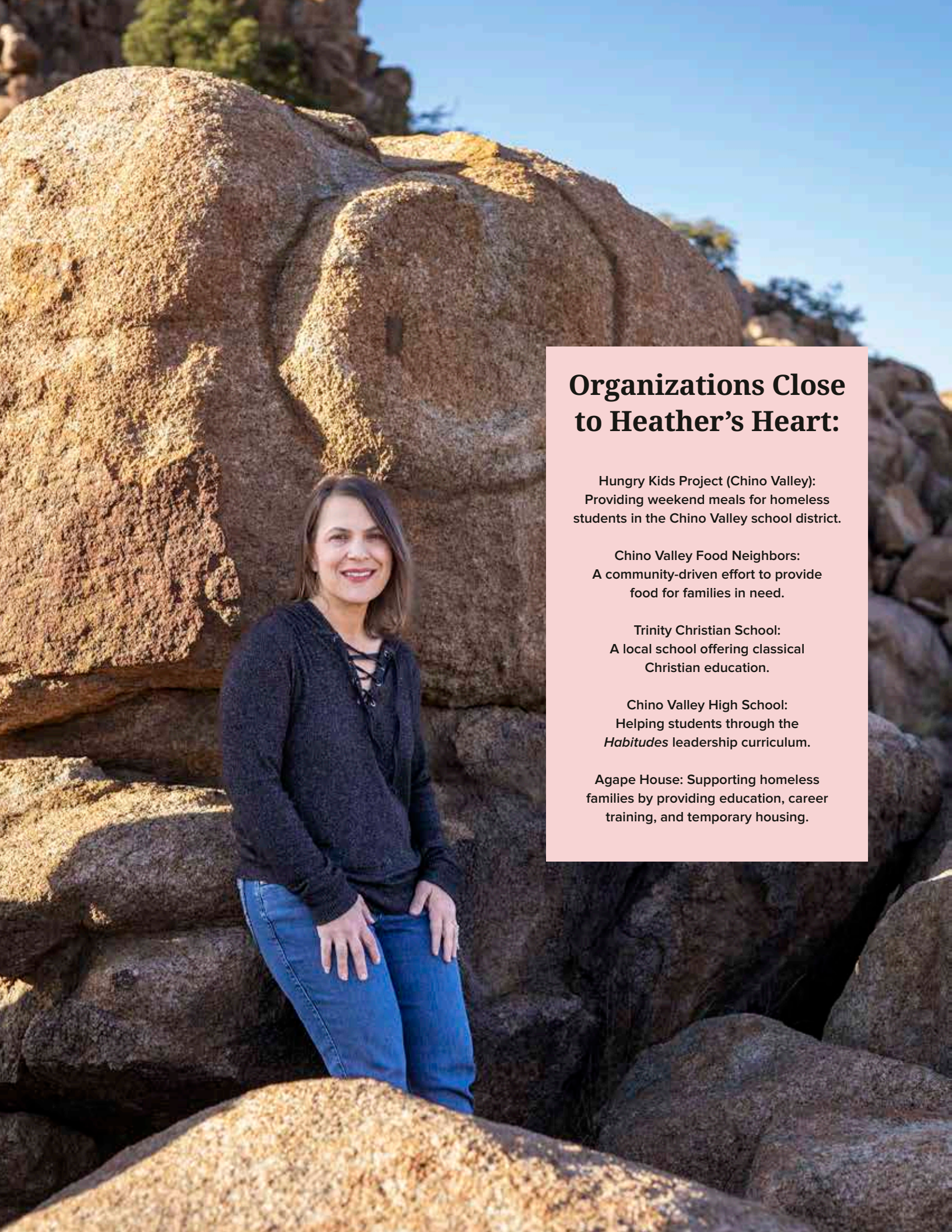
"I had always been an advocate for real estate as a means to build wealth," Heather explains, recalling how she bought her first home at 22. "When I went to real estate school, I knew I had found my call!"

But what sets Heather apart in the world of real estate isn't just her passion for the industry — it's her commitment to serving others. Heather believes her work is more than just about numbers or paperwork. "I love paperwork and numbers, but the fiduciary responsibility to my clients is

“ I had always been an advocate for real estate as a means to build wealth. When I went to real estate school, I knew I had found my call!”

Wherley





Organizations Close to Heather's Heart:

Hungry Kids Project (Chino Valley):
Providing weekend meals for homeless students in the Chino Valley school district.

Chino Valley Food Neighbors:
A community-driven effort to provide food for families in need.

Trinity Christian School:
A local school offering classical Christian education.

Chino Valley High School:
Helping students through the *Habitudes* leadership curriculum.

Agape House: Supporting homeless families by providing education, career training, and temporary housing.



what really excites me,” she says. For Heather, real estate is a way to serve others, and she takes that responsibility to heart, knowing that it’s all about building trust and rapport to help clients make important decisions.

One of the most distinct aspects of Heather’s business is her team approach. “I don’t pass people off,” Heather says. “If you get one of my agents, you get me too.” She leads a team of agents who work together on every transaction, making sure clients’ needs are met, no matter their budget. In Heather’s eyes, relationships are at the core of everything she does. She treats every client like they’re her only one, ensuring they receive the attention they deserve.

When it comes to the Prescott area, Heather loves the small-town feel, the weather, and the strong sense of community. Chino Valley holds a special place in her heart with its rural charm and active local scene. Heather is also passionate about giving back to the community, getting involved in local schools, and inviting her clients to join her in making a difference.

Yet, her journey hasn’t been without challenges. Heather overcame significant obstacles, including addiction and an abusive marriage at a young age. She is open about her struggles, saying, “I know no fear. There is nothing to fear in this world.” Her faith in Christ has been her greatest transformation. “Christ changed everything. I went from being an addict to helping single mothers write resumes,” Heather says. “I serve for the Lord, and this is why I’m capable of all things.”

Her faith has also led Heather to become an advocate for causes she’s passionate about. She’s worked with organizations like the Chino Valley Food Neighbors and the Hungry Kids Project, helping to ensure that students in the local community have food to eat on weekends. Through her real estate platform, she’s also raised awareness for these projects, using her visibility to try to make a difference.

Looking forward, Heather’s future in real estate remains focused on service — serving her clients and serving her community. “I go where You go,” she says, quoting *Dances With Wolves* to describe how she lives her life in alignment with her faith.

Above all, Heather wants to be remembered for one thing: “I want to hear, ‘Well done, my good and faithful servant.’ That’s all.” Whether helping clients find their dream homes or giving back to those in need, Heather’s legacy is one of love, service, and making the world a better place.

The Impact of Tariffs on Rental Markets

BY DAVID WEISS

In recent months, new tariffs imposed on various goods have significantly altered the economic landscape of the United States. While the immediate impact of these tariffs largely affects importers and manufacturers, the long-term implications for the rental market, especially the long-term rental sector, are becoming increasingly evident. Understanding how these tariffs ripple through various sectors can illuminate the changes we may see in rental markets in the foreseeable future.

Understanding the Tariffs

Tariffs are taxes imposed on imported goods, aimed primarily at boosting domestic production by making foreign products more expensive. While this might benefit local industries in the short term, it can also lead to higher prices for consumers and disruptions in supply chains. As the costs of goods rise due to tariffs, businesses face increased operational expenses, which can lead to higher prices for services and products, including housing.

Inflationary Pressures

One of the most significant ways new tariffs could impact long-term rental markets is through inflation. As construction materials, appliances, and other goods become more expensive due to increased tariff costs, these higher expenses are likely to be passed on to renters. Property management companies may have no choice but to raise rents in response to mounting costs associated with property maintenance, renovations, and general upkeep.

Further inflationary pressures can also arise from the rental sector itself. As rental prices increase, the overall rental market can become less accessible for low and middle-income families. Higher rents can lead to increased demand for affordable housing options, pushing some renters further into substandard living conditions or out of the market altogether.

Supply Chain Disruptions

Another component to consider is how tariffs can disrupt supply chains, particularly in the real estate sector. Builders and contractors rely on a wide range of materials, from lumber to plumbing fixtures, many of which may be subject to tariffs. As costs rise and availability becomes limited, construction timelines could be extended, leading to fewer new housing units coming onto the market. This decrease in supply can aggravate an already tight rental market, pushing rents up even further.

Moreover, if construction costs escalate substantially, developers might opt to abandon projects altogether or pivot toward luxury developments that promise higher returns. This shift can exacerbate the shortage of affordable housing options, driving lower-income renters out of their neighborhoods.

Effects on Investment and Development

Tariffs can also create uncertainty in the investment landscape, making developers and investors cautious. While some investors may see the potential for profit in a distressed market, many will likely hold back until the economic implications of tariffs become clearer. A slowdown in new developments can result in long-term inventory shortages, which traditionally drive up rent in established markets.

Additionally, financing avenues may also tighten up if lenders become wary of rising construction costs and an uncertain rental climate. This could lead to fewer loans being issued for development projects, further constraining the availability of rental properties.

Market Behavior and Shifts

Another crucial factor is behavioral changes among renters and landlords. Rising costs in the rental market may prompt some tenants to consider alternative living arrangements, such as subletting or sharing accommodations, thereby changing the dynamics of how the market operates.

Additionally, as the cost of living rises, tenants may prioritize their location choices, opting for more affordable suburbs or rural areas. This shift could lead to a realignment of the demographics associated with urban versus suburban living.

What Lies Ahead

New tariffs, while aimed at protecting domestic industries, could have far-reaching effects on long-term rental markets. Rising construction costs, increased rents, and supply chain disruptions may create an environment of scarcity and inflation that disproportionately affects renters, particularly those with limited financial flexibility.

Stakeholders, including developers, landlords, and policymakers, must closely monitor and adapt to economic changes to address the escalating housing crisis. As inflationary pressures, driven by tariffs, continue to worsen the situation, innovative solutions for affordable housing are essential. Understanding the relationship between tariffs and the rental market is crucial to creating a future that benefits all.



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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BY GARRETT HAMLIN



When you did your homework from the previous article in this series, you discovered your personal strengths, made plans that leverage those strengths, and bounded out of the starting gate. Congratulations, you are cruising down the road toward your big goals! But as you look up ahead, you might start to see some roadblocks out there in your path. **Are you unstoppable?** Well, to paraphrase Henry Ford, whether you believe you are or believe you aren't, you are right. So, how can you firmly fix your mindset on believing that you are unstoppable? I am glad you asked.

Fear vs Anxiety

First, are you experiencing fear or anxiety? What's the difference? Some say that "Fear comes from what we see, but anxiety comes from what we imagine." Fear happens when you see a bear in your yard. Anxiety happens when you imagine you are going to see a bear in your yard. Get the difference? Look carefully at this road ahead of you now and discern: Do you see a real obstacle, or are you just imagining things that could go wrong but aren't really there? Today we are talking about confidence in the face of fear and trusting yourself to overcome real obstacles. Anxiety is a topic for another day (but, spoiler alert, the antidote to anxiety is to cultivate major gratitude).

Plan for Confidence

Nurture and grow your unstoppable nature by doing two things: First, make plans for dealing with obstacles before they appear. Do you think that along this journey towards your goal you might run into some objections? Then brainstorm and decide now how you will handle those objections if they appear. Of course, we cannot prepare for every single possible obstacle, but that is not the point. The real value of planning is to develop confidence ahead of time that you will overcome when problems arise.

Second, dig into your vault of experiences and grab hold of a situation where you overcame a daunting challenge. Maybe it was a hard conversation, or an unwelcome life change, or an objection that you never expected. Think about how you overcame that obstacle. That is a success story, and it is one proof of your unstoppable nature. I like to call those stories Success Pills. Don't stop there, just keep digging and writing until you have a bottle full of Success Pills ready to boost your confidence as needed.



Bring it!!

Keep racing forward toward your goal, knowing that deep down inside you are unstoppable! When a roadblock tries to stop you, remember your past successes and confidently improvise, adapt, and overcome. Enjoy the moment, think win-win, stick to your values, and exercise your strengths, just because you can!

Winners Podium or Penalty Box?

Finally, celebrate your victory!!! Even if every detail did not go as expected, **you have proven that you are unstoppable.** Every success has the potential to build you up. But, being a human being, you also have the potential to sabotage your own confidence. What you dwell on after the event will either bolster or erode your confidence for the next time, so be kind to your mind. It is wise to do a check-up from the neck up. Pause your thoughts for a moment and make sure that in your mind you are seeing yourself standing on the winner's podium, not in the penalty box. Adopt the attitude that there is no losing, there is only winning or learning. If you review what you did well, and briefly consider what you learned for next time, you will grow. Deliberately celebrate your success, note what you learned, and be grateful for everyone and everything that prepared you for this moment. Challenge yourself, grow, celebrate, repeat.

Growth Assignment

Spend some time in reflection and write several of your own success stories. Keep them close at hand for when you need a quick boost. If you want to pursue these concepts further, I recommend Ryan Holiday's book "The Obstacle is the Way." Popular with competitive athletes, it presents an approach to solving tough problems from a Stoic perspective, based on ancient works by Marcus Aurelius, Seneca, and Epictetus.

Are you living boldly and showing up as your best self every day? If you want to share your stories or have questions, I would love to hear from you. Email me at garrett@garretthamlin.com



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