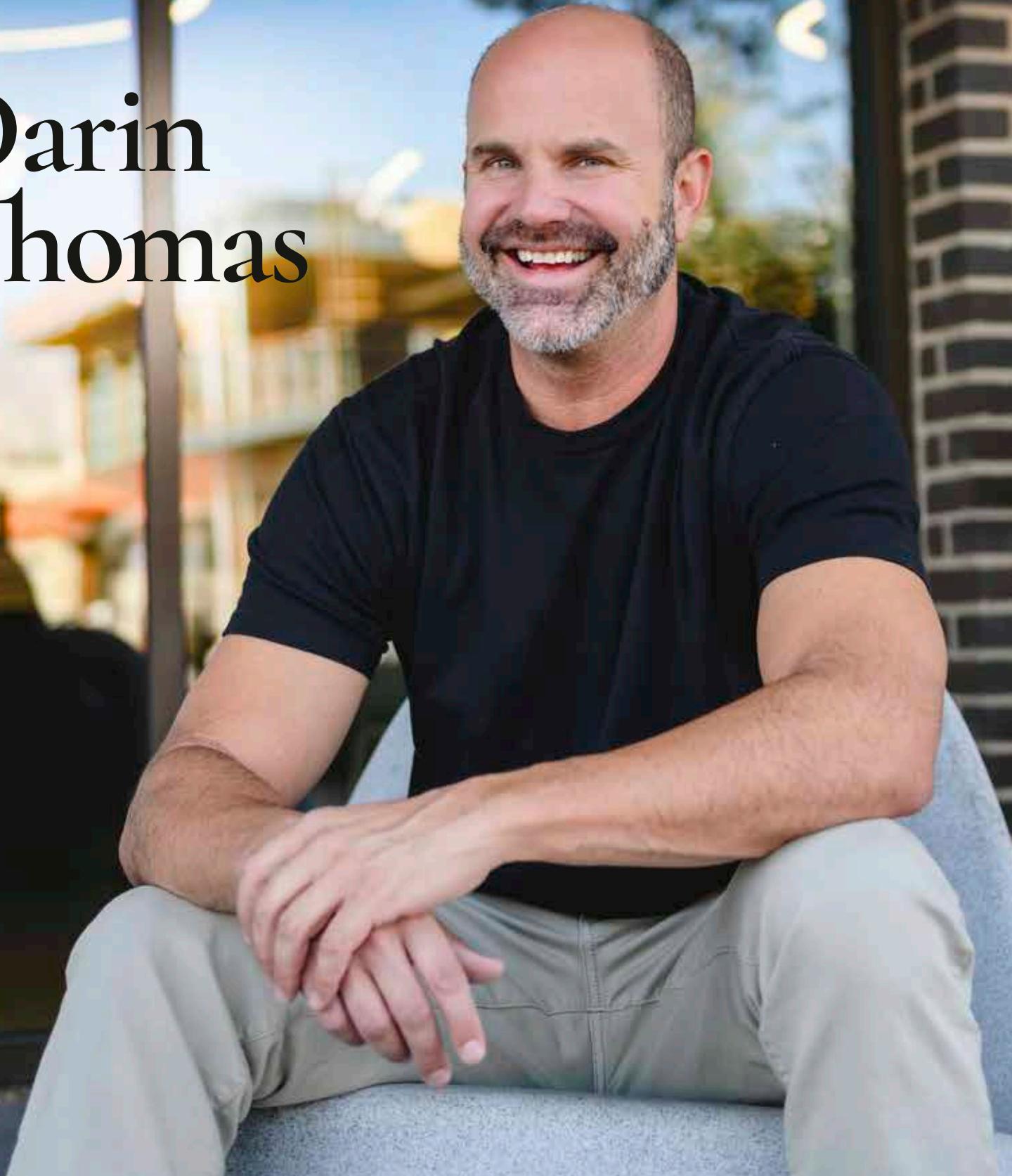


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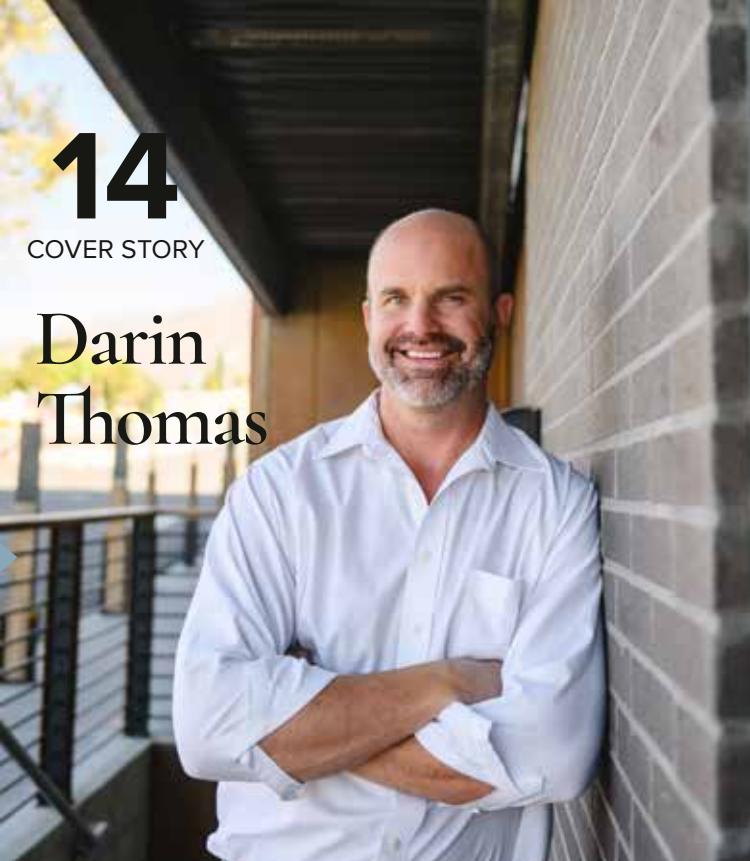


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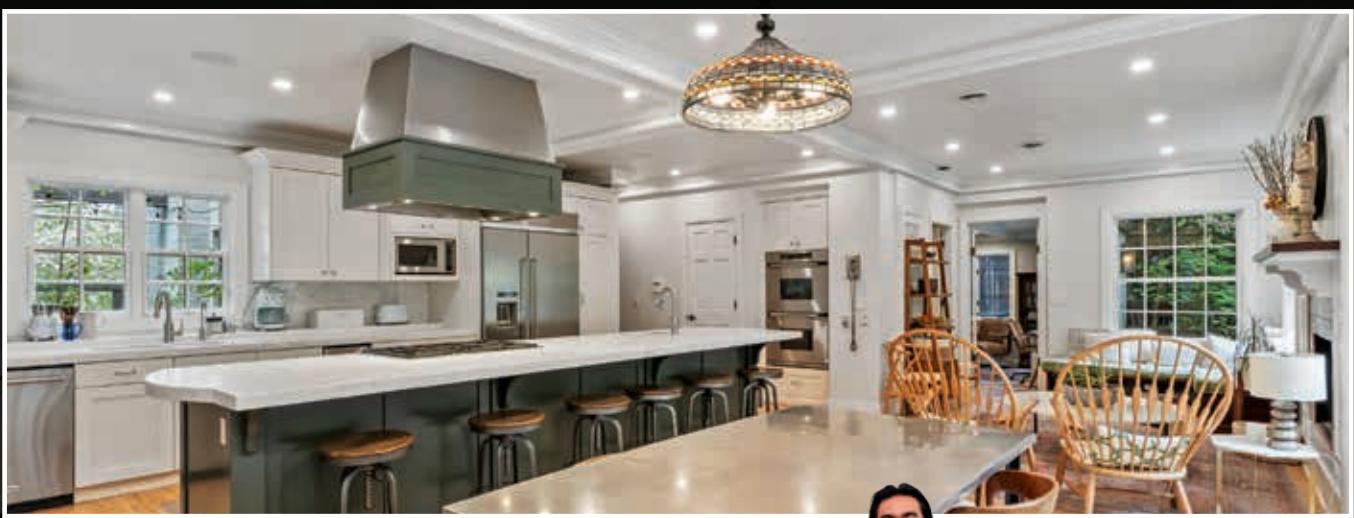
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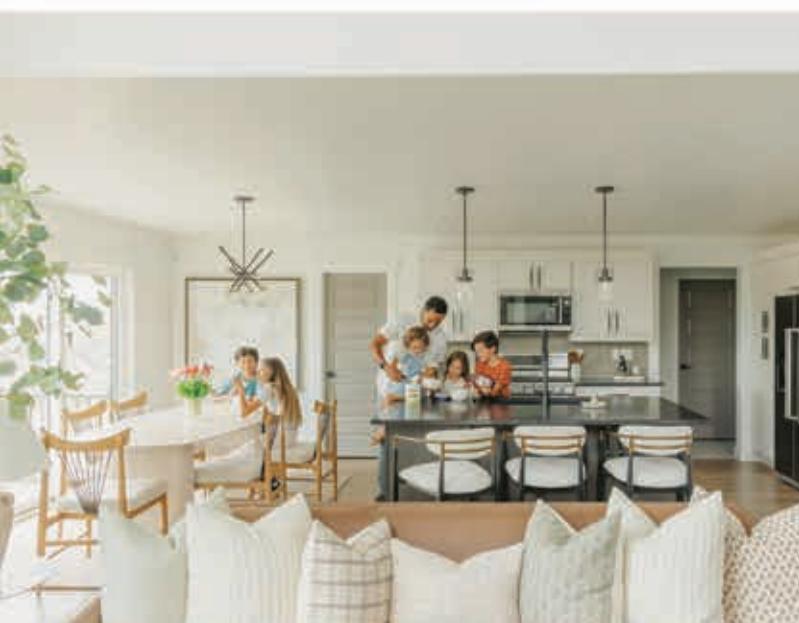
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# Darin Thomas

## Exceeding Your Goals

WRITTEN BY KENDRA WOODWARD  
PHOTOGRAPHY BY LEXI RAE PHOTOGRAPHY

For Darin Thomas, real estate has been an ever-evolving journey marked by adaptability, willingness, perseverance, and a passion for helping others grow through homeownership. Since becoming licensed in 2019, Darin has continued to make waves as part of Real Broker's Perry Group, earning recognition as a Top 500 real estate agent five years in a row. But his path to success was anything but conventional, considering he never expected to have such an affinity for selling houses in the first place—that was never his intention.

Darin moved to Salt Lake City at the age of six and spent three years working as a forklift driver after graduating from high school. From there, he headed out of state, attending Florida State University in 2006. However, after completing nearly four years of his education, Darin was able to utilize an opportunity to study abroad and complete his credits while living in Italy.

Upon his return to the States, and more specifically, moving back home to Utah, Darin immediately directed his career towards financing by earning his lender's license. Despite a steady job at America First Credit Union, it only took a year for Darin's entrepreneurial spirit to emerge quickly. After parting ways with the company, Darin decided to launch a construction take-off software company out of his basement which became the largest program of its kind at the time...in the world. After selling it in 2013, he continued in the tech industry, serving as VP of sales for two leading software ventures.

Despite his success, however, Darin sought a new challenge, something that would be less stressful, and his interest was piqued by a friend's proposition to flip houses. Instead of flipping houses, however, Darin's introduction to the real estate industry became a major stepping stone and passion. After joining a team soon after, Darin's career ultimately took off and saw him closing on 37 houses in his first year! "It's rewarding," he praises.

Often described as a "people-person," Darin enjoys meeting new people, making new connections, learning, and focusing on reaching his goals. Being able to help his clients every day at work and accompanying them through the home-buying process has become his favorite thing to do when he wakes up, despite the industry's knack for having really high highs and plummeting lows.

For novice agents, Darin passes down some of the knowledge he's gleaned along the way—some items that might help them get a leg up in the industry. First, he advises all new agents to join a team and absorb as much information as they can from other successful agents. "Listen to what they're doing and implement it," he advises.

The next objective would be to immerse oneself in the industry to gain a better understanding of how it works. To do this, he advises using different internet tools and platforms to learn the information in your own time. One option would be to a deep dive into the successes of other agents by watching them on YouTube, checking their social media, and networking in the same circles. Darin admits he's watched a lot of YouTube and read many books to figure things out on his own during his first year in business.

Lastly, and possibly the most important piece of advice Darin gives is regarding the successes of each day. "By setting personalized goals and speaking them



Photo provided by Darin Thomas



Photo provided by Darin Thomas

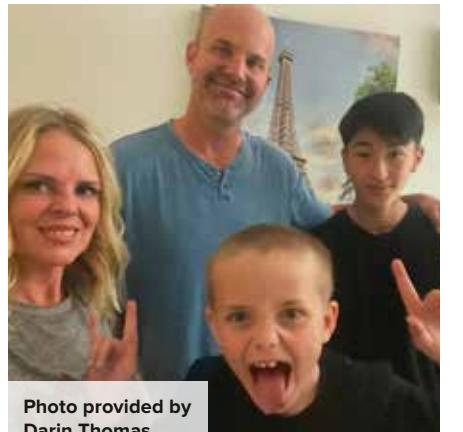


Photo provided by  
Darin Thomas

into the universe, one can manifest the life they dream. But, if you don't focus on it, work hard for it, and aim to progress, then it simply does not exist," he advises.

When he's not at the office, out showing a listing or learning new ways to improve his business, Darin's life is centered around his family and his community. Married to his wife, Janica, for eight years, the couple

has a young son named Dylan and recently adopted their son, Avery, just last year. Housing the family of four, plus his mother-in-law and three fluffy goldendoodles named Rocky, Bolt, and Bear, the Thomas home has become known as the go-to gathering spot for friends and family.

While Darin enjoys working out at the gym, he admits running is more his speed as it feels like a little therapy

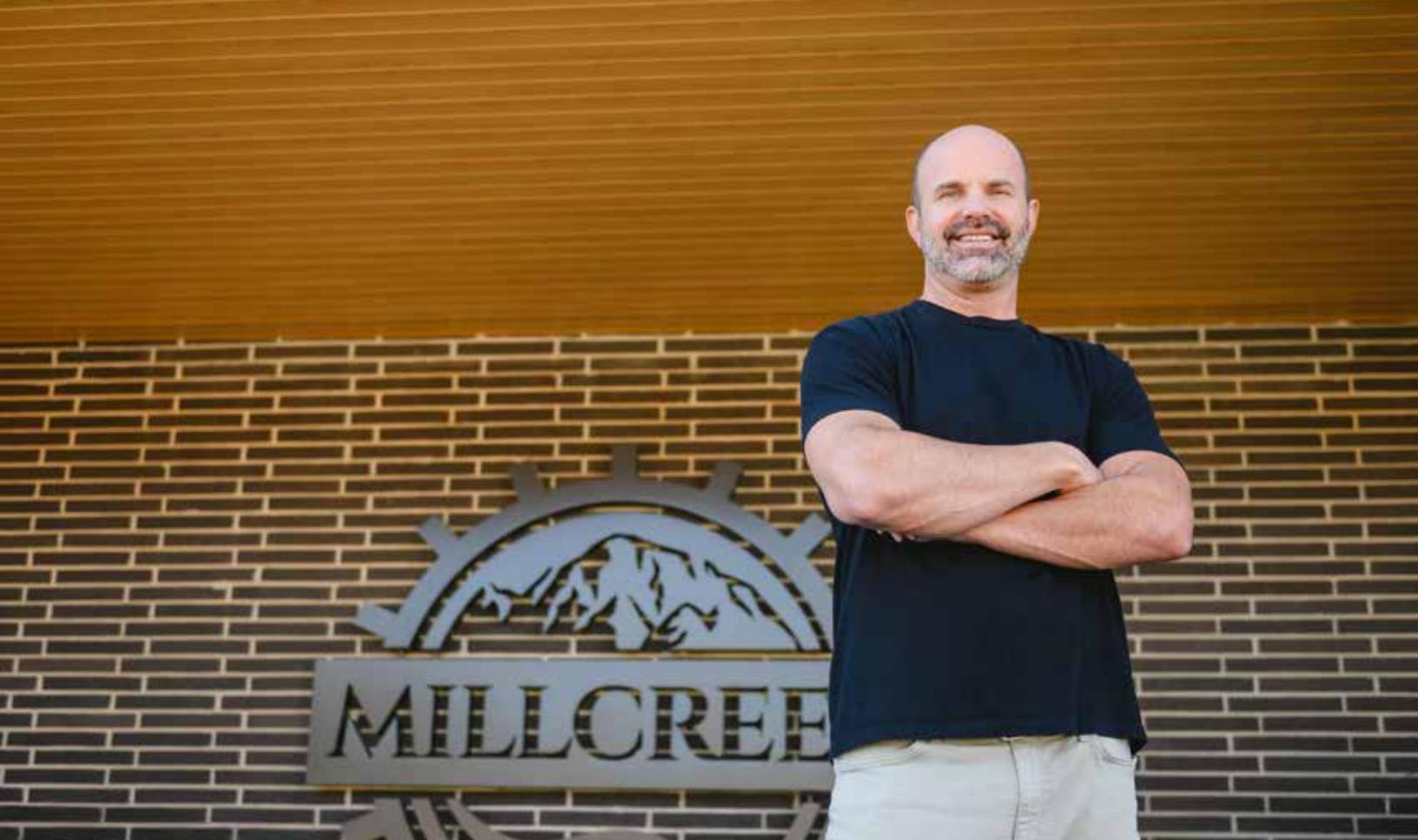


**"BY SETTING PERSONALIZED GOALS AND SPEAKING THEM INTO THE UNIVERSE, ONE CAN MANIFEST THE LIFE THEY DREAM. BUT, IF YOU DON'T FOCUS ON IT, WORK HARD FOR IT, AND AIM TO PROGRESS, THEN IT SIMPLY DOES NOT EXIST."**



session for his body and mind. He also can be found walking around town or the mall with his good friend from ninth grade or frequenting the local park with his family and their dogs. Also, the family loves to travel...as much as they possibly can. In 2022 alone, the family went on 14 vacations and plans to continue their adventures with each passing year.

The future is looking bright for Darin Thomas as he continues to make strides in his real estate journey; it seems as though the same passion has rubbed off on Janica. With plans to sell her salon in the near future, the couple is looking forward to turning their current rental property into a much larger investment by growing their rental portfolio. With such an unrelenting desire for knowledge and growth, Darin is sure to continue reaching his goals one day at a time.



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# PILLARTOPOST

## Providing Peace of Mind & Confidence for Generations To Come

WRITTEN BY KENDRA WOODWARD • PHOTOS BY TIFFANY BURKE PHOTOGRAPHY

When Jared Fenn first stumbled upon the idea of a career in home inspection, it wasn't a lifelong dream or a meticulously planned move. It was simply a curiosity sparked by his brother's home-buying experience, which quickly turned into something much more, leading him to purchase an existing Pillar To Post franchise in 2007. What followed wasn't just the evolution of a business, but the growth of a mission: to provide peace of mind and confidence in homeownership, one inspection at a time.

Jared comes from a long line of builders, stonemasons, and craftsmen (seven generations to be precise), which means his family's history is literally etched into the architecture of Utah. But while construction is in his blood, his initial career path led him elsewhere. After studying business administration and marketing at BYU, Jared spent a decade working at Nu Skin, where he managed their webteam and helped launch the company's first online shopping sites. Although it was a solid career, Jared was looking for more.

In 2006, Jared's younger brother was buying a century-old home in Provo, and he accompanied him during the inspection. Jared remembers walking away from the experience feeling underwhelmed by the lack of education provided to his brother, a brand-new homeowner purchasing a house over 100 years old. With this memory in the back of his mind, his interest was piqued when he saw a home inspection business for sale a few months later; he and his wife, Laura, decided to take a leap of faith into something new. "It was a great time to get into real estate," he jokes. "We were too eager and naïve to understand what lay ahead over the next year as the housing bubble burst." Despite the real estate crash that followed over the next few years,

they've managed to grow and thrive ever since.

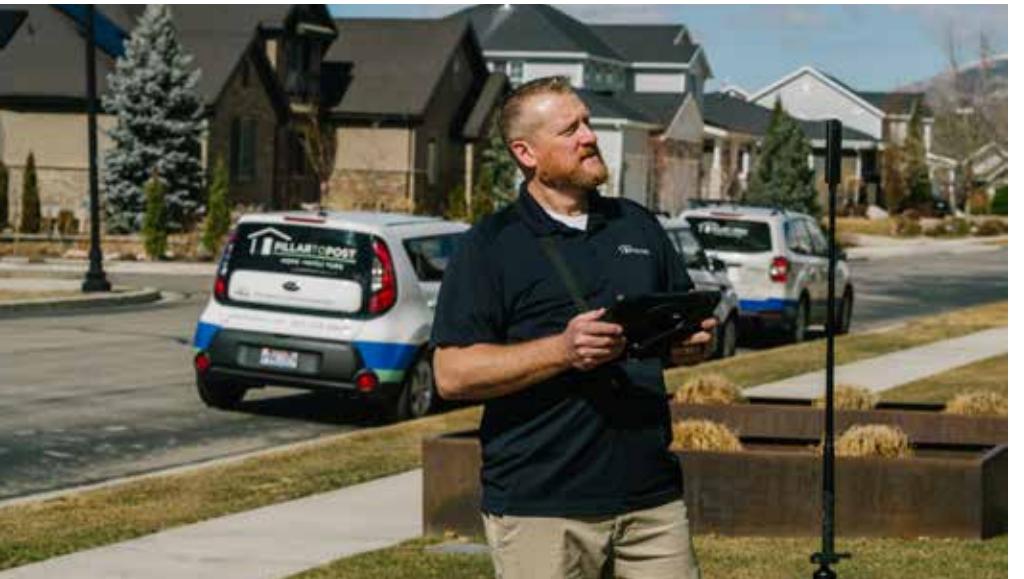
For Jared, the appeal of home inspections was never just about the mechanics of a house—it was about the people living in it and how he could help them better maintain their property through knowledge. While many inspectors see their job as simply running through a checklist, Jared approaches it much differently. "We're the white-collar consultants, not the blue-collar technicians," he explains. "We're more about education and making people feel confident in the home they are buying." That philosophy continues to shape every aspect of Pillar To Post—from the way they educate clients to the cutting-edge tools they use, everything is designed to make the process more transparent and reassuring. "Anything can be fixed. You just have to know what you're getting into."

Striving to remain at the forefront of the industry, Pillar To Post continues integrating new tools and services with every advance in technology. A prime example of this happened right before the pandemic, when Pillar To Post was selected to pilot a groundbreaking 3D home inspection program. Using advanced cameras, they could capture

an entire house in a virtual model, integrating it seamlessly with their inspection reports. And while most of the world was forced into lockdown, this technology became a game-changer for their business and had them barely keeping up with demand.

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But Jared's journey hasn't been without its challenges. In 2017, just as the business was hitting its stride, his wife Laura was diagnosed with breast cancer and he made the difficult decision to step back from the business to focus on family. While that decision led to some team members walking away, by 2019, Jared had revamped their perspective and goals,



**“WE'RE MORE ABOUT EDUCATION and MAKING PEOPLE FEEL CONFIDENT in the home they are buying.”**

emphasizing quality over quantity, and stepping into a new chapter for Pillar To Post. “We're more successful now than we were then,” he reflects on that shift in focus, valuing client comprehension and service, which has been instrumental in their growth.

As the Pillar To Post team continues growing within an industry where state-mandated regulations aren't required, Jared holds his team to the highest

standards, ensuring every inspector meets the rigorous requirements set by the nationwide Pillar To Post network for consistency and reliability, no matter the state they practice in. And with a community of 500-700 franchise owners across North America, Jared admits he always has resources to lean on when faced with unique challenges.

Outside of work, Jared and Laura have spent the last 26 years building the



life they dreamt of. They have two children, Kamryn and Grayson, who keep them busy with their many extracurricular activities, mostly involving theatre, music and the arts. They love traveling in their motorhome, escaping into nature whenever they can. Their daughter, who is currently Miss Orem's Teen, adds to an already packed schedule of volunteer work and charity events that the Fenns are involved in.

“That consumes a lot of our year,” Jared laughs, but it's something they wouldn't trade for the world.

Looking ahead, Jared's vision remains clear...building a legacy of trust, knowledge, and service for generations to come. And with every client he helps, with every agent he works with, and every home he inspects, the Pillar To Post team is accomplishing exactly that.

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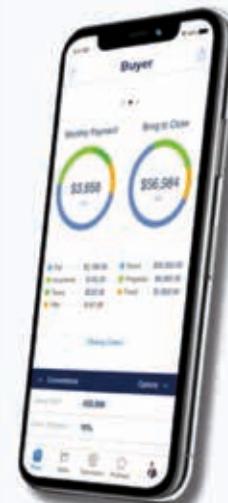
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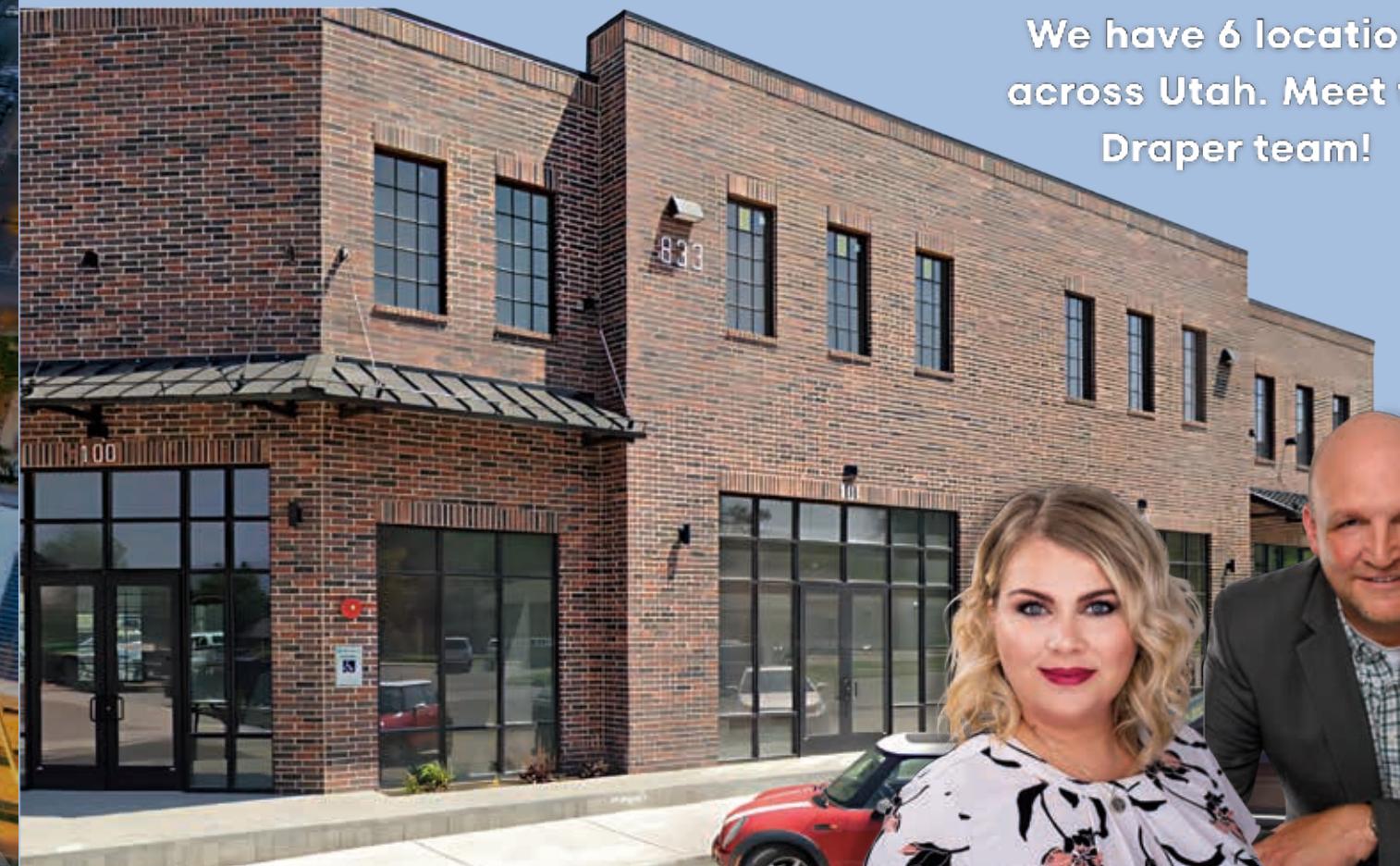
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# Yarhtib “Y” Martinez & Edgar Lopez

EMPOWERING THE LATINO COMMUNITY AND BEYOND

WRITTEN BY KENDRA WOODWARD  
PHOTOGRAPHY BY KINSER STUDIOS



“  
Everything that we do, we do it to empower  
and educate our community. And it's  
something that we're very passionate about.”

Faith and family are at the heart of everything Yarhtib Martinez and Edgar Lopez do, and with Utah Casa Group, their mission was clear from the start: to empower, educate, and uplift the people and culture of their community. Opening doors — both literally and figuratively — Yarhtib and Edgar are utilizing their expertise in real estate to help families whose dream of homeownership is often fraught with challenges, language barriers, and misleading information.

Built on a bond that runs as deep as brothers, Yarhtib and Edgar's partnership was destined to grow into something greater from the start of their friendship. And while each of their paths prior to real estate differed greatly, they both were guided by their faith, resilience, and a desire to create change.

Yarhtib, after serving a two-year mission for the LDS Church, spent time searching for his calling while attending business school. Although the traditional college route wasn't for him, the experience still tapped into his entrepreneurial spirit and had him experimenting with various jobs. A few years later however, in 2017, despite being on the precipice of nearly starting up his new boba tea truck, an interaction with a real estate agent while buying his first home had him contemplating a new career. Recognizing his skills would serve him well in the real estate field, Yarhtib's agent encouraged him to at least look into it...a decision which changed everything.

Meanwhile, after completing three years of college and moving from Mexico to the U.S. at age 24, Edgar pursued an education in software engineering. After finishing his schooling with BYU Idaho online, he worked in logistics for his brother's trucking company before realizing that his true passion lay in helping others achieve financial freedom through homeownership.

Yarhtib brought up the idea and possibility of creating and starting something new and different. “Edgar joined the same team I was on, and it wasn't until December of 2022 that we both decided to leave that team with me leading out the founding of the team,”



Alma Radilla, Executive Assistant, Yarhtib Martinez, Davinia Withers, Buyer's Agent, & Edgar Lopez

says Yarhtib. Edgar decided to come along for the ride, and in the fall of 2023, they made their partnership a realization. "The motive was simple," says Y. "He is like a brother to me, and I thought it would be fun to build something together. As the quote by Helen Keller says, 'Alone we can do so little; together we can do so much.' Edgar accepted the invitation, and here we are."

Having been the only Spanish-speaking agent on his previous team, Yarhtib witnessed firsthand the need for representation in their community and was happy at the prospect of facing the industry together with Edgar. Their impact alone was undeniable, but they soon recognized how much greater it could be together. By the end of 2023, Yarhtib had rebranded the team

from Casa Real Estate to Utah Casa Group and Edgar joined him as his partner and co-founder. This set the foundation for what they hope will become a transformative force in their community.

"Our focus is our Latino community. They are our niche and it's what organically comes to us," Y prides. "Everything that we do, we do it to

empower and educate our community. And it's something that we're very passionate about."

With 95% of their business coming from Latino clients, they understand the unique challenges this community faces, and with the growing percentage of homebuyers increasing from 50% to an expected 70% over the next 20 years in the U.S., Yarhtib and Edgar are trying to flip the narrative for generations to come. "We're trying to change their story. Latinos are the number one diverse group in the country and a huge driving force in our economy and our community, and we want to be known for breaking the barriers," Edgar admits.

Beyond real estate, the duo regularly volunteers, hosts free buyer seminars, and works with local school districts to provide vital resources. One workshop they attend brings in dentists and business owners to offer free services and to help educate the community. Their goal is simple — to provide world-class service and to become the leaders that the Latino community in Utah has long needed. "We love what we do. That's our biggest win! We wake

up every day and are fired up about our mission and being able to change lives," Edgar explains. "Empowering our agents and our Latino community is a niche no one has filled yet in Utah and we want to be that team."

With three little ones at home, Yarhtib embraces every moment of his family's busy life, admitting that he cherishes the small, everyday moments throughout their development and creating new experiences for them. Whether it's traveling to their favorite destination, taking walks, playing games, indulging in their love for food or simply grabbing a boba drink, Y aims to make every moment count. In his free time, he also enjoys fishing, camping, hiking, cooking, singing karaoke, and dancing...anything to bring a little laughter and joy to the day.

Outside of real estate, Edgar treasures the time he gets to spend with his wife and children, especially when traveling and creating lifelong memories, admitting, "I'm all about experiences that bring us closer and make life meaningful." Having grown up with a passion for soccer,

this lifelong commitment keeps him active, fuels his energy, and brings him great joy. Personal development is also a high priority for Edgar, part of which includes reading, learning about new topics, discovering new ideas, and staying true to his commitment to his faith.

At the heart of it all, Yarhtib and Edgar remain focused on a philosophy that aligns perfectly with their brokerage—God, family, then business. Their vision—to build Utah Casa Group into a top-ranked team in the state and within Keller Williams, aiming for level 7 on the company's organizational chart—has their sights aimed high, focusing on their goal of creating a high-functioning team that their community can trust.

Their aim to break barriers, uplift their culture, and ensure that every family they work with feels valued is reflected in their mission statement: "Fulfilling dreams, one home at a time." For these best friends, real estate isn't just about selling houses; it's about changing lives, building trust, and honoring the faith and values that drive them forward.

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ARE GOALS THAT  
ARE SOMEWHAT  
OUT OF REACH AND  
UNATTAINABLE, AND  
I ENJOY STRIVING TO  
REACH THOSE.”

# DEVIN TANNER

THE TIME  
IS NOW

WRITTEN BY KENDRA WOODWARD  
PHOTOGRAPHY BY LEXI RAE PHOTOGRAPHY

Some people spend years searching for their passion. For Devin Tanner, though, it found him in the most unexpected way—through a handful of home sales and a realization that real estate could offer the fulfillment his corporate career never did. Now, proving his love for an industry which is matched only by his love for the state he calls home, Devin is giving a new meaning to hustle and grind as the owner of Tanner Real Estate and the host of Utah's Real Estate Essentials tv show.

The towering mountains, strong sense of community, and the balance of city life with outdoor beauty make Salt Lake more than just a place to work for this Utah-native—it's the place that has his heart...it's home. “I love everything about Salt Lake City,” Devin prides. “The slower Sundays, the growth, the family aspects, the mountains...this place is home. It's my heart and passion.”

Devin was born in Cedar City and spent his early childhood there before moving to Salt Lake City, where he began working with a large-chain jewelry retailer in 2006. Overseeing 108 employees across 14 of its centrally located franchises, stretching from Colorado and St. Louis to Arkansas and Kansas, Devin was making great strides

with the company but felt there was something missing. The constant travel, pressure, and lack of fulfillment left him searching for more out of his career, and having recently bought and sold a few properties himself, Devin realized how captivated he had become by the real estate industry.

After working with an agent in Colorado that had an overwhelming love for his job, Devin felt compelled to give the industry a try and suddenly, a new career path became clear. “I fell in love with the home search process, the education, and every aspect of real estate through that process.” That desire to do something more coupled with his newfound passion for real estate led him to get licensed in 2019 and eventually leave the corporate world behind.

The transition, however, wasn't without challenges. Just nine days after getting his real estate license, Devin's young son was diagnosed with leukemia. With his family's needs as his top priority, he made the difficult decision to stay full-time in retail for two more years, ensuring his family's financial stability so he could be more present for his son's battle. It was an unimaginably difficult time that shaped his outlook on life and business, admitting, “Once we got

through that, I knew that nothing real estate threw at me would ever be as hard as battling cancer.”

That same perseverance and perspective have become defining traits in Devin's career. “I love that there are goals that are somewhat out of reach and unattainable, and I enjoy striving to reach those.” And while he didn't get much education or direction on how things truly worked within the industry in the beginning, admitting that he went into it almost blind, it was the prospect of helping others to better understand the process for themselves which kept Devin striving to learn more and share that knowledge with his clients.

But to understand Devin's work ethic, you have to take a glimpse into his childhood. Having grown up in a lower income family, Devin admits his determination to reach middle class status created a work ethic that was, and still is, “a bit sickening.” Dreaming of breaking generational cycles and creating a better life for his family, Devin's drive, combined with his genuine desire to educate and support his clients, is what ultimately set him apart in the industry and keeps him ahead of the pack to this day. He faces every day

with a clear mindset and the correct systems and processes in place to guide him through any challenge, which he advises younger agents to focus on right away. "Get those set up right away in order to support your business...and then treat it as such...as a business."

Beyond real estate, Devin's heart lies with giving back and spending time

with his family as they are deeply involved in supporting children's charities like St. Jude and Primary Children's Hospital. Since 2019, they've made it a tradition to bring St. Jude plush bears to children every Christmas — a small act that carries deep meaning for a family that has faced pediatric illness firsthand. At home, alongside his wife, Shirley, the Tanners have built a life filled with love, laughter, and a

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shared passion for real estate. While Devin focuses on the daily grind of the business, Shirley specializes in new builds — making them a powerhouse duo. When they're not working, they enjoy sports, outdoor adventures, bowling, and movie nights with their two children, Karson and Tyson.

Looking ahead, Devin's vision is crystal clear, admitting, "I think my

personal goals align with my professional goals — I would like to be one of the top agents in the state of Utah in the next two to five years. That would be a huge goal for me." With his relentless drive, unwavering passion for his community, and deep-rooted commitment to his clients, there's little doubt that he'll achieve exactly that.



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