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Contents



PROFILES



24 Monica Astorga



30 Amanda Pinkerton



Luxe Realty Photography

IN THIS ISSUE

- 6** Meet the Team
- 8** Partner Index
- 10** Cover Agent: Katie Eaton
- 18** Meet Our Partner: Luxe Realty Photography
- 24** Agent Life: Monica Astorga
- 30** Agent Life: Amanda Pinkerton

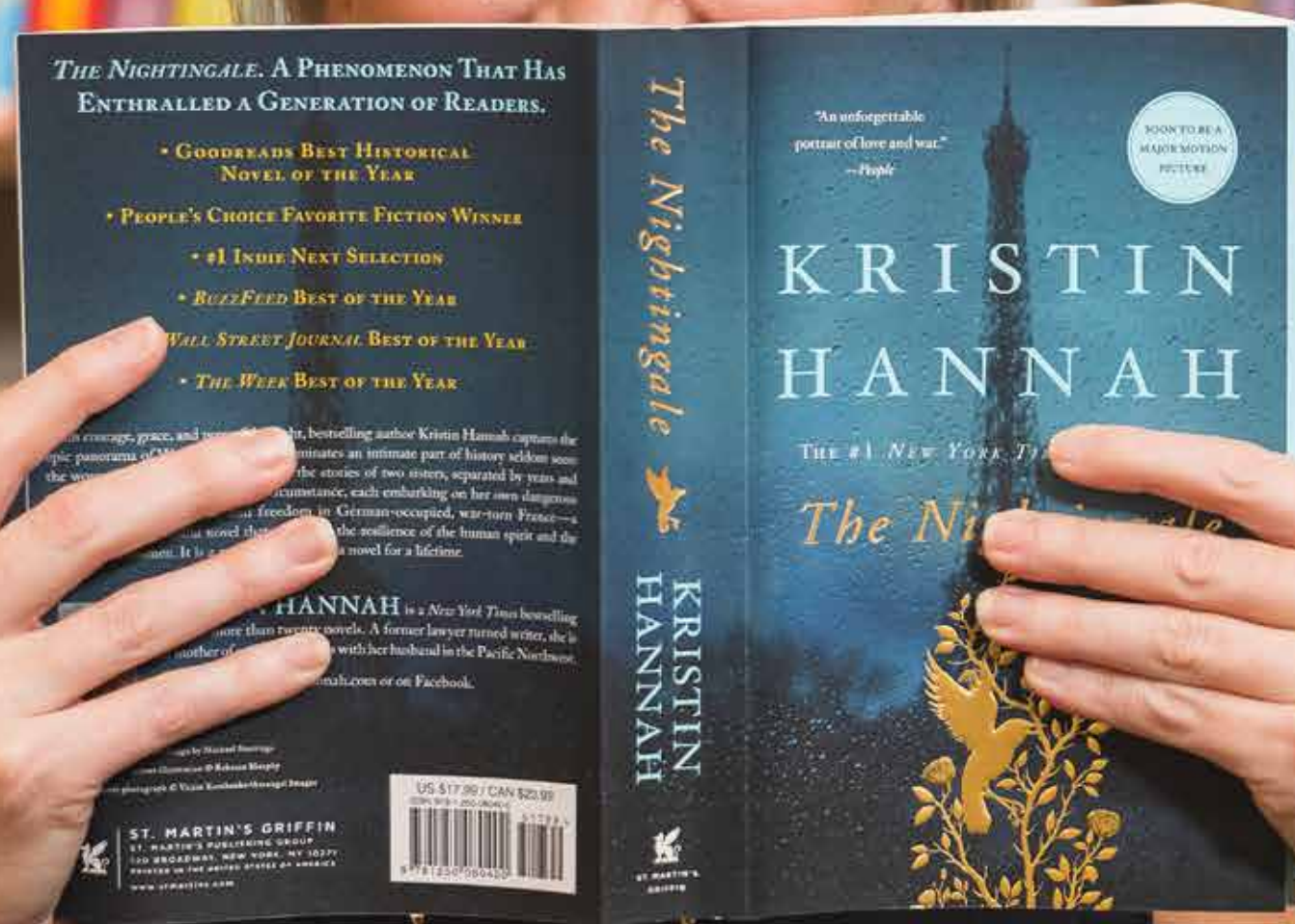
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KATIE

.....

Eaton

.....



I'll Send You a Letter, *XOXO*

Long before Katie Eaton ever unlocked her first listing, she was already wandering neighborhoods for fun. Weekend walks with her mom often turned into exploring open houses, stopping by local boutique shops for design inspiration, and conversations curated around beautiful spaces.

It was a childhood that quietly planted a fascination with homes, something that would take years to bloom into a career.

Today, that same curiosity has evolved into something much greater than real estate as Katie's career has become a way of helping people navigate life's biggest transitions with empathy, kindness, and the reminder that what you give to the universe is what you give back. Growing up with very hands-on parents, Katie gleaned from a young age that hard work wasn't optional; it was simply how life was lived. While her dad traveled during the week for work, her mom kept the family grounded, and her older sister set a great example for success by pursuing college, building a career, and raising a family of her own.

Those influences stayed with Katie as she set off for college, where her love for beautiful homes and people naturally drew her to real estate. But the timing wasn't right just yet for her to step out as an agent, so Katie began her career learning another facet of the industry instead, opting for a job in the mortgage industry. That, too, had its own timing issue when the market crashed in 2008 and Katie began to seek something more stable.

For the next eight years, Katie dedicated her attention to tech in Silicon Valley, and for a while, from the outside, everything seemed positive and successful. But Katie felt something was missing. Encouraged by her husband and after numerous conversations with her financial advisor, she finally made the decision to start something of her own in real estate and quickly rose to top producer status.

Another new chapter in 2021, when Katie and her family relocated to Arizona. She spent a year getting to know her surroundings and neighborhood

before deciding to rebuild her business once more, from the ground up, while continuing to serve her California-based clients alongside her business partner. After finding her flow in the new locale, Katie joined The Gillette Group in search of support and mentorship as she began focusing solely on her Arizona clientele.

Starting over only reinforced what had always mattered most...that success wasn't built on familiarity. It was built from well-maintained relationships, consistency, continued growth, and a genuine care for the people she was helping, whether they were longtime clients or someone she had just met. While her previous job went against that philosophy, revolving solely around quotas and production numbers, Katie admits real estate offered something entirely different; the opportunity to expand her outlook and face every transaction with heart.

- Because for Katie,
- the relationships
- she makes with her
- clients and other
- agents are more
- important than any
- awards and have
- in fact become her
- greatest asset.

Each new day brings with it new negotiations, unexpected challenges, and opportunities to solve meaningful problems, skills Katie thrives in flexing. Whether she's helping a family facing financial hardship, guiding a first-time buyer through multiple showings, or assisting a client who's ready to downsize, she believes every journey deserves patience and kindness. Because for Katie, the relationships she



- The handwritten letters and postcards, however, continue to work in Katie's favor long after they've been received, as many agents often post about them online, tagging her, and ultimately spreading Katie's reach even further.



makes with her clients and other agents are more important than any awards and have in fact become her greatest asset.

An avid reader, Katie uses books as an escape from her busy career. This love of reading has also helped to bolster her career, as Katie enjoys taking trainings and reading books to help educate herself and be better at what she does in her job and for her clients.

When it comes to marketing and growing her sphere, Katie focuses her attention on cultivating genuine connections through regular conversations, handwritten notes, and thoughtful check-ins rather than throwing money at advertising. As a result, she has developed

a trusted nationwide referral network that her teammates often rely on when assisting clients moving out of state. The handwritten letters and postcards, however, continue to work in Katie's favor long after they've been received, as many agents often post about them online, tagging her, and ultimately spreading Katie's reach even further. It's an ecosystem she feeds into constantly, which systematically has referrals reaching out in turn.

That desire to connect on a more personal level with her community isn't restricted to her professional limits either, as Katie pours that same thoughtfulness into her own community as well. Alongside her title partner,

they regularly host relaxed gatherings for friends and clients to enjoy creative outlets in a calm environment. Whether it's candle making, floral design classes, or some other creative experience, the goal is to create a space where women can unwind, connect, and enjoy each other's company without pressure or drama.

Katie also proudly supports Purpose Movement alongside her team and often volunteers with organizations serving foster children by providing school supplies and Christmas shopping experiences for local kids. She has long supported St. Jude Children's Hospital and hopes to become even more involved in the years ahead, always looking for new opportunities to make a difference.

Beyond the daily motions, home is where everything comes back into focus. Katie credits her husband, Chris, for his steady support throughout every adventure, including taking a leap of faith into real estate. "He's the most genuine person you'll ever meet." Together with their daughters, Alexandra and Kayla, life is filled with board games, family walks, weekends at their cabin in Pinetop, book clubs, and night swims beneath beautiful Arizona skies.

As the future continues to unfold for Katie, her focus remains firmly on continuing to build others up no matter if it's a buyer, seller, neighbor, or agent calling for advice, admitting the life she builds with the people she loves is ultimately what gives meaning to any success. ▀

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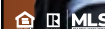
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LUXE

REALTY PHOTOGRAPHY

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY GRAFOBOX MEDIA

REVEALING THE BEAUTY OF ARIZONA

Every photographer is chasing something...it's why they are so passionate about getting just the right shot. And for Casey James, the perfect shot has always been capturing an image that makes people stop scrolling. It's the kind of photograph that details more than a scene, but how it feels to stand there in that exact moment. Growing up in Tucson, Casey found that feeling in the mountains, monsoons, and sunsets that painted the Arizona sky and crafted the backdrop of his childhood. That landscape captivated him from an early age, long before photography became a career, and he knew he had to find a way to share that perspective with others.

Like many entrepreneurs, however, Casey didn't jump directly into business ownership. After studying business in college, he accepted an opportunity with an X-ray manufacturing company, first working part-time in accounting before moving into a full-

time logistics role. Yet even while building a career there, expressing himself through the arts remained a constant presence in Casey's life. From music and art to photographing weddings and events, his hobbies became a creative outlet which allowed him to pursue his passion while continuing to refine the artistic eye that had been developing since childhood.

Eventually, the pull became too strong to ignore, and in 2015, Casey stepped away from the manufacturing world and committed himself wholly to photography. As he puts it, "Photography is pretty much what God led me to do." And what initially started as a wedding and event photography business soon revealed another opportunity a few years later, when Casey and his apprentice found themselves looking for a way to fill the gaps between the busy seasons.

As they explored different options, real estate photography emerged as a natural fit, and the more they discussed

it, the more the idea made sense. Real estate photography offered another way to showcase the beauty of Tucson while utilizing unique lighting techniques and visual storytelling skills they had already spent years perfecting.

So, in 2019, they started a new company and launched Luxe Realty Photography; Casey even laughs as he explains how it all fell into place so seamlessly. "It was a godsend," he says, admitting how they went from photography listings part-time to being overwhelmed with projects as the pandemic created a new landscape for them to cover. Weddings and events were suddenly canceled or postponed indefinitely while the real estate market surged out of control, and suddenly, the side venture became the primary focus.

As demand continued to grow, another major change followed when Casey's partner stepped away in 2021, leaving him with a choice between juggling





“Photography is pretty much what God led me to do.”



Photo by Luxe Realty Photography

multiple photography businesses or fully embracing real estate. Obviously, he chose the latter, continuing to grow Luxe Realty Photography into a fifteen-person team where photographers, editors, sales professionals, and marketing specialists each play a role in creating a streamlined white-glove service and experience for agents and their clients.

That growth wasn't fueled solely by photography skills alone; however, it was driven by Casey's fascination with systems, innovation, technology, and consistency. While wedding photography often depended on emotion and once-in-a-lifetime moments, real estate photography appealed to a different side of his personality. "I've been able to dissect that process and train that process over and over again, and I think that's really neat."

Through repeatable processes, lighting standards,

and training systems, Casey has built a company focused on consistency and quality. Creating new standards and uniformity within the real estate photography market not only exceeded Casey's initial expectations in this endeavor, it ultimately became the foundation for a thriving, evolutionary niche within the industry. Whether the assignment involves photography, drone imagery, video tours, 3D virtual tours, or digital staging, the goal remains the same: helping agents present properties in a way that creates stronger first impressions and more engagement from buyers.

To do this, Casey has crafted his own unique visual style which pulls from his days as a wedding photographer, when he was always on the hunt for the perfect "epic" shot. Today, he continues to bring that same passion and mentality to real estate photography, which he accomplishes

through advanced lighting techniques and real-time twilight settings. While many photographers rely heavily on AI enhancements and aggressive editing, Casey prefers to create the effect in the moment through his camera by carefully controlling light, timing, and perspective. The colorful skies, glowing windows, and dramatic contrast create the kind of imagery that can elevate any property... regardless of price point.

And when the Airbnb market started to gain traction in Arizona, Casey pursued it with a similar mentality, discovering he could pull from his wedding photography days even more so to help create a

story with each property. Unlike traditional listing photography, where the objective is helping buyers evaluate a property, short-term rental photography focuses more heavily on atmosphere and experience. It became another niche that allowed Casey and his team to explore the emotional side of photography while continuing to serve his real estate partners with a product they trusted and valued.

Outside of work, creativity still finds its way into nearly every corner of Casey's life, as he continues a lifelong passion for music. When time allows, he often steps back into the recording booth to add to

the thousands of songs he's crafted over the years, still producing new albums and performing. He also creates art that focuses on his love for Tucson and the desert landscape he's so fond of, keeping local galleries stocked with his work, Pops Art by Casey James.

At home, Casey and his wife, Marina, recently celebrated seven years of marriage and enjoy spending time with their two sons, Ace and Leon. The family often spends their time serving with their local church, especially around the holidays when they can help the less fortunate through Christmas gift giving initiatives throughout the community and Thanksgiving meals.

No matter the day or challenge ahead, Casey admits he always schedules time to breathe in the landscape he loves so much by escaping into nature and areas that feature beaches, rivers, waterfalls, and open water. Despite a calendar that rarely slows down, he always makes room for the things that recharge him most to appreciate the beauty that inspired everything in the first place.

As he looks ahead, Casey continues to evolve within the industry, including earning his real estate license this year in an effort to further strengthen the relationships he cultivates. His hope is to deepen the connection he shares with agents by approaching conversations more as a colleague rather than a vendor while continuing to expand Luxe Realty Photography into the Phoenix market. ▀



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WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY GRAFOBOX MEDIA



For Monica Astorga, as a second-generation real estate professional, her advancing career was never confined to contracts or closing tables; it lived in weekend trips to Home Depot, conversations about investment properties around the dinner table, and parents who showed her that building wealth could begin with a single piece of property. Today, that same foundation continues to guide her service to the residents of her beloved Arizona, rooted in positivity, flexibility, and relationships that continue long after the closing table.

A proud Arizona native, Monica’s connection to her home state runs far deeper than geography. Growing up in Nogales and Tucson gave her a deep appreciation for the Sonoran Desert, the region’s rich culture, and the communities that make Arizona so unique. “I value the layers of beauty of our state and the irrefutable warmth of the people, prideful culture, beautiful vibrant communities built by exceptional and reputable national and local custom builders. It’s what makes life amazing here,” Monica admits with pride.

That pride, however, was crafted much differently than most as Monica spent her childhood accompanying her parents throughout their own real estate ventures. Self-made investors, they spent the 1980s purchasing land, building homes, and managing rental properties, often bringing Monica and her sister along for cleanups, repairs, and walk-throughs. That meant absorbing industry lessons long before she ever realized she had a passion for it.

Looking back now, Monica laughs, admitting that helping out never seemed like a chore. “Clearly, real estate is ingrained in my blood; after witnessing its immense benefits firsthand, a career in the field seemed inevitable.” When she headed off for college, it was no surprise that her parents steered her away from renting and instead encouraged both Monica and her sister to purchase townhomes nearby. Years later, Monica was overjoyed when she was able to reinvest in a larger property, experiencing firsthand the very principles she now teaches clients every day.

After earning her degree in business administration from the University of Arizona, Monica spent five years working at Pearl Vision as an optician before joining Honeywell Business Services where she oversaw payroll for executives and upper management. But when she and her high school sweetheart, Luis, married and started a family, Monica knew it was time to

follow in her parent’s footsteps and start something of their own.

Licensed in 2005, Monica quickly discovered that balancing family and entrepreneurship required relentless discipline which only served to fuel her solid commitment to real estate. “I quickly learned the structures of building a small business, contractor management, organization, and balance between roles as a wife, mom, and running a thriving business.” And more than two decades later, she continues that passion as Team Lead of the Arizona Pinnacle Group while serving clients throughout the Phoenix metro area and southern Arizona.

Amongst numerous designations in luxury home marketing, negotiation certification, military relocation, market analysis and appraisal, as well as short sales and foreclosures, Monica continues to serve her clients at a high level while continuing to solidify the legacy her parents started. Alongside her arsenal



of tools and designations, she also offers clients professional staging through her own personal supply of furniture and décor. “By strategically enhancing key architectural spaces and highlighting a home’s finest features, I create a powerful-emotional connection during buyer tours. Statistically, homes that are expertly staged generate significantly higher initial interest, maximize buyer engagement, and ultimately command faster, higher-value offers.”

With such a client-first mentality, Monica’s success within the real estate industry has remained remarkably consistent throughout every market cycle. While many agents often leave during stressful seasons, Monica immerses herself in the necessary knowledge to overcome whatever the industry throws her way. That includes learning complicated bank systems during the short-sale era, keeping abreast of hyper-local trends, advocating tirelessly for families facing foreclosure, continuing to grow her knowledge of new industry techniques, and even navigating highly complex transactions, negotiating directly with banks. The tough seasons are something Monica has grown

to look forward to though, appreciating them for the lessons they bring.

“At its heart, this business has always been about the families inside the homes I represent. My focus is entirely on serving people with the highest of integrity and dedicating all my efforts to doing right by them. In turn, their enduring loyalty has created a beautiful circle of trust, bringing with it a continuous flow of referrals from their own families, neighbors, and friends, who truly are the sweetest fruit of my business.

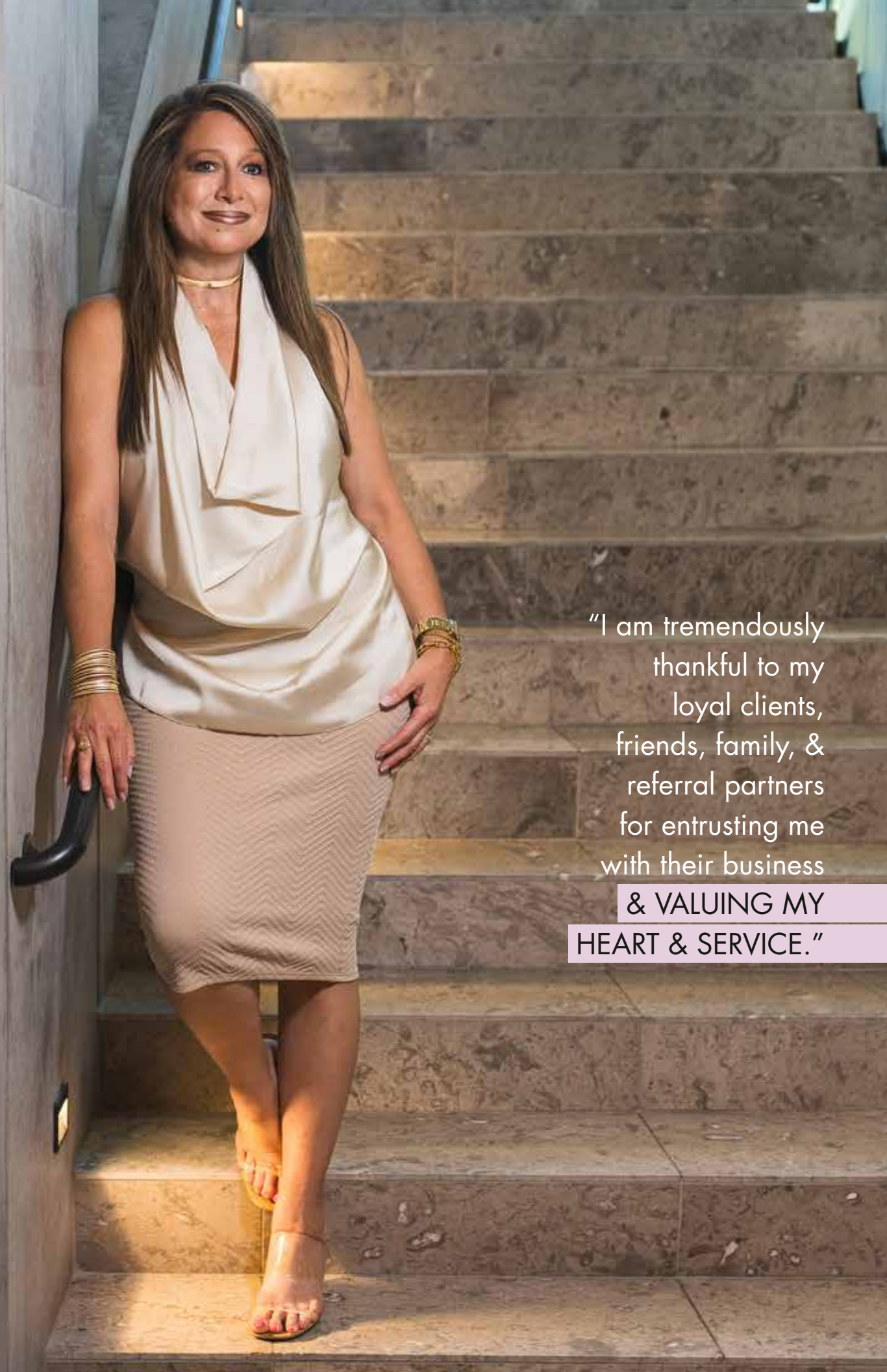
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Beyond any professional achievements and successes, however, Monica’s greatest blessing and motivation is

her family: husband Luis and their two boys, Luigi and Isaac. Luis often accompanies Monica when working with open houses, as security, lends a hand when homes need staged, and even acts as chauffeur on days that are crammed with home showings across multiple cities. Even the boys help out, with Luigi and Isaac also often assisting with staging, running errands and video editing, continuing a family tradition.

“One of my greatest moments has been assisting my son Luigi purchase his first home at the age of 23. My son, as a finance and MIS major, realizes diversifying investments is key to establishing financial success. It brings me joy to see the multi-generational learning of the great benefits of real estate and positive stability.

“I am tremendously thankful to my loyal clients, friends, family, and referral partners for entrusting me with their business and valuing my heart and service.” ❧



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Amanda

PINKERTON

WRITTEN BY KENDRA WOODWARD
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It's Funny How That Works

Curiosity has a funny way of changing the course of a life. For Amanda Pinkerton, it wasn't a lifelong dream of selling homes that opened the door to real estate; it was a newspaper article about courthouse auctions that sparked a question and eventually became a thriving career built on relationships, resilience, and making sure the people she serves never have to navigate life's biggest decisions alone.

An Arizona native, Amanda's determination to succeed in life took root long before she even contemplated a career in real estate. Raised by a single mother alongside four siblings after her parents divorced, she remembers growing up on welfare, moving through rundown rentals, wearing hand-me-downs, and watching her oldest brother overcome many challenges while navigating life as a deaf teenager and then as an adult in a hearing world. Those experiences fueled a quiet promise to herself that she never wanted to live in poverty again, so Amanda poured herself into school, working multiple jobs to support herself while eventually earning both her bachelor's degree in special education and a master's degree in education for the deaf and hard-of-hearing from the University of Arizona. She started her teaching career for the Deaf/HH with Gilbert Public Schools.

After having children, Amanda stepped away from teaching to become a stay-at-home mom for a while, but she wasn't someone who could ignore an interesting opportunity. During the foreclosure crisis, Amanda became fascinated by the court auction process after reading about it in the newspaper. She reached out to learn more, and a local agent invited her to work a few hours each week attending auctions on behalf of his clients. That simple opportunity opened the door to a new career and ultimately led Amanda to earn her real estate license in 2011.



Initially, she began working the courthouse steps alongside investors before naturally transitioning into residential real estate as the market evolved, carrying with her an investor's perspective that still benefits her clients today. Over the years, Amanda has continued to invest in herself as intentionally as she invests in her clients. Coaching programs with Brian Buffini and Tom Ferry have helped shape both her relationship-based approach to real estate and the systems

that support her business. Those mentors have also provided valuable guidance and accountability through personal and professional challenges, including Amanda's breast cancer diagnosis two years ago.

Today, that commitment continues to show up in the smallest of details, from weekly check-ins with buyers and sellers to professional photography, videography, and drone footage for every listing, whether it's a condo or

a horse property. “I focus on what can benefit my people,” she says, explaining why she also skips traditional client gifts and instead provides every seller and buyer with a professional whole home cleaning. “It gives them that peace of mind and removes those last minute complaints.”

As Amanda’s own lifestyle began to influence her business, she naturally found herself specializing in horse properties. What began within her own sphere grew into a recognized specialty, helping her make a name for herself throughout the Valley as a trusted resource for horse and acreage properties. Still, she laughs, admitting that clients often ask whether she’s comfortable selling a smaller traditional home and she just has to chuckle because it’s actually the heart of her business. No matter the property, her goal is always the same: combine superior and thoughtful marketing with steady guidance so clients feel confident from beginning to end.

That philosophy has become even more important in today’s changing market. Amanda admits how real estate now requires agents to wear countless hats, from branding manager and advertiser to technology expert and social media strategist, which is why she’s recently brought on additional support behind the scenes. Even so, her focus has never shifted. The goal remains to help clients feel supported and relieved, knowing someone was there to guide them every step of the way.

At home, Amanda and her husband, Deric, have built a life together over the past 23 years of marriage while raising their three daughters, Claudia, Samantha, and Jessica. Between working out, hiking, and riding her horses, Amanda intentionally protects time with the people who matter most. “My family is my number one priority, so I

want to be present for them as much as possible,” she says. Whether it’s a game, horse show, cheer competition, or rodeo, that’s exactly where you’ll find her!

Amanda’s commitment to the people around her extends far beyond her clients and her day-to-day work. Three years ago, after watching one of her daughters graduate as valedictorian with a 4.8 GPA and an impressive résumé, yet receiving fewer scholarship opportunities than expected, Amanda began wondering how many other deserving students were facing the same challenge. That experience inspired her to create a scholarship program for local high school seniors continuing their education through college, trade school, or another postsecondary path. The program serves students throughout San Tan Valley.

Now she’s finding another way to give back by mentoring new agents, something that’s deeply personal, having recalled a time when she reached out to a top producer with a simple question about camera equipment and was ignored. “It just rubbed me wrong, and I vowed from that day forward that if any agent asks me a question about anything, I’m sharing it. I’m an open book.”

The recognition Amanda has earned since beginning her real estate career has grown far beyond anything she imagined, built on years of dedication to her clients and the communities she serves. As she looks ahead, her focus is on streamlining her business and building stronger systems that allow her to grow without sacrificing the personal service her clients have come to expect. While she openly admits that letting go does not always come easily, Amanda understands that creating the right support structure will allow her to spend more time doing what she does best: guiding her clients, strengthening relationships, and continuing to make a meaningful impact. ▀

CONTINUED ►



Amanda with her horse, Cash, who has been with her for 17 years, and Holly, who has been a part of her family for 10 years.

“My family is my number one priority, so I want to be present for them as much as possible,”



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