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Mike Maletich
Owner
412-606-9954
Mike.Maletich@n2co.com



Erika Soto
Publisher
602-769-3039
erika.soto@n2co.com



Leslie Gilchrist
Assistant Publisher
602-471-4699
Leslie.Gilchrist@n2co.com



Kevin Kerata
VP of Operations



Mitzie Maletich
Promo & Photo Shoot
Coordinator
412-605-9491



Kaycee Hill
Ad Strategist



Katherine Fondren
Editor



Gilead Hernandez
Photographer
Grafobox Media



Danielle Muccillo
Photographer
Danielle Muccillo
Photography



Jack McMillan
Photography/Video
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Omar Gonzalez
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Contents



12
COVER STORY

Shay
Noonan

PROFILES



26
Brad Stiehl



30
Angela Covey



MJ Capital

IN THIS ISSUE

- 6 Meet Our Team
- 7 By the Numbers
- 10 Partner Index
- 12 Cover Story: Shay Noonan
- 20 Partner Spotlight: MJ Capital
- 26 Agent Life: Brad Stiehl
- 30 Agent Life: Angela Covey



2025

BY THE
NUMBERS

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

11,665

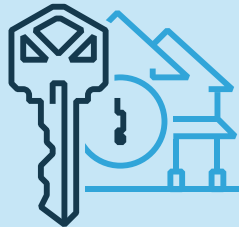


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AGENT

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24

AVERAGE
TRANSACTIONS
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Shay NOONAN

One Step Ahead

WRITTEN BY ELIZABETH MCCABE
PHOTOGRAPHY BY DANIELLE MUCCILLO PHOTOGRAPHY

The camera is rolling. A luxury listing sits perfectly staged in the Scottsdale sunshine. The drone lifts into the sky. Music hits. Someone adjusts the angle for one more shot. Meanwhile, Shay Noonan is already thinking three moves ahead.

What story are we telling? How will the property feel on video? And most importantly, how do we make people stop scrolling?

That mindset has helped Shay transform herself from hairstylist to powerhouse team leader at the REAL Brokerage and co-founder of ONE Team Scottsdale, a fast-growing, luxury-focused real estate brand making serious noise in Arizona’s competitive market.

“It was the best thing I ever did for myself and my business,” Shay says of making the leap to REAL Broker in February of 2023.

Today, she has over 230 agents in her network throughout the US. She serves

on the Leadership Advisory Board along with the c-suite team at REAL and won the Work Hard Be Kind award in 2025 out of over 33,000 agents. Locally, her team is producing high-end video content, investing heavily in social media marketing, and chasing a massive goal of \$100 million in sales volume for 2026. But, long before the luxury listings and viral videos, Shay was standing behind a salon chair at a North Scottsdale salon.

Ironically enough, real estate wasn’t even supposed to become a career. At first, Shay only planned to get her license to help family and save money on personal transactions. At the time, she had already built a thriving career as a hairstylist with a loyal client base.

Then something unexpected happened.

“A lot of the clients whose hair I did became my first clients in real estate,” Shay shares. That became the springboard. Like many new agents, Shay

quickly discovered the business was far tougher than it looked from the outside.

“It’s hard being a new agent,” she says. “Those first few years are a huge reality check.”

But she pushed through. Over the next 13 years, she steadily built her name in the industry, first at Russ Lyon Sotheby’s International Realty and later at My Home Group.

Then came another major leap. Shay joined REAL at a time when the company was still relatively unknown in the Arizona market. Many agents were hesitant about the move. A new brand. Shay wasn’t.

“There were a few of us who made the jump at the same time,” she says. “We were small, and nobody really knew who we were.”

Now? Things look very different. Alongside co-founder Tim McBride, Shay

“

We wanted to be different. Very unique and very specific.”



launched ONE Team Scottsdale, a brand intentionally designed to stand apart in a crowded market. Instead of blending in, they leaned hard into storytelling, luxury marketing, and bold content creation.

“We wanted to be different,” Shay says. “Very unique and very specific.”

That strategy exploded faster than expected. The six-agent team closed nearly \$60 million in volume after officially launching near the end of 2024, blowing past their original \$50 million goal for 2025. Now, they’ve raised the bar yet again.

“The goal is \$100 million,” Shay says confidently.

What separates the team, according to Shay, is their commitment to marketing properties like brands instead of simply posting listings online. Every home has a story. Every video has a purpose.

“We specialize in listings,” she explains. “We love to take the property and storytell behind it.”





That storytelling mentality has led the team to invest heavily in content creation. They are even bringing a full-time videographer in-house and spending thousands each month on marketing because Shay believes visibility matters more than ever in today's rapidly changing industry.

"The real estate world we live in today is not the same as it was three or four years ago," she says. "The fast-paced environment is really exciting."

Social media, in particular, completely transformed her business. "When I joined REAL over three years ago, I started focusing heavily on social media," Shay explains. "I had around 1,200 followers." Today, she has grown her audience to more than 16,000 followers by consistently posting videos, showing up on stories, creating Scottsdale-focused content, and positioning herself as a local authority.

"The riches are in the niches," she says. "When people think about Scottsdale, I want them to think about me."

“
We specialize in
listings. We love to
take the property and
storytell behind it.”

And Shay isn't afraid to stir conversation online either. From asking followers about overrated Scottsdale hotspots to filming local restaurant content and neighborhood insights, she understands engagement is everything.

"If you don't have haters, you aren't doing enough," she says with a laugh.

Still, beneath the ambition and business growth is a deeply personal side to Shay's life. She and her husband Bryan work together on the team while raising their two daughters, ages 7 and 11. Real estate conversations regularly spill into family dinners, though the girls occasionally push back.

"Can we not talk about real estate at dinner?" Shay says they jokingly ask.

The family also loves traveling in their Airstream during the summers, often escaping Arizona's heat for San Diego and Carlsbad. Ironically, Shay says deals seem to "explode" whenever they leave town.

Even motherhood connects back to her entrepreneurial mindset. Shay is passionate about teaching her daughters creativity, marketing, and independence early in life. "If you have marketing creation, content coordination, and AI skills, you'll be successful," she says.

At the core of everything Shay has built is consistency. She knows how easy it can be for agents to quit when momentum slows down. But she refuses to stop pushing forward. "Keep pushing through," Shay says. "Even though it's so easy to quit."

And judging by the momentum behind ONE Team Scottsdale, she has no plans of slowing down anytime soon, always staying one step ahead. ▀



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WRITTEN BY ELIZABETH MCCABE
PHOTOGRAPHY BY DANIELLE MUCCILLO PHOTOGRAPHY

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Twenty-four years in the business. Over 3300 transactions. 2.3 billion dollars in volume. Michael Iuculano of MJI Capital has the experience and expertise that clients bank on when it comes to loans.

As Michael says, **“If we can’t get it done, it’s NOT getting done!”**

It’s a bold statement, but Michael Iuculano isn’t interested in blending in. As the founder and driving force behind MJI Capital, Michael has built a reputation as the “No Excuses Lender,” a title earned through a relentless, solutions-driven approach to real estate financing. With 24 years in the business, over 3,300 closed transactions, and more than 2.3 billion dollars in lifetime loan volume, Michael has seen every market cycle,

encountered every hurdle, and mastered the art of getting the impossible done.

Michael’s journey into the industry began in 2002. Fresh out of school and looking to carve his own path, he initially viewed real estate through the lens of personal investment. However, he quickly realized that mastering the financing side was the true key to unlocking the market’s potential. Seeing friends find immense success in the space, Michael decided to dip a toe in. He was instantly hooked. By 2006, he had gone completely independent, building a business rooted in his commitment to clients and his passion for numbers.

“I’ve always been highly skilled in math, and I love being social and networking,” Michael says. “When you combine

numbers with a highly social personality, the lending industry is a natural fit. This business is my life. I don’t have a million different hobbies; I am an all-in person, and all of my focus goes right here.”

That total immersion gives MJI Capital a distinct competitive edge. Michael isn’t just sitting behind a desk running calculations. Think again. He’s active in the trenches. As an investor who flips houses and manages his own portfolio, he understands the urgency, the stress, and the exact needs of his clients because he shares them. For Michael, real estate is a fundamental cornerstone of life. “Financing real estate is essentially connected to one of our three basic human needs: shelter,” he notes. “I love seeing projects come together and creating win-

win situations where both the buyer and seller achieve their goals.”

Based in the booming Scottsdale and greater Phoenix metro area, currently the fifth-largest major metro population in the country, MJI Capital operates in a wildly strong, high-demand market. To serve this diverse ecosystem, the eight-person team at MJI Capital operates as a premier, full-service lending firm handling residential and commercial properties for both owner-occupants and investors.

While they seamlessly handle traditional home loans, MJI Capital truly hangs its hat on alternative lending solutions. They are the go-to experts for short-term capital needs, hard money, bridge lending, ground-up construction, and fix-and-



flips. They also specialize in custom loan programs for self-employed individuals who may have complex tax write-offs but possess strong financial portfolios.

Because Michael operates in high-end networking circles and masterminds, his client roster spans from local first-time investors to top-tier business executives, actors, and professional athletes. Yet, no matter who walks through the door, Michael's approach remains fiercely straightforward.

He is quick to clear up common misconceptions about alternative financing, particularly the difference between private and hard money. "People hear 'hard money' and picture

an old-school, back-alley handshake deal," Michael laughs. "In reality, hard money has become highly institutionalized. Private money is typically one guy down the street lending his own cash with loose guidelines. Hard money involves structured funds managed for a pool of private investors, resulting in secure, institutionalized, yet highly flexible financing."

This expertise allows MJI Capital to rescue deals that other lenders leave for dead. Michael frequently encounters investors who try to force terrible deals or build projects where everything has to go perfectly right with zero contingency plans. When those files inevitably

stall at traditional banks, Michael's type A drive and sharp analytical mind take over. He listens intently, uncovers the core needs of the deal, and builds a direct path to funding.

Ultimately, the true secret to Michael's longevity and staggering volume boils down to authentic relationships. His blunt honesty and transparency earn immediate trust, transforming standard business transactions into lifelong partnerships. "It's amazing how quickly a client will become a friend faster than a friend will become a client," Michael says. "I'm selective about who we work with because I value straightforward, high-integrity relationships."

CONTACT US!

To learn more about how Michael Luculano and his team can fund your next project, visit MJICapital.com. Powered by Barrett Financial Group NMLS# 181106

“It’s amazing how quickly a client will become a friend faster than a friend will become a client.”



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ABOVE & BEYOND

WRITTEN BY ELIZABETH MCCABE
PHOTOGRAPHY BY LUXE REALTY PHOTOGRAPHY

BRAD STIEHL

Most real estate agents spend their time selling homes. Brad Stiehl does more than that. This real estate professional spends a lot of his time preventing problems.

Before a listing ever hits the market, he pays for a professional appraisal out of his own pocket. If a seller needs advice on repairs, he taps into decades of construction knowledge. If a transaction hits a snag, he pivots, negotiates, and finds a solution. It's a practical approach that has helped Brad build a thriving business over the past two decades and earn the trust of clients who continue referring their friends and family year after year.

"I just try to make the process simpler for my clients," Brad says. That has guided him since the beginning.

Originally from Sparta, Wisconsin, Brad moved to Arizona in 1999 with little more than ambition and a willingness to work hard. He enrolled at Arizona State University, earned a degree in psychology with a minor in communications, and planned to continue on to graduate school.

Then real estate changed everything.

"My dad owned rental properties in the Midwest," Brad says. "I thought getting a real estate license would be useful for future investments." Instead, it became his career.

After obtaining his license in 2005, Brad entered the business just as the housing market was heating up. He later moved into new-home construction and sales, gaining experience on job sites and learning the building process from the ground up.

When the housing market collapsed in 2007 and 2008, many agents left the industry. Brad stayed. To make ends meet, he worked for a landscaping company while continuing to sell real estate. That unexpected detour? It helped him in ways that benefit him today. Today, his knowledge of construction, irrigation, landscaping, repairs, and home improvements helps clients make smarter decisions before listing their homes.

"I learned a lot about plants, trees, irrigation systems, and construction," he says. "All of that still helps my clients today."

Over the years, Brad noticed a recurring challenge. Homeowners often struggled with pricing. They pointed to online estimates, neighboring sales, or what they hoped their home might be worth. Too often, those expectations collided with reality once a buyer's appraisal came in.

So, Brad came up with a solution. Every listing receives a professional appraisal before it goes on the market.

"I pay for an appraisal upfront," he says. "That way we know where we should be pricing their home for sale."

The strategy has saved countless headaches for sellers and buyers alike. By establishing a realistic value from the beginning,



Brad helps clients avoid pricing mistakes that can lead to delays, renegotiations, or failed transactions. It's one example of the problem-solving mindset that defines his business.

Brad approaches negotiations like a chess match. Every deal is different, every personality is different, and every strategy has to be adjusted accordingly. Sometimes that means playing hardball. Other times it means checking his ego at the door.

One particularly stubborn negotiation was finally resolved after Brad sent the other agent a sincere text complimenting his negotiating skills.

"Ten minutes later, he signed," Brad recalls with a laugh.

Lesson learned: Sometimes setting your ego aside and finding common ground works.

"You've got to pivot," he says. "Every transaction is different."

That willingness to adapt has helped him build a referral-based business where trust drives growth. Today, a staggering 70 percent of his business comes from past clients and referrals.

While many agents focus heavily on marketing themselves, Brad prefers to focus on results. “The fiduciary is always to the client,” he says.

That client-first mentality extends beyond real estate. Brad and his wife, Danielle, are raising three children—Gianna, Eva, and Nico—in Scottsdale’s Grayhawk community.

Interestingly, the family didn’t originally plan to live in Grayhawk. Years ago, Brad and Danielle purchased a home on an acre lot and embarked on an extensive renovation project, transforming it into a stunning custom residence. While they loved the finished product, they eventually realized something was missing.

“We wanted more of a sense of community,” Brad says.

That desire led them to Grayhawk, where they found exactly what they were looking for with neighbors who became

friends, family nearby, and a neighborhood that truly felt like home. You can’t put a price tag on that.

“We absolutely love it,” raves Brad. “We’ve got tons of friends and family.” Today, Danielle’s sister lives across the street.

There’s never a dull moment. Their family calendar is packed with cheerleading, volleyball, basketball, football, golf, and travel adventures.

When he’s not helping clients buy or sell homes, you’ll often find him on a golf course, cheering from the sidelines at a sporting event, or planning the family’s next trip. The family recently returned from Costa Rica and continues to make travel a priority. Brad finds that experiences are far more valuable than material possessions. He and his family also have the memories to prove it!

Through it all, Brad remains grateful for the opportunities real estate has provided.

“I’m very appreciative of what I get to do,” he says. He recently added a fifth rental property in Old Town Scottsdale to his investment portfolio. It’s a way to build passive income and safeguard his family’s future. Although his children are eager for them to purchase an Escalade, Brad jokes that the luxury vehicle will have to wait. (Until then, it’s his wife’s 2020 Honda Odyssey with the roof rack, he laughs.)

Overall, Brad can’t imagine a better career than real estate. After twenty years in the business, it’s still the excitement of helping clients achieve their goals that motivates him each day.

And judging by the steady stream of referrals, it’s a formula that’s working. ■

“
I just try to make the
process simpler
for my clients.”



The Art of
Finding the
Right Fit

Angela
Covey

WRITTEN BY
ELIZABETH MCCABE
PHOTOGRAPHY BY
JENNIFER BOWEN
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If you ask Angela Covey what the secret to her decades of success is, it's surprisingly simple.

“There really aren’t any magic beans in this business,” she says. “You show up every day, do the work, and take care of your clients.”

That philosophy has shaped every stage of Angela’s career and continues to guide the way she serves buyers and sellers throughout the Valley today.

Angela’s career has been built on the kind of enduring grit you learn from running bison ranches for billionaire Ted Turner, a fascinating chapter of her life before she traded the wide-open spaces of Montana and Nebraska for the bright Arizona sun.

Real estate, however, was always in her blood. Her father has always been in the industry in one facet or another, and today, Angela is one of six siblings who are almost all rooted in sales or property management. Having graduated from ASU, Arizona seemed like a good fit so she returned, dug in her heels and watched her business rapidly grow.

To Angela, real estate is a masterclass in relationships. What energizes her most about the industry is a potent mix of the people and the thrill of the deal.

“First and foremost, I love the people,” she says. “I love meeting new people, learning about where they are from and what brought them here, there are so many interesting stories. And then, I love the deal. I love finding the perfect property, the negotiation, and I love how it all comes together.”

Years of experience have given Angela an instinct for knowing when a property truly fits a client’s needs—and when it doesn’t. When you’ve been in the market as long as Angela has, you develop a sharp, intuitive sixth sense for property. She has even had moments where clients thought they found a home they loved, and she had to step in with fierce honesty: “No, I really think we can do better.”



While she protects clients across all price points, some of her favorite professional memories come from working with first-time homebuyers. “They are just so excited, so interested, and so driven to find their first home,” Angela reflects. “They are incredibly grateful and happy, and that feeling stays with you.”

One of the biggest milestones of Angela’s career came recently when she acquired Scottsdale, Phoenix, and Tempe CondoMania, the well-known online condominium resources that have helped buyers navigate the Valley’s condo market for years.

Having been part of the CondoMania team since 2015, she understood both the value of the brand and the opportunity ahead. Today she is leading its next chapter, investing in technology, expanding content, and preserving the trusted information that has made CondoMania a go-to resource for condominium buyers throughout Arizona.

Despite her expanding business footprint, Angela refuses to overcomplicate the industry. “You have to get back to the basics,” Angela insists. “You can’t neglect your database. Your database is your gold mine, and you have to mine it every day.



But you also have to remember that you are in a service industry. We deal with this every single day, but for the client, this is a massive milestone. You have to protect them.”

Mining that database doesn’t mean spamming clients with corporate flyers. For Angela, it means constant, genuine touch points. Because she treats her clients with such authentic care, the vast majority of them end up becoming close personal friends. She checks in on their families, remembers their milestones, and shows up even when real estate is the furthest thing from the conversation.

That same practical attitude applies to modern marketing. While Angela candidly admits that she is not a fan of social media and gets camera-shy, she

recognizes its necessity in a shifting landscape. Backed by a talented admin who handles the digital heavy lifting, she stays relevant by leaning into what fits her personality—clean, professional still photography rather than chasing viral video trends.

“You have to change with the times,” she shrugs. “You can’t say, ‘Well, I’ve never done that, so I’m not going to.’ You embrace it, adapt, and figure out the best way it works for you.”

When she isn’t busy time-blocking her schedule or closing deals, Angela is out fully immersing herself in the Arizona lifestyle. She is an avid hiker and golfer, frequently taking advantage of the endless sunny days.

“The valley is just an amazing place to live,” Angela says. “I love Starfire because I can go play nine holes with a client in the morning and be in the office by 9:00 am. Between the trails, the pools, the sports, and the incredible restaurant scene, there is a never-ending trail of things to do here.... sometimes all in one day!”

Ultimately, Angela’s story is a reminder that while real estate can be dressed up to look incredibly glamorous, the agents who survive and thrive are the ones willing to put in the quiet, unglamorous work. There may not be any magic beans, but with a caretaker’s heart and a work ethic of a rancher, Angela and real estate are the right fit, and she has built a legacy that is entirely magical. 🏡

“You can’t neglect your database. Your database is your gold mine, and you have to mine it every day.”

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