

NORTHERN ARIZONA

FEBRUARY 2026

REAL PRODUCERS®

Peter Fife



Partner Spotlight
CALEB BOONE
West Capital Lending Inc.

Rising Star
CHERYL COLLINS

He Builds
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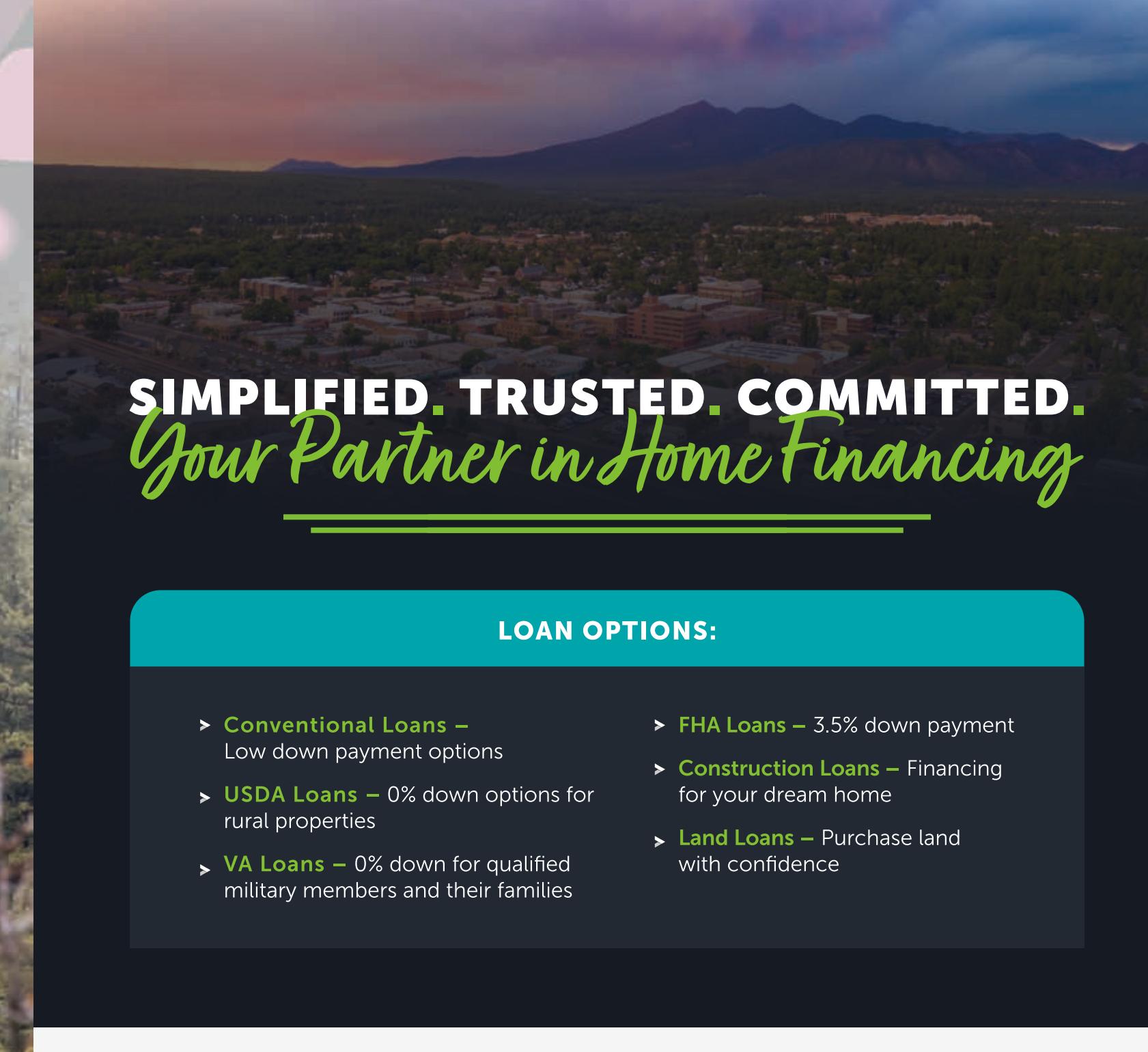
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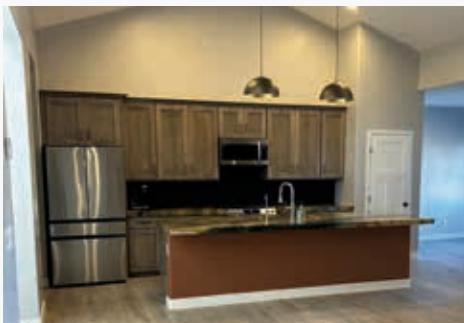
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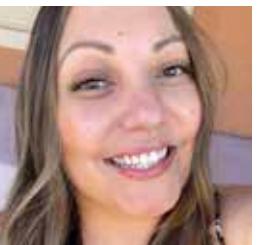


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CALEB BOONE

"Just keep swimming." — Dory, Finding Nemo (2003)



CHERYL COLLINS

"The best way to find yourself is to lose yourself in the service of others." — Mahatma Gandhi



JARED FOLSOM

"You miss 100% of the shots you don't take." — Wayne Gretzky



PETER FIFE

"Real estate works when you do." — my father

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Caleb Boone

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LEADING WITH
EMPATHY, BUILT ON
FAMILY AND PURPOSE

PHOTOS BY KG PHOTOGRAPHY

Some professionals build their careers around numbers, timelines, and transactions. Others build them around people. For Caleb Boone, success has always been rooted in relationships, resilience, and the quiet strength that comes from walking through life's most difficult moments and choosing to show up anyway.

Caleb's journey into the mortgage industry is deeply personal. It is shaped by family, faith, loss, perseverance, and an unwavering commitment to serve others.

A Northern Arizona Life, Rooted in Family

Caleb grew up in a rural ranching community where hard work, accountability, and family came first. More than two decades ago, he made Flagstaff home, a place where he and his wife would raise their four daughters and build a life centered on connection and tradition.

Family is at the core of everything Caleb does. Taking special trips, spending time together in the kitchen, enjoying the outdoors, or supporting his girls at competitions, Caleb's life is shaped by moments that matter. Those traditions are not incidental. They are intentional.

They are also deeply shaped by loss.

A Loss That Changed Everything

Ten years ago, around Thanksgiving, what began as a routine ultrasound for Caleb and his wife quickly unfolded into a series of specialist visits and difficult conversations. Within a short span of time, they were faced with unimaginable heartbreak and the stillbirth of one of their daughters.

Rather than allowing grief to close them off, Caleb and his family chose to acknowledge it, honor it, and carry it forward with purpose. They celebrate their daughter's life, remember her openly, and have built traditions that keep her presence woven into their family story.

That experience reshaped how Caleb sees people.

It taught him empathy not as a concept, but as a practice.

**From Banking to Mortgage Lending:
Guided by Experience**

Professionally, Caleb began his career as a personal banker with Chase Bank, where he developed a strong foundation in finance and client service. But



after walking through profound personal loss, he felt called to do work that allowed him to support families during some of the most meaningful moments of their lives.

He transitioned into mortgage lending, starting as a junior loan officer with Wells Fargo, then moving to Prime Lending, where he spent nearly a decade building expertise, trust, and long term relationships.

Today, Caleb serves as a broker and branch manager with West Capital Lending Inc., where he continues to lead with care, precision, and integrity. For Caleb, a mortgage is never just a loan. It is a doorway. It is a family's next chapter. And it deserves to be handled with respect.

Empathy as a Professional Advantage

Caleb's personal journey has profoundly influenced how he works with clients. He listens carefully. He explains thoroughly. He understands that behind every application is a family, a dream, or sometimes a season of uncertainty.

His approach is simple but powerful. Add value. Be available. Serve people well.

That mindset often means answering calls on holidays, writing pre approvals late at night, and

being present when timing matters most. Many of those moments have led directly to contracts and lifelong relationships.

Discipline, Endurance, and the Long Run

Outside of work, Caleb is a runner. He has completed four marathons, several alongside



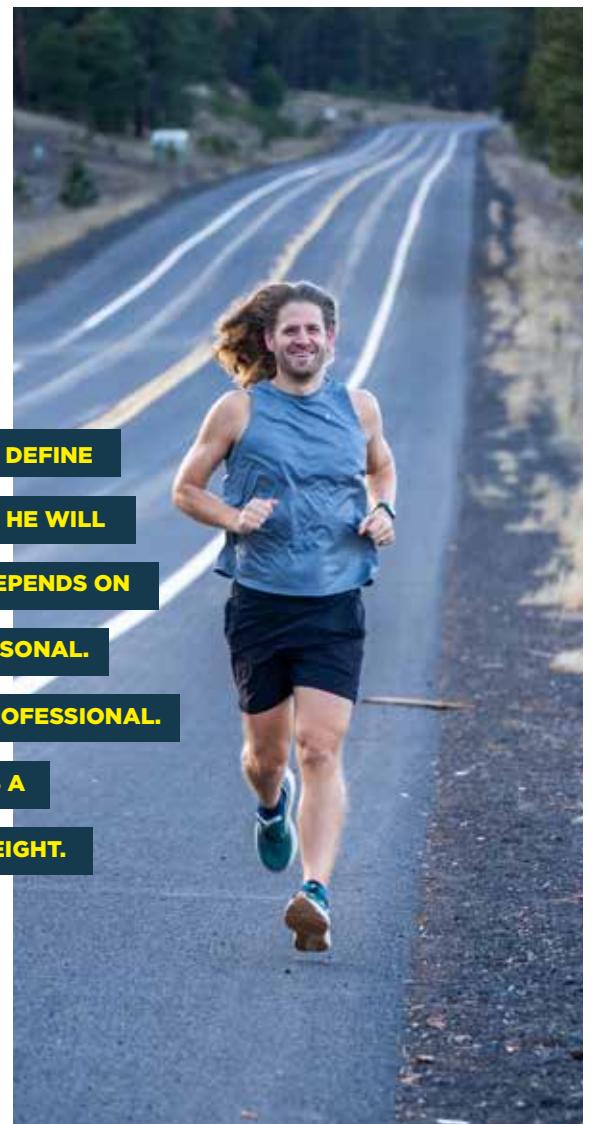
Professionally, he is focused on developing new relationships, serving more families, and positioning 2026 as his strongest year yet. Personally, he is committed to growth. Reading daily. Training physically. Supporting his daughters as they pursue their passions.

A Sponsor Who Shows Up

As a Sponsor of *Northern Arizona Real Producers*, Caleb brings more than expertise. He brings authenticity, steadiness, and a genuine desire to contribute to the success of the community around him.

His story is one of resilience. His work is rooted in service. And his leadership is guided by empathy.

Caleb Boone is not just helping people finance homes. He is helping them move forward.



ASK CALEB TO DEFINE

SUCCESS, AND HE WILL

TELL YOU IT DEPENDS ON

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DIFFERENT WEIGHT.

his father, and he is currently working toward qualifying for the Boston Marathon. Running, for him, is not about speed. It is about endurance, discipline, and showing up consistently.

It's a mindset that carries him through long miles and steady training days. Still, who are we kidding? A runner aiming for Boston doesn't completely abandon speed.

Every steady step forward gains momentum.

Defining Success on His Own Terms

Ask Caleb to define success, and he will tell you it depends on the lens. Personal. Financial. Professional. Each carries a different weight.

One of his most impactful moments came from meeting Warren Buffett, who shared that true happiness is found less in wealth and more in relationships and family. That perspective stuck.

Today, Caleb measures success by the quality of his relationships, the trust he builds with clients, and the life he is creating with his family.

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Cheryl Collins

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Cheryl Collins' path to real estate was anything but linear, and that is precisely what makes her rise feel both natural and compelling.

A lifelong athlete and outdoor enthusiast, Cheryl has always been driven by movement, discipline, and connection to place. Born and raised in Minnesota, she grew up embracing an active lifestyle that shaped how she approaches challenges and people alike. That pull toward adventure carried her west to Colorado in her thirties and eventually to Northern Arizona, where she moved to Flagstaff seven years ago. The mountains, trails,

and seasons of Northern Arizona felt immediately like home.

Before real estate, Cheryl built a career centered on people, performance, and service. In Minnesota, she worked in furniture sales and design while helping run her then husband's business. Later, in Montrose, Colorado, she taught spin classes for seven years, building community through encouragement and shared effort, while also coaching girls' gymnastics and homeschooling her two sons.

Coaching and athletics reinforced lessons she still carries today.



“SPEAK THE TRUTH, do what’s right, and take what comes.”

Preparation matters. Trust matters. And progress happens one intentional step at a time.

Cheryl also spent time in the medical field, working alongside a chiropractor and two oral surgeons. These roles sharpened her attention to detail, communication skills, and sense of care. Whether in fitness, medicine, or business, she learned how to support people through demanding and sometimes vulnerable moments.

That blend of people skills and operational experience became the foundation for her transition into the building industry. What began as a part time role with a broker builder quickly became full time as housing demand surged during the pandemic. Cheryl found herself deeply involved in custom and spec home projects throughout Williams, Flagstaff, and



gated communities, managing client selections, coordinating with general contractors, and spending significant time on job sites. She did not just see how homes were built. She understood why decisions were made and how they affected homeowners emotionally and financially.

It was her broker who recognized that Cheryl was missing opportunities by not being licensed. Encouraged to take the next step, she earned her real estate license while continuing to work in the building space. That dual perspective, builder and agent, would soon prove invaluable. After spending a year traveling to St. George, Utah to help open and administratively manage a medical clinic for the same broker, Cheryl made a defining decision. She returned to Arizona and committed fully to real estate in November 2023.

Her first full year told the story.

In 2024, Cheryl experienced notable early success, driven not by flashy tactics, but by preparation, credibility, and care. Clients trusted her because she spoke their language, whether they were seasoned homeowners, first time buyers, or individuals navigating complex decisions. Her deep understanding of construction allowed her to explain homes beyond surface features, and her background in customer service and negotiation helped clients feel steady through what can often be an emotional process.

One of Cheryl’s defining strengths is her ability to adapt her communication style to the person in front of her. She understands that no two clients are the same. Some want to be guided through every step. Some prefer only the essential facts. Others need space to tell their story. Cheryl listens first, then positions herself just far enough ahead to anticipate concerns, especially for clients who might feel overwhelmed by inspections or unexpected details.

That intentional approach extends into her long term vision. Cheryl’s five year goal is to build a financially sustainable business rooted primarily in referrals,

not just from clients, but from their families and extended networks. For her, success is measured by trust, longevity, and relationships that continue well beyond the transaction.

Today, Cheryl is with Peak Experience Realty, where she has become an integral part of the office culture. She initiated twice daily team walks around town, an idea inspired by her athletic background and belief in movement as a connector. The walks have created space for collaboration, problem solving, and genuine support. The environment, she says, is one where people can breathe when they walk in, energized rather than drained.

That belief in connection is deeply personal.

Cheryl often reflects on a defining moment from eleven years ago, when she faced a cascade of financial challenges while trying to buy a home. On the same day she sold and closed on her old house and purchased a new one, she had just replaced a failed septic system, dealt with a broken down car that was replaced within hours by people in her community, and relied on her parents’ help with earnest money. In a powerful full circle moment, the woman selling her the home turned out to be a shop owner Cheryl had supported for years.

The experience reinforced something she carries into her work today. Homeownership is possible, even when circumstances feel heavy.

That belief fuels her passion for encouraging first time buyers in Flagstaff, a market that can feel out of reach. Cheryl does not minimize the challenges, but she helps clients see paths forward with honesty and perspective, much like a coach helping someone reach a summit they once thought was too high.

Guided by the quote, “Speak the truth, do what’s right, and



take what comes,” Cheryl approaches her career with clarity and conviction. Her strong spiritual life has also played a role in shaping her journey, including her connection with her current broker, Billie McGraw, someone she met years earlier at an open house who immediately recognized her natural ability in real estate.

Cheryl Collins’ rise is not accidental. It is the result of lived experience, discipline shaped through athletics, and a genuine commitment to people. And in Northern Arizona, that combination is exactly what makes her a Rising Star worth watching.





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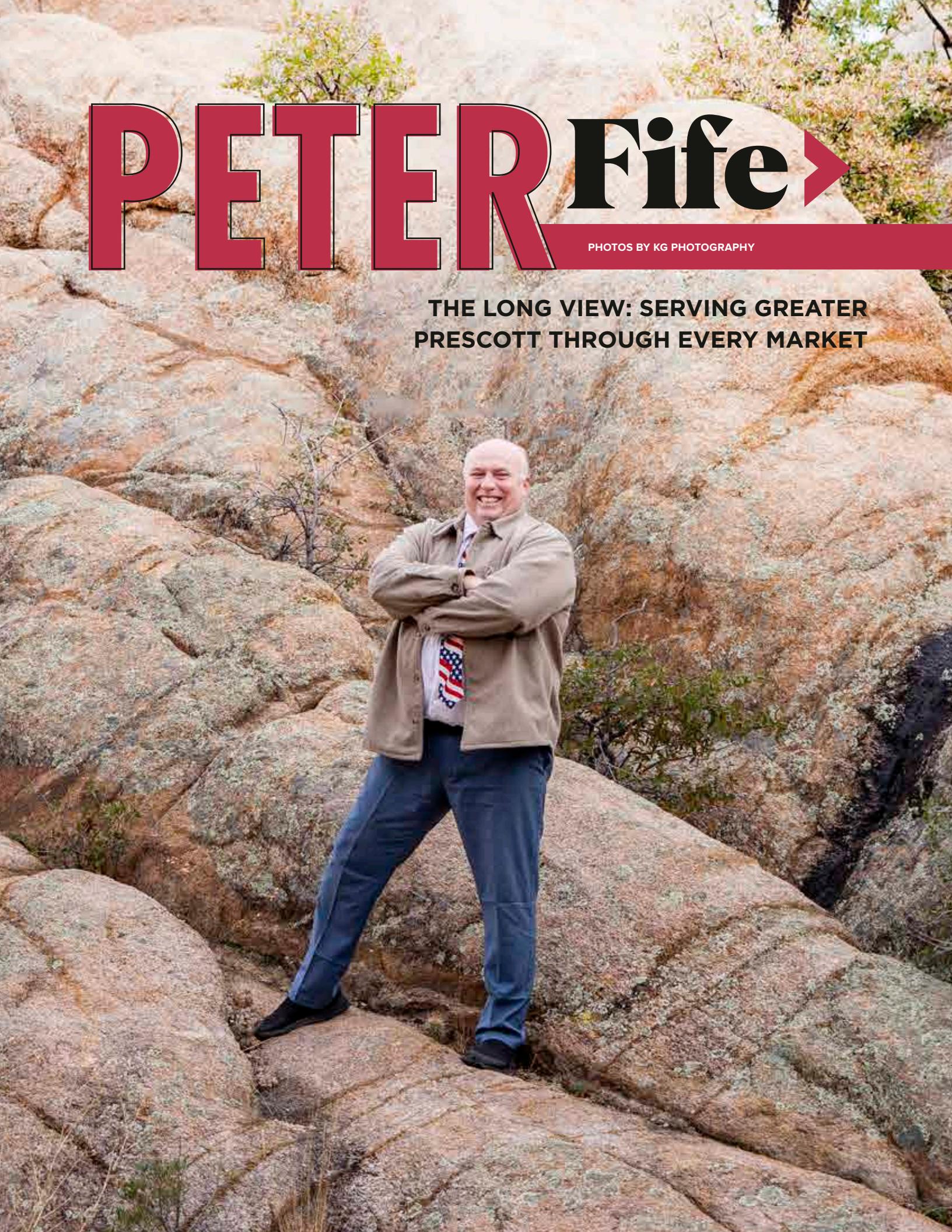
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PETER Fife

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**THE LONG VIEW: SERVING GREATER
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In a profession defined by change, the most enduring careers are built quietly, over time. For Peter Fife, steadiness and trust have always mattered more than haste.

That steady approach did not happen by accident. Peter prepared deliberately for his future, grounding himself in education, service, and faith long before real estate became his full time focus.

Peter originally planned to pursue a career as a religion teacher and prepared intentionally for that path. Understanding the financial realities of teaching, he earned his real estate license as a supplemental source of income while completing his education. He holds a Bachelor of Arts in Communications with a minor in Business from Brigham Young University in Provo and completed half of an MBA program. As his real estate career gained momentum, completing the remainder of that degree became secondary to the opportunities unfolding in front of him. His early adulthood was also defined by service. Peter served a two year mission for his church in Northwestern Italy, followed by additional time teaching Italian to missionaries. That experience left him fluent in Italian and deeply grounded in faith. Teaching remained important to him, and just days before one semester began, an unexpected opportunity opened when a teaching position became available at the last moment. He stepped in immediately and began teaching the very next day.

Real estate, initially intended as a practical safeguard, continued to grow alongside his teaching. Over time, circumstances aligned in ways he did not anticipate, and real estate became his full time focus. What began as a supplemental plan revealed itself as a calling that allowed him to combine faith, discipline, and service into a lifelong profession.

A teacher at heart, Peter believes education is central to every successful

transaction. He values helping clients understand the market, what it takes to sell a home, and how to position a property for success. For him, informed clients make confident decisions. He considers that transition one of the greatest blessings of his life.

Real estate was already part of Peter's story long before it became his full time career. He is a third generation real estate professional. His step

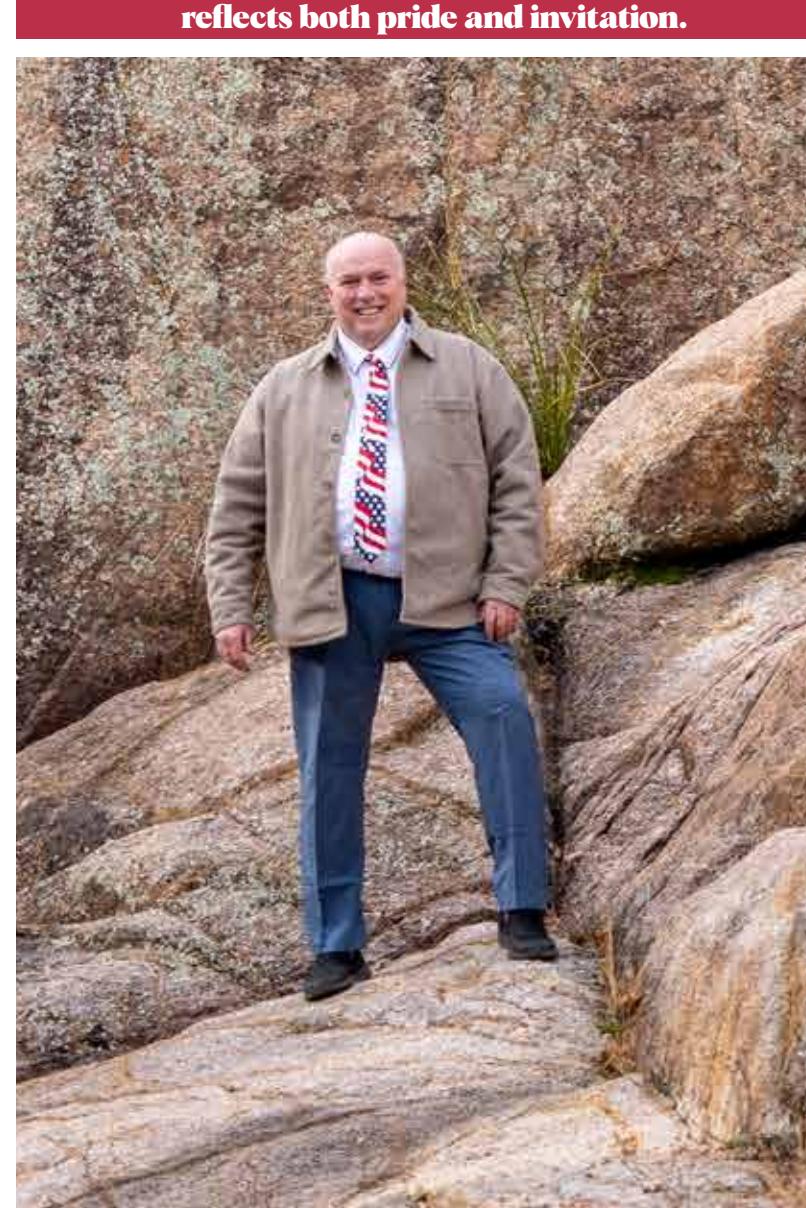
grandmother sold hotels and homes in Switzerland. His father built nearly a forty year career in the business. His mother in law spent more than twenty five years as a successful real estate agent in Arizona. From an early age, Peter understood real estate as a profession rooted in service and a reliable way to provide for a family.

Peter's early years in real estate were far from easy. For extended periods,





His tagline,
**“MOVENOMICS: Where Prescott
Is Everybody’s Hometown,”**
reflects both pride and invitation.



he earned nothing at all. Then in 1996, a conversation with his mother in law, changed everything. She invited him to come to Mesa, Arizona, work alongside her, and consider purchasing a modest home sight unseen. Within weeks, momentum shifted dramatically. Before relocating to Mesa, Peter closed eight transactions in just three weeks, earning thirty five thousand dollars and being named Rookie of the Year!

He later partnered with his mother in law, forming a team that would work together for a decade. During that time, they rose from top thirty to top twelve statewide for Coldwell Banker.

Their partnership was built on trust and community connection. Every Fourth of July, they placed more than two thousand five hundred American flags throughout their farm area, starting

before sunrise and finishing together before breakfast. It was demanding work and reflected how Peter approaches both business and life.

In 2007, Peter and his family relocated to the Greater Prescott area. Once again, he started from scratch, knowing no one. When the market collapsed in 2008, his income dropped sharply. Faced with uncertainty, Peter turned to prayer

before making major decisions about his business. At the time, he considered leaving Coldwell Banker for another franchise, but through prayer felt certain he needed to stay.

Two weeks later, Coldwell Banker Relocation called with an opportunity to handle bank owned properties throughout the region. The work was intensive and the margins smaller, but

Peter recognized the direction of the market and committed fully. Within a year, he was responsible for fifty percent of his office's production.

Throughout his career, Peter has reinvested heavily in his business, consistently allocating about twenty five percent of his gross income toward marketing. He does not cold call or chase expired listings. Instead, he focuses on

exceptional exposure, investing between five thousand and seven thousand five hundred dollars per listing to demonstrate what it truly means to work on behalf of his clients.

That commitment has not gone unnoticed. One longtime client, who had sold more than forty homes over his lifetime, once told Peter, “I have worked with many agents and thought



you would be an A agent. I was wrong. You are an A plus plus agent, and I have never seen a better agent in my life." More recently, another client was so pleased with Peter's service and marketing efforts that they insisted on increasing his commission by a quarter percent, describing it simply as a tip for exceptional work.

Over the past decade, Peter has maintained a ninety nine percent listing success rate. He has been the number one individual real estate agent in Greater Prescott for four consecutive years and remains the only individual agent to consistently rank in the top ten for more than a decade. In 2025, he achieved the distinction of being named the number one individual real estate agent in the State of Arizona for Coldwell Banker and ranked among the top one hundred agents worldwide out of more than sixty four thousand agents.

At the heart of Peter's success is a simple principle: people come first always. His longtime motto, "Placing your needs first," guides every

transaction. He regularly advises clients against buying or selling when it is not in their best interest.

Peter believes that God leads clients to him and him to his clients and views real estate as both a responsibility and a blessing. He has worked between fifty and ninety hours a week throughout his career, yet has never felt as though he was working. Helping people is what fuels his passion.

Peter believes Greater Prescott is one of the best places in the country to live, big enough to be big and small enough to be small. Through his YouTube channel, MovEconomics, he shares insights about the community with more than six thousand five hundred subscribers. His tagline, "MovEconomics: Where Prescott Is Everybody's Hometown," reflects both pride and invitation.

Peter and his wife have been married for thirty one years. Together, they have five children, three living. Their two oldest children passed away at birth, a loss that deeply shaped their

perspective on family and faith. They are parents to a twenty seven year old son, a twenty four year old daughter, and a twenty one year old son. As a family, they treasure time together, often gathering around board games and shared moments at home.

Peter has never measured success by short term wins or market cycles. For him, real estate has always been about showing up consistently, honoring commitments, and earning trust over time. At fifty four, he has no plans to slow down. In fact, his goal is to continue working well into his nineties, with the hope of building a career that spans seventy years in the business. He loves what he does because he loves people and the opportunity to serve them at a high level.

That combination of passion, persistence, and an uncompromising commitment to marketing and service is what has made Peter the top individual real estate agent in Greater Prescott.

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Your Database Knows When You're **FAKING IT**

BY GARRETT HAMLIN

You've heard it before. You probably know an agent like this, especially if you previously practiced real estate in a huge competitive market before moving to Northern Arizona. *"Don't get too emotionally invested in clients. They don't really care about you, and they will forget your name right after closing. Other agents? They're competition, not colleagues. Love and warmth and genuine care? That's for your personal life. Real estate requires a harder edge."*

I get it. When you're chasing listings in a tough market, when a deal falls apart at inspection, when clients you nurtured for months choose another agent... it feels safer to build walls, to keep things transactional. We like professional distance because it feels like protection. But here's the problem: that hard edge is hurting your reputation and your business. And honestly? It's probably making you miserable, too.

The Stoics Knew Something We've Forgotten

Marcus Aurelius, emperor of Rome and not exactly known for being soft, wrote extensively about love as a civic virtue. He called it *philanthropia*, love of humankind.

Here's the thing that shocked me when I first read the Stoics: they didn't see love as separate from professional excellence. They saw it as fundamental to it. Marcus wrote, "We were born to work together like feet, hands, eyes, like the two rows of teeth, upper and lower. To obstruct each other is unnatural." The Stoics believed we're fundamentally interconnected social beings. They knew that trying to succeed in isolation goes

against our nature. And when you work against your nature... nothing flows. Everything becomes harder than it needs to be.

Seneca put it even more bluntly: "Wherever there is a human being, there is an opportunity for kindness." Notice he didn't say "except in real estate." He didn't carve out an exception for competitive markets, stressed clients, or commissionectomies.

What Science Says About Connection

Okay, philosophy is great. But what does modern science say?

The Harvard Study of Adult Development, which followed people for over 80 years, found that the quality of our relationships is the single strongest predictor of health, happiness, and professional success. Not wealth. Not achievement. Relationships. All relationships, personal and professional.

And here's where it gets interesting for us in real estate: researchers studying "relational energy" have found that positive, genuine connections literally energize people.¹ Those energizing relationships predict better performance, more creativity, and greater resilience when things go wrong. You know that feeling after a listing appointment where you and the sellers just clicked?

Or when another agent in your office sends a buyer your way just because they thought of you? That's relational energy. It's measurable. It's real. It's refreshing. The kicker? The people

who create these energizing connections aren't just happier. They're more successful. They get more referrals, land better listings, and build sustainable businesses. Do you want to live like that more often?

The February Challenge

Here's my challenge for you this month, and I know it might feel uncomfortable at first because it requires genuine consistency.

You already know about the 36-Touch system. Twelve personal touches, twelve educational touches, twelve "just thinking of you" touches spread across the year for your sphere of influence. You've probably been to the training. Maybe you even started it once with the intention of filling your pipeline. But here's the thing: most agents treat it like a marketing obligation. A box to check. Another administrative thing to delegate or crank out between meetings.

What if you approached it differently this month? What if those 36 touches came from your heart, not your brain, and became genuine acts of care? Not "staying top of mind" but actually investing in people's lives? The handwritten note becomes a real celebration of their kid's graduation. The market update includes specific knowledge about their

neighborhood, not just generic stats. The "just because" call is actually just because you remembered they mentioned a job interview last time you talked.

Start with three people from your database this week. Not your hottest leads. Not people you think might list soon. Three people you genuinely want to care about. Reach out in a way that serves them, not your pipeline.

Here's what I've learned in real estate: when you approach your sphere as people you're genuinely invested in rather than a database to mine... everything changes. Not because you're being strategic, though the referrals do tend to follow. But because you're being human. Because you're following timeless Biblical wisdom and loving your (future) neighbor.

In a world of drip campaigns, "just checking in about your home search" calls, and AI bots that do the texting for us, being genuinely human is the most valuable thing you can offer. Try it. Implement your 36-Touch system this year, but do it with real love. You might be surprised how much genuine care for your clients' and sphere's well-being changes your business. And honestly? It'll probably change you, too.

1. Owens, B. P., Baker, W. E., Sumpter, D. M., & Cameron, K. S. (2016). Relational energy at work: Implications for job engagement and job performance. *Journal of Applied Psychology*, 101(1), 35-49.

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The Year of the Accidental Landlord: Why Your Listings Are Turning Into Rentals

BY DAVID WEISS

As we move through 2026, the real estate landscape has entered a “Great Reset.” For you as a buy-and-sell agent, the “sold” sign is becoming harder to plant. We are seeing a significant surge in a specific demographic: the Accidental Landlord.

These aren’t seasoned investors; they are your clients—homeowners who intended to sell but found themselves forced into the rental market. Understanding why this is happening is the key to keeping your pipeline full when the market eventually swings back.

The Two Pillars of the Accidental Landlord Surge

1. The “Golden Handcuffs” of Sub-4% Rates

The primary driver this year is the massive interest rate gap. Many homeowners have mortgage rates locked in at 2.5% to 3.5% from years ago. While life events—job transfers, growing families, or divorces—necessitate a move, the math on selling just doesn’t add up.

If they sell and buy a new home at today’s ~6.3% rates, they lose their most valuable financial asset: cheap debt. Instead, these savvy homeowners are choosing to “rent and move.” They keep their low-payment property as a cash-flowing asset and rent a home in their new location, waiting for rates to stabilize before they commit to a new purchase.

2. The Price Gap and “Sticky” Expectations

The second driver is the shift in market dynamics. After years of record highs, home values have stabilized or softened in many regions. However, many sellers are still anchored to 2024 peak pricing.

When a property sits for 60+ days without an offer that meets their “number” and they have high equity, they aren’t willing to

do a fire sale. Rather than taking a perceived loss, they choose to delist and wait out the market. This “wait and see” approach turns a failed listing into a long-term rental overnight.

Why a Property Management Partner is Your Secret Weapon

When a client decides they can’t or won’t sell, your instinct might be to wish them luck and move on to the next lead. This is a mistake. If you let that client walk away to manage the property themselves or find a random manager, you lose the “tail” of that transaction.

By partnering with a professional property manager, you provide a “Third Option” that protects your future commission:

- **The “Tag-Back” Guarantee:** Professional property management firms often have “Realtor Protection” programs. When you refer a client, they tag you as the **Agent of Record**. If the client decides to sell the property in the future, the manager will refer them back to you.
- **Professional Preservation:** An accidental landlord is often overwhelmed. If they have a bad experience with a tenant or a maintenance disaster, they risk damage to the home and a landlord/tenant-caused financial nightmare. A professional manager can mitigate risk and ensure the home is maintained to “sale-ready” standards.
- **Be the Total Expert:** In 2026, agents who only know how to sell are becoming obsolete. Agents who can provide a comprehensive “Hold vs. Sell” analysis—backed by a management partner—are the ones winning long-term loyalty.

The Bottom Line

Don’t view a “no-sale” as a lost lead. View it as a **delayed listing**. By placing your client in the hands of a trusted property manager today, you ensure that when the market corrects, and they are ready to sell, you are the only agent they call.



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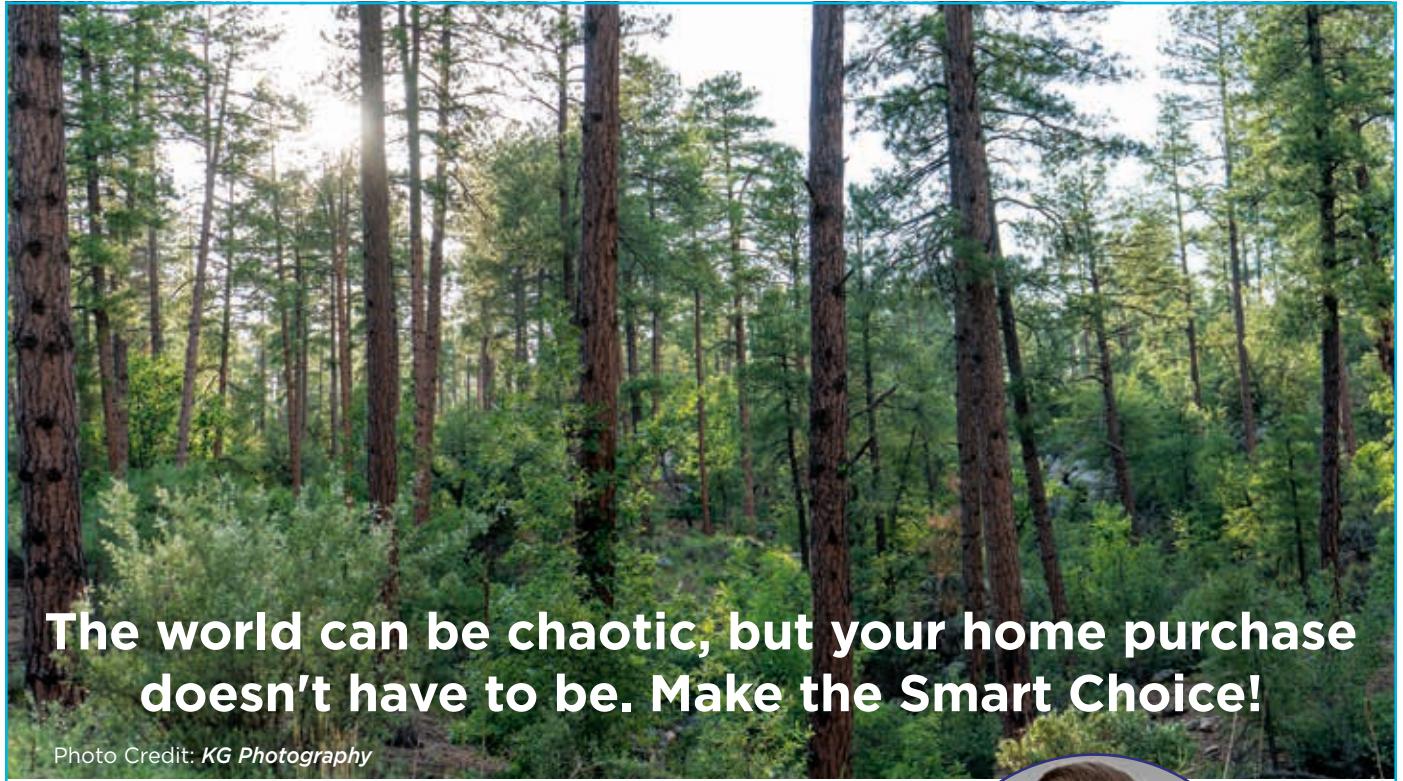
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JARED FOLSOM

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Jared Folsom builds his real estate business the same way he approaches negotiations and relationships, with a disciplined approach rooted in client advocacy.

Now with Berkshire Hathaway HomeServices and based in Sedona, Jared entered real estate in 2023, but his trajectory reflects far more than a single start date. His path into the industry was shaped by years of responsibility, leadership, and decision making long before he ever wrote his first contract.

Jared grew up on a dairy farm in Maine, where consistency and accountability were not optional. Those early lessons carried him into a career in nursing, and later into hotel management, where he developed a deep understanding of service, operations, and people under pressure. Each chapter sharpened skills that now define how he shows up as a Realtor.

Before fully committing to sales, Jared launched a short term rental business in Sedona. While the venture grew quickly, he soon recognized what truly energized him. It was not managing properties behind the scenes. It was the transaction itself. The strategy. The negotiation. The process of helping buyers and sellers move forward with confidence.

That realization led him to pursue real estate sales with a clear focus on representation, not pressure.

Since entering the field, Jared has built steady momentum by doing the fundamentals well. He approaches each transaction with discipline, strong communication, and a clear understanding of market dynamics. His

clients benefit from his ability to stay calm in complex situations and to guide decisions without urgency or theatrics.

Jared serves clients throughout Arizona, including Sedona, Flagstaff, Phoenix, and Tucson. His versatility allows him to work across markets, price points, and property types without relying on a single formula. Whether working with

first time buyers or seasoned investors, his approach remains consistent and client centered.

Negotiation is one of Jared's strongest skills, and it is also where his values are most evident.

In one notable Sedona transaction involving buyers from San Francisco,





Jared guided clients who had been searching for more than a year and had written multiple offers before finding the right home. In another deal, he made the difficult decision to walk away from a transaction when the seller would not meet his client's final offer, despite the gap being relatively small.

While it would have been easy to push the deal forward, Jared stayed firm in his fiduciary responsibility.

The client later expressed deep appreciation for his integrity and advocacy. That commitment to doing what is right is a defining feature of his business.

Jared believes real estate should never feel rushed or forced. He prioritizes education, transparency, and thoughtful guidance so clients can make decisions they feel confident standing behind. That philosophy aligns closely with why he chose Berkshire Hathaway HomeServices. After a brief conversation with Mentor Nisreen Hawley, Jared knew the brand and culture matched both his professional values and personal lifestyle.

Outside of real estate, Jared values experiences with his family and time spent recharging. He and his wife make it a tradition to alternate

choosing their vacation destinations each year, a balance that has taken them to places like Amsterdam, Denmark, and Paris. He golfs at private courses in Anthem, follows football closely as a loyal Green Bay Packers fan, and has developed a fondness for his bourbon collection. His sons keep him busy with golf, flag football, and soccer, and family remains central to how he defines success. He lives by the words of Wayne Gretzky "you miss 100% of shots that you don't take" while following his own credo to his clients that he will always "under promise and over deliver" with each transaction.



Looking ahead, Jared is focused on expanding his Sedona listings and continuing to build a reputation rooted in trust, consistency, and results. He maintains a strong pipeline of motivated buyers and approaches growth thoughtfully, choosing quality relationships over volume.

Jared Folsom is building a real estate business grounded in discipline, perspective, and respect for the people he represents. In Northern Arizona and beyond, his steady rise reflects a professional who understands that the strongest businesses are built one client at a time.

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