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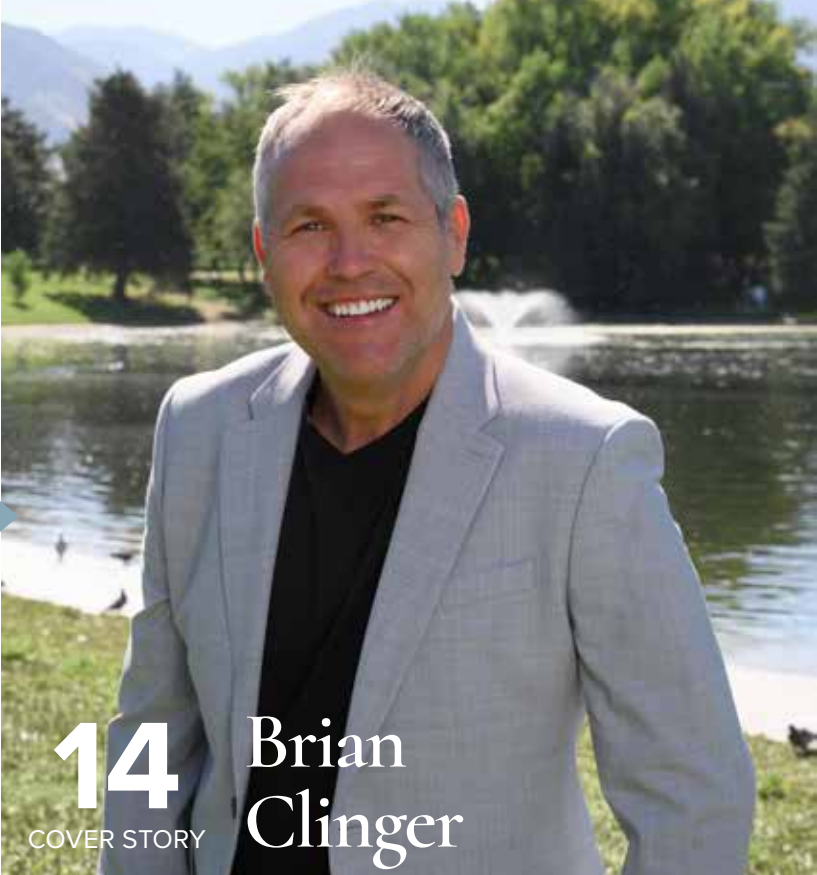


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14 **Brian Clinger**
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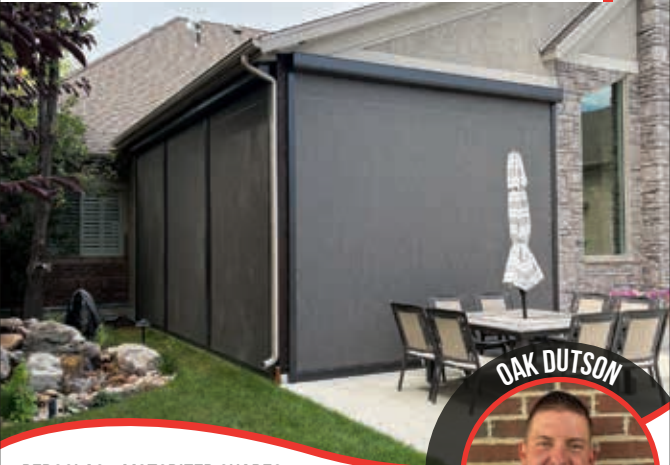


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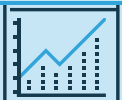


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12 • November 2025



BRIAN CLINGER

FROM ROCK BOTTOM TO ROOKIE OF THE YEAR...AND BEYOND

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY PURPLE MOSS PHOTOGRAPHY

Thankfully for Brian Clinger, before he ever closed his first real estate deal, he was already fluent in the art of hustle. A Salt Lake City native with a natural drive and a sharp sense of humor, Brian admits his path towards real estate success wasn't paved for him. He laid it down himself—brick by brick, and occasionally, laugh by laugh. From managing a restaurant to renovating his own future, Brian's story is about grit and good old-fashioned stick-to-itiveness.

Growing up in the “Beehive Bubble,” as he affectionately calls it, Brian lived a humble life. But watching friends with more financial means than his family lit a fire in him at a young age—he recalls the moment he told himself he wanted more and set out to make it happen.

“I was one of those kids that had to buckle down the last couple years of high school in order to graduate,” he laughs. But with each new experience and situation he faced, Brian found himself more dedicated and better prepared to reach his end goal, though he wasn't quite sure what that would look like.

Despite enrolling at Salt Lake City Community College and juggling numerous part-time jobs while trying to figure out his next steps, Brian's future career and destination remained uncertain. So, in the meantime, he continued taking on new roles and filling up his proverbial toolbox, which included working for his father in his restaurant.





Three years later, Brian took ownership of the restaurant and spent the subsequent five years getting a crash course in customer service, responsibility, and unpredictability. It was a baptism by fire—a rollercoaster ride on how to run a business. But he learned how to balance long hours and tend to customers’ needs, all while garnering lessons he couldn’t learn in a classroom.

But just as he was hitting his stride with the restaurant, the city of Holladay launched a beautification project that bulldozed more than just sidewalks...it swept his business right off the map. Suddenly, the dream he’d worked so hard to build was gone. “I lost everything I worked for with the restaurant and had to walk away.” To make matters worse, he later discovered that lease payments he’d been making weren’t even reaching the proper party, teaching him a gut-punch lesson in reading over every contract detail with a fine-tooth comb.

Ever the optimist, Brian stayed practical—auctioning the remains of his

business to pay off his car, repay money he owed his mom, and buy a house—all while still searching for what was next. “I bought a home with no job so it was a bit stressful,” he says, “but I knew I’d find a way to pay the mortgage.” He began looking for a career where he could be his own boss and didn’t need to manage a team of employees to get the job done. He was done chasing down no-shows that missed shifts, and he was ready for a career where he could steer his own ship, rely on his skills, and didn’t have to stress about the dependability of others. Thus, real estate became the perfect fit.

Yet even with a clear direction, Brian still had to navigate a career he had never trained or studied for. “It was a pretty big gamble,” he admits, explaining how he spent several weeks interviewing brokerages to ensure a good fit for his lifestyle and how he wanted to run his business.

Eventually, he landed an interview with Kevin Larson at Coldwell Banker, and threw himself into learning the ropes

while trying desperately to close a sale. “I was working real estate 8-10 hours every day while working a night shift waiting tables, and I could NOT get a deal.” Watching other agents catch fire while he struggled was tough, especially when his own broker kept reminding him how hot the market was. It was like everyone else was riding a rocket ship and he was stuck pedaling on a tricycle.

Discouraged but not defeated, Brian leaned on his fellow agents and their advice to “hang in there.” And seven months later, still working around the clock, he finally landed his first client on Super Bowl Sunday. From there, the floodgates opened—deals started rolling in, Rookie of the Year honors followed suit, and Brian finally swapped out the tricycle for a set of keys to his own momentum.

Now, after two decades, Brian laughs, admitting, “Not much has changed since then, honestly. I’m still grinding it out 20 years later.” His focus remains the same as it has since day one: providing his clients with the best service he can



“THE CHALLENGE AND THE REWARD OF DOING A GOOD JOB AND MAKING SURE MY CLIENTS ARE SAFE AND MAKING GOOD INVESTMENTS MEANS THE MOST TO ME. I GET A LOT OF SATISFACTION IN HELPING OTHER PEOPLE MEET THEIR GOALS.”

Jason McMurray, Brian Clinger, and Paul Bodet



and a friendly, yet honest opinion. “The challenge and the reward of doing a good job and making sure my clients are safe and making good investments means the most to me. I get a lot of satisfaction in helping other people meet their goals.”

With each passing day, whether he’s focusing his attention on ensuring his clients are making smart investments or lending a hand on home repairs, Brian is all-in for his clients and his community. “My driving force is to be successful and help my clients find whatever they need.” On a local level, Brian also pours himself into paying-it-forward by supporting organizations like RPACK, Habitat for Humanity, and donating clothing and belongings to local homeless and women’s shelters.

At home, Brian’s world revolves around his wife, Aly, and their two kids, Quinton and Kendall...and he couldn’t be prouder. He enjoys spending most of his free time on the water, boating at the Gorge, admitting it’s his “happy place”. And when the seasons allow, he switches things up by hitting the slopes, chasing fresh powder under his skis. Camping trips, concerts under the stars, and dinners out with friends round out his agenda.

At the end of the day, it’s easy to see that Brian’s journey hasn’t been about shortcuts or quick wins, it’s been about showing up, doubling down, and refusing to quit no matter the setback. Twenty years in, Brian still approaches every client with the same determination that once had him juggling open houses and night shifts. Only now the reward of helping families into their dream home isn’t just another finish line to reach, it’s a victory lap he gets to run again and again.

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Heidi
Shavor

Heidi Shavor has learned that the adage “you don’t know what you don’t know” can teach expensive lessons to real estate agents and homeowners when it comes to the protection a home warranty can offer.

Heidi’s commitment to educating agents and their clients has turned First American Home Warranty’s Utah area manager into a trusted, reliable source for home warranty benefits and the budget protection they provide.

She often shares a compelling story of an agent whose customer needed to replace their whole heating, ventilation, and air conditioning (HVAC) system, and their home warranty coverage was capped at \$2,500.

“The agent’s customer had to pay \$10,000 out of pocket,” Heidi said. “The agent didn’t know at the time that First American Home Warranty offers HVAC

coverage plans that do not have a \$2,500 cap on labor and equipment repair costs. Unfortunately, they learned the hard way.”

Anticipating Agents’ Needs Comes Natural

Born in Utah, Heidi earned her real estate license in 1998 and served home buyers and sellers throughout Utah and Texas before transitioning into the home warranty business eight years ago. Then, last year, she moved back to Utah and now represents the entire state for First American Home Warranty.

Because of her extensive experience as a real estate agent, Heidi has an instinctual feel for an agent’s needs – and what they may not know about home warranties.

“I’ve been where you are. I know the struggle is real,” she tells agents. “I learned everything in real estate by trial

and error. The lessons I’ve learned help me teach others how to avoid potentially expensive mistakes.”

Helping agents understand what First American Home Warranty covers relative to other companies is one such lesson, Heidi said, particularly when it comes to HVAC systems.

“We are known to have some of the strongest coverage in the market,” Heidi said. “First American is one of the few companies that has no dollar limits on HVAC repairs and replacement.”

Helping Real Estate Agents with Home Warranty Guidance

A First American home warranty is a renewable service contract that protects a home’s systems and appliances from unexpected repair or replacement costs due to a breakdown. When a covered item fails from normal wear and tear, First American will send a service



contractor to the home to diagnose the problem. Once coverage is confirmed, they will repair or replace the item.

Home warranties generally cover systems, such as heating, air conditioning, and plumbing, and appliances, including dishwashers, ovens, clothes washers and dryers, and refrigerators – with upgrade options available.*

In contrast, homeowners' insurance does not cover mechanical failures, so a home warranty can help bridge that gap in protection.

With Heidi's guidance and expertise, Utah real estate agents can help their clients decide which warranty coverage is right for them.

Providing Expert Advice So Everyone Wins

Heidi enjoys building trustful relationships with real estate agents at "lunch and learns," where she can answer questions and create connections that can help all parties in a real estate transaction get the most out of a home warranty.

Many misunderstand the differences between a home warranty and homeowners insurance, or don't know the value a warranty can provide during a transaction by protecting the seller, in the event of a covered system or appliance failure during the listing period. A warranty also adds an extra layer of confidence for the buyer by offering peace of mind that a repair required right after the purchase may be covered.

"Not knowing those details can get someone into hot water," Heidi said. "I help set expectations for what a

warranty can provide in terms of liability protection for agents and sellers, and budget protection for buyers."

Rediscovering the Natural Beauty of Utah

Heidi is enjoying rediscovering her home state. She and her husband enjoy outdoor activities and being near one of their daughters and their four grandchildren.

"I'm very, very happy to be back. The weather, the scenery, the number of things you can do here, even in the summer – it's just wonderful," she said. "The quality of life is excellent here."

Heidi golfs, hikes, gardens, and wrangles her two German shepherds for long walks. She and her husband have found some fun off-road trails near Moab to ride all-terrain vehicles and explore the native landscape.

Heidi's Commitment to Customer Service

Years as a real estate agent taught Heidi the value of top-quality customer service.

"I'm in the car all the time, but I love it. I love the face-to-face conversations," she said. "I'm very focused on education. When I educate an agent on the value of a home warranty, buyers coverage, and listing coverage, I become a trusted, reliable resource."

"I have the advantage of working for a great company," she said. "Without a doubt, First American has the best customer service. If you have home warranty questions, I can be your expert. I am accustomed to working with high-producing agents, and I know how important it is to treat your customers well."

*Home warranty coverage varies by location, plan, and selected options.

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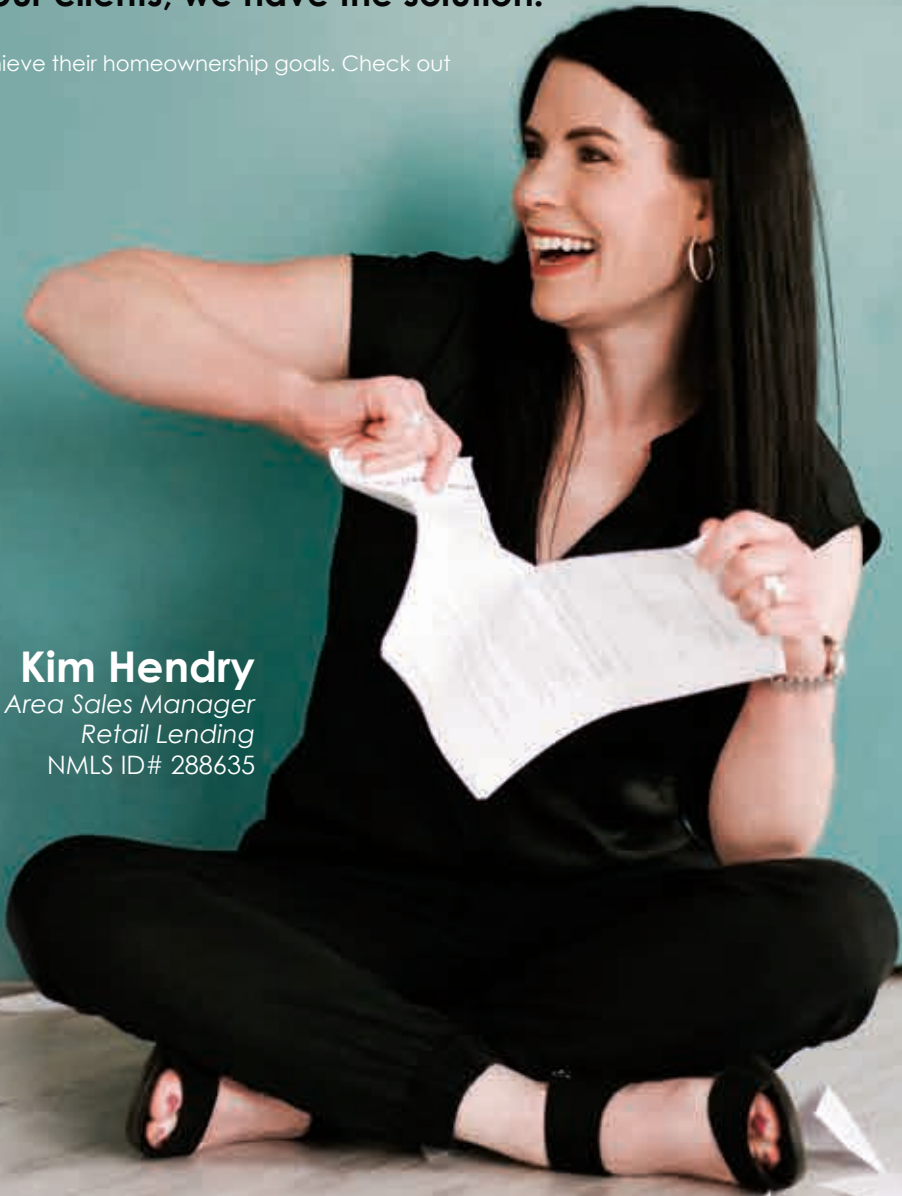


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TURNING SETBACKS INTO SUCCESS

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY KINSER STUDIOS

Some people spend years searching for their calling. Wesley Goldberg, on the other hand, seemed born with one. He's the kind of guy who could sell ice to an Eskimo—and have them thanking him afterward with a signed testimonial and a referral list. Charismatic, quick-witted, and unapologetically driven, Wesley has a talent for turning opportunity into gold. From pagers and mortgages to multi-million-dollar real estate deals, his career is proof that with vision, resilience, and grit, no setback is final.

Early Hustle

Wesley, or Wes to friends and clients, grew up straddling the border of New Jersey and New York, a product of two worlds that shaped his hustle. As a young adult, he studied political science and law enforcement at Rutgers University while working at Verizon and serving as a reserve police officer in Park Ridge, New Jersey.

Wes discovered his real talent at Verizon: sales. He saw an opportunity to take advantage of discounts provided to law enforcement officers. With raw determination and a trunk full of pagers, Wes built a thriving business by slashing prices through law enforcement discounts. “I could sell pagers to any cop and their whole family,” he recalls with a laugh. That natural ability to recognize opportunity, paired with his determination and instinct for relationships, became the cornerstone of his career.

A Westward Move

By the early 2000s, as he and his first wife prepared to welcome their first child into the world, Wes began questioning whether New Jersey was the right place to raise a family. Wes owned a one-bedroom condo in Park Ridge, and it was obviously time to make a move as a second bedroom would be needed for their newborn baby, Taylor.

Wes' family regularly vacationed to resort destinations like the Caribbean

and Cayman Islands, so he frequently asked his parents why they chose to live in New Jersey instead of all the exotic destinations they were accustomed to visiting. But it was on a trip to Utah to visit family that Wes saw an opportunity to start something new in a new environment. Having success in sales at Verizon with the introduction of cell phones, he retained his job but also had a start date for the Police Academy with the Salt Lake City Police Department. Wes began realizing the extreme pay cut he would be faced with in law enforcement, so when the opportunity arose to start selling mortgages as a loan officer, he took it. “I went full steam ahead in the mortgage business,” he says, and became so successful so quickly that he never looked back at being a police officer...or selling cell phones again!

The Rise—and the Fall

By age 26, Wes had been recruited by Argent Mortgage Company, a subprime lender, that paid him half a million dollars a year. His drive to hit his goal of becoming a millionaire by 30 was in full swing.

But then came 2008.

“The industry collapsed overnight,” Wes recalls. “I lost everything—43 properties, gone. Bankruptcy. I wasn't embarrassed, but I was devastated. My story is all about rebuilding.”

At one point worth \$3.5 million, Wes suddenly found himself starting over. He refused to fail. Instead of quitting, he saw an opportunity and diversified. Wes bought a bar and partnered up on a construction company, running one by night and the other by day. After continued issues with the Department of Alcohol & Beverage Control and with theft from staff at the bar, Wes decided the nightclub was no longer beneficial to his end goal and focused solely on Davinci Doors, where they primarily focused on exterior remodeling and

upgrading the curb appeal of homes to get them sold faster in the depressed real estate market. After growing the company from 3 employees to 23, Wes sold the business back to his partner and set out on his next venture.

The Pivot to Real Estate

In 2010, Wes got his escrow license, rose to Vice President at Cornerstone Title, and even launched his own branch. In all the success, Wes felt there was still something missing...a more tangible connection to real estate and the end user. By this time, he had already started acquiring fix-and-flip properties as a side business, eventually totaling 80 completed projects. In 2015, after calculating how much money he had made for his real estate agent, Wes decided to switch from title to real estate and become an agent himself. Almost immediately after getting his license, while initially intending to only add value to his fix and flip business, Wes discovered his passion of helping both buyers and sellers in facilitating the largest financial transactions of their lives. He finds great pride in building relationships while helping people create wealth through real estate.

In true “Wes” fashion, he hit the ground running and closed 44 transactions his first year, earning him the coveted Rookie of the Year award from the Utah Board of REALTORS®.

Rebuilding the Right Way

Today, Wes averages around 100 transactions annually, with 90% of his business coming from referrals. He's a Top 500 REALTOR®, a member of the Hall of Fame, and a mentor who has helped many of his clients also become millionaires through real estate investing.

“I love to tell them my story about how I went broke and started all over. But I never stopped investing in real estate,” he admits proudly. “Now, my net cash flow from rentals is greater than \$17k

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a month before I even get out of bed in the morning.” He eagerly states, “I want my money working for me rather than me working for my money.” Wes invests conservatively now, never financing more than 40% of a property’s value. He has shifted from fix-and-flips to short-term rentals, often buying vacation homes in destinations he and his wife, Kristen, love to visit.

More Than Money

For Wes, fulfillment no longer comes from chasing paychecks. “Making a difference in people’s lives, improving their lifestyle, and teaching them how to create wealth—that’s what drives me now.” He goes above and beyond in everything he does, admitting he’s a little eccentric, likes to over-communicate, and is a bit OCD at times. Wes no longer counts his paychecks. But rather focuses on putting his



clients’ needs first, and the paychecks just keep coming.

Outside of work, he pours his energy into family and community. He serves on the board of Children and the Earth, a local nonprofit supporting terminally-ill children and their families with everything from bucket-list wishes to basic monthly bills. Last Christmas season alone, the charity helped 68 families.

At home, life revolves around his wife and soulmate, Kristen, his children, Taylor, Brynnley, and Jessie, and his stepson, Rayce. Together, they enjoy traveling as much as they possibly can. At least once a month, no matter if it’s to the beach or the mountains, or one of their many vacation rental properties. “I basically buy overnight vacation rentals anywhere Kristen and I like to frequent regularly,” he smiles.

And of course, Wes’s garage is as full as his schedule. With a collection of cars and motorcycles—complete with a car elevator in his 14-car garage—he admits he’s not materialistic, but he does love his toys!

Living the Dream—On His Own Terms

In 2024, Wes and Kristen completed their dream home in Pepperwood, located in Sandy, Utah: an 8,400-square-foot modern industrial masterpiece with a Zen garden, sauna, gym, hot tub, swimming pool, putting greens, and a massive gun vault.

As for retirement, Wes says the plan is to step back at 50—but he doubts he’ll ever truly retire. “I love working too much. Helping people is what I do.” Retirement for Wes looks more like 50 percent of the time in Florida and 50 percent in Utah, and staying just as busy continuing to create wealth and opportunity.

From millionaire at 30 to bankrupt, and back again, building an empire stronger than ever, Wes Goldberg’s story is one of relentless resilience. For him, the true measure of success isn’t the size of the paycheck—it’s the lives he transforms along the way.





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A Passion That Never Clocks Out

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY TIFFANY BURKE PHOTOGRAPHY

Some people
find their calling
through struggle or
experience. Others,
like Gaby Orona,
seem to be born
with it stitched into
their heart.

Growing up in Mexico, Gaby's career path seemed to be set on marketing because of the diverse opportunities in the field. She continued to pursue and earn her master's degree in the field before she entered a career that was centered around it. Eighteen years ago, when she got a marketing job in the U.S., Gaby didn't plan to stay any longer than two years. But life, as it often does, had other plans. Soon, Gaby met her husband, Roberto, and decided to call Draper home from that point on.

Looking back on her life, it's no surprise that Gaby was drawn to a career in real estate. She had always enjoyed seeing into other people's homes, and not just for their design or color choices, but for the possibilities owning a home provided. "I like houses and everything

related to them," she prides. She could envision the potential in every property she passed, a passion that eventually led her to flipping houses and even property management long before she considered becoming an agent.

After seven years of handling her own properties without a license, Gaby thought to herself, "Why not just buy and sell my own houses?" This may seem like a simple enough idea for most, but for Gaby, it was that very spark—that simple idea, which led her to get licensed in 2018 and become the success she is today. Her background in marketing helped her build her real estate career, and while Gaby still manages properties, with nine doors in her portfolio, her main joy comes from guiding clients into homes of their own. "When you give

keys. When you see people happy and thankful that they have their own home,” Gaby explains, her voice lighting up, “It’s a satisfying feeling.”

Through her passion and joy, Gaby’s clients know and understand just how much she loves the industry. Her kindness, attention to detail, service, genuine sincerity, and ability to understand their needs make the process much easier to navigate. Even her bilingual background has helped Gaby ingrain herself into the local Latin community, where 97% of her buyers and sellers enjoy sharing that cultural connection. She knows their needs, speaks their language, and understands the little details that make all the difference throughout their real estate journey.

The process of buying and selling a home is oftentimes long and drawn out, something which many of Gaby’s clients don’t look forward to...or even think they can obtain...but Gaby is always positive and willing to go the extra mile



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to help her clients reach their goals of owning a home. “I’m there when they need me, and even after everything is done, they can call me and I’m there to help with anything.”

From day one on her journey as a real estate agent, Gaby has given her all to her clients. “I love real estate; it’s my passion. I work a lot but it really is my love and passion...it’s a passion to help people and make their dreams come true. It’s a satisfying feeling to help others.” Even when presented with the idea to change something along her journey, Gaby says there’s only one

thing she would consider: “I wouldn’t do anything differently... just start younger,” proof of just how much she enjoys what she does.

Outside of the office, life is full, busy, and joyful for Gaby and her husband, Roberto, who have two children, Isabella and Emiliano, and two dogs, Luna and Chase. They fill their days with bike rides and meals at local restaurants, but admit it’s the simple pleasure of being in each other’s company that keeps them happy. In the winter, Gaby enjoys skiing and says traveling is one thing that has always been a must, but she is always

happy to get back to work and start searching for the next perfect property for a client.

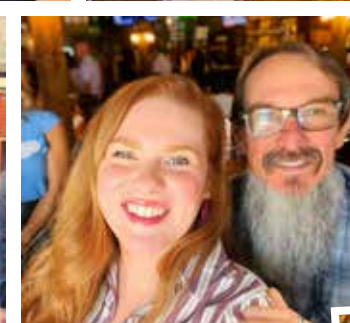
Looking ahead, Gaby’s goals are simple and straightforward: keep helping people get into their dream homes and maybe expand her reach a little through social media - not for growth’s sake, but to connect with more people so she can continue to make change in her community. She knows her love and passion for the industry seeps into the experience she gives her clients and knows they can feel that in everything she does.



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