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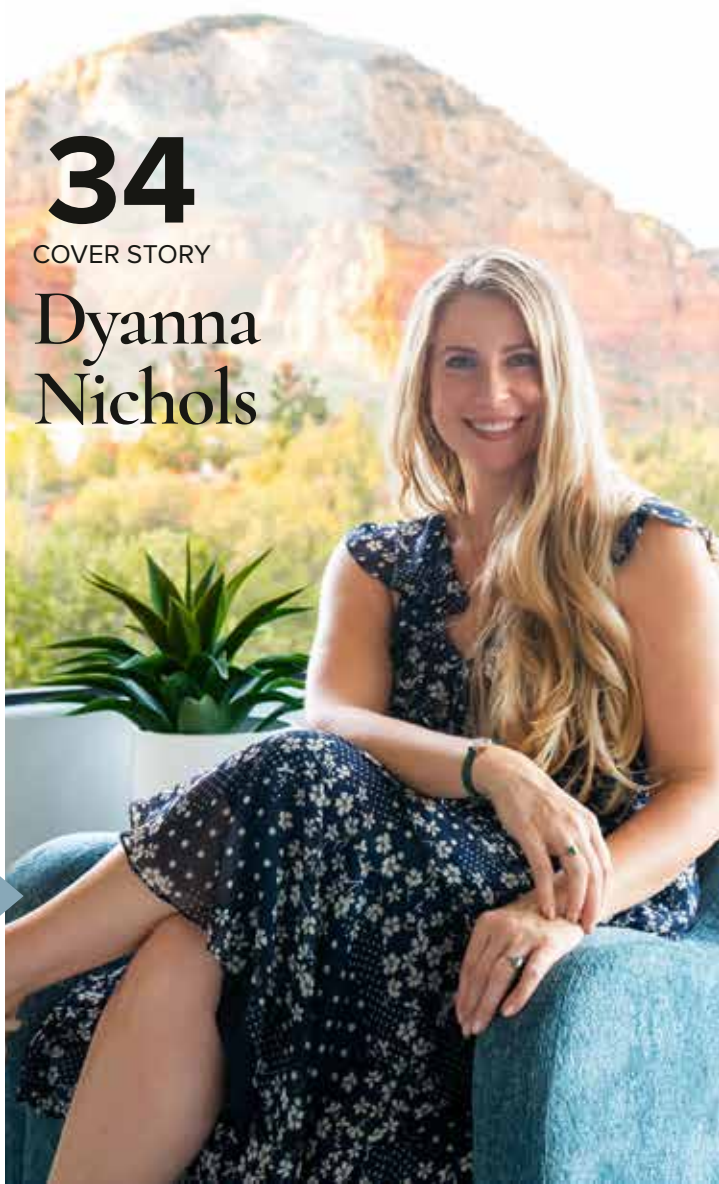
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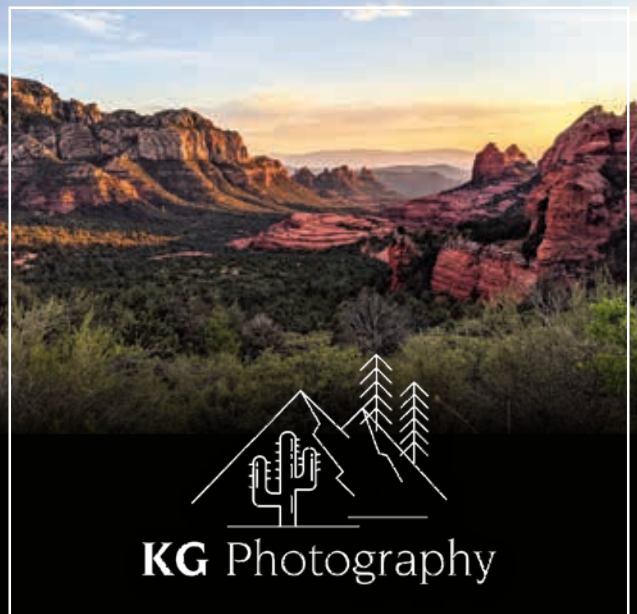
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Tara Fish

Who you work with matters. I believe relationships built on trust, integrity, and genuine care will always outlast any transaction.



Dyanna Nichols

I never saved anything for the swim back. - Dyanna Nichols (from the movie Gattaca)

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Kimberly Marsh
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LUXURY STARTS WITHIN

The Wellness Advantage for Real Estate Professionals

BY SARAH MEYER

Real estate is often viewed as a business of homes, contracts, negotiations, and closings. But after years in the industry, I've come to believe that our greatest asset isn't our marketing plan, our CRM, or even our market knowledge.

It's our energy.

As Realtors®, we are entrepreneurs, problem-solvers, counselors, negotiators, marketers, chauffeurs, photographers, and sometimes even therapists. We carry the emotional weight of our clients' biggest life transitions while simultaneously managing our own businesses and families.

The challenge is that many of us are operating in a constant state of stress.

We celebrate the hustle, answer emails late into the night, skip meals between appointments, and convince ourselves that we'll focus on our health when things slow down. The truth is that things rarely slow down. And when we neglect our health, our business eventually feels the impact.

The most successful agents I've met aren't necessarily working more hours. They're protecting



their energy so they can perform at a higher level.

Wellness Is a Business Strategy

When we think about wellness, we often picture workouts, green smoothies, or meditation. While those things can be valuable, true wellness is much broader.

It's getting enough sleep so you can make better decisions.

It's managing stress so difficult conversations don't derail your day.

It's moving your body so you have the energy to show homes, host open houses, and remain present with clients.

It's creating boundaries that allow you to serve others without sacrificing yourself. Wellness isn't selfish. It's a professional advantage.

Small Habits Create Big Results

The good news is that improving your well-being doesn't require a complete life overhaul. Start with one habit.

- Take a 10-minute walk between appointments.
- Drink more water.
- Set a consistent bedtime.
- Put your phone away for 30 minutes before sleep.
- Take three deep breaths before answering a difficult call.
- Small actions performed consistently create remarkable results over time.

Your Clients Feel Your Energy

Have you ever met someone who immediately made you feel calm, confident, and cared for? Clients notice that too.

When we're overwhelmed, stressed, and running on empty, it shows up in our communication, decision-making, and relationships.

When we're grounded, healthy, and energized, we create a better experience for the people we serve.

In many ways, wellness is client care.

Defining Luxury Differently

As someone who works in real estate, I've come to redefine luxury.

- Luxury isn't just a dream home or a premium neighborhood.
- Luxury is waking up with energy.
- Luxury is feeling strong in your body.
- Luxury is having peace of mind.
- Luxury is creating a life that feels aligned with your values.

A beautiful home matters. But so does the life being lived inside it.

As Realtors®, we spend our careers helping people find places to live. Let's also remember to build lives that allow us to thrive.

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THE WATER THAT CHANGED EVERYTHING

PHOTOS BY
KIMBERLY MARSH
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How **CHRIS & KRISTIE PERUCH** Are Bringing Healthier Homes to Northern Arizona

In 2023, after more than 25 years climbing the ranks of enterprise technology, Chris Peruch's corporate career came to an end. For most people, that would feel like a setback. For Chris and his wife, Kristie, it felt like an invitation.

Today they are co-owners of H2O Health Water & Health Solutions in Prescott, a business built around customized water filtration, purified drinking water, and wellness solutions designed for each home's unique water. They also own Main Place Floor & More in Cottonwood, a full-service remodeling company. While the businesses serve different needs, they share a common purpose: helping families create healthier, more enjoyable homes.

Building That Never Really Stopped

Chris will tell you entrepreneurship was never a sudden pivot. As a kid, he mowed lawns and sold Boy Scout popcorn. As an adult, even while climbing the corporate ladder at companies like Motorola, Dell, and EVOTEK, he kept building on the side. He calls it living with "golden handcuffs," loving the career while sensing something more rewarding waited on the other side of it.

Kristie's path ran parallel. A Cum laude graduate of the University of Arizona, she built a career in software product management before following her own instincts into real estate, where she has spent more than a decade helping Arizona families buy, sell, and invest. Today she continues serving clients as a Realtor® with eXp Realty while also serving as CFO of the family businesses.

When Chris's corporate chapter closed, he and Kristie chose to stop building businesses for someone else and start building their own. They acquired Main Place Floor & More first. As they got to know the business, they began looking for other ways to serve families in the same spirit, and that search led them

back to a company they already knew well, not as owners, but as customers who had felt firsthand the difference H2O Health made in their own home. Acquiring it felt less like a new venture and more like an extension of something they already believed in.

The two businesses complement one another naturally. Main Place helps families transform the spaces they live in, while H2O Health improves one of the most important things flowing through those homes: their water.

A Philosophy Built on Trust

Ask Chris what separates H2O Health from the competition, and he does not talk about pricing or product lines. He talks about education. "We educate first and sell second," he says. Every recommendation starts with understanding a family's goals rather than pushing a predetermined solution, and every system is customized, because every home's water is different. It is a model built on lifelong relationships and referrals, a philosophy that will resonate with any top producer who has built a business on trust rather than transactions.

Perspective, Earned the Hard Way

Behind the business is a family that has weathered real loss. In 2015, Kristie lost her sister and best friend, Tara, in a tragic accident. It did not simply nudge the family toward healthier living, it fundamentally changed how they viewed life, shifting their priorities toward faith, family, health, and living intentionally.

It was around that same time that Chris began pushing harder toward entrepre-



“OUR GOAL HAS NEVER BEEN TO OWN BUSINESSES.

Our goal has been to build a life with as few regrets as possible while helping other families create healthier homes and better lives.”

neurship. The loss reinforced a belief that life is too short to keep putting dreams on hold, a mindset that led him to pursue ventures like a barbecue food truck, continue investing in real estate, and eventually find the confidence to buy businesses of his own. The family’s wellness journey became part of that same transformation, and H2O Health became a natural extension of those values.

That perspective still shapes how they operate today. Chris and Kristie, along with their four children and their Maltipoo, Biscuit, prioritize camping, mountain biking, and time together across Northern Arizona. Success, in their words, is not the size of a business, but a strong marriage, great kids, meaningful friendships, and a positive impact on the community.

A Lesson for Every Producer

Chris’s favorite quote, picked up from a mentor during his years at Dell, sums up the philosophy that carried him from corporate leadership into entrepreneurship: “The dream is free. Hustle sold separately.” Everyone has a vision for their business and their life. What separates the people who build something lasting is the willingness to keep working long after the excitement of the dream fades.

For Northern Arizona’s top producers, the Peruchs’ story is a reminder that the biggest transformations rarely come from a grand master plan. As Chris puts it: “Our goal has never been to own businesses. Our goal has been to build a life with as few regrets as possible while helping other families create healthier homes and better lives.”



Everybody's Hometown REALTOR®

The Journey of Edward Tucker

PHOTOS BY KIMBERLY MARSH PHOTOGRAPHY



Success isn't always measured by sales volume. Sometimes it's measured by the lives you touch, the relationships you build, and the legacy you leave behind. For Edward Tucker, a Prescott native and REALTOR® with Better Homes & Gardens BloomTree Realty, success begins and ends with people.

Since launching his real estate career, Edward has built an impressive \$60 million in career sales — a track record that speaks to both his dedication and the trust his clients place in him. But numbers only tell part of the story.

Born and raised in Prescott, Edward graduated from Prescott High School before dedicating his early career to law enforcement. As a police officer serving the Sedona and Verde Valley area, he witnessed both the best and worst of humanity. The emotional weight of the job, combined with the challenges that often come with the profession, eventually led him to ask an important question: What kind of life did he want for himself and his family?

The answer was real estate.

"I had always thought I would love being in real estate," Edward recalls. "I wanted to do something I truly enjoyed while helping people."

Making the transition wasn't easy. Leaving law enforcement felt like leaving behind part of his identity. Yet he

soon discovered that the same qualities that made him an effective officer—remaining calm under pressure, connecting with people, and solving problems—became some of his greatest strengths as a REALTOR®.

One of his biggest hurdles was learning to market himself. In law enforcement, standing out was discouraged. In real estate, visibility is essential. Stepping outside his comfort zone meant embracing social media, digital marketing, and video content. Today, those same marketing skills not only generate business but have also led Edward to teach digital marketing strategies to fellow REALTORS®.

His philosophy is refreshingly simple: focus on clients instead of winning, build genuine relationships, and make every transaction an enjoyable experience. That people-first mindset has earned him the trust of clients throughout the Prescott area.

Looking ahead, Edward is focused on continuing to grow his business while keeping that same personal touch at the center of everything he does. He credits much of his success to the team around him—a group of skilled, dependable

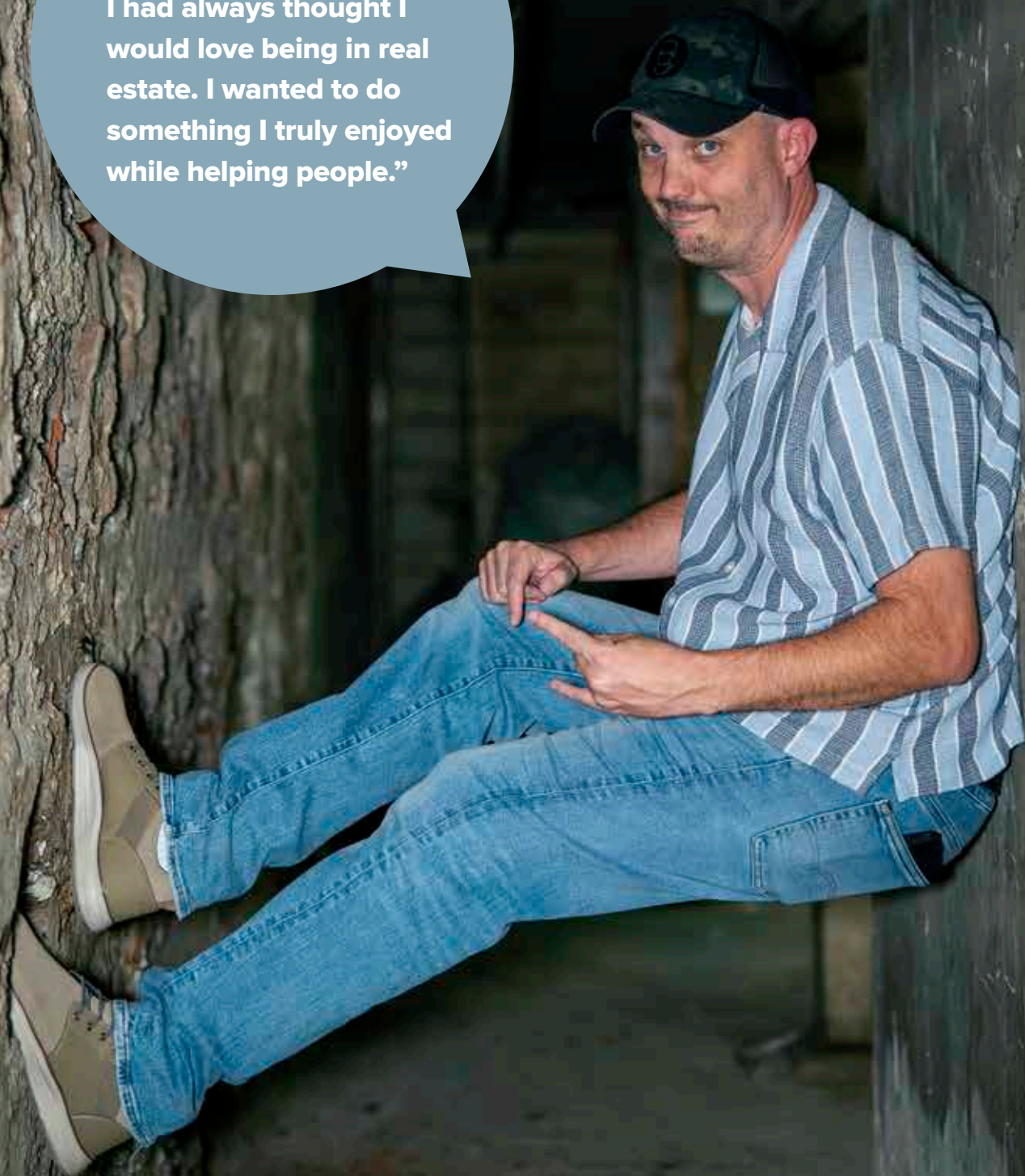
people who share his commitment to making every transaction smooth and stress-free for clients. "I couldn't do this without the people I work with," he says. "Having a team you trust means clients get a great experience from start to finish, and that's what keeps this business growing."

Edward's love for Prescott is impossible to miss. Having watched his hometown grow over the years, he believes its greatest strength is that it has never lost its welcoming spirit. Northern Arizona offers breathtaking landscapes, friendly neighbors, and a quality of life that surprises many newcomers.

"Prescott sells itself," he says. "People come here expecting Arizona to be

“

I had always thought I would love being in real estate. I wanted to do something I truly enjoyed while helping people.”



nothing but desert. Once they experience Northern Arizona, it changes everything.”

Perhaps the most inspiring chapter of Edward’s life began long before his career. Diagnosed with epilepsy at age five, he faced obstacles that altered his dreams, including losing the opportunity to serve in the military after suffering a major seizure just before enlistment. What once felt like a devastating setback eventually became a reminder that life’s detours often lead to greater purpose.

That purpose became even clearer after meeting his wife, Shayla. Nearly 23 years of marriage, three wonderful children, and a close-knit family remain the foundation of everything he does.

Outside of real estate, Edward enjoys photography, videography, flying drones as a licensed commercial drone pilot, watching Formula One racing, and supporting organizations such as the Epilepsy Foundation of Arizona and local food charities.

His favorite quote from Ryan Serhant perfectly reflects his approach: “No one wants to go shopping with a salesman, but everyone does want to go shopping with a friend.”

That philosophy explains why Edward strives to be “Everybody’s Hometown REALTOR®.”

When asked how he defines success, his answer has nothing to do with commissions or awards.

“A happy family and a smile on someone’s face when they interact with me.”

For Edward Tucker, that’s not just good business. It’s a life well lived. ▀



TuckerSellsPrescott.com

DON'T LET A DIY LANDLORD COST YOU A FUTURE LISTING

BY DAVID WEISS



Imagine this: You just helped a client buy a beautiful \$500,000 suburban home. Three years later, life changes; they have to relocate, and the market is in a temporary lull. They tell you, “If it doesn’t sell for my asking price, I’ll just rent it out myself for a bit.” To keep the client happy, you agree it’s a solid backup plan.

Fast forward two years: the market is roaring, and they are ready to sell. You walk back into the property only to find a trashed interior, a tenant who refuses to leave, and a frustrated client who blames you for not warning them how brutal DIY landlording could be. The listing goes to a competitor.

In real estate, we are taught to focus on the next transaction. But sometimes, the biggest threat to your future commission pipeline isn’t another agent—it’s a well-meaning client trying to manage a rental on their own.

The Myth of “Passive Income”

When a homeowner decides to become an accidental landlord, they usually picture a steady stream of passive income. They assume that finding a tenant is as simple as posting a few photos online and collecting a check on the first of the month.

As real estate professionals, we know better. Rental property management is a second job. When the water heater bursts at 2:00 AM, or the AC fails in mid-July, the tenant doesn’t care that the homeowner is on vacation or at a corporate day job.

When a DIY landlord gets overwhelmed by maintenance requests, late payments, or difficult tenants, resentment builds. Unfortunately, that negative emotion often spills over onto the agent who helped them buy the house. By letting your clients stumble blindly into property management, you risk damaging the trust you worked so hard to build.

The Legal Landmines Even if a client manages to find a “good” tenant, the legal landscape of property management has never been more complex. Local, state, and federal laws are constantly shifting.

Amateur landlords frequently step on legal landmines without realizing it:

- Fair Housing Violations: Saying the wrong thing in a rental listing or asking the wrong question during a phone screening can result in devastating discrimination lawsuits.

- Security Deposit Mishandling: Many states have incredibly strict laws regarding where security deposits must be held and exactly how many days a landlord has to return them. A minor administrative mistake can force the landlord to pay triple damages.
- Habitability Laws: Delays in fixing non-urgent repairs can legally allow a tenant to withhold rent, leaving your client out of pocket and furious.

When a client gets sued or loses thousands in unpaid rent, they don’t blame themselves. They look back at the real estate agent who gave them the green light to “just rent it out.”

Protecting the Asset—and Your Future Commission

This is where a professional property manager becomes your best ally, not your competition. Partnering with a reputable property management firm is an insurance policy for your client relationship.

A professional property manager shields your client from legal liability, handles the middle-of-the-night emergencies, and ensures the home is regularly inspected. More importantly for you, they keep the property in “showing shape.” When it is time to sell, the carpets won’t be ruined, the walls won’t be destroyed, and the home’s market value will be preserved.

The “Return to Sender” Guarantee

The biggest hesitation agents have about introducing their clients to a property manager is simple fear: Will they steal my client?

Elite property managers operate under a strict “Return to Sender” policy. We do not do sales; we only do management. When you refer a client to a professional manager, that relationship should be legally tagged to your name. When the client eventually decides to cash out and sell the asset, the property manager immediately hands that client right back to you for the listing.

The Bottom Line

Next time a client suggests renting out their home on their own, don’t just nod along. Protect your relationship, protect the property, and protect your future listing. Guide them away from the DIY trap and place them in the hands of a professional. You’ll secure a happy client for life—and a guaranteed listing down the road.

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Tara Fish

Who You Work
With Matters

PHOTOS BY
KIMBERLY MARSH
PHOTOGRAPHY

Some real estate careers start with a class and a license. Tara Fish's started at eighteen, behind the front desk of a commercial real estate firm in Phoenix, long before she ever imagined it would become her life's work.

Today, Tara is a REALTOR® with Keller Williams Arizona Realty in Prescott, where she closed \$10.6 million in volume and 22 transactions last year, but the number that matters more to her clients is zero: zero times they've felt like just another file on her desk.

That front desk job turned into an assistant role helping list apartment complexes, retail centers, and large land deals, an unusually deep education

in high level transactions for someone barely out of high school. When the firm was sold, Tara moved into sales and marketing for a print media company, working with corporations on branding, copywriting, direct mail, even political campaigns. It was commission based work, and it taught her something she still leans on every day: relationships and results are the same thing, viewed from different angles.

In 2014, pregnant with her fourth daughter, Tara stepped away from her career when her husband's job moved the family to Prescott. She wanted a few unhurried years with her youngest before school started. But the pull toward people, deals, and a fast paced industry never fully left her. Two months after





“

People will forget what you said, people will forget what you did, but they will never forget how you made them feel.”

her youngest started preschool, Tara enrolled in real estate school and finished in three weeks.

What followed was not a straight line to success. It was, in her words, a business built on relationships,

trust, creativity, faith, and truly serving people, forged through some of the hardest seasons of her life.

Four years ago, Tara went into congestive heart failure. She spent a week in the hospital undergoing multiple cardioversions, procedures where doctors shocked her heart back into rhythm. She was eventually diagnosed with a congenital heart defect that had gone undetected for most of her life. Today she has a pacemaker and requires periodic monitoring, but she calls herself grateful for a second chance.

The fear she carried through that hospital stay was not abstract. Tara lost her own mother when she was nine years old, and the thought of her daughters

facing that same loss was almost unbearable. That early loss shaped her long before real estate did. It taught her responsibility, resilience, and a kind of empathy that shows up in how she runs her business today. She understands, in a way many agents don't, that everyone she meets is carrying something the transaction paperwork will never show.

In January 2025, after years on a team, Tara made the leap to become a solo agent. Weeks later she was back in the hospital. She calls that season one that tested her emotionally, physically, and professionally, and one that reminded her how strong she truly is.

What sets Tara apart isn't a single tactic. It's a combination: marketing built on real branding and media experience rather than a sign in the yard, relentless advocacy when deals hit trouble, and a level of accessibility that makes clients feel like partners instead of paperwork. Her logo carries the line she lives by: who you work with matters.

Ask Tara to define success and she won't reach for a sales figure. Success, she says, is a strong marriage, twenty six years and counting, raising daughters who are kind and hardworking, and waking up healthy enough to keep doing work she loves. It's being present for Friday night football games and family dinners, and it's building a business that creates opportunity not just for her own family but for her community.

Her favorite quote sums up the philosophy behind everything she does: people will forget what you said, people will forget what you did, but they will never forget how you made them feel. For top producers looking to sharpen their own practice, that is the real lesson in Tara's story. The marketing matters. The negotiation skill matters. But underneath every closed deal is a person who needed to feel heard,



protected, and cared for during one of the biggest decisions of their life.

Tara Fish built a career out of showing up, through loss, through illness, through a leap into solo practice that most people would have postponed. Her advice to anyone chasing the same kind of career is simple: consistency matters more than perfection. Keep showing up. The rest follows. ▀





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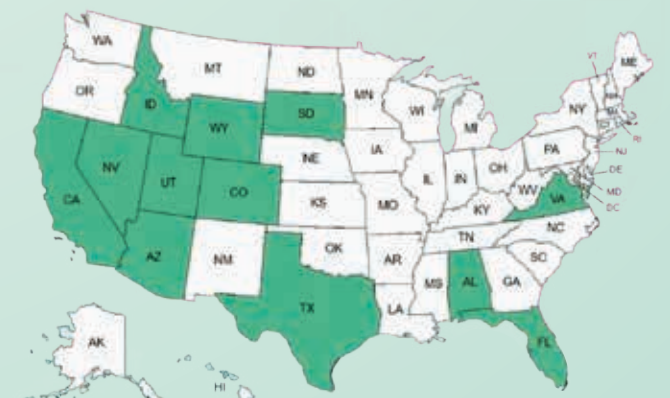
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Never **SAVE** Anything for the **SWIM BACK**

How **Dyanna Nichols**, the Hiking REALTOR®, Built a Thriving Career in Sedona on Gratitude

PHOTOS BY KG PHOTOGRAPHY

Some REALTORS® chase transactions. Dyanna Nichols chases something bigger: the moment a client's face lights up when they walk into a home that finally feels right. That moment, she says, is what she lives for. It is also the thread that runs through a career built on genuine hospitality, hard-won resilience, and an unshakeable love for the red rocks of Sedona, Arizona.



Before she ever held a real estate license, Nichols spent sixteen years in the food and beverage industry, working her way from private chef at a retreat center to managing local bars and restaurants. On the side, she ran an overnight pet sitting business, caring for people's homes and animals while they were away. It was not a conventional path into real estate, but it gave her something many agents spend years trying to learn: how to make people feel welcome, how to stay calm under pressure, and how to truly connect.

The turning point came when Nichols realized bar management no longer made her happy. She describes feeling, in her bones, that a change was coming. Two regular customers, Kathy and Tim Cox, saw something in her that she had not fully seen in herself. After months of encouragement, they became her mentors and helped guide her into real estate. Paired with her already deep love of Sedona, the leap felt less like a risk and more like fate.

Since starting her career in 2020, Nichols has built Dyanna Nichols Real Estate Professionals with Realty ONE Group Mountain Desert, closing 58 transactions and \$52.6 million in volume in

2025 alone. But the numbers only tell part of the story. Ask her what makes her business different, and she will not lead with statistics. She will tell you about the fresh baked goods she makes from scratch for every open house. She will tell you about incorporating Sedona's hiking trails into showings so clients can experience the lifestyle firsthand, a signature touch that earned her the nickname the Hiking REALTOR®. She will tell you about staging homes late into the night because every listing deserves her full attention.

Nichols is quick to point out she does not do this alone. Behind every smooth closing is her trusted transaction coordinator, Danni Barker, whose sharp attention to detail keeps every file on track from contract to keys. Nichols credits Barker as invaluable, freeing her to focus on clients and the personal touches that define her brand.

That level of care is not a marketing strategy. It is who she is. Nichols spent much of her childhood moving between homes, never quite feeling like she belonged anywhere. Rather than letting that experience make her guarded, she let it teach her resilience and empathy. Those



Since starting her career in 2020, Nichols has built Dyanna Nichols Real Estate Professionals with Realty ONE Group Mountain Desert, closing 58 transactions and \$52.6 million in volume in 2025 alone.

qualities now show up in every client relationship she builds, especially with the retirees relocating to Northern Arizona for a fresh start, many of whom remind her of her own journey toward finding home.

Home, for Nichols, is not just professional language. She found her literal home in Sedona more than twenty-one years ago after growing up in Atlanta and spending a decade in California. She found her personal home in her husband Ryan, whom she met during the uncertainty of the Covid pandemic through what began as a simple online connection and grew into a marriage full of love. Today the two of them share a life built around their cats, their lovingly remodeled house, quiet walks around the neighborhood, and, fittingly, a shared career in real estate.

Nichols keeps a line from the movie Gattaca close to her heart: "I never saved anything for the swim back." It captures how she approaches both her business and her life, giving everything she has without holding back, trusting that the effort will carry her home. It is a philosophy any



top producing REALTOR® can appreciate, because the agents who rise to the top rarely do so by playing it safe.

When asked to define success, Nichols does not mention closings or commissions. She says success is helping people, and that she was put on this earth to do exactly that. She wants to be remembered simply for being kind and truly caring, values she credits to a lesson learned in Sunday school: do unto others as you would have done unto you.

For fellow REALTORS® navigating a demanding, deeply personal profession, Nichols offers proof that authenticity is not a liability but a competitive advantage. Her story is a reminder that the best real estate careers are not built on scripts or shortcuts. They are built on showing up fully, giving your all, and never saving anything for the swim back. 🐡





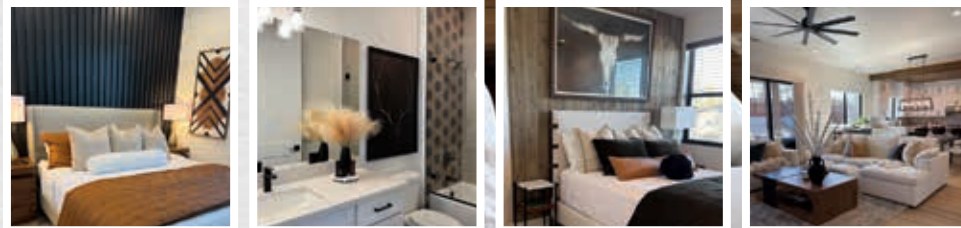
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