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Alen
Kantarevic



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You're A Champion

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Years ago, I was coached by Daniel Harkavy of Building Champions—the first coaching company I ever hired. One concept he shared was “**The Champion’s Way**”—the idea that there isn’t one right way to win. Find what works for you, own it, and keep getting better. I loved it.

There was something powerful about being reminded that I was already winning in a lot of ways—not because I had everything figured out, but because I was doing a lot of things right.

Years later, my young teenage daughter was helping me organize boxes of notes and materials from those coaching sessions. With **Building Champions** printed on everything she was sorting, she commented, almost under her breath, “**They sure built a champion.**”

It made me smile—and I’ve never forgotten it.

Champions have different strengths, styles and paths. What works for one may not work for another.

The Champion’s Way is knowing what works for YOU—and having the confidence to own it. That doesn’t mean settling. Champions celebrate the small wins, learn and adjust when things don’t go their way, and believe there are still more wins ahead.

Sometimes we spend so much time looking at what everyone else is doing that we forget to recognize what is already working in our own lives and businesses.

Know what works for you. Trust what has gotten you this far. And when it’s time to step it up—step it up. There’s no need to follow someone else’s playbook. Your way may be exactly the right way for you.

And maybe that’s what I’ve loved about *The Champion’s Way* all these years:

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AVERAGE TRANSACTIONS PER AGENT

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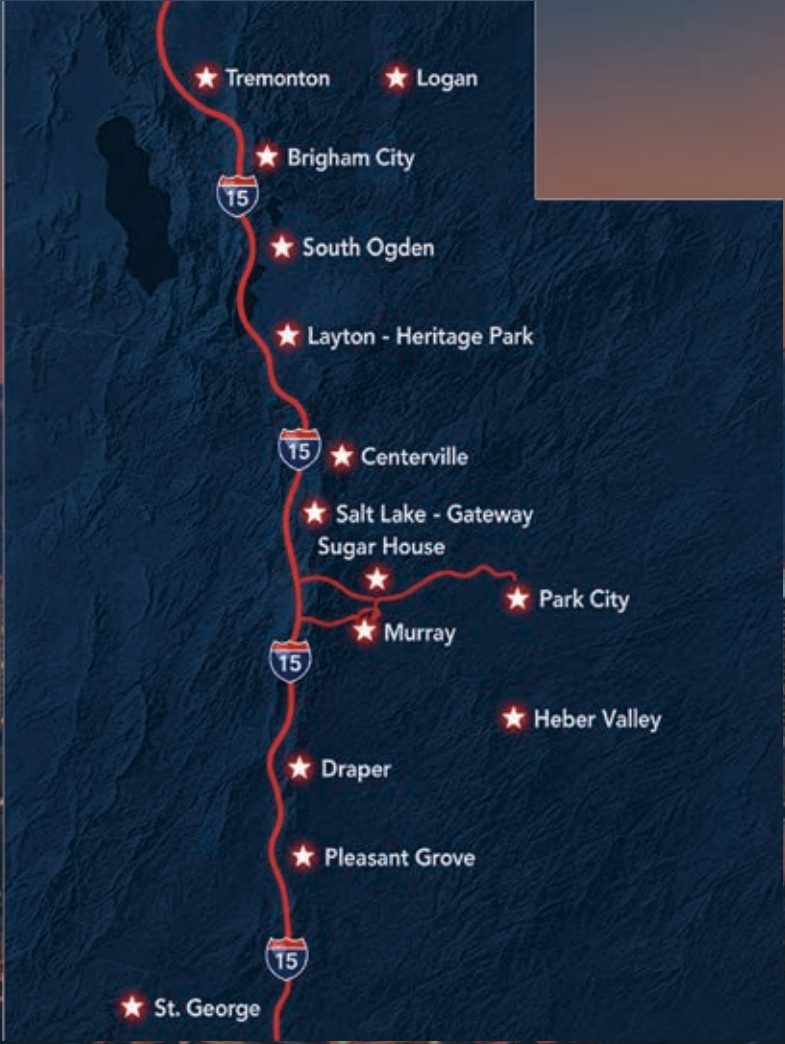
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ALEN KANTAREVIC

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY PURPLE MOSS PHOTOGRAPHY

I TOLD YOU SO

For Alen Kantarevic, real estate has never been about selling a property or closing the most transactions; it's about connecting people with the right opportunity, helping them understand their options, and giving them the confidence to make a decision that can change their life. It's a passion which started long before he ever earned his license, when a young Alen was already figuring out how to turn whatever he had available into the things he needed.

Today, as co-founder and CFO of UVO Real Estate Group and UVO Agency, that same entrepreneurial spirit has grown into a business built around teaching, educating, and helping others create the lives they've dreamed about. Because before selling real estate even became an inkling of a thought for Alen, life required him to jump over a few hurdles and learn a few lessons in order to craft the life of a dedicated and diligent agent he lives today.

At the age of 6, Alen and his family spent 16 months in a refugee camp in Bosnia where he remembers having an entrepreneurial mindset, recalling stories of trading his pet turtle and marbles for other goods. And it's a habit that continued to follow long after the family relocated to Utah in 1996. With little to their name, ready to start anew, every hardship Alen faced continued to teach him lessons that are still reflected in his work today.

Even something as simple as clothing, which Alen was oftentimes teased about by his peers, created yet another learning lesson and issue for him to find a solution. Instead of simply accepting things as they were, Alen continued trading goods in elementary school to help afford new clothes. And what had once started as necessity, quietly became the foundation for a mindset that would follow him for the rest of his life.

By middle school, Alen had graduated to trading cards, CDs and selling T-shirts which he would buy in bulk, customized with iron-on decals that he printed at

home, and even made a catalog of his designs for peers to select from. In high school, he expanded into buying pallets of clothing to resell as everyone wanted the latest trends. Eventually, Alen discovered another opportunity when he learned how to unlock the iPhone 2G so he could have a cool phone because his carrier didn't offer them. When more and more of his friends began asking him to do the same for them, buying and selling iPhones quickly snowballed into a business that helped pave his way through college.

So...if you haven't noticed yet, there has been a common theme throughout every pursuit in Alen's life. One of figuring out

what people need, understanding what they want, and connecting them with their goals. It's a theme that continues to shape his career to this day, which is why real estate is such a perfect fit! Even by age 18, Alen knew he wanted to work in real estate, but the expectation to earn a college degree saw him heading off to school for criminal justice and psychology instead, where he continued selling phones while working part time at Little America Hotel.

With one client after the next encouraging Alen towards real estate, something clicked for him and he started picking anyone's brain he could about the industry. Shortly after, he



Alen, as a boy, with his parents, Rasim (dad) and Ajisa (mom), and his brother, Adnan, at a refugee camp in Bosnia (Photo provided by Alen Kantarevic)

obtained his license in 2014 and laughs, admitting that upon graduation he handed his degree over to his parents as proof that he had completed the path they wanted for him before turning toward the dream he had chosen for himself. Everything began to fall into place from there.

Whether he was selling a phone based on someone's preferred storage, design, or budget or helping a buyer determine

the right bedroom count, yard size, and school system, the process is fundamentally the same. Alen wasn't selling something at random; he was learning what mattered to the person in front of him and helping them find the right fit. "I truly enjoy it, it doesn't feel like a job to me," he says. "It's a privilege to be a part of that process."

Despite his natural fit with the industry, juggling multiple jobs in the beginning

held Alen back. So, he joined a team to educate himself more on the industry and the steps he needed to take, realizing what was truly holding him back was himself...because he was spread too thin. Within four months in a team structure, Alen closed 12 deals and decided finally to commit himself wholly to the industry. He closed 36 transactions that year, doubled that number the following year, and eventually began adding investment

properties to his portfolio. He was on a roll. Alen was focused on what he loved, helping his clients find their dreams, and saving all of his money.

By age 28, he found himself facing a new chapter; he can laugh about it now, but looking back, he admits it was his midlife crisis...and awakening. Following two car wrecks, a breakup, multiple surgeries, and a 40-pound weight loss that kept him in bed most

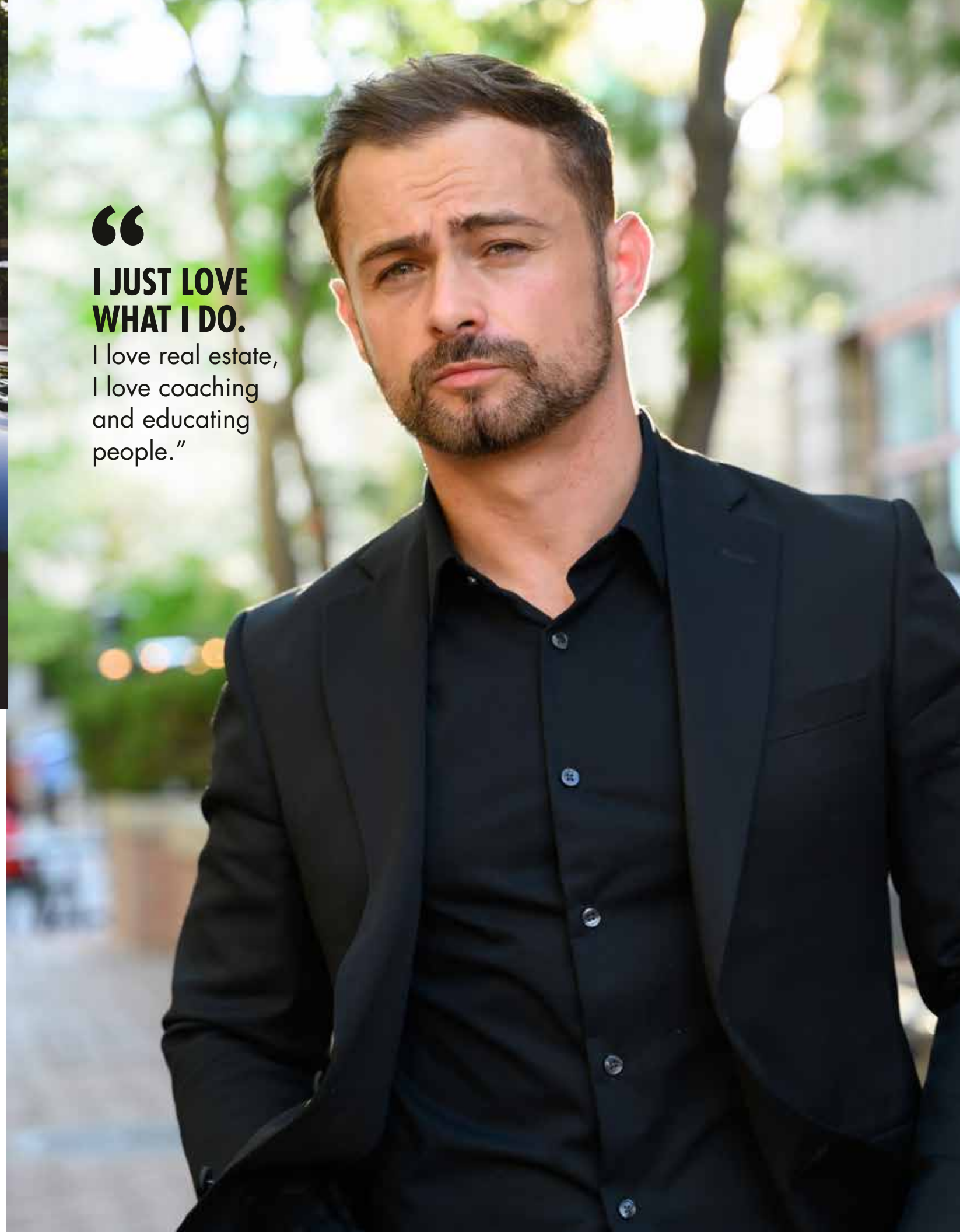
days, Alen was feeling really low. But he persevered, and that's when his comeback season started. With a new outlook, feeling better mentally and physically, Alen admits there was nothing he couldn't accomplish.

That chapter also kicked the wheels into motion as Alen leaned on his good friend, Fernando Petty, with an idea to create something new in real estate. He wanted to build something that could

“
I TRULY ENJOY IT,
it doesn't feel like a job to me. It's a
privilege to be a part of that process.**”**



Alen with his wife, Ceci, and their two children, Luna and Drake



“ I JUST LOVE WHAT I DO.

I love real estate,
I love coaching
and educating
people.”

teach, inspire, educate, and empower others, creating a full circle moment for someone who once sought that same guidance himself. So, he launched the UVO Real Estate Group alongside his business partner Fernando Petty and launched UVO Agency with Fernando and Daniel Bru in 2021.

The group has since expanded into a brokerage and media company, and while their media team initially focused on marketing their own brand, others took notice and began reaching out for help with other projects. “By default, it turned into its own entity,” Alen says with pride, admitting they are now a full-service marketing and creative company, where they turn bold ideas into powerful brands, scroll stopping content and unforgettable experiences, and filming podcasts and more for other companies.

Today, Alen’s reach continues to grow through social media outlets, such as Instagram, TikTok, and Facebook and his recent expansion into the Nevada market. They’ve also begun flying students from all across the country to Utah and other states, coaching them on how to navigate buying and selling in different markets. He even increased his focus on flips, remodels, and renovation projects, while his core business remains driven by repeat clients and referrals. “I just love what I do. I love real estate, I love coaching and educating people,” Alen says

“At the end of the day, that’s why we’re all here, we want to make an impact,” he adds. It’s a mindset Alen shares with his partner, Ceci, and their children, Luna and Drake. The two met on a blind date, thanks to Fernando, after both had experienced some pretty major life

events. “It was love at first sight,” Alen says, admitting that while he had been struggling for some time, once he started UVO Group and met Ceci, everything aligned perfectly. She was the missing piece in my life.

And although Alen might tell you he only breathes real estate, aside from the love he has for his family, his biggest passion is his car... the childhood dream he made reality, complete with a license plate that reads “Told You.” It’s a message to the younger version of himself who always believed he would accomplish his dreams and now inspires conversations with anyone who passes. Alen’s story proves that sometimes the dreams we spend years chasing eventually become the very life we get to wake up and live every day. 🍷



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Sharla Ellis

FAIRWAY HOME MORTGAGE

The Power of Believing

WRITTEN BY KENDRA WOODWARD
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As a little girl, Sharla Jolley Ellis' bedroom walls once held a poster of a ballerina with a simple promise: If You Can Dream It, You Can Become It...and she believed every word of it. Decades later, that same belief still shapes the way Sharla approaches mortgages, leadership, and the thousands of families who have trusted her with one of the biggest decisions of their lives. Around the Fairway office, there's a phrase you'll hear often, as that childhood promise Sharla once lived by has since evolved into her business philosophy: Every Dream Deserves a Dream Team.

Born and raised in Cache Valley, Utah, Sharla grew up in a home where she felt safe, supported, and encouraged to dream big. Those early years taught her that hope, hard work, and possibility belong together, lessons she carried with her after marrying and moving to the Wasatch Front. "It's been an incredible place to build a career, raise a family, and create lifelong friendships," she reflects. And looking back, it's easy to see how those early foundations became the heartbeat of a career centered on helping others believe what's possible.

Sharla's first job was seated behind the front desk of a national bank while she worked to earn her accounting degree from the University of Utah. After graduation, she put that degree to good use as a loan officer working with high-net-worth clients, jumbo mortgages, and increasingly complex financial

scenarios. "My accounting background proved invaluable as I analyzed tax returns, financial statements, and unique borrower situations. I quickly discovered that I loved the combination of strategy, problem-solving, and helping people achieve meaningful goals."

However, what started simply as a job soon became a calling, and Sharla's efforts were rewarded when she was named Rookie of the Year. That was only the beginning, as she continued to rank among the top one percent of loan officers in the nation over the next four decades! But Sharla is quick to redirect the conversation away from awards and designations, admitting that her purpose lies with the families she helps...their dreams, concerns, and hopes for the future. "Perhaps that's why I've always loved helping families create a place to call home. Every child deserves a safe place to grow, dream, and believe in what's possible."

It's a perspective which continues to shape Sharla's work today as producing branch manager at Fairway Home Mortgage and leader of The Sharla Ellis Dream Team, which clients often shorten to The Dream Team. Serving everyone from first-time buyers to seasoned investors, the team guides clients through conventional, jumbo, VA, FHA, physician, investment, and alternative documentation loans with a unified philosophy and commitment to impeccable customer service. "We

believe homeownership changes lives, and we love helping people feel hopeful, supported, and empowered throughout the journey."

"Over the years, we've had the privilege of helping more than 10,000 families secure over \$3 billion in home financing. But beyond the numbers, what matters most to us is helping people feel seen, supported, and empowered during one of the biggest financial decisions of their lives," Sharla explains, adding that their focus doesn't stop there. It extends to their real estate partners as well, through proactive communication, creative solutions, and monthly Lunch and Learns. "Investing in and encouraging our REALTOR® community has become one of the most meaningful and rewarding parts of what we do!

"I've often joked that after nearly four decades in the mortgage industry, there isn't much I haven't encountered," Sharla says, reflecting on how even the toughest seasons can teach valuable lessons. One of the most defining chapters came in 2006, when a difficult season of unexpected team member departures forced her to rethink leadership from the inside out. "That experience taught me that strong culture doesn't happen accidentally—it's built intentionally."

Another major turning point arrived in 2021 after attending a Masterclass taught by her mentor, Todd Duncan,



when Sharla realized she had become buried in the monotony of daily tasks. By creating greater clarity around goals, systems, accountability, and priorities, she not only strengthened and grew the business but also reclaimed space for life beyond it. Helping cultivate that space is her team: Licensed Production Partner Alisha Mace, Processor and Closer Rachael Carter, Licensed Loan Officer Assistant Courtney Koncar, and Marketing Assistant Estefani “Stef” Alfaro. Together, they have forged a culture centered on positivity, excellence, accountability, growth, and exceptional client care.

Even after four decades in the industry, Sharla’s enthusiasm hasn’t faded a bit. She still wakes up excited for the possibilities each new day might bring. She adds, “I’m incredibly grateful for the team we’ve built. Truly, this is the strongest and most unified team of my career.” Whether they’re helping a family purchase their first home, mentoring an agent, coaching a

teammate, or teaching others through her educational events, Sharla takes great pride in being a part of an industry that helps change lives.

“We believe a happy customer becomes a referring customer, so creating an exceptional experience is at the center of everything we do.” That philosophy has helped Sharla earn recognition as one of the Top 10 Loan Officers nationwide for customer satisfaction. That commitment to serving others extends well beyond mortgages, too, as Sharla supports the American Warrior Initiative, Fairway Cares, and Utah’s real estate community through education, leadership, and mentorship for agents of all kinds. “I love being part of a company that genuinely cares for people beyond the transaction.”

At home, Sharla and her husband, Steve, have raised two children and welcomed three grandchildren. After more than 40 years together, he remains one of her greatest blessings

and strongest supporters. It’s clear to see the love Sharla has for her family, which is where she happily spends most of her time. When she has a little to spare, Sharla enjoys traveling, staying active, hosting *American Dream TV*, and making memories with the people she loves most...still believing, just as she did all those years ago in her childhood bedroom, that the best is always yet to come.

“I’ve always been inspired by the idea that tomorrow can be even better than today - that people can grow, businesses can improve, relationships can deepen, and dreams can become reality,” Sharla says. “If there is one thing I hope readers take away from my story, it’s that meaningful growth is always possible. None of us has life completely figured out. I’ve made mistakes, faced setbacks, and learned many lessons the hard way. But I’ve also learned that some of our greatest growth comes from the challenges we’re willing to face and the changes we’re willing to make.”

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MOLLY
Jones

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY TIFFANY BURKE
PHOTOGRAPHY

Molly Jones has never been particularly interested in making herself smaller... for anyone. She loves big ideas, big experiences, big personalities, and doing things differently. Essentially, Molly enjoys living life out loud, and it's a philosophy which now sits at the heart of how she leads The Agency Salt Lake City. "To me, it doesn't mean being the loudest person in the room (although my voice does tend to carry)," Molly chuckles lightheartedly. "It means being willing to be fully yourself in the room and creating the kind of room

where everyone else feels like they can be fully themselves, too."

Long before real estate became a profession for Molly, it was simply part of everyday life. She grew up in downtown Salt Lake City in the early 1990s, navigating the city largely on her own while her family worked, and recalls spending many Saturdays touring open houses with her dad, who was a real estate attorney. "I love architecture and beautiful homes, but I've always been equally fascinated by

neighborhoods, businesses, restaurants, the people who live there, and the community that forms around them."

Some of her earliest memories involve helping her family renovate an 1890s historic home on Capitol Hill, giving her an appreciation for both the environment you build and the life that happens around it. "A house is an asset, but a home is part of someone's life. I think the best real estate professionals understand both sides of that equation." That same curiosity and passion

“ Maybe that’s what ‘Live Out Loud’ ultimately means to me...it’s not about being loud, it’s about being fully alive.”



continued to follow her to the University of San Diego, where she graduated magna cum laude with a degree in real estate and business, later earning a Master of Real Estate Development from the University of Utah.

She was a Presidential Scholar, participated in international real estate competitions, and became heavily involved in the school's Real Estate Club before joining Cushman & Wakefield where she supported transactions for a top producing commercial brokerage team. The experience taught her professionalism, deal structure, and what operating at a high level looked like, but the impersonal nature of commercial real estate eventually pushed her back toward what had always mattered most. "I've always been a believer that instinct and personality matter in this business, but they are not substitutes for actually knowing what you're doing."

Licensed in 2014, Molly carries a passion for the creative side of the business and an appreciation for its mechanics. She loves strategy, negotiating and solving complicated transactions, and over time, she realized the transaction itself was just a vehicle for the end goal. "People are the point," she says, describing the marriages, divorces, babies, deaths, career changes, financial wins, and hardships that bring real estate professionals into some of the most consequential moments of their clients' lives.

That understanding became even more important as Molly moved from building her own career to building a company, when she and her business partner, Joey Sutorius, started The Agency Salt Lake City together in 2023. And while her earlier drive for achievement had been focused on winning awards and designations, building her brand, and proving she could do hard things, becoming a Managing Broker before she turned 35 changed the stakes in how she viewed leadership. She now had other people counting on her. "When you're

responsible for a brokerage, you're responsible for creating an environment where other people can build careers, provide for their families and serve their clients exceptionally well."

For Molly, that responsibility means creating a place where agents can develop their own strengths rather than becoming carbon copies of their leader. "The goal isn't to build 60 or 100 versions of me," she explains, rather to create an organization where people can discover what makes them exceptional and have the support, tools, community and confidence to build a business around it. That philosophy shows up in the company's training and mentorship programs, its emphasis on collaboration, and its Home Premiere Program which turns listings into opportunities for agents, clients, and their communities to navigate real estate in an experiential, social way. "These aren't just agents hanging their licenses at our brokerage. These are people who have chosen to build their livelihoods here."

That unique perspective on leadership, however, was shaped long before Molly ever stepped foot in a brokerage office. Having lost her mom when she was just three years old, the amount of people who stepped in to raise her and support her gave Molly a different understanding of what loyalty and community meant. Then, followed by the loss of her dad and all of her grandparents within a short period of time more recently, legacy and leadership have developed a symbiotic relationship now for Molly that influences every step of her life.

When her father passed away, it forced Molly to question whether the confidence she carried along that path had always belonged to her or whether it was the people she surrounded herself with causing a ripple effect. Eventually she realized it's just part of who she is...she's a natural-born leader. "I don't think your impact is ultimately measured by what you accomplish. I think it's measured by what becomes

possible for other people because you were here," she explains. "If we can help people become more confident, capable, and authentic leaders of their own businesses, they can become better leaders for their clients, and that impact travels far beyond the walls of our brokerage. That's what makes this work feel so meaningful to me."

It's a feeling and philosophy which extends into Molly's daily life as well alongside her husband, Ryan, who is currently pursuing his own dreams. Their unconventional arrangement reflects a shared belief that ambition should not require either person to belittle their dreams, Molly explaining, "Really loving somebody isn't asking them to become smaller so they fit more conveniently into your life. It's wanting them to become more fully themselves, even when that requires sacrifice or looks different from what other people expect."

Outside of work, Molly has plenty of ways to keep life turned up, combining her love of travel and music by attending concerts around the country, while Utah football, golf, trivia, tennis and themed parties fill in the spaces between. "If there is an excuse to gather people, travel somewhere, dress according to a theme, or turn an otherwise ordinary Tuesday into an event, I'm in!"

Molly's goal in the near future is to build one of the most meaningful real estate companies in Utah by increasing market share and recruiting incredible people, admitting her focus is to prove that you can scale a company without scaling the humanity out of it. Building a business that connects people, solves problems, and helps agents become more successful is part of who Molly is and something she genuinely loves to do. "I've had enough experiences in my life to understand that success without people to share it with is pretty hollow," she admits. "Maybe that's what 'Live Out Loud' ultimately means to me...it's not about being loud, it's about being fully alive." 🌱

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Experience
The Difference

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY PURPLE MOSS
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Fidelity National Title



Back row (left to right): Braundie Parry, David Smith, Missy Saxton
Seated (left to right): Ronnie Cruz, Sue Cragun, Pattie DeNunzio, Todd Ballantyne

Every successful real estate transaction begins long before signatures are collected around a closing table. It begins with trust...the quiet confidence that every detail has been handled, every question answered, and every milestone protected. And it's that very belief that has guided Fidelity National Title for decades. Under the leadership of President Kim Cruz, that philosophy continues to shape the way the company serves real estate professionals throughout Utah as they strive to ensure every client gets to "Experience the difference of true partnership."

Fidelity National Title provides title insurance, escrow, and

closing services that help buyers, sellers, lenders, and agents navigate one of life's most significant financial decisions with confidence. But for Kim and her team, their work has never been limited to paperwork or transactions. "While title and escrow are at the core of what we do, we see ourselves as much more than a transaction company," Kim explains. "We strive to be a true partner to the real estate professionals we serve by providing education, technology, market insights, and hands-on support that help them grow and strengthen their businesses." It's a philosophy which has remained remarkably consistent throughout Kim's

journey with the company and something her team takes great pride in continuing.

Having joined Fidelity National Title in 1994, Kim stepped into an organization that had already carried a strong reputation throughout the industry and continues to help guide the company's growth across Utah while remaining focused on the same priorities that first drew her to the business. "It has been incredibly rewarding to watch both our industry and our company evolve over the years. Throughout my career, my focus has remained consistent: building strong relationships, delivering exceptional service, and helping

our team adapt and thrive in a changing marketplace.”

As part of Fidelity National Financial, the nation’s largest title insurance organization and a Fortune 500 company, Fidelity National Title boasts the resources and stability of a national brand but combines it with local knowledge and guidance. “We understand that real estate is ultimately a relationship business, and our commitment to personalized service, local market expertise, and hands-on support allows us to build lasting partnerships and deliver meaningful results for the people we serve,” Kim explains.

Whether they’re working with a client, lender, or an agent, trust and integrity remain the foundation and heart of their success. Their team’s service-driven mindset transforms



Midvale: (Back row) Brandi French, Lesley Ulibarri, Ryan Hoskins, Melissa Webb; (Front row) Chelsea Winkler, Krystal Haslam, and Anna Parker



American Fork: Nan Farnsworth, Teresa Donaldson, Brittani Dibb, and Marnae Ballantyne



Draper: (Back row) Jake Sorensen, Krystal Cruz, Jeff Williams; (Front row) Brena Plouzek, Kelsey Hales, and Autumn Kirkham



Centerville: Kailey Baird, Dave Wright, and Stephanie Watts

vendors into long-term partners through responsiveness and reliability, while education and ongoing support help agents and lenders strengthen their own businesses. Adaptability completes that equation as Fidelity National Title understands the diligence it takes for agents to keep up with the ever-evolving rules and regulations they face on a daily basis.

That commitment to continual improvement has become especially important as technology continues to reshape the real estate industry. Utilizing those advancements, Fidelity National Title has embraced innovations such as remote online notarization, streamlined escrow platforms, digital document management, and InHere, a centralized platform that allows everyone involved in a transaction to monitor

progress, access documents, and communicate in real time. “Like many in the industry, we’ve embraced periods of change as opportunities to improve how we serve our clients and partners.”

While many companies **can only provide basic title and escrow services**, Fidelity National Title focuses on delivering tools, resources, and support that create value long after the transaction has closed. An example is their property monitoring services, helping homeowners receive real-time alerts regarding ownership activity while continuing to protect one of their most valuable investments long after closing day.

Technology, however, has never replaced the personal side of the business. “What differentiates us is our commitment to combining innovative technology with relationship-driven service,” Kim adds.

“We never lose sight of the human element. One of the most rewarding aspects of our work is being part of some of life’s most meaningful milestones.” So, whether they’re helping a first-time homebuyer, guiding a family through a fresh start, or assisting an investor pursuing new opportunities, the team finds great pride in bringing clarity to complex situations while earning the trust placed in them every day.

That same spirit, which makes them such a stand out with real estate agents and their clients, reaches far beyond the walls of their eight Utah offices, with many team members regularly volunteering and donating to local food banks, domestic violence awareness organizations, blood drives, food drives, autism awareness initiatives, and cancer research efforts as service has become part of the company’s culture. This is not simply its



Murray: Sam Jensen, Heather Woolsey, Brooke Vincent, and Laura Dignam



Provo: Suzi King & TeJay Rasband



St. George: Maggie Cisneros



Centerville: Madison Acord, Heather Johnson, Amy McCrary, and Kayla Adams

business model. Kim believes it’s that very commitment and passion for helping others which explains the organization’s lasting success better than any statistic ever could.

“Our greatest strength is our team. The professionals who make up Fidelity National Title bring expertise, responsiveness, integrity, and a genuine commitment to serving others. Their dedication to clients, partners, and one another creates the consistent experience and trusted relationships that define our organization,” Kim says. “At its core, what makes this work so fulfilling is the trust our clients place in us. Earning that trust, and delivering on it every day, is both a responsibility and a privilege.”

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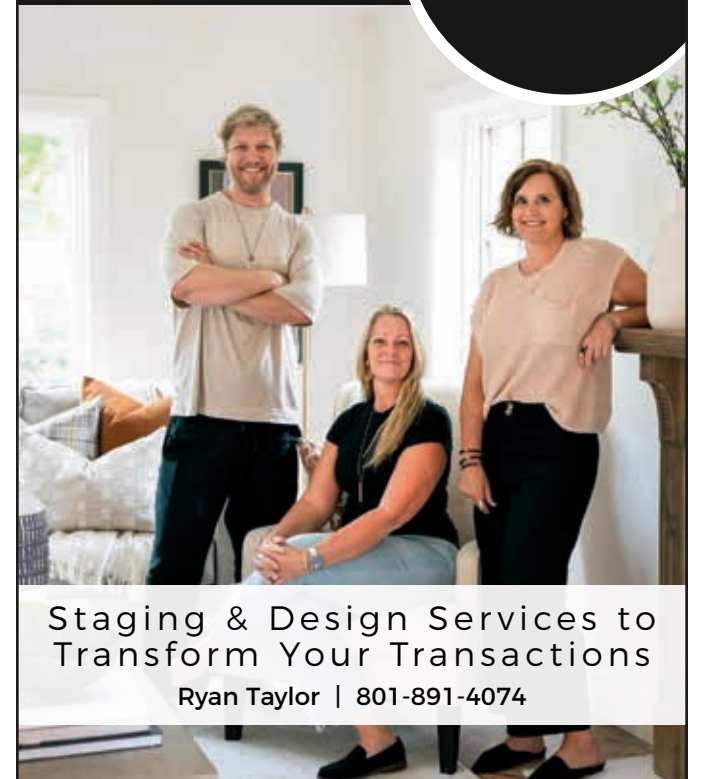


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MICHAEL ROWE

Relationships are the Foundation

WRITTEN BY KENDRA
WOODWARD
PHOTOGRAPHY BY PURPLE
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Every great leader eventually realizes that success isn't measured by how high they climb, but rather by how many people they help rise alongside them. It's a mindset and philosophy which quietly guides Michael Rowe every day, whether he's helping a family purchase a home, coaching hundreds of agents, or supporting people through some of life's hardest moments. As Managing Broker of Coldwell Banker Realty's Salt Lake | Sugarhouse office, Michael has discovered that relationships, more than anything else, are the foundation that every lasting business is built upon...and the key to success in real estate.

Growing up in Utah, Michael developed a deep appreciation for everything the state has to offer. From mountain biking and fishing to camping, boating, and exploring the desert, he fell in love with the diversity surrounding him and still enjoys sharing that lifestyle with others today. Even after traveling extensively, he always finds himself grateful to come home, admitting, "It's a great place to live."

That appreciation, however, was matched by an equally strong work ethic forged through far less comfortable circumstances, as Michael was raised by a single mother alongside his three brothers and learned early on that discipline wasn't something someone else could hand him. Watching his family struggle financially fueled a determination to forge a new path, and over time, he became, in many ways, self-taught in both his work ethic and his pursuit of opportunity.

Before real estate even entered the picture, Michael worked in the tech industry as a marketing engineer where bridging the gap between engineers and the marketing department came naturally to him. But while the work suited his outgoing personality, he realized his opportunities for growth had limits. Around that same time, as Michael was helping his grandfather manage some rental properties, he became intrigued by the independence real estate could provide. So, in 2002, he earned his license, although the transition proved far more difficult than he expected, admitting he wished someone would've given him a heads-up or some guidance early on.

Leaving the corporate world meant learning how to succeed without someone else setting

the agenda for the day and while that freedom was exactly what attracted Michael to real estate, it also required discipline, consistency, and a willingness to continually improve oneself without being told to do so. Along the way, his mentor and good friend, Lori Hendry, helped shape that introduction, while experience eventually taught Michael the lesson that now influences everything he shares with his agents: that relationships are the key to growth in real estate.

"Our business can literally thrive or die by our contacts," Michael says, explaining how learning to nurture relationships properly was the turning point in both his career and leadership philosophy. Today, Michael encourages agents to continue that motto by consistently staying connected with their clients, fellow agents, family, and friends while also building efficient systems that allow those relationships to flourish instead of becoming an afterthought. "If you want to do really good business you need to take care of your people."

That philosophy now extends all throughout the Salt Lake | Sugarhouse office, as well as their community office in Kanab, where nearly 200 agents work together to grow their businesses under the same mentality. Michael strongly believes real growth happens when people show up, exchange ideas, learn from one another, and build genuine connections inside the brokerage rather than trying to do everything alone. Which is why he highly encourages his agents to come into the office often, because while technology has become an essential part of their business, he remains passionate about bringing people face to face and creating an environment where both clients and agents feel supported.

Despite the joy he gets from helping buyers, sellers, and investors, Michael admits his greatest motivation comes from watching the agents around him succeed. "It allows me the opportunity to help somebody do something good for themselves," he says, explaining





“

If you want to do really good business you need to take care of your people.”



how their success ultimately creates better opportunities for the people and families they serve. His leadership style also reflects his naturally competitive personality, though it's balanced by a belief that kindness always wins. "I like to be number one...on a healthy level," he laughs, adding, "If we're nice and kind and truly here to help others, then we're gonna do just fine."

That same desire to help others extends far beyond his real estate endeavors through the Taylor Hagen Memorial Foundation, a 501(c)(3) organization Michael helped establish after losing Taylor, a close friend who was like a brother to him, to suicide. What began as a memorial motorcycle ride to support Taylor Hagen's family and friends through their grieving, eventually grew into an annual memorial ride, fundraising events, community support, and a nonprofit

dedicated to suicide prevention and mental health awareness.

"It started from a really painful place and turned into something meaningful, which I think is the best possible outcome for grief. It's the work I care about most outside of my career." Their annual gala hosts 500 guests a year, and the money all stays local to fund suicide prevention and mental health programs for teens, young adults, and LGBTQ+ Utahns, plus support for grieving mothers and families coping with loss, (no matter the reason), to help them start thriving again. The organization became even more prominent in Michael's life when he lost one of his best friends to suicide just last year...on his birthday.

At home, life has taken a joyful turn that Michael never expected when his girlfriend, Ariana, and her three

adult kids, Landon, Dallas, and Rachel, transformed what was once a quiet household into a lively family. Today, he's proudly embracing the title of "Papa" since welcoming the family's first grandchild, Odin. "Home life looks a lot different than it did five years ago...in the best way," he laughs. "Going from single, never married, and no kids, to "Papa" in the span of a few years, is a plot twist I did not see coming and wouldn't trade for anything."

Between adventures with their dogs, hiking, mountain biking, snowboarding, golf, reading, and live music, Michael still attacks life with the same enthusiasm that first fueled his career, proving that sometimes the richest life isn't built by slowing down...it's built by bringing as many people as possible along for the ride. 🐾

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Jordan HANKS

THE DEVIL'S IN THE DETAILS

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY LEXI RAE PHOTOGRAPHY



There are some people who simply can't do anything halfway. For those people, every detail matters, every conversation deserves attention, and every client feels like the highest priority. For Jordan Hanks, that's the standard he sets for himself every day, and not because it's a marketing strategy, but because it's just who he is.

"I give every client my very best, every time," Jordan admits of a philosophy which was shaped by his father long before he even considered a career in real estate. Born and raised in Utah, Jordan spent the first 12 years of his life as an only child until his parents adopted three babies...all at once. Having gleaned many characteristics from his father early on, a young Jordan helped out with the new arrivals happily and developed a strong sense of responsibility and maturity as a result.

He mirrored his father's own work ethic, crediting him as a natural born leader and instilling the importance of showing up for others and giving your best. And while it may have taken some

time to do so, those lessons eventually gave Jordan the confidence he needed to fully embrace who he was, something he says allowed him to show up more authentically for the people in his life... including his clients. And although his path to finding real estate wasn't exactly a straightforward one, Jordan is thankful for every experience that has prepared him so well for the career he loves so much.

One instance is when he served a two-year church mission in Russia prior to obtaining his business degree. Or when he picked up a job in property management where he learned the operational side of running a business and learned the value of exceptional customer service and client interaction. Years later, anticipating shifting his career towards interior design, Jordan went back to school once more to earn an additional degree, and then snagged a highly competitive job with a design firm working on a luxury project on the East Coast.

But making a career out of something he considered a hobby wasn't all it

was cracked up to be as Jordan quickly realized that design was his passion... but not how he wanted to spend his career. So, he dove back into property management and began renovating rental properties as a bridge between the two worlds he loved so much: real estate and design. That is when he realized there was something more awaiting him.

In 2020, that idea became a reality when Jordan obtained his real estate license and hit the ground running. Jordan was already accustomed to taking care of people, and COVID only served to further propel all the knowledge and industry experience he had accumulated. Because of the demanding real estate market during COVID, Jordan says of selling homes, "I had to get really good, really fast." It was a crash course in excellence that he attributes to much of the success he has today. Instead of leasing and managing rentals, he's now solely helping buyers and sellers navigate the often-stressful journey of real estate.

The perfect culmination of all his experiences, Jordan's clients benefit not





“
**I give every
client my
very best,
every time.”**



only from his keen negotiation skills and direct communication style, but also from his background in renovation and interior design. Before each listing ever reaches the market, he often helps to move furniture, shop for décor, replace light fixtures, or recommend simple improvements that can maximize a home's appeal. "I have always had a passion and knack for knowing what resonates with people in a home, so it's really great working in a field that allows me to add unique value in the form of design...for both buyers and sellers! It's the details that sell houses."

That hands-on approach extends through every part of his business too as Jordan's clients know when they work with him, his focus is fully on them. There isn't a transaction coordinator quietly working behind the curtain or a long list of assistants managing the details. Instead, his clients work directly with him from beginning to end, something he believes sets him apart. "My value add is rooted in my character; I don't know how to NOT give 100%.

"There's a touch of Jordan in everything I do," he admits of the thoughtful

surprises that have become one of his signatures. Whether that's customizing moving boxes, personalizing closing gifts, delivering dinner to a client's doorstep, or baked goods arriving unexpectedly after move in day, clients can always expect a high level of care from Jordan.

Jordan is also quick to acknowledge that growth rarely happens alone, admitting he's been surrounded by incredible mentors his entire life. From brokers and colleagues to his dad, Jordan never hesitates to ask questions or seek advice when it's time to level up, and it's that willingness to keep learning which fuels him each morning. "I'm learning more with every transaction, how to refine the service that I provide to my clients."

Outside of real estate, Jordan's world revolves around his husband, Adam, their son, Graham, and the exciting anticipation of welcoming their daughter, Arlo, through surrogacy. Their two dogs, a Bernedoodle named Kelly Clarkson (Jordan self-proclaims himself "Kelly Clarkson's Biggest Fan!"—his husband Adam even proposed to him on *The Kelly Clarkson Show*!) and a teacup poodle named Simon are every bit as adored, often accompanying the family on walks around their beloved community of Daybreak. Most days are filled with walks around the lake, dinner parties, movies, home renovation projects, and quick weekend getaways.

As their family continues to grow, so do Jordan's ambitions, as he hopes to double his business by expanding his referral network and serving more families in the near future. Not simply to increase production, but because every opportunity he takes on helps to build the life their family envisions. He laughs that soon he'll be balancing a newborn schedule with contract negotiations and showing homes, but his goal remains unchanged. Whatever life asks of him next, he's determined that his clients will continue receiving the same thoughtful care they've always known... because giving anything less than 100% has never been an option. 🐾



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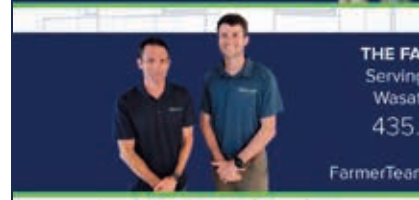
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TRISTAN HAMMETT AND THE Women's Council of REALTORS®

WRITTEN BY KENDRA WOODWARD • PHOTOS SUBMITTED BY TRISTAN HAMMETT

The best opportunities in real estate often begin with a simple introduction. One conversation becomes a new relationship, one event leads to another connection, and before long, the network you were just beginning has become an entire community that's dedicated to helping everyone within it to grow together. This is exactly what Tristan Hammett discovered when she joined the Women's Council of REALTORS®; the organization transformed her introduction to the industry into a passion for helping others find that same sense of connection.

Tristan began her journey as a member of the Women's Council of REALTORS® when she started working as the Sales Manager and Relationship Representative for Novation Title in 2022. The company's owner, Nuria Rivera, believed very deeply in the organization's mission and wanted to get more team members more involved. Coincidentally, that passion connected with Tristan's outlook as well. "It was a great way for someone new in the industry to get involved, meet people, and surround myself with like-minded people," Tristan admits proudly.

That simple introduction to the Women's Council of REALTORS®, however, quickly grew into something much greater for Tristan. Having personally experienced the value of membership herself, Tristan is now the Membership Director and enjoys helping other professionals discover the very same opportunities which have

led her to meeting and connecting with so many amazing people within the real estate industry. "Being the Membership Director, I let future members know the benefits of joining and the importance of joining," Tristan explains with enthusiasm, speaking from experience rather than simply rattling off a list of benefits. "It's easy for me to convey because I have been a member and have been involved in some capacity for four years!"

But those benefits extend far beyond networking alone as members have access to numerous educational and networking services including the Women's Council's nationally recognized Performance Management Network program which offers in-depth business leadership training, covering everything from public speaking and negotiation to business management. Other programs help cultivate emerging leaders even

further through their members-only training built around core leadership pillars as featured through

their Leadership Institute, while the organization's referral network gives members confidence when



connecting clients with fellow professionals who share the same commitment to service.

Add in the exclusive savings benefits agents have access to through their Member Savings Center, webinars, workshops, and national conferences designed specifically for busy real estate professionals, and it's easy to see why so many members continue investing in the organization year after year. One member even reported saving over \$1,300 in 18 months by utilizing their exclusive discounts in categories such as rental cars, hotels, shipping, closing gifts, event tickets, office supplies, flowers, gift baskets, and prescriptions through the program.

For Tristan, however, the greatest value in partnering with the organization has always centered around the women and men she continues to connect with throughout the years. She still remembers one event where Karissa Kouchis (better known as Kiki) led a spotlight on female empowerment and unlocking the power of your mind through her organization with Tony Robbins. "That was pretty incredible!" Tristan recalls. It's experiences like that which continue to reinforce what makes the Women's Council of REALTORS® so unique and the opportunity to learn from inspiring leaders while building genuine relationships with professionals who encourage one another to succeed.



Looking ahead, Tristan hopes to deepen her own involvement in the organization even further, admitting how she would love to be on the board and start traveling with them once her kids are a little bit older. "I'd love to go to Washington D.C. and a UAR event!" It's another example of the steady growth that has defined her journey with the organization, taking each season of life as it comes while remaining excited about what's ahead.

For anyone considering membership, Tristan's advice is refreshingly

simple, explaining why she believes connecting with the organization is one of the greatest investments a real estate professional can make. "Honestly, joining the Women's Council of REALTORS® has been so fun! There are so many different ways you can get involved, even if you don't want to be on the board. We always need help with fundraising events! It's a great way to meet friends and connect with awesome women (and men)!" Because in an industry built on relationships, finding a community that grows right alongside you is the key to a successful business that continues to thrive year after year.

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