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Lisa & Laura Lucky

RAISING THE BAR

WRITTEN BY ELIZABETH MCCABE • PHOTOGRAPHY BY GRAFOBOX MEDIA

Family is their foundation. Real estate is their language.

In North Scottsdale's cutthroat luxury market, The Luckys don't just compete—they dominate. Lisa, Matt, and Laura Lucky have built a sleek, high-performing family operation that blends sharp instincts, unshakable trust, and next-level service. Backed by the global force of Russ Lyon Sotheby's International Realty, they move fast, think smarter, and close big. No gimmicks. No fluff. Just a powerhouse trio delivering results—and raising the bar while they're at it.

Lisa began her real estate career in 1999, initially working solo while Matt, a software engineer, supported her behind the scenes. "He developed a website for me—LisaLucky.com—and it did so well that he got his license and helped me out on weekends," Lisa shares. By 2005, Matt had left his corporate job to join the business full-time.

After graduating from college, Laura joined the team and has now been with them for 13 years. "We've lived in North Scottsdale since 1997, and that's where the majority of our real estate transactions take place," she explains. "It's the area we know best—and love."

With over two decades of experience, the Luckys have built a reputation for precision and personalized service. Despite frequent requests to join their team, they keep the business intentionally small. "We're high-producing agents, but we want to keep the business small instead of expanding out," says Lisa.

They work in complete sync. "We share clients," Laura explains. "Everything we do is interchangeable, and our calendar changes minute by minute. Most of our clients know all of us." That level of coordination allows them to provide seamless coverage for showings and listings—no matter what the day brings.

Lisa adds, "When they hire us, they're getting five agents working for them," referring to the tight collaboration between the family and their two longtime assistants.

Their teamwork is complemented by individual strengths. "If someone wants land or new construction, we bring my dad into the mix because he's an engineer," Laura says. "If someone's looking for a fixer-upper or

something with good bones, I have an eye for that—it's my hobby and pastime."

When deals need to get done, Laura turns to her mom. "I call her the closer," she says. "If you're trying to get a deal done, she's an excellent person to work with."

Lisa's calm presence and deep knowledge of the area give her a unique edge. "I keep a calm sense of reasoning and define common ground. Bringing buyers and sellers together is a big part of what I do day in and day out," she explains. "I've seen what has changed over time. I know the inventory and the little nooks and crannies in the subdivisions."

The Luckys have been affiliated with Russ Lyon Sotheby's International Realty since 2003. "We also have our Sotheby's family—it has been a good base for us over the years," Lisa shares. Laura adds, "You can't beat their marketing package for these beautiful luxury homes."

Lisa agrees, "Sotheby's is the top brand in real estate worldwide. It's the key that opens up a lot of opportunities and great networking for us."





What sets the Luckys apart is their family ethic and consistency. “Collectively as a group, we have greater strengths than one individual,” Lisa explains. “We’re very driven and results-oriented, and our assistants share that same goal.”

Laura adds, “People have sought us out because they’ve owned family businesses themselves. When you have family, you know when they’re going to show up. There’s a certain element of trust.”

Lisa notes that this work ethic has led to long-term sustainability. “Clients recognize longevity,” she says. Laura echoes, “It’s okay if you don’t buy. We’re not going anywhere. I’ll be here in five years.”

Spending time together is one of the perks of working side by side. “You can’t be closer when you spend this much time together,” Lisa says. “We get to have lunch together all the time. Before this, Matt was traveling all the time. It’s a simple treasure that we have—to sit down and huddle together at lunch.”

Laura laughs, “We get plenty of family time.” Most mornings begin with a call to check in and plan the day.

Outside of work, Lisa and Matt enjoy playing golf and spending time with their grandkids. Laura and her loving husband, Will, have a one-year-old son, Connor, and a two-year-old daughter, Kaia. “We’re very blessed for them to enter our lives,” she says. And the family wouldn’t be complete without their three dogs, who are “definitely part of the family, too.”

The Luckys are as energized as ever about the real estate market. “There are great opportunities for buyers to purchase before the end of the year,” Laura says. “We’re seeing buyers come out.”

Lisa adds, “People seek us out because they know we can help identify value. That’s a huge part of what helps buyers move forward—when they can see that value.”

With decades of experience, a deep connection to the community, and a rock-solid family foundation, The Luckys continue to lead with purpose, passion, and partnership.





“

Everything we do is interchangeable, and our calendar changes minute by minute. Most of our clients know all of us.”



“

People seek us out because they know we can help identify value. That's a huge part of what helps buyers move forward—when they can see that value.”





Roy True & Jayson Yoss

GoldenWest Management

RAISING THE STANDARD

WRITTEN BY ELIZABETH MCCABE
PHOTOGRAPHY BY ELIZABETH
IRELAND PHOTOGRAPHY

On July 8, 2004, GoldenWest Management opened its doors in Arizona, embarking on what would become an extraordinary 21-year journey. This milestone birthday marks not only their legal “drinking age” but also two decades of unwavering commitment to excellence in residential property management.

At the heart of GoldenWest Management are two “regular guys” with extraordinary dedication: **Jayson Yoss**, President and Designated Broker, and **Roy True**, Director of Operations. Both attended the University of Arizona—Jayson, a former Marine Corps Infantry Officer with two tours in Iraq and Afghanistan, and Roy, a seasoned regional manager from Enterprise Car Rental. Together, they bring complementary strengths that have built more than just a company; they’ve created a culture.

“We’re yin and yang,” Jayson explains. “Our different styles have allowed us to grow a company and a culture where everyone — from accounting to maintenance — buys into our core values and mission.”

Those core values are simple but powerful:

1. **Commitment to Communication** — It’s the number one complaint of landlords and tenants.
2. **Solving Problems** — Because that’s why clients hire them.
3. **Continuous Learning** — Always improving and training their teams.
4. **Efficiency through Process and Technology** – You can’t service a large client base without system and processes in place.

GoldenWest Management has grown from a one-room office to a thriving business with 30+ employees and locations in Arizona, California, and Nevada, managing over 1,000 properties. But what truly sets them apart is their pledge to their real estate agent partners: “We don’t do sales.

“We’re licensed agents, but our sole focus is residential property management,” says Jayson. “We respect our REALTOR® partners by never competing with them for sales. That trust has been the foundation of incredible partnerships. Last year, 30% of our REALTOR® partners were able to ‘double-ended deal’ — when the tenants we rented that referral home to decided to buy it through our REALTOR® partner.”

Navigating the complex and ever-changing landlord-tenant laws — increasingly tenant-friendly over the last five years — requires expertise and specialized focus. GoldenWest Management fields daily calls from landlords and agents who find themselves in difficult situations, and the team takes pride in setting them up for success.

“There’s nothing more rewarding than solving landlord-tenant issues,” Jayson says with a smile. “No two days are alike — it’s like reality TV, and I love that challenge.”

The landlord-tenant landscape has become increasingly tenant-friendly over the past five years, making it more important than ever to work with professionals who truly understand the law and how to manage properties effectively. “Every day, we receive calls from landlords and REALTORS® caught in tricky situations where common sense isn’t enough,” Jayson shares. “That’s why clients hire us — to navigate those complexities with calm, clear-headed problem solving.”

GoldenWest Management prides itself on its ability to remain objective and professional, ensuring that conflicts are resolved efficiently and with minimal disruption to everyone involved. Their teams are well-trained, constantly learning, and empowered through the latest technology and streamlined processes that help them work more efficiently and accurately than competitors.

“We solve problems — that’s why people hire us,” Roy adds. “Our commitment to communication means our clients and partners always know what’s going on. We don’t leave anyone in the dark.”

GoldenWest Management’s success rests on the shoulders of its dedicated and experienced staff. From Roy’s calm leadership to Luz Miguel, their meticulous accounting manager who remembers every detail, the team works seamlessly to provide top-tier service. Administrative leaders like Donald Chamorro, the maintenance department manager, and Massiel Lazo, who oversees office administration, training, and quality control, form the backbone of day-to-day operations.

“This team has been with us for years, and that continuity makes all the difference,” Jayson says proudly. “They embody our core values and share our commitment to doing what’s best for our clients.”

The company sets itself apart with an in-house maintenance department, ready to respond swiftly to any property issues — from minor repairs to emergency situations like slab leaks or even a disruptive neighbor. This level of service offers clients peace of mind, knowing that their properties are in capable hands.

Beyond business, Jayson and Roy both cherish their families: Jayson is a proud



We solve problems — that's why people hire us. Our commitment to communication means our clients and partners always know what's going on. We don't leave anyone in the dark."

father of eight-year-old triplets, while Roy's two young sons are just starting their own journeys in martial arts and life.

GoldenWest Management is not just about property — they care deeply about community. They support veterans housing initiatives and are sponsoring a surf camp this summer in Nicaragua, where some of their remote team members reside.

With a dedicated, experienced team led by Jayson, Roy, and their department heads, GoldenWest Management continues to exceed expectations by combining professionalism, expertise, and a genuine commitment to their clients and real estate agent partners.

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JIM AND JORDAN DUNNING & JAXON RICHARDS



BETTER TOGETHER

WRITTEN BY ELIZABETH MCCABE
PHOTOGRAPHY BY GRAFOBOX MEDIA

Some families pass down recipes or heirlooms — the Dunnings pass down real estate deals, big dreams, and a whole lot of hustle. Meet Jim and Jordan Dunning and Jaxon Richards: the high-energy, client-loving, deal-closing family team redefining what it means to keep it all in the family. With Jim's 39 years of wisdom, Jordan's buyer-savvy brilliance, and Jaxon's fresh fire, this trio is taking the market by storm. Real estate isn't just their business — it's their bond, their battleground, and their love language. And when they team up? Let's just say, no listing stands a chance.

What started with Jim Dunning accidentally falling into real estate back in 1986 has now blossomed into a multi-generational team, where relationships are at the center of everything they do.

Jim has spent nearly four decades navigating the ever-changing world of real estate, from market crashes to bidding wars, adapting every step of the way. "The beauty of this industry is that it never stays the same," he says. "There's always something new to learn, and always a new challenge to rise to." With the wisdom of experience and the flexibility to make your own schedule, Jim fell in love with the business. And now, both of his children — Jordan and Jaxon — are following his footsteps with passion and purpose.

Jordan, Jim's daughter, has been licensed for six years and is the lead buyer's agent on the team. "I kind of do a little bit of everything," she says, "but I really love working with buyers. It's like shopping for the biggest sale possible for someone else. Helping someone find the right home and start the next chapter of their life is so rewarding." For Jordan, the joy lies in walking clients through the front door and seeing their eyes light up — that gut feeling when they know they're home.

Having her dad as her mentor has been a huge part of her growth. "Following in his footsteps has been really fun. He's the best teacher and the best mentor I could've asked for. And probably a little more patient with me than with other agents," she adds with a smile. Together, they make a seamless team.

Now, the newest addition is Jaxon, Jim's bonus son, who was just licensed about a month ago. "It's been great," Jaxon says. "Working with Jim and Jordan makes it so much easier to get started. It takes away a lot of the nerves. We really can't escape each other at all," he jokes.

For the Dunnings-Richards, family values and athletic discipline have translated well into business. Jordan played soccer. Jaxon played football. Jim points to that sports mentality — the discipline, the drive, and the mindset — as a key to their success. "Real estate rewards the people who push themselves. Sports taught them to show up, work hard, and out-hustle the competition."

While the team is growing stronger, Jim is beginning to think about winding down



his career and gradually passing the torch. “I’ve built something valuable over the years, and now it’s time for the kids to run with it. I’m looking forward to more golf and beach time in the future.”

Despite different ages and stages, all three keep each other on track. “We have a group chat we use every day,” Jordan says. “We keep each other accountable, remind each other what we need to get done, and jump in to help when needed.”

Their not-so-secret weapon? Kate Matteson — their transaction manager. “Kate is absolutely amazing,” Jim says. “She handles every detail, keeps everything on track, and frees us up to do what we do best: serve our clients.”

Serving clients, in fact, is at the heart of everything this family team believes in. “If you focus on doing the right thing and genuinely try to help people, the money will come,” Jim explains. “Take care of your clients and they’ll take care of you with referrals and repeat business.”

Outside of real estate, the Dunnings love golf. A lot. This popular pastime suits them to a tee. Jim plays a few times a week, while Jordan and Jaxon hit the links when they can, depending on showings and schedules. “A famous golfer once said the most important part of golf is the six inches between your ears,” Jim says. “It’s all about your attitude — and that applies to life and real estate, too.”

They also share a love of travel. Jordan has a trip to Paris planned. Jaxon is off to Scotland for a post-graduation golf adventure. The whole family enjoys exploring new places, working out, and living well. Jordan is a self-proclaimed foodie. Jim and Jaxon lean more towards burgers and keeping it simple.

Jim is married to Julie, a Southwest Airlines flight attendant. Together they have a blended family of four: Alex, Jordan, Jaxon, and Tatum. Alex is now an entrepreneur based in Vail, and Tatum is a Southwest flight attendant as well. With three family members in real estate and two in the skies, they’ve certainly covered land and air.

In the end, it all comes back to connection — to each other, their clients, and the community they serve. The Dunning family proves that when values, vision, and a whole lot of heart align, business becomes something bigger. Something better. Something you do — together.



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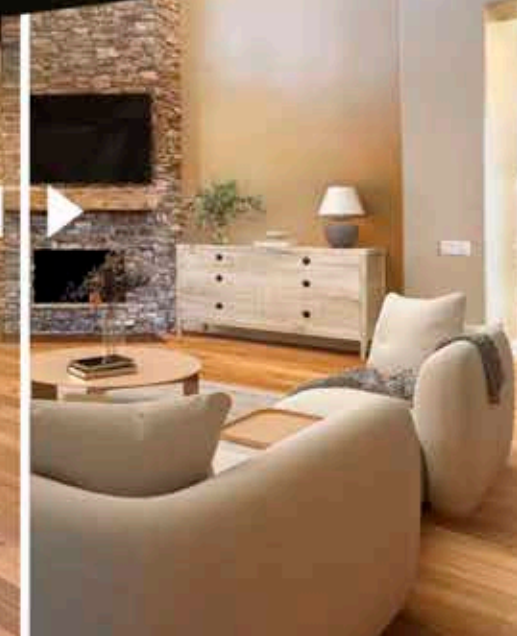
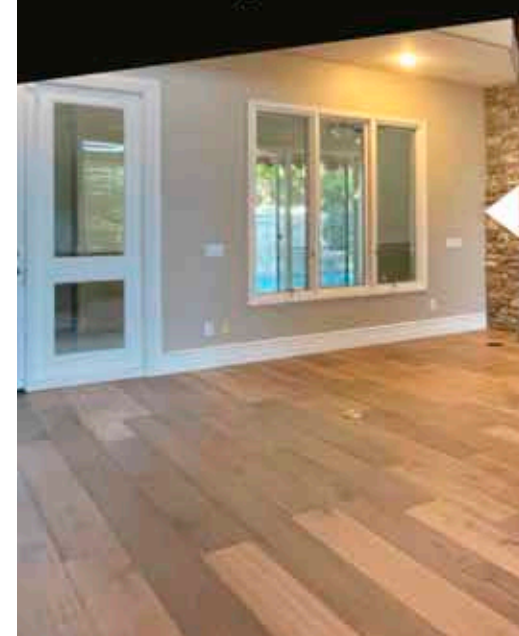
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







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