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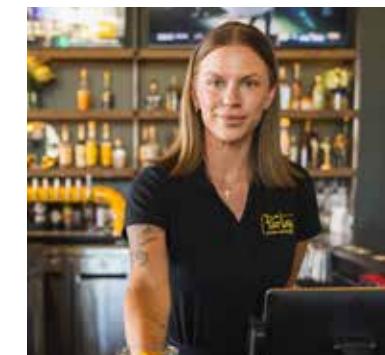
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BY THE NUMBERS

HERE'S WHAT SCOTTSDALE'S TOP 500 AGENTS SOLD...



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SALE VOLUME



12,219

TOTAL TRANSACTIONS



\$25.07 Million

AVERAGE SALES VOLUME PER AGENT



25

AVERAGE TRANSACTIONS PER AGENT

Radojka “Lala” Smith

From **MONTE NEGRO**
to the **VALLEY**

WRITTEN BY ELIZABETH MCCABE
PHOTOGRAPHY BY GRAFOBOX MEDIA



“I can’t imagine doing any other career than real estate,” says Radojka “Lala” Smith. “I started when I was 23 years old—and it’s all I know.”

Born in Montenegro, a small country nestled next to Croatia with a population of just 600,000, Lala dreamed of a life filled with opportunity. “Back home, there weren’t many options for entrepreneurs,” she shares. That’s what drew her to the United States—where innovation and possibility are limitless.

At just 17, Lala came to the U.S. as a student and put herself through business school at the University of Wyoming, earning degrees in business administration and economics. It was there she also met her husband, Kyle. “We fell in love in college,” she says. But after enduring enough snow to last a lifetime, the couple moved to sunny Phoenix, Arizona, where her professional journey took flight.

Before diving into real estate full-time, Lala taught business management, HR, and computer science at a charter school in Phoenix and served as a college instructor in Wyoming. Kyle,

initially a chemistry and physics teacher, later became a nurse—until Lala’s booming real estate business allowed her to retire him. He now manages their long-term rentals and Airbnbs.

“I got into real estate because the possibilities are endless,” says Lala. “I didn’t want to be boxed into an office job.” This people person loves being out and about, meeting people, and helping them. It fills her cup.

Lala has stood the test of time in real estate, beginning her career in 2005 as a solo agent. She spent 15 years with RE/MAX, where she was repeatedly named a top individual agent in Arizona for transaction volume. Four years ago, she made the switch to eXp Realty and began building her team. Today, she leads 11 team members and mentors a group of 71 agents, many of whom are hardworking moms. “I wanted to celebrate agents who work hard and juggle family life, too,” she explains.

“Our number one priority is always to be there for our clients and make sure their needs are met,” she emphasizes.

Her qualifications go beyond standard licenses. Lala is certified in short sales, foreclosures, and relocations. She’s also an investor, owning a portfolio of rental properties and Airbnbs. “Knowing I can support my kids and give them opportunities—that’s what drives me.” Seeing those smiling happy faces at closing? “That’s the best part of my day.”

Lala is fiercely independent and entrepreneurial to the core. “I like being a woman who runs her own business, and I never want to be a burden. My husband is the nicest guy, and he supports me completely.”

True to her entrepreneurial roots, in 2014, Lala launched Golden Glass Company, a wine company inspired by a chance meeting at a RE/MAX convention. Its best-selling bottle, *I Love You*, includes space for a personalized message on the back. “I wanted to create something meaningful and memorable,” she says. Her husband also runs his own private label for wine.

Juggling business and family hasn’t always been easy. “The biggest challenge has been balancing work and life,” Lala

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”





admits. But she makes space for joy—spending a month each year visiting family in Europe, taking her two boys (ages 15 and 9) wakeboarding and fishing, and enjoying nights out, dancing with friends. She also hosts frequent masterminds and events for fellow agents, including her biggest event of the year: a March 8th Women's Celebration, focused on real estate empowerment.

Entrepreneurship runs deep in her family. "My dad was a successful businessman and a big inspiration to me. My older brother is also an entrepreneur, and my grandfather was too. It's in our blood." In her highest production year, Lala closed 131 transactions—with only one assistant. "That was the year I realized I had to duplicate myself," she laughs.

Giving back is part of her business DNA. Lala supports Phoenix Children's Hospital, women's shelters, and participates in *Festival of Trees*, a holiday fundraiser benefitting different charities each year. Her husband's wine company also supports St. Jude's.

Lala Smith is a force to be reckoned with in the real estate world—tenacious, genuine, and deeply rooted in service. From Europe to Arizona, her journey is proof that big dreams, bold moves, and a heart for others can take you far.





FLIPPING THE SCRIPT

WRITTEN BY ELIZABETH MCCABE • PHOTOGRAPHY BY GRAFOBOX MEDIA

Step into a world where hard work, family, and genuine connection are the cornerstones of success—and you'll find Sarah Green. With a vibrant personality, an unwavering commitment to her clients, and a knack for building lasting relationships, Sarah's rise in the world of real estate is nothing short of inspiring.

A proud graduate of Arizona State University, Sarah majored in communication with a minor in business, setting the stage for a dynamic career in sales. After college, she dove headfirst into the finance world, working for a wholesale lender before spending over a decade in the title industry. As a sales and marketing rep for a title company, Sarah's job was to win over real estate agents and loan officers—an experience that became the perfect training ground for her next chapter.

"I was in sales, but I also got a front-row seat to the real estate world," she says. "I learned so much from the agents and lenders I worked with."

After her second child was born, Sarah took a bold step. She left her title job in 2015 and got her real estate license the following year. Her goal wasn't instant success—it was flexibility and family time. But when

her daughter started preschool, Sarah began attending open houses to soak up the business and sharpen her skills. That's when the real magic started.

"I was already familiar with the industry, but building a business from scratch was a new adventure," she shares. "Open houses were everything. That's how I got clients. I told everyone I knew I was now a REALTOR®—and word spread."

Her natural charisma, consistency, and dedication to relationship-building paid off. Today, Sarah is part of the powerhouse JMG Real Estate, contributing to an impressive \$22 million in sales volume last year. But even as her business has grown, her passion for people remains front and center.

"I love meeting people from all walks of life," she says. "When I worked in title, everyone I knew was in real estate. Now, I get to connect with people in different industries, different backgrounds—it's what I love most about this job."

With two athletic kids—an 11-year-old daughter who plays soccer and softball and a 14-year-old son who's into golf and baseball—Sarah makes sure her busy career doesn't overshadow what matters most. "I'm sure my kids would say I

work a lot," she laughs, "but I prioritize them."

One of her secrets to success? Staying consistent and following up. "It really is about relationships," she reflects. "People want to work with people they like." It's about showing up, being reliable, and making those connections count.

Sarah also finds inspiration in books and podcasts, though she admits that, at times, the grind can be overwhelming. That's when she leans into what grounds her—family, golf, skiing, and quality time outdoors. "We love to unplug—no electronics, just time together as a family," she says. "Golf is something we all enjoy, and skiing is another favorite." It's how they reconnect.

At work, Sarah has a strong partnership with her fiancé, James Wexler, who leads their team at Wexler Real Estate. "I think it's great working together," she says. "We help each other and understand what this business takes." Real estate can be a 24/7 kind of job, and they get that.

With her sharp business instincts, deep knowledge of the industry, and heartfelt approach to client care, Sarah Green isn't just selling homes—she's building trust, one relationship at a time.



“ I LOVE
MEETING
PEOPLE FROM
ALL WALKS
OF LIFE.”



THE PARLAY KITCHEN + COCKTAILS

WRITTEN BY KENDRA WOODWARD • PHOTOGRAPHY BY GRAFOBOX MEDIA
PHOTOGRAPHED AT THE PARLAY KITCHEN + COCKTAILS (SCOTTSDALE)

When Kyle and Erica Walters poured their life savings into opening their very first restaurant, they weren't just making a financial bet — they were going all in on themselves — in the same essence as the name they chose to adorn their family business. And with their signature mix of energy, heart, and hustle, they're cooking up even more in the coming years...but you'll have to read to the end to find out how!

It all began in August 2019, just months before a global pandemic would turn the entire industry on its head. Fueled by years of experience working in restaurants, Kyle and Erica turned a longtime dream into reality by taking a gamble with their life savings — a parlay if you will. And while opening a restaurant was always the goal, they didn't stop there. In fact, just a few years later, The Parlay Kitchen + Cocktails has grown, with three full-service locations in Chandler, Scottsdale, and South Chandler.

Encompassing the community in which they take great pride, each location is rooted in the East Valley community they so proudly call home — built not just for serving craft cocktails and mouthwatering meals, but for hosting connection, celebration, and good times all around. From the moment you walk through their doors, it's clear this isn't your average neighborhood spot...it's upbeat, full of flavor, and brimming with that Parlay energy.

With their seasonal menus and craft libations, The Parlay is an American gastropub that has become known for their modern take on classic cuisine, full of handcrafted recipes and local ingredients. "We're always upgrading and tweaking the menu, it's a never-ending occurrence every few months," Kyle boasts.

But what makes The Parlay more than just a great place to eat is the heartbeat behind it all...their community. With over 125 employees across three restaurants, Kyle finds fulfillment in helping his team succeed — not just at work, but also in life. "Serving and helping others," he says simply, is what drives him.

Whether it's giving staff the tools they need to thrive and succeed, supporting school fundraisers, or helping guests celebrate big moments, the restaurant's impact extends far beyond the kitchen. Which is also why Kyle and Erica are always searching for new ways to get involved with local schools and fundraisers by allocating a quarterly portion of their profits specifically for community sponsorships. It's all part of the bigger picture, because The Parlay isn't just in the neighborhood, it's for the neighborhood.

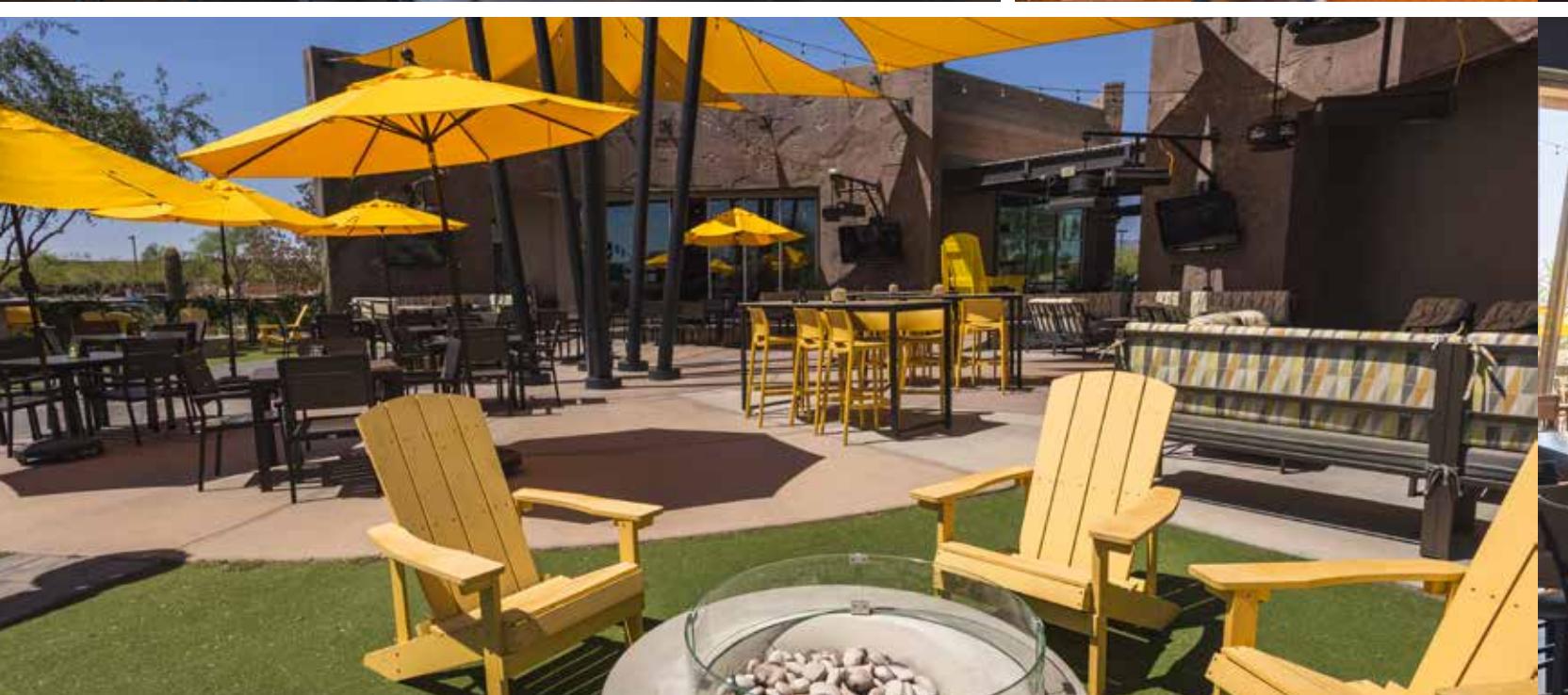
Of course, they're also known for one of the most important rituals in any community...Happy Hour! Every single day — even on the weekends — from 3 to 6 p.m. guests can enjoy small bites, shareable starters, and drink specials designed to gather and unwind. Whether it's a spontaneous Tuesday catch-up or a Saturday celebration, Parlay knows how to keep the party going.

Of course, running three bustling restaurants means Kyle doesn't get to spend as much time on the floor as he used to, admitting he misses the magic of a busy Friday night — the plates flying out of the kitchen, the music, the chatter, the full tables. These days however, much of his time is spent coaching staff, managing administrative tasks, and overseeing operations from a bird's eye view. It's different, but it's still fun, and admittedly never boring. "It's a lot more admin, coaching, and overseeing versus the day-to-day responsibilities of restaurant life, but I love the changing daily tasks."

And it's that very flexibility that continues to serve them well. From birthday parties and corporate events to real estate mixers and brunches, The Parlay has carved out a unique space in the local event scene — especially with real estate agents. "We've grown a niche there with real estate agents," Kyle shares, noting the network they've grown through their partnership with *Real Producers*.

Even with so much on their plate professionally, there's always something exciting on the horizon for the Walters. At home, Kyle and Erica enjoy the balance of spending time with their two kids, Kamden and Kennedy, and taking in nature through camping trips and hiking adventures whenever they get the chance. Because even as the business expands, what matters most is the community they're building — one plate, one party, one relationship at a time — and creating a space where everyone feels like they belong. So next time you're looking to host an event, unwind after work, or just grab a quick bite, remember: Any time is a good time to party at Parlay.

And what about that surprise? Well, while they're keeping most of the details under wraps for now, Kyle did reveal that by year's end, the Scottsdale location is getting a major glow-up. Complete with an expanded footprint, private room, and not one, but two golf simulators! Because when The Parlay says they're "in the neighborhood," they mean it. And they're just getting started.



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