

NORTHERN ARIZONA

APRIL 2026

# REAL PRODUCERS<sup>®</sup>

## Weston Foster

Partner Spotlight  
**AFFINITY DECORATORS**

Rising Star  
**NATE RUSSELL**

Celebrating Leaders  
**SERENA JONES**

PHOTO BY  
KG PHOTOGRAPHY

# ROOTED IN COMMUNITY.



*Growing with You.*

April is a season of growth, renewal, and caring for the places we call home. At Landmark Title Prescott, we are proud to support real estate transactions that help our community thrive.

Every closing marks an important transition, and our local team is here to guide each step with clarity and care.

We are grateful to serve Northern Arizona and be part of a community built on trust and lasting roots.



**TIFFANIE MARRERO**  
Branch Manager/Escrow Officer  
TMarrero@LTAZ.com



**RAELYNN ROSAS**  
Business Development Manager  
Raelynn.Rosas@LTAZ.com

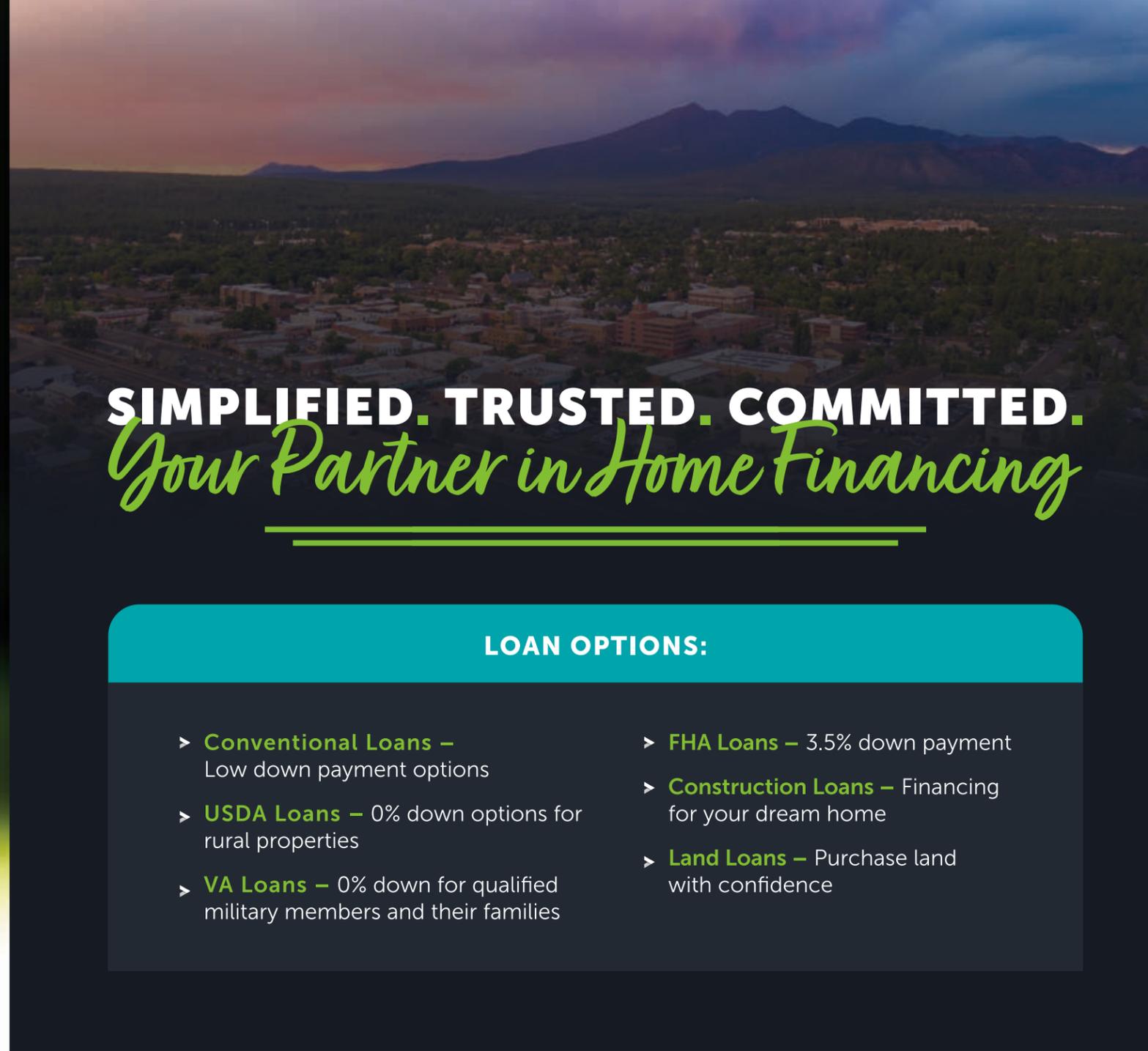


**KAREN ARTHUR**  
Escrow Officer/Assistant  
to Tiffanie Marrero  
Karen.Arthur@LTAZ.com

**THANK YOU**  
*for choosing us!*

**Landmark Title Prescott.**  
Where Care and Community Come Together.

(928) 756-0001 | [www.LTAAG.com](http://www.LTAAG.com)



## SIMPLIFIED. TRUSTED. COMMITTED.

*Your Partner in Home Financing*

### LOAN OPTIONS:

- ▶ **Conventional Loans** – Low down payment options
- ▶ **USDA Loans** – 0% down options for rural properties
- ▶ **VA Loans** – 0% down for qualified military members and their families
- ▶ **FHA Loans** – 3.5% down payment
- ▶ **Construction Loans** – Financing for your dream home
- ▶ **Land Loans** – Purchase land with confidence

**CONTACT ME TO LEARN MORE!**



**PHYLLIS MCDANIEL**

SENIOR LOAN OFFICER | NMLS ID# 594127

📞 (928) 985-3368

✉ [pmcdaniel@cmghomeloans.com](mailto:pmcdaniel@cmghomeloans.com)

**CMG HOME LOANS**

10609 N HAYDEN RD, STE 100, SCOTTSDALE, AZ 85260  
BRANCH NMLS ID# 2646348

CMG Mortgage, Inc. dba CMG Home Loans, NMLS ID# 1820 ([www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org), [www.cmghomeloans.com](http://www.cmghomeloans.com)), Equal Housing Opportunity. AZ license #0903132. To verify our complete list of state licenses, please visit [www.cmgni.com/corporate/licensing](http://www.cmgni.com/corporate/licensing). (JN#1661154920)



NMLS ID# 1820



Weston Foster **36**  
COVER STORY

# Contents



**14**  
Sponsor Spotlight  
Affinity Decorators Kaye Anderson



## IN THIS ISSUE

- 8 Preferred Partners**
- 12 Meet The Team**
- 14 Partner Spotlight:** Affinity Decorators - Kaye Anderson
- 20 Broker Spotlight:** Serena Jones
- 24 Rising Star:** Nate Russell
- 30 Coaching Corner**
- 32 Health Is Wealth:** The Real Estate Professional's Most Underrated Asset
- 36 Cover Story:** Weston Foster

## PROFILES



**20** Broker Spotlight  
Serena Jones



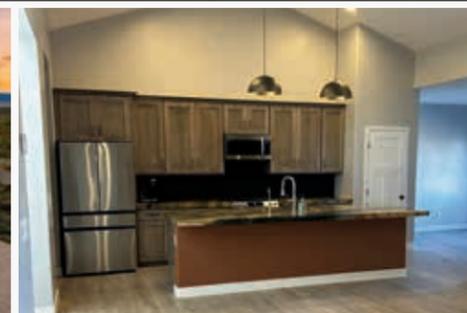
**24** Rising Star  
Nate Russell

Elevate Your Listings with **Custom Homes**  
Built and Renovated to

*Impress!*



CUSTOM HOME CONSTRUCTION · KITCHEN REMODELS · BATHROOM REMODELS  
CUSTOM HOME DESIGN · CUSTOM ADDITIONS · RESIDENTIAL EXCAVATION SERVICES



*"Top of the line work." - Tad B.*



**Insured - Bonded - Family Owned - Locally Owned**

TEKConstructionLLC@gmail.com  
TEKConstructionAZ.com



ROC #335118

If you are interested in nominating people for certain stories, please email us at: NorthernArizona@realproducersmag.com



**We can build the right system for what's in your water!**

***Buy a Filter, or BE a Filter!***

*Why does water health matter for real estate agents?*

*More and more people are learning about toxins in their water and want safe, healthy water.*

**It looks clean but is it?  
What's in your water?**

Over 4000 toxic chemicals are found in water today!

Locally owned and operated

**Call Us Today: 928-899-7504**

Dive into a world where water purity meets family and pet health with PureVita.

Your health, your home, your choice.



[www.h2oHealth.com](http://www.h2oHealth.com)

# Helping

**You Sell Homes Faster with Cleaner Water.**

We move FAST to get your problems solved so you can get closed.

Pay at the close of escrow so the buyer doesn't have to come out of pocket to correct any issues.

**Be Confident In Your Water!**



# Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

## BUILDER

**TEK Construction LLC**  
Layton Cooper  
(928) 710-1751  
tekconstructionaz.com

## CARPET AND UPHOLSTERY CLEANING

**Expert Carpet and Upholstery Cleaning**  
Michael Hicks  
(928) 301-9539  
expertcarpetandupholsterycleaning.com

## CUSTOM BUILDER

**NSI Construction**  
Chris Moore & Generie Pesodas  
(928) 515-4642  
nsiconstruction.com

## ELECTRICIAN

**High Valley Electric LLC**  
Broc Bishop  
(928) 499-8755  
Instagram @highvalleyelectric

## HEALTH & BEAUTY

**Aboost Wellness and Salon**  
Jessica Dickinson  
(928) 713-6150  
aboostwellness.com

## HOME STAGING & DESIGN

**Style N' Space**  
Heather Rosenfeldt  
(928) 600-9040  
stylenspace.com

## HOME WARRANTY

**HWA Home Warranty**  
hwahomewarranty.com

## Old Republic Home Warranty

Lindsey Smith  
(602) 918-0678  
orhp.com

## INSPECTIONS

**Silver Hammer Inspections**  
Aaron Brandt  
(928) 254-0024

## INSURANCE

**Makayla Chadwick State Farm**  
(928) 237-5094  
prescottvalleyins.com

## VIP Insurance Professionals

Daneth Hollahan  
(520) 808-1203  
myvipinsurance.com

## INTERIOR DESIGN & HOME STAGING

**Affinity Decorators**  
Kaye Anderson  
(928) 814-8525  
affinitydecorators.net

## LAW FIRM

**Evergreen Law LLC**  
Christina Howden  
(928) 642-3990  
evergreenlawaz.com

## MORTGAGE

**CMG Home Loans**  
Phyllis McDaniel  
(928) 821-2046

## Fidelity Mortgage Team

Scott R Bell  
(435) 215-4209  
scottbell.benchmark.us

## Guild Mortgage

Travis Smart  
(928) 848-1664

## Legacy Mutual Mortgage

(928) 830-6942  
www.legacymutual.com

## West Capital Lending

Caleb Boone  
(928) 814-9086  
westcapitalandlending.com

## MORTGAGE PROFESSIONAL

**Chad Burgueno of Fairway Mortgage**  
(602) 410-4197  
homeloansbychad.com

## PHOTOGRAPHY

**KG Photography**  
Kelsi-Ann Gould  
(928) 713-0302  
azkgphotography.com

## Kimberly Marsh Photography

Kimberly Marsh  
(928) 499-5160  
kimberlymarshphotography.com

## PROPERTY MANAGEMENT

**UNlimited RE Property Management**  
David Weiss  
(928) 224-5911  
UNlimiteddrea.com

## REMODELING

**Covenant Builders**  
(928) 533-3203

## ROOFING

**Golden Roofing**  
Adriana Najera  
(928) 420-6443

## SHORT-TERM RENTAL MANAGEMENT & CLEANING

**Optimize Cleaning**  
Angie Prosser  
(928) 379-9864  
optimizecleaning.com

## TITLE AGENCY

**Landmark Title Assurance Agency**  
Raelynn Rosas  
(928) 756-0001  
ltaag.com

## Pioneer Title Agency

Paul Jordan  
(928) 848-4490  
ptaaz.com

## Yavapai Title Agency

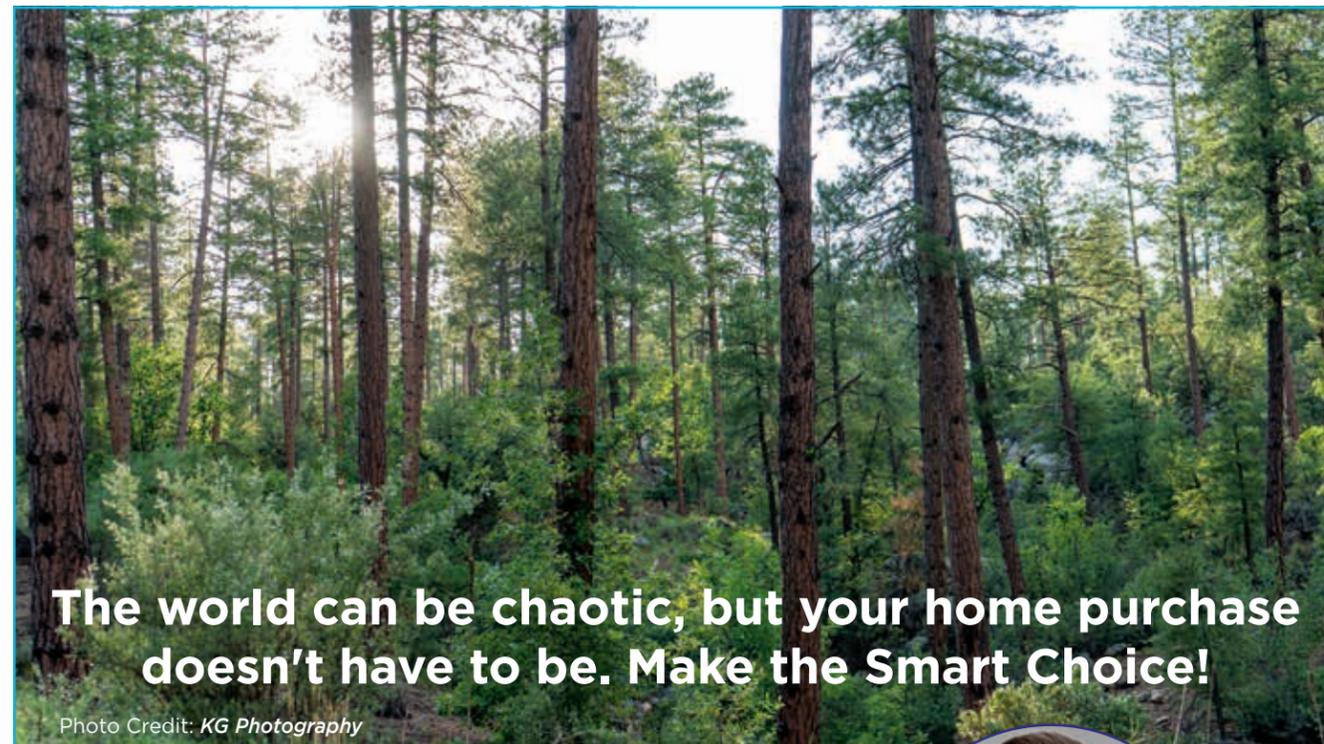
Anthony Selna  
(928) 592-7800  
Amy Saunders  
(928) 445-2528  
yavapaititle.com

## TITLE COMPANY

**ROC Title**  
(928) 223-4471

## WATER FILTRATION AND PURIFICATION

**H2O Health**  
Vickie Johnston  
(602) 361-4010  
H2OHealth.com



The world can be chaotic, but your home purchase doesn't have to be. Make the Smart Choice!

Photo Credit: KG Photography

**Guild mortgage**  
OWN WHAT MATTERS



120 N Marina St Suite A | Prescott, AZ 86301  
O: 928-220-7673 | M: 928-848-1664



Company NMLS # 3274

**Travis Smart**  
Senior Loan Officer | NMLS #1471121

WE SPECIALIZE IN: Estate Planning | Asset Protection | Deed Work

WE HELP PEOPLE PROTECT THEIR ASSETS & PRESERVE WEALTH

At Evergreen Law LLC, you will find an unparalleled experience, rooted in trust. We offer exceptional estate planning and asset protection services, personalized to your specific needs.



**EVERGREEN LAW**  
LLC

**928.227.1111**  
EvergreenLawAZ.com

102 W. Gurley St, Suite 205  
Prescott, AZ

SCAN HERE TO LEARN MORE!

# LET YOUR DEALS BLOOM THIS SPRING

OUR ROCSTAR SOLUTIONS ARE DESIGNED TO GROW YOUR BUSINESS

- Comprehensive buyer strategies
- Technology that keeps you competitive
- Proactive listing advantages
- Training and education that supports your strategy

Supporting buyers and sellers with the tools and service that set you apart.  
We don't just close — we protect your reputation.



**JANEL MILLER**  
Regional Escrow VP |  
Sr. Escrow Officer

**KATHY THOMAS**  
Branch Manager |  
Sr. Escrow Officer

**MADISON RENNING**  
Escrow Officer

**VANESSA SWAGER**  
Sales Executive



PROUDLY SERVING  
PRESCOTT | VERDE VALLEY | SEDONA | FLAGSTAFF

928.223.4471

255 E Sheldon St, Suite C, Prescott, AZ 86301

ROCTITLEAGENCYWEST.COM

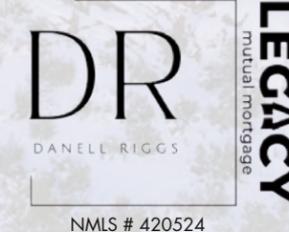


## Partner with a Trusted Lender with Proven Integrity & Success!

### EXCELLENT

The Riggs Team was exceptional. They kept on top of things and kept us informed of the progress of our loan. If we had questions, they would respond immediately and always have the right answers.

-Client  
from Prescott, AZ



NMLS # 420524

928.458.0507  
325 W Gurley St  
Ste 102  
Prescott, AZ 86301



**KG Photography**

Portraits - Pets  
Nature/UrbanScapes - Western Lifestyle  
Events - Weddings/Engagement

(928)713-0302 | azkgphotography.com  
kelsiann@azkgphotography.com

## House Cleaning

& Vacation Rental Management

928-800-1703

Our Services Include:

- Residential House Cleanings
- Real Estate Cleanings
- Construction Cleanings
- Airbnb/VRBO Cleanings
- Hands on Hosting & Co-Hosting Services

Service Areas:

- Prescott, Prescott Valley, Chino Valley, Groom Creek, and Williamson Valley, AZ

Licensed & Insured

Cleaning:  
www.optimizecleaning.com

Hosting:  
www.hometown-hosts.com

DON'T JUST RENEW YOUR INSURANCE.

## UPGRADE IT!

Get VIP Coverage

Auto Insurance • Home Owners Insurance • Motorcycle / ATV Insurance  
Mexico Insurance • Business Insurance • Umbrella Insurance  
Life Insurance • Health Insurance • Events / Wedding Insurance

VIP Insurance Professionals works with top carriers to find the best value for your coverage needs. Let us handle the details while you enjoy what matters most.

**LOCAL BROKERS. REAL SAVINGS. VIP SERVICE.**

contact@myvipinsurance.com  
928-327-1314  
www.myvipinsurance.com

*"The peace of mind to pursue your life"*

**We are able to insure high-value, hard-to-place, and high-risk properties.**

**Focus on Success**  
We'll Handle the Repairs

Include an Old Republic home warranty with every transaction, and you may:

- Gain a competitive edge for your listings and sales.
- Empower your clients to make informed decisions by sharing the home warranty benefits.
- Build client trust by offering professional solutions, showing you care about their well-being before, during, and after the sale.

Leave covered home system and appliance repairs to us so you can focus on your clients.

Be the best.  
Trust the best.

**Lindsey Smith**  
Senior Account Executive  
T: 980.308.6518  
C: 602.918.0678  
LindseyS@orhp.com  
my.orhp.com/lindseysmith

People Helping People

This is a paid advertisement.

# Meet The Team



**Jenni Vega**  
Owner/Publisher



**Nena Ull**  
Social Media



**Magdalena Romanska**  
Writer



**Kimberly Tocco**  
Guest Writer



**Garrett Hamlin**  
Guest Writer



**Jacki Semerau Tait**  
Guest Writer



**David Weiss**  
Guest Writer



**Kimberly Marsh**  
Photographer



**Kelsi-Ann Gould**  
Photographer

## Have an Idea?



Want to pitch, nominate or share a really cool story with our readers? Scan the QR code to share with our Publisher.



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

# Ensuring Top-Quality Roofing Services with Unwavering Reliability, Meeting Deadlines with Precision & Excellence!



Call or Text  
**928-420-6443 or 928-710-3211**  
thewaytodoit@goldenroofing.biz



ROC #331571  
Licensed, Bonded, Insured  
ROC 331671.

## Love Yourself with Self Care!

Step into a fresh, elevated space offering the same expert care in IV vitamin infusions, wellness shots, and aesthetic services you trust.

**LUXE ABOOST**  
WELLNESS | IV HYDRATION | AESTHETICS

Where health and beauty thrive together.

928-713-6150 • AboostWellness.net  
aboostiv@gmail.com

Facebook Instagram #jessDaesthetics

Find us at: 1320 Iron Springs Rd,  
Suite B • Prescott, AZ 86305



**10% OFF your first infusion.**

# Affinity Decorators



## DESIGNING SPACES THAT SELL, INSPIRE, AND FEEL LIKE HOME

PHOTOS BY KG PHOTOGRAPHY

Since 2005, Affinity Decorators has partnered with builders, REALTORS®, and clients to design and stage residential and commercial spaces that are both beautiful and purposeful. As a full service Interior Design and Staging company, Affinity Decorators transforms houses into homes, offices into inviting environments, and listings into properties that stand out in the marketplace.

The story behind the business is rooted in leadership, faith, and a genuine love for serving people.

Before launching Affinity Decorators, Kaye spent 19 years as the Director of Fitness Management Inc., operating fitness centers throughout the Valley. During that time, she learned lessons that still guide her today. She presented

to large companies on how healthy lifestyles improve performance, mindset, and overall well being. Leading teams, managing budgets and payroll, and overseeing multiple departments strengthened her business skills. Most importantly, she discovered that when you truly care about people, everything else begins to fall into place.

Over time, she realized she enjoyed building and creating environments even more than operating them. A move to Flagstaff provided the fresh start she needed to pursue a new career.

Exposure to the furniture industry through her sister and brother in law, who owned Creative Leather Furniture Stores, introduced her to wholesale furniture markets. These trade shows, held several times a year and open only

to stores and designers, became an invaluable resource. Over the next two decades, she built trusted relationships with vendors and representatives across the country. Those relationships continue to benefit her clients today.

Her first major project was decorating Lost Canyon, a Young Life Camp in Williams. She helped design and furnish staff quarters, a coffee shop, and the large game rooms. Seeing those spaces come to life confirmed she had found her calling. Creating environments that were welcoming, functional, and inspiring brought a deep sense of fulfillment.

What sets Affinity Decorators apart is a business model built around value. Rather than charging hourly design fees on top of retail pricing, she shares her wholesale purchasing



*“Through design, we transform spaces into homes that feel personal to the client and we stage homes that are irresistible to the buyer.”*



power with her clients. By splitting the difference between wholesale cost and traditional retail pricing, her design services are effectively absorbed into the furnishings. Clients receive higher quality pieces at prices often lower than they would pay on their own. This approach works especially well when furnishing an entire home, business, VRBO, or model.

With warehouses in both Flagstaff and the Valley, she can receive products directly from factories, eliminating unnecessary middlemen. She includes drawings, space planning, visual boards, finish selections, coordination with trusted movers, and oversight of installation. Early in her new career, she also worked in a Design Center which further expanded her knowledge of flooring, countertops, tile, and finish selections. She understands how to communicate clearly with builders and contractors, which streamlines projects and reduces stress for clients.

REALTORS® are among her most valued partners. She finds great satisfaction in staging homes that sell

quickly and for a higher price. Helping a Realtor® present a property in its best light is more than decorating. It is strategic positioning. When she can help a Realtor elevate a listing and create an emotional connection for buyers, she considers it a shared win. Whether it is staging to help a Realtor list a property, or furnishing a new home that a Realtor helped purchase for a client, most of her business comes through Realtor® referrals, built on trust, consistency, and results.

Born and raised in Phoenix, she attended Hopi Elementary, Ingleside Middle School, Arcadia High School, and received her degree from Northern Arizona University. Her father, a disciplined entrepreneur and former University of Arizona football player, taught her perseverance and integrity. Her mother, a talented artist whose work was featured in Sedona and throughout the Valley, passed away when she was 12. That season shaped her deeply. She chose to trust in God's sovereignty rather than grow bitter, a decision that continues to guide her life and business.

She married the love of her life, David in 1993. Together they raised four children while building their life in Flagstaff. Family has always been her priority, even while growing her company. Today, as they enter a new chapter as empty nesters, she reflects with gratitude on the balance she has been able to maintain between faith, family, and business.

If there is one thing she hopes clients see, it is that she listens first. Knowing what they want to see and how they want their space to function is the most important part of the design. By intentionally using her experience, contacts and knowledge to benefit them, they will love their spaces. Her goal is to make the process smooth, enjoyable, and excellent from start to finish.

Her favorite verse, Proverbs 16:3, says, "Commit to the Lord whatever you do, and your plans will succeed." It is a reminder that true success comes from aligning purpose with faith. Through Affinity Decorators, she continues to design spaces that sell, inspire, and truly feel like home.



# Your Hometown Title Agency Since 1963

Where Excellence is Tradition



**SEDONA**  
928-282-4141  
1650 W. State Route 89A,  
Suite #A, 86336

**PRESCOTT MAIN**  
928-445-2528  
123 N. Montezuma Street,  
86301

**CAMP VERDE**  
928-567-0590  
497 S. Main Street,  
86322

**CHINO VALLEY**  
928-636-0899  
980 N. State Route 89,  
86323

**PRESCOTT LAKES**  
928-771-7555  
3200 Lakeside Village Drive,  
86301

**PRESCOTT JUNCTION**  
928-776-7070  
1235 E. Gurley Street,  
86301

**COTTONWOOD**  
928-634-7591  
716 S. Main Street,  
86326

**PRESCOTT VALLEY**  
928-772-8546  
8070 E. State Route 69,  
86314

[www.YavapaiTitle.com](http://www.YavapaiTitle.com)

**THANK YOU!**

**Style n' Space**  
HOME DESIGN • STAGING

- \* HOME STAGING
- \* VIRTUAL STAGING
- \* HOME DESIGN

MENTION THIS AD TO RECEIVE  
**10% OFF**  
YOUR 1ST STAGING SERVICE.

STYLENSPACE.COM  
928-600-9040  
HEATHER@STYLENSPACE.COM

Follow Me On

**Personal Brand Photographer**  
[www.kimberlymarshphotography.com](http://www.kimberlymarshphotography.com)

**Stop treating your business like a hobby!**  
**It's time to treat your business like a business!**

- > Images Monthly
- > Reels Monthly
- > Personal Brand Help
- > Personalized Shoots
- > Styling & Posing Help
- > Networking Groups
- > Increased Visibility
- > Plus MORE!

Trust me. It is worth it!

*Kimberly Marsh*  
— PHOTOGRAPHY —

Electricity isn't just a necessity, It's a Statement!

**HIGH VALLEY ELECTRIC LLC**  
LICENSED • BONDED • INSURED  
928.499.8755  
[highvalleyelectric@outlook.com](mailto:highvalleyelectric@outlook.com)

High Valley Electric is providing Arizona with 20+ years of experience in quality electrical work.

# Serena Jones

**Coldwell Banker Northland, Prescott Arizona**

PHOTOS BY KIMBERLY MARSH

Serena Jones never set out to run one of Prescott's most respected real estate brokerages. In fact, if you had asked her years ago whether she would open a brokerage, her answer would have been simple: never.

Her journey into real estate began with a practical goal. She wanted to invest in property and build long-term wealth for her family. Real estate was meant to be a vehicle for financial security. But early on, something shifted.

She helped a single mother purchase her first home. At closing, her client became emotional and said, "You have no idea what this means to have a house of my own." That moment changed everything. Real estate was no longer just about properties and portfolios. It was about impact.

Serena continued investing and quietly building her family's retirement through property ownership. At the same time, her passion for serving clients grew into a passion for mentoring agents. After earning her broker's license, she launched a mentoring program. Her mentees flourished and did not want to leave. What began as guidance naturally evolved into a team.

Then came a question that altered her trajectory: If we already come to you for everything, why are we not at your brokerage?

Serena explored the idea cautiously. She submitted paperwork expecting delays and revisions. Instead, approval arrived almost immediately. Overnight, she became a brokerage owner.

The first year was intense. Every transaction crossed her desk. Every line of every contract mattered. She carried the



*“Two heads are better than one, and three is even better than two.”*



responsibility for her agents deeply. Over time, she realized something profound. While she loved helping one family at a time, she found even greater fulfillment helping agents succeed at scale. By empowering one agent, she could impact dozens of families. Leadership was not something she chased. It was something she grew into.

Seven years later, another unexpected opportunity emerged. She received a call about managing Coldwell Banker in Prescott. When she got the call, it was still corporate—Coldwell Banker Realty. She declined. More than once. Recruiting quotas and corporate growth models did not align with her philosophy. But her decision changed when she learned that the ownership would be changing and that their philosophy was more aligned with hers. Now it is Coldwell Banker Northland. New leadership, new vibe, new policies. The distinction, she says, is important. Serena believed in retention, education, and building wealth within the agents already under her care.

Eventually, she agreed to one more conversation. Instead of selling herself as the ideal candidate, she explained why she was not. She did not want a revolving door brokerage. She wanted collaboration. She wanted coaching. She wanted a culture where agents lifted one another up rather than competed for attention.



#### Her honesty set her apart.

Within days, she made the courageous decision to close her brokerage and step into leadership at Coldwell Banker Northland. It required faith, vulnerability, and trust from the agents who had built their businesses alongside her. Today, she leads more than seventy professionals in one of Prescott's most collaborative real estate environments.

The culture she fosters is deliberate. Walk into a team meeting and you will hear agents exchanging deep knowledge about neighborhoods, water rights, zoning updates, septic systems, and market shifts. Someone asks for help with comps and three people volunteer. Someone needs coverage for showings and support appears immediately. Birthdays are celebrated. Wins are shared. Questions are welcomed. It feels less like an office and more like a family.

Serena has observed that top producers come in many forms. Some dominate through networking and community presence. Others lean into digital marketing, video, and online strategy. Some run referral-based businesses built on long-term relationships. There is no single blueprint for success.

#### The common thread is growth.

Her most successful agents are students of the business. They attend classes. They seek coaching. They stay curious. They

listen more than they speak. They understand that expertise is not static. It is built through continual learning and refinement.

Serena herself draws inspiration from leaders who emphasize service-driven success. She believes you do not have to chase business aggressively when you commit to serving clients exceptionally well. Her own career began without a large sphere or built-in audience. She built it one relationship at a time. Renters that others overlooked became loyal advocates. Those advocates became referrals. Consistency created momentum.

Beyond production, Serena champions something often neglected in high-performance environments: health. Real estate can easily consume every hour of the day. Stress can become normal. She openly encourages agents to protect their wellness, manage stress intentionally, and build businesses that support their lives rather than overwhelm them. She checks in on people, not just production numbers.





# Nate From Hospitality to High Performance Real Estate

# RUSSELL

PHOTOS BY  
KG PHOTOGRAPHY

Some real estate careers begin with intention. Others are born from disruption. For this Sedona based REALTOR®, the path into real estate emerged during a moment when the world slowed down and opportunity quietly appeared.

Before real estate, his professional life was rooted in food and beverage. With a high school education and some college coursework, he spent years working his way up in hospitality, eventually becoming Director of Outlets at L'Auberge de Sedona. The resort pursued a Forbes Five Star rating, a goal that demanded relentless precision, long hours, and constant pressure. While rewarding, the pace was exhausting. Working six days a week left little room to imagine a different future.

#### **That changed in 2020.**

When the resort shut down during Covid, he was furloughed along with the entire staff. What initially felt like uncertainty became a possibility. Arizona's shift to online licensing made real estate attainable in a way it never had been before. With unexpected time on his hands, he chose to pursue a license, something he believes would never have happened without that forced pause.

#### **Betting on Effort and Execution**

Real estate was not entirely unfamiliar, but not in the way people might assume. His father had only recently entered the industry himself, with just a couple of years of experience. They worked together for about six months at the very beginning, and during that



**“Your attitude, not your aptitude, will determine your altitude.”**

**- Zig Ziglar**



time he noticed something important: success in real estate didn't require decades of experience or family legacy. It required consistency.

His father once shared that he had earned \$85,000 in a year primarily from hosting weekend open houses. Despite English being his second language, he had built a simple, repeatable system for converting conversations into clients. That idea stuck.

They committed to prospecting together, and his very first open house led to their first transaction, a \$1.9 million home. At the time, he was still working nights in a restaurant to cover expenses. Credit cards were maxed out, and finances were tight. When his share of that first commission check arrived at \$20,000, it was life changing. He paid off debt, invested in basic tools, and doubled down on the process.

That early experience cemented a mindset that still defines his business today. Real estate is performance driven. Effort directly translates into results. He regularly asks himself how badly he wants success, believing that anyone willing to do the difficult, often uncomfortable work can build a thriving career.

#### **Perspective, Purpose, and the Long Game**

Born and raised near Montreal, he moved to the United States as a teenager when his parents sold everything and traveled the country searching for a new home. Raised in a traditional, homeschooled family, independence came early. By seventeen, he was supporting himself through restaurant work in Uptown Sedona, laying the foundation for a strong work ethic. One of the most defining moments of his life was the loss of his older brother, Jonam, an Army Ranger killed in Afghanistan. That experience shaped his values around integrity, responsibility, and purpose. While he chose a different path, his brother's example continues to guide how he shows up as a professional and as a man.

Today, he is a devoted husband and father, raising three children with

his wife Leah. Family is his greatest achievement, alongside the business he has built. Financial freedom is important, but success, in his view, is measured by presence, health, and the ability to provide stability and opportunity for those he loves.

Looking ahead, he plans to continue refining his skills, growing his investment portfolio, and potentially

opening a brokerage. His wife is currently studying for her real estate license, with hopes of building a family business together.

His story is proof that opportunity often arrives disguised as disruption. For those willing to work, adapt, and bet on themselves, real estate can be more than a career. It can be a catalyst for freedom, growth, and lasting impact.





Protection That Helps You Close With Confidence.



- 13 Month Full-Service Warranty
- 30 Years Servicing the Real Estate Industry
- Freon Included in our Plans
- Multi-Year and New Construction Plans
- Free Listing Coverage

bwindle@hwahomewarranty.com  
HWAHomeWarranty.com

# THE GOLD STANDARD

## IN MAGAZINE & AD DESIGN



But don't just take our word for it. Take *theirs*.




n2co.com



**New Home Construction**



ROC# 342938  
ROC# 347993

**Remodeling and Renovation**



**Room Additions**

**SCAN HERE TO LEARN MORE!**

**Project Management and Consultation**

nsiconstruction.com  
781 Airpark Way Suite A1  
Cottonwood, AZ 86326  
admin@nsiconstruction.com

**(928) 821-9954**

**PRECISION IN EVERY INSPECTION. PEACE OF MIND IN EVERY HOME.**  
*Northern Arizona's Most Recognized Home Inspection Company!*

- Residential and Commercial Building Inspections
- Termite Reports
- Sewer Scopes
- Air Quality/Mold Tests
- Radon Tests
- Well Inspections w/ Flow Test
- Water Potability Sampling
- HUD Foundation Engineering Certifications



**SILVER HAMMER INSPECTIONS**



Pricing Guide



Contact Card

928.254.0024 info@silverhammerinspections.com

# The “Friendship Discount” That Costs You a Fortune

BY DAVID WEISS



We’ve all been there: you mention over dinner that you’re thinking of selling your home or looking for a property manager, and a friend’s eyes light up. “Oh, you have to talk to my cousin Vinny! He just got his license,” or, “My neighbor does real estate on the side—she’ll give you a great deal on the commission.”

It feels like a win-win. You’re supporting someone you know, and you might save a percentage point on the fee. But in the high-stakes world of real estate, “convenience” and “connections” are poor substitutes for **competence**. When you’re dealing with your largest financial asset, hiring based on a Christmas card list rather than a resume is a recipe for a fiscal disaster.

## The Myth of the “Slightly Lower Commission”

The most common lure of the “friend” agent is the discounted commission. For example, if the standard rate is 3% and your friend offers to do it for 2%, the math looks great on a napkin. On a \$500,000 home, that’s \$5000 back in your pocket.

However, real estate is not a commodity; it’s a negotiation. A top-tier, experienced agent with a deep understanding of market psychology and hyper-local

data can often net you 3% to 5% more on the final sale price than a novice. If the “discount” agent lacks the skill to create a bidding war or leaves money on the table during the inspection phase, that \$5000 “saving” quickly vanishes, replaced by a \$25,000 loss in potential equity. You didn’t save money; you paid for a lack of expertise.

## Why Experience is Non-Negotiable

Professionalism isn’t just about a polished LinkedIn profile; it’s about having the “battle scars” of hundreds of closed deals. An experienced agent or property manager brings three things a friend usually can’t:

- **Objective Candor:** A friend might be too polite to tell you that your “eclectic” wallpaper is scaring away buyers or that your rental price is delusional. A professional tells you the hard truths because their reputation—and your profit—depends on it.
- **A Professional Buffer:** Property management, in particular, requires enforcing rules. When a tenant stops paying rent, do you want a manager who treats it as a business breach, or a friend-of-a-friend who feels “guilty” about being the bad guy?

- **The Power of the Network:** Veteran agents have “pocket listings” and relationships with other top-tier brokers. They know which inspectors are thorough and which contractors actually show up. A hobbyist agent is often just googling the same things you are.

## High Stakes and Legal Landmines

Real estate is a legal minefield. From complex disclosure forms to fair housing laws, the paperwork involved in a transaction or a lease is voluminous. An inexperienced manager who fumbles a security deposit return or an agent who misses a critical deadline in a contract can land you in a courtroom.

**The bottom line:** If you wouldn’t hire your cousin to perform your heart surgery just because he’s a “great guy,” don’t hire him to handle your half-million-dollar asset.

Keep your friendships for the weekend. When it comes to your property, hire the shark, the veteran, and the expert. In the end, the most expensive agent you can hire is the one who doesn’t know what they’re doing—no matter how small their commission is.



928.275.1009  
UNLimitedreAZ.com

## Agent Referral Program:

At **UNLimited re**, we take pride in building mutually beneficial relationships with real estate professionals who focus on residential sales transactions. These relationships are the lifeblood of our business and assist in continuously building our portfolio of managed rental properties.

At **UNLimited re** we focus on property management and consulting only. We’re not affiliated with any multiple listing services or the association of Realtors, therefore securing your trust that we’re not in the sales business. We strive to provide leads and referrals for all our partners, assisting them in building their database and growing their business. We’ve developed a program that turns property management referrals into a consistent and long-term lead generator for future sales transactions.

For each referral that leads to a signed property agreement with the owner. The referring agent receives the following:

- ✓ **10% of one month’s rent as a referral fee for closed business**
- ✓ **Owners of Rental Properties**  
If the owner of the property decides buy property or sell property that business is referred to the agent who originally gave us the lead that led to procurement of the property.
- ✓ **Current and future tenants, likely to be future buyers**  
Contact information for all current and future tenants of the property. Many of our current tenants rent for one or two years in preparation to buy. Having their contact information in your CRM is likely to lead to a purchase agreement!
- ✓ **A Resource You Can Count On**  
Whenever you need expert guidance on investments, you can count on us! Whether it’s recent CMAs, leasing inquiries, landlord-tenant advice, or anything in between, we’re here to help. Don’t hesitate to reach out—we’re always ready to assist!

Call or Visit our Website

UNLimitedreAZ.com

928.275.1009



David Weiss

Designated Broker

928-224-5911

david@unlimitedreaz.com

# THE REAL ESTATE PROFESSIONAL'S Most Underrated Asset

BY SARAH MEYER

In real estate, we talk about equity, appreciation, leverage, and long-term investments. But there is one asset that determines all the others — and most of us neglect it. Your health. Not just your physical health. Your energy. Your nervous system. Your mindset. Your emotional resilience.



In a profession that runs on adrenaline, deadlines, negotiations, and constant availability, we often glorify exhaustion as commitment. But burnout is not a badge of honor. It's a warning sign. And here's the truth: a powerful business is built on a powerful mind and body.

### The Real Cost of Ignoring Your Health

We operate in one of the most demanding industries there is. Long hours. High stakes. Emotional clients. Market volatility. Constant competition.

#### When your body is depleted:

- Your patience shortens.
- Your clarity declines.
- Your decision-making suffers.
- Your creativity shrinks.
- Your leadership weakens.

#### When your body is supported:

- You negotiate better.
- You think strategically.
- You show up calmly in chaos.
- You build deeper trust.
- You make clearer, faster decisions.
- Health isn't separate from success. It fuels it.

### Healthy Body = Healthy Business

I believe true luxury isn't just the homes we sell — it's the life we live inside them. That starts with habits. Not extreme routines. Not unrealistic standards. Not another productivity hack. Just consistent fundamentals.

#### 1. Protect Your Energy Like You

**Protect Your Listings:** Sleep is not optional. Hydration is not optional. Movement is not optional. If we treated our bodies like multimillion-dollar properties, we would maintain them daily.

#### 2. Manage Your Nervous System:

Real estate keeps us in fight-or-flight mode. Back-to-back showings, difficult negotiations, last-minute appraisal issues. Daily grounding practices — even five minutes of breath work, prayer, or quiet reflection — recalibrate your system. A regulated nervous system is a competitive advantage.

#### 3. Fuel for Performance, Not

**Just Convenience:** Coffee is not a food group. Stress-eating between showings is not a strategy. Balanced meals stabilize blood sugar, which stabilizes mood and decision-making. That matters when you're guiding someone through the largest financial decision of their life.

#### 4. Strength Training = Strength

**in Leadership:** Physical strength builds mental strength. Discipline in one area spills into others. Confidence in your body translates into presence in the room. When you feel strong, you show up differently.

### The Power Shift: From Hustle to Sustainable Performance

We were trained to hustle. To grind. To always be "on."

But power isn't frantic. Power is steady. Power is clear. Power is disciplined. Power is healthy.

The most successful agents I know aren't the most exhausted. They're the most regulated. They've built systems not just in their CRM — but in their daily routines.

- They protect their mornings.
- They schedule workouts like appointments.
- They set boundaries.
- They recover intentionally.
- They understand that longevity in this business requires internal infrastructure.

### Health Is Wealth — Literally

Medical bills, missed workdays, chronic stress, and burnout are expensive.

So is brain fog. So is irritability. So is decision fatigue.

Your body is your first investment. Your energy is your highest-return asset.

#### When you feel well:

- You close better.
- You lead better.
- You parent better.
- You live better.
- And that ripple effect matters.

### A New Standard for Success Imagine if our industry normalized:

- Walking meetings.
- Brokerage wellness challenges.
- Calendar blocking for recovery.
- Leaders modeling boundaries.
- Conversations about mental health.

What if productivity and wellness weren't opposites — but partners?

True success isn't just production numbers.

It's impact. It's legacy. It's how you feel at the end of the day.

### Final Thought

You can't pour from an empty cup. You can't lead from depletion. You can't build wealth while bankrupting your body.

Your health is not separate from your business. It is your business. And when you protect it — everything else rises with it.

### Ready to Elevate How You Live and Lead?

If this message resonates with you, I invite you to go deeper.



I share practical wellness strategies, performance habits, lifestyle tools, and coaching

resources designed specifically for high-achieving professionals who want sustainable success — not burnout. From simple daily energy resets to structured habit systems and performance-focused wellness guidance, my Luxe Living platform is built around one core belief: True luxury is living strong, clear, and well. If you're ready — let's connect and help each other to build strong bodies, healthy minds and abundant businesses!

Connect with me @ sarahmeyer\_luxeliving ~Sarah Meyer

# Pioneer Title Agency

COMMITMENT TO SERVICE

*"Our success is directly linked to our people. Our team and 'local-first' company culture are of what we are most proud"*

— BOB NEWLON | FOUNDER

1570 WILLOW CREEK RD.  
PRESCOTT, AZ 86301  
(928) 778 - 2222

923 E. GURLEY ST. STE 201  
PRESCOTT, AZ 86301  
(928) 778 - 6612

300 W. 3RD ST.  
WINSLOW, AZ 86047  
(928) 289 - 2028

2955 N. LAKE VALLEY RD.  
PRESCOTT VALLEY, AZ 86314  
(928) 772 - 4800

2445 W. STATE ROUTE 89A, STE 3  
SEDONA, AZ 86336  
(928) 203 - 9190

1056 VISTA AVE. UNIT A  
PAGE, AZ 86040  
(928) 645 - 0064

821 W. RIORDAN RD.  
FLAGSTAFF, AZ 86001  
(928) 774 - 3000

128 W. GRANT AVE. STE C.  
WILLIAMS, AZ 86046  
(928) 635 - 9496

100 N. ELDEN  
FLAGSTAFF, AZ 86001  
(928) 779 - 0371

WWW.PTAAZ.COM

# Driving Results This Spring

Strategic lending solutions, consistent communication, and on-time closings that keep your pipeline moving.

We offer an array of loan options, including:

- Conventional
- FHA
- USDA
- VA
- 2<sup>nd</sup> Home
- Investment Homes
- Reverse Mortgage
- Jumbo
- DCSR
- Manufactured Homes (Single/Multi-wide)
- Down Payment Assistance
- Bank Statement Loans

Same day Funding and Recording | In House Underwriting



*Scott R. Bell*

BRANCH MANAGER

NMLS# 289786  
435.272.1600 Main  
435.215.4209 Direct  
Scott.bell@fidelitymtg.com  
scottbell.benchmark.us



At Fidelity Mortgage, we offer nationwide lending solutions designed to move your clients seamlessly from pre-approval to closing. As a loan officer, I'm licensed in the following states:

UT, AZ, CA, ID, TX, NV, VA, WY, FL, CO, AL & SD



ARK-LA-TEX FINANCIAL SERVICES, LLC DBA BENCHMARK MORTGAGE NMLS #2143 (WWW.NMLS.CONSUMERACCESS.ORG) 5160 TENNYSON PKWY STE 1000, PLANO, TX 75024. 972-398-7676. (HTTPS://BENCHMARK.US) EQUAL HOUSING OPPORTUNITY.

**EXPERT** WE PROMISE THE MOST THOROUGH CLEANING *EVER* or your money back.  
Carpet & Upholstery Cleaning  
You have nothing to lose, except the dirt!

Free Estimates • Tile and Grout Cleaning • Carpet & Upholstery Cleaning  
RV / Motorhome Cleaning • Emergency Flood Service • Oriental & Area Rug Cleaning  
Powerful Truck Mounted Units • Teflon Fabric & Carpet Protectors • Environmentally Friendly Products

20% DISCOUNT FOR NEW CLIENTS

Scan here to visit our website  
ExpertCarpetandUpholsteryCleaning.com

Sedona (928) 282-3836  
Verde Valley (928) 567-7334

**NO JOB TOO BIG OR TOO SMALL**

Building Your Dream Around You

REMODELS | OUTDOOR LIVING | DECKS | NEW CONSTRUCTION

OWNER: HERB KEPPEL  
COVENANT BUILDERS AND RENOVATION LLC

**COVENANT BUILDERS & Renovation**  
928.533.3203  
ROC 349211

Local to Prescott for 46 years.

cbuilders316@gmail.com | CovenantBuildersAZ.com

**RE/MAX** | DOWNTOWN  
*Fine Properties* FLAGSTAFF

From Showroom  
to Sales Floor

# Weston FOSTER'S

PHOTOS BY  
KG PHOTOGRAPHY

## Playbook for Scaling a Winning Real Estate Team

**W**eston Foster didn't start his career in real estate. In fact, he stumbled into it almost by accident. In February 2020, Weston got his real estate license, but the spark that led him here came a year earlier when he bought his first home. Running a car dealership at the time, working 50 to 60 hours a week, he found the home buying process surprisingly simple. "I had this Realtor® friend, who walked me through everything. It was so easy, and I thought, why am I slaving away in the dealership when I could do this?"

36 • April 2026

With a strong background in business and finance from ASU, Weston had spent years as a headhunter, car salesman, and dealership manager. He realized real estate could combine his love for working with people with the freedom to run his own business. Six years later, he's thriving with a successful team, navigating an unpredictable market with confidence and enjoying the challenges every day.

### Learning to Let Go

Transitioning into real estate wasn't without its hurdles. Weston explains,

"One of the hardest things was learning to be less of a control freak. I wanted to manage every detail of every deal. Over time, I became more laid back and focused on relationships. Most of my clients are repeat clients, buying their third to sixth home with me. There is a reason people keep coming back."

Weston prides himself on offering a stress-free, enjoyable experience. "Buying a home should be fun. That mindset has helped me earn referrals and repeat business."

Yoga helps him stay grounded, and golf gives him a chance to network while enjoying the outdoors.

### Scaling a Team Without Losing Culture

Managing and scaling a team has been one of Weston's greatest achievements. Myself and Bryce Hill, my Partner in Den Group really focus on culture and the right fit. "It all starts with finding the right people. Culture is everything. When the culture is aligned we can achieve huge goals and have a ton of fun. I refuse to hire anyone with an ego problem. Ego can kill a team, especially when you have a mix of new agents and seasoned pros. We spend a lot of time together in the

office and on deals. Common goals and shared hobbies, like our recent trip to the Waste Management Open, help keep everyone aligned."

Weston is careful about growth. "Even if someone wants to join the team, if they're not a culture fit, it won't work. I've seen other teams in Flagstaff struggle with turnover. Keeping a tight, motivated, and like-minded group makes all the difference."

### Personal Growth and Staying Sharp

Weston is committed to personal growth, regularly attending RE/MAX and personal growth events across the country and following podcasts like



### Life Beyond Real Estate

Weston emphasizes work-life balance. When he's not closing deals, he's exploring the world. "I love traveling. The Netherlands is one of my favorites. Paris is incredible. I spend a lot of time in Mexico and Telluride. I'm always planning a trip. Real estate gives me the flexibility to travel while still growing my business."

He also enjoys golf, mountain biking, yoga, and cooking. "Cooking is my way to decompress after a wild day in real estate," he says with a smile.

“

**SUCCESS ISN'T OWNED. IT'S LEASED. AND RENT IS DUE EVERY DAY.**

**- J.J. WATT**

BiggerPockets. He balances this with downtime, setting boundaries to avoid burnout. “Real estate can consume you if you let it. I turn it off after eight in the evening. You need to decompress or you won't sustain a long-term career.”

He also invests in long-term rental properties locally, keeping his knowledge of real estate both practical and diversified.

#### **Keeping Agents Motivated**

For Weston, keeping his team motivated is about more than just deals. “I make sure my agents come into the office four days a week even if there are no appointments. Staying on task and maintaining workflow is critical. Life is easier when you have multiple escrows in the pipeline. The worst agents focus only on the sale and pinch pennies. Buying a home is about families and communities, not just commissions.”

Weston's philosophy of blending mentorship, culture, and hands-on leadership has created a team that thrives even in unpredictable markets.

#### **Final Thoughts**

From car dealership floors to Flagstaff's competitive real estate scene, Weston Foster has built a career on relationships, mentorship, and a balance between work and life. His story is a reminder to top agents everywhere that success comes from combining passion with culture, consistency, and a willingness to grow.





AFFINITY DECORATORS

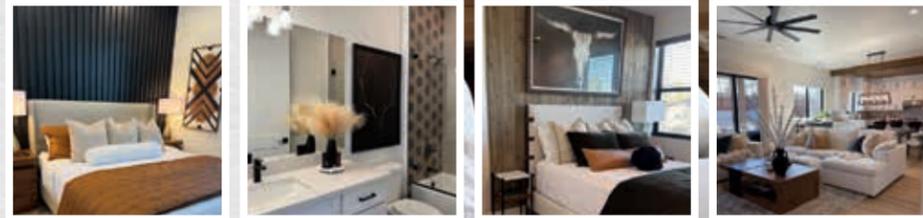
**INTERIOR DECORATING AND ACCREDITED HOME STAGING SPECIALISTS**

Affinity Decorators has access to extensive staging resources, so you can rent designer-selected furnishings or purchase pieces for less—creating stunning results at any budget.

We bring your vision to life with exclusive wholesale furnishings that cost less than retail. From homes and offices to fully furnished vacation rentals like this newly completed one, you'll get expert design services and exceptional value—every time!



**KAYE ANDERSON**  
Coming alongside realtors and their clients since 2005. Hoping to be an asset to you!



AFFINITYDECORATORS.NET • AFFINITYDECORATORS@GMAIL.COM • 928-814-8525

**THE PURCHASE MARKET IS HEATING UP.**

*Call Caleb to prepare your client for their new home!*



The content is presented for information purposes only. This is not a commitment to lend or extend credit. All Loans are subject to credit approval. Other restrictions may apply. See Company website for additional information [www.WestCapitalLending.com](http://www.WestCapitalLending.com)



**Caleb Boone** Branch Manager • 928-814-9086 • [cboone@westcapitalending.com](mailto:cboone@westcapitalending.com) • NMLS 667897

**MAKAYLA CHADWICK**



TRUSTED IN  
NORTHERN  
ARIZONA

Serving families and businesses throughout northern arizona with auto, home, renters, life, and business insurance. English and Spanish support available.

THE BEST  
COMPLIMENT  
IS YOUR  
REFERRAL



(928) 237-5094



3700 N Robert Rd Ste #1 & 2  
Prescott Valley, AZ, 86314



*Together,*  
**We Can Watch Your Client's  
Dream Blossom into Reality!**



**Chad Burgueno** of Fairway Home Mortgage - Loan Officer

NMLS # 255393

[chad.burgueno@fairwaymc.com](mailto:chad.burgueno@fairwaymc.com)

(602) 410-4197 - Cell | 928-634-5490 - Office

[HomeLoansByChad.com](http://HomeLoansByChad.com)

1865 W. State Route 89A, Suite D | Sedona, AZ 86336

