

WEST VALLEY

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.



Family Special

ROSE GUILLEN

COVER STORY:
Guillen Home Team

INSPIRATIONAL DUO:
Daughter Dad Team

THE PROPERTY SISTERS:
Yvette Kaplan and Susan Markus

PARTNER SPOTLIGHT:
Worlock Air Conditioning

DECEMBER 2024



REPAIR - INSTALL - MAINTAIN



Keeping Arizona Homes Comfortable!

Family-owned and operated since 1987.

worlockair.com | (623) 254-5505

**24-Hour Emergency
Maintenance Available**

*Scan Here to Follow
us on Facebook*



Happy Holidays
AND HAPPY NEW YEAR!



Contact me any time to discuss this opportunity for your clients!



THE
RUIZ
TEAM

Amber Ruiz

Loan Originator NMLS 630442

Office (623) 269-6944
Mobile (602) 695-1658
amber.ruiz@primelending.com

lo.primelending.com/amber.ruiz



7121 W. Bell Rd., Suite 250 & 260
Glendale, AZ 85308



* All lender closing costs such as origination, processing, underwriting, and closing will be waived, borrower is still responsible for third party fees such as VA funding fee, title, and appraisal etc. Down payment waiver is based on VA eligibility. This offer is valid until 12/31/2024. Savings only applies to direct originations made by PrimeLending for first mortgage purchase or refinance transactions, and is not available on loans obtained through mortgage brokers. Only one offer per loan transaction is available, and savings cannot be combined with any other offer or bond program. Savings will reflect on Closing Disclosure at closing. All loans subject to credit approval. Rates and fees subject to change. ©2024 PrimeLending, a PlainsCapital Company (PrimeLending). (NMLS: 13649) For licensing information go to www.nmlsconsumeraccess.org. Equal Housing Lender. PrimeLending AZ Lic. no. BK 0907334. v112023.

TABLE OF CONTENTS

	<p>06 Preferred Partners - Check it out</p>		<p>08 Publishers Note - End of 2024</p>		<p>10 Partner Spotlight - Worlock Air</p>
	<p>16 Property Sisters - Yvette and Susan</p>		<p>20 Inspirational Duo - Daughter-Dad Team</p>		<p>26 Cover Agent - Congratulations to Rose Guillen</p>

MEET THE WEST VALLEY REAL PRODUCERS TEAM



Laura Robinson
Owner/Publisher



Heather Johnson
Ad Manager



Kendra Woodward
Writer



Sarah Medina
Photographer



Jaune Farrar
Photographer



Ensuel Kola
Photographer



If you are interested in contributing or nominating agents for a story in future issues, please email us at laura.robinson@RealProducersMag.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the West Valley Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

MAKE INSPECTING GREAT AGAIN!

YOUR INSPECTION EXPERT!

Bringing an education based approach to revolutionize the inspection industry! Resale, New Construction, 11mo Warranties, Investments, Rentals, Pool and Spas, Termite, Commercial Properties, Home Energy Assessment and More.



PRECISION PROPERTY INSPECTIONS



TOM WHITE
 Army Veteran
 602-499-7573
 thomas@azprecisioninsp.com
 www.AZPrecisionInsp.com
 @azprecisioninsp
 @foundationuphomeservices








Keating Konection

"Zach and his crew landscaped my neighbors and my yard with rock. They were very prompt from giving us an estimate and then coming to do the work. We couldn't have asked for any other firm to do any better work. They answered our questions and worked diligently to do the best possible job for us in a timely fashion. I highly recommend calling Keating Konection for all your landscaping needs."

-Gary Bender

630-743-9995 @ [@keating_konection_llc](https://www.instagram.com/keating_konection_llc)
keatingkonection@gmail.com | [keatingkonectionllc.com](https://www.keatingkonectionllc.com)

Full service design and landscaping company. From turf and stone to patio and pergolas. Landscaping, hardscape, irrigation, and materials (examples: turf and rock).



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

CARPET CLEANING

Desertwide Services
Stacy Carpenter
 (480) 294-7228
www.desertwideservices.com

CLOSING GIFTS

Cutco
Sylia Honne
 (623) 606-1454
www.cutcogifting.com

Salty Charm Gift Co

Amber Hight
 (602) 818-6682
www.saltycharmgiftco.com

FLOORING

First Stop Flooring
Dave Andrews
 (602) 691-5685
www.firststopflooring.com

GARAGE DOORS

Mr Garage Door
Anthony Portee
 (602) 509-8653

GENERAL CONTRACTOR

On Target Contracting
Aaron Lavazza
 (480) 618-7181
www.ontargetcontracting.com

HEALTH INSURANCE

HealthMarkets
James Shoffer
 (602) 421-9011
www.healthmarkets.com

HOME INSPECTION

AZ Residential Home Inspections
Noel Childs
 (480) 717-8511
www.azrinspections.com

Precision Property Inspections

Thomas White
 (602) 499-7573
www.azprecisioninsp.com

HOME RENOVATIONS

AB Construction Services
 (602) 802-6546

HOME TECHNOLOGY SOLUTIONS

Integrated Home Technologies (IHT)
Ruben Montijo
 (602) 772-2391
IHThome.com

HOME WARRANTY

United Home Warranty
 (855) 763-0323
www.unitedhw.com

HVAC

Worlock Air Conditioning and Heating
Bill Worlock
 (623) 561-0168
www.worlockair.com

INSURANCE

Sunset Valley Insurance Agency
Ashley French
 (480) 578-0750
www.sunsetvalleyinsuranceagency.com

JUNK REMOVAL

Desertwide Services
Stacy Carpenter
 (480) 294-7228
www.desertwideservices.com

LANDSCAPING

Keating Konnection
Zach Keating
 (630) 913-0815
www.keatingkonnectionllc.com

MORTGAGE

Prism Lending
Amber Ruiz
 (602) 695-1658
www.primelending.com

Prism Lending Partners

Brian Spitulski
 (206) 499-4726
www.primlendingpartners.com

The Rolstad Group

Blaine & Whitney Rolstad
 (509) 869-4359
www.canopymortgage.com

MORTGAGE / BANKING

Credit Union West
Maria Brunner
 (602) 631-3212
www.cuwest.org

MOVING / STORAGE

Just In Time
George Phillips
 (602) 740-4727
www.jitmoving.com

Poindexter Moving

Anthony Mullinax
 (480) 376-7412
www.poindextermoving.com

PAINTING

Elite Custom Painting
Sam Diligianis
 (602) 708-4444
www.elitecustompaintingaz.com

Valley Wide Painting Pros

Dave Walls
 (623) 244-9799
www.vwpaintingpros.com

PEST CONTROL

Firehouse Pest Control Services
Colten Gonzales
 (480) 877-0175
www.firehousepest.com

PET & HOME SITTING

Keating Konnection
Lynette Keating
 (630) 913-0815
www.keatingkonnectionllc.com

PHOTOGRAPHY/ VIDEO PRODUCTION

Mill City
Jim LeVoi
 (651) 325-6301
www.millcityteam.com

Picture My Listing LLC

Ensuel Kola
 (480) 463-0634
www.picturemylisting.com

PLUMBING

Charitys Plumbing Solutions
Charity Tovar
 (602) 853-5981
www.charitysplumbing.com

PROPERTY MANAGEMENT

GoldenWest Management, Inc
Jayson Yoss
 (602) 765-4750
www.GoldenWestManagement.com

ROOFING

Fernando Roofing
Carlos Gomez
 (602) 900-6785

Vortex Roofing LLC

Nathan Tucker
 (623) 363-3903
www.vortex-roofing.com

TITLE & ESCROW

Magnus Title Agency
Kelly Rivera
 (480) 241-7562
www.magnustitle.com

Security Title

Joanna Jones
 (602) 989-2575
www.securitytitle.com

SERVICES:
 Construction •
 Electrical •
 Handyman •

On Target Contracting

OnTargetContracting.com
contact@ontargetcontracting.com
 602.777.3222

Licensed – Bonded – Insured
 ROC #345786
 ROC #348964

DESERTWIDE SERVICES

ONE CALL, DOES IT ALL! • SERVING REALTORS SINCE 2011

480.294.7228 Info@DesertwideServices.com

MOVE IN/OUT CLEANING

CARPET CLEANING

JUNK HAULING

ADDITIONAL SERVICES:

- YARD CLEANUP/TREE TRIMMING
- FULL INTERIOR/EXTERIOR PAINT
- TILE/GROUT CLEANING

DesertwideServices.com

Fast, Reliable Service! Competitive Pricing! Valleywide! Licensed & Insured

CUTCO

ONE TIP TO HELP YOUR BUSINESS

CUTCO Gifting

Sylia Honne / (623)606-1454 / SharpSylia@gmail.com

STAY TOP OF MIND
 TAX DEDUCTIBLE
 CUSTOM ENGRAVINGS

**CLOSING GIFTS
 REFERRAL GIFTS
 HOUSE ANNIVERSARIES**

▶ publisher's note

By Laura Robinson

WELCOME TO *West Valley Real Producers*



It's hard to believe that a year ago, I was just beginning to embark on this exciting new journey. As January approached, I found myself filled with a mix of excitement, nerves, and determination. I was about to dive into a new world, launching a publication that would serve this incredible industry.

This month, we've had the privilege of hearing from some of the incredible family teams that make our West Valley real estate community so special. Their stories of collaboration, perseverance, and mutual support are not just inspiring—they remind us that when we lift each other up, we all rise.

And here we are, six issues in post-launch, with an incredible sense of pride and gratitude. What started as a leap of faith has blossomed into something truly special. The relationships I've built—both with partners and with the amazing real estate professionals who have shared their stories—have made this journey unforgettable. From the very first issue to today, it's been an absolute honor to get to know so many of you and witness the passion you bring to your work.

As we reflect on all the achievements of 2024, we want to extend our heartfelt thanks to our readers, contributors, and everyone who continues to support *West Valley Real Producers*. Your passion, dedication, and shared stories are what make this community so exceptional.

We're excited for what the new year will bring, and we encourage you to keep spreading the word about the incredible professionals in our valley. Together, we can continue to build something truly remarkable.

In this December issue of *West Valley Real Producers*, we celebrate the strength and resilience that comes from working alongside those you trust most: your family.

Wishing you and your families a joyful holiday season and a successful year ahead.

Happy holidays!

Being in business is rewarding but demanding, often requiring long hours, quick decisions, and constant hustle. It can be tiring and stressful at times, but there's something incredibly special about being able to lean on family when the going gets tough. Family teams bring a unique energy, synergy, and understanding that can make all the difference. Whether it's a parent and child duo, siblings, or spouses, the bond shared within a family can transform challenges into opportunities. When you're working with people who know you inside and out, there's a sense of shared purpose that elevates everything you do.



Laura Robinson

Laura Robinson

Owner/Publisher

West Valley Real Producers

laura.robinson@RealProducersMag.com

Take a moment to unwind and explore the insights shared by top performers.

\$100
REAL ESTATE PROFESSIONAL
DISCOUNT ON
PERSONAL PURCHASES.*

UNITED
HOME WARRANTY

REAL ESTATE SERVICE

Samara Nuwanza
ACCOUNT EXECUTIVE

📞 **623-745-6426**
✉️ Samara@unitedhw.com

*\$75 service call fee

Buyers & Sellers coverage | Re-key | Multi-year discounts

The Rolstad Group

YOUR LOCAL WEST VALLEY MORTGAGE ORIGINATORS!

BLAINE ROLSTAD
PRODUCING BRANCH MANAGER
NMLS#171489 | LO-1026774
509-869-4359
BRolstad@CanopyMortgage.com

WHITNEY ROLSTAD
MORTGAGE LOAN OFFICER
NMLS#1443147 | LO-1026773
509-995-3632
WRolstad@CanopyMortgage.com

COMMUNITY VOICES
GOODYEAR
2024 PLATINUM WINNER
Mortgages and Brokers

CANOPY
MORTGAGE

★★★★★
COMMUNITY VOICES
GOODYEAR
2024 PLATINUM WINNER
Mortgages and Brokers

Equal Housing Lender

This is not a loan commitment or guarantee of any kind. Loan approval and rate are dependent upon borrower credit, collateral, financial history, and program availability at time of origination. Rates and terms are subject to change without notice. All loans subject to credit and property approval. Canopy Mortgage, LLC 360 Technology Ct Suite 200 Lindon, UT 84042 NMLS ID#1359687 Equal Housing Lender www.nmlsconsumeraccess.org 877.426.5500

The Pest Control Company with Integrity. PARTNER TODAY!

YOUR FIRST RESPONSE TO PEST CONTROL!

General Pest Control
Termite Inspections
Termite Treatments
Scorpion Control & More

480.877.0175
FirehousePest.com

COLTEN GONZALES, OWNER



▶ partner spotlight

Written by Kendra Woodward
Photography by Sarah Medina

Worlock Mechanical Contractor LLC

Family Business with a Personal Touch.

Quality Over Quantity - And Some Homemade Cookies!

In the scorching heat of Phoenix, where temperatures often soar and air conditioning is a necessity, Bill and Rubbecca Worlock of Worlock Mechanical Contractor LLC (aka Worlock AC) have built a reputation for being the reliable, go-to team for all things HVAC. With their strong

commitment to faith, family, and personalized service, they've managed to carve out a successful niche in the industry, playing a critical role in the real estate market.

For Bill, working with his hands is second nature, having started his

career working for local contractors and electricians right out of high school - a passion that led him to specialize in building custom fireplace walls. But it wasn't until he met Rubbecca that his career veered, deciding to get his mechanical license and move into HVAC. Now EPA certified and licensed with the state of Arizona to work on both residential and commercial properties, Bill and Rubbecca have grown Worlock AC into a trusted name in air conditioning and heating, serving the greater Phoenix area.

With a team of three installers - Ferris, Nate, and their son Jarett - Worlock AC is small but mighty, operating on a foundation of personal relationships and high-quality service. "We recommend staying small," Rubbecca cautions fellow entrepreneurs. "When you're a smaller company, you can give customers the quality they deserve. If you grow too fast, it's nothing but chaos."

Their services range from AC repairs and new installations to repairing and installing Bromic patio heaters (those sleek heaters you often see



at restaurants, that are becoming increasingly popular in upscale homes). In a region where temperatures can fluctuate from triple-digit heat to chilly winter nights, Worlock AC is kept busy year-round.

Working hand-in-hand with REALTORS® across the Valley, Worlock AC assists buyers and sellers with old outdated and occasionally broken units, as well as transferring warranties into new homeowners' names. "The

equipment is attached to the property," Rubbecca explains, "but the warranty needs to be transferred to the new buyer's name, or there is NO warranty." Their expertise is made even more valuable during real estate transactions, as home inspectors often uncover HVAC issues. Working closely with home inspectors to diagnose any troubles or issues and offer quotes for any necessary repairs, keeps the transaction moving smoothly and all parties happy.



The most fulfilling part of their work however isn't about the service they provide their clients, it's the gratitude they receive when the work is completed. "Most customers, especially in June or July, are hot, crabby, and worried about their pets being without A/C," Rubeca says with a laugh. "They never say, 'How soon can someone get here? I have kids and they can't handle the heat.' It's always about the pets!" But once Bill fixes the issue, the mood shifts, and customers who were initially stressed out turn out to be the nicest, most appreciative people, often leaving five-star reviews. "That's the reward."



Overcoming hardships and finding new opportunities can sometimes be difficult for a small business like Worlock AC, and Rubeca and Bill are no exception. One of the toughest experiences came in the form of trusting the wrong marketing partner a few years back, landing them in a position to lose over \$6,500 a month after signing on with a large marketing company out of California. However, from this negative, came a positive - as a means to recoup their losses, Bill branched out into selling/servicing patio heaters (mentioned above) which became a staple for them. While the A/C business slowed for a time, these heaters allowed

“

We have hope - for our marriage, our business, and for the people we serve.



them to continue serving customers, proving that sometimes hardships can open new doors.

One of the most recognizable traits that sets Worlock AC apart is their

personal touch and attention to each client. An avid baker, Rubeca often sends freshly baked cookies or brownies along with Jarett when he goes to an install. "Believe it or not, they love it!" she says with a smile. This small gesture is just one example of how Worlock AC goes above and beyond to make their customers feel valued. Bill's commitment to quality is the other key differentiator, which piggybacks on Rubeca's baked goods and personalized attention. Whether it's offering free maintenance, a Honeywell Wi-Fi thermostat, or even air balancing a room at no extra charge, Bill takes the time to ensure every customer feels heard and cared for.

And when it comes to elderly customers, Bill refuses to let anyone go without A/C, even if it means working late into the night. "It's

quality over quantity," he always says. Looking ahead for Bill and Rubeca, the future of Worlock AC is not about rapid expansion but about maintaining their personal connection to their customers. By keeping their business small and focusing on quality of service, they continue to offer custom solutions and flexible pricing that larger companies simply can't match. Beyond their unmatched client attention, the duo remains guided by their faith and values. "Faith is so important when you're running a business, especially as a husband and wife team," Rubeca says. "We have hope - for our marriage, our business, and for the people we serve." And with that hope, Worlock AC continues to keep Phoenix cool, one customer at a time.

DOES YOUR CLIENT WANT NEW FLOORING?

WE ARE HERE TO HELP!

- Licensed • Bonded • Insured
- Family Owned & Operated
- Helpful & Knowledgeable Staff
- Highest Quality Products
- Huge Inventory
- In-house Design Consultants
- Bath & Showers
- Countertops



SCAN HERE TO LEARN MORE!

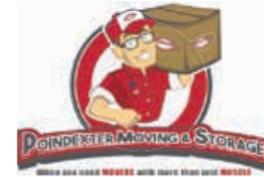


FIRST STOP FLOORING

A PerSqFt Flooring Company
ROC#343815/343816

Rich- 602-642-0678 Dave- 602-832-4109

FirstStopFlooring.com



Why Realtors are Partnering with US...

Exclusive Pricing

Access special rates unavailable to the public.

\$10,000 Free Valuation

Enhance your clients' peace of mind.

Complimentary Storage

Free storage solutions for your clients.

Personalized Service

Meet with our owner for a customized moving plan.

Unlock These Exclusive Benefits TODAY

Contact us for more information
at 480-462-7888 or info@poindextermoving.com



Scan to Read Our Reviews!

We're your go-to painters for your buyers & sellers!

Special discounts are *always* offered to clients referred through real estate professionals



(623)244-9799 | info@VWPaintingPros.com | www.VWPaintingPros.com

Great stories start here.

Find A Loan That's Right For You

Whether you are buying a new home, refinancing, or renovating your current home, we are here to help! We offer low-interest loans, minimal fees, and caring service, so you can enter your next stage of homeownership with confidence.

Our real estate specialists and mortgage originators are NMLS registered and are here to be your trusted advocates throughout the loan process.

Visit cuwest.org/loans for more information



Maria R. Brunner
maria.brunner@cuwest.org
NMLS #512744
602.631.3449



We do business in accordance with the Federal Fair Housing Law and the Equal Credit Opportunity Act.



Dynamic Duo of The Grand: The Property Sisters

SUSAN MARKUS AND YVETTE KAPLAN

In the heart of The Grand, where the sun shines bright and community spirit runs deep, two sisters have carved out a niche that combines their passion for real estate with a commitment to helping their neighbours thrive. Yvette Kaplan and Susan Markus are more than just real estate agents at Home Realty; they are local advocates and beloved community figures throughout the West Valley.

From Rhode Island Roots to Arizona Dreams

Yvette and Susan's story begins far from the warm deserts of Arizona. Growing up in Rhode Island, the sisters were raised by their loving parents—an English mother and a father who served in the Army Air Force during World War II. Their mother's London roots infused their home with a sense of culture and warmth, a legacy that resonates in their professional lives today.

In search of warmer weather, Yvette made the bold move to Arizona in 2002 with her husband, Harvey. Tired of the biting cold of Utah winters, they were drawn to the inviting atmosphere of The Grand. It didn't take long for Yvette to fall in love

with the community's rich offerings and friendly faces, and soon after, she obtained her real estate license in 2007.

Not long after, Susan, who had built a successful career in marketing, decided to follow her sister's footsteps and obtained her real estate license in 2015. It was a natural progression. Who better to support Yvette's growing business than her sister? By this time, Susan and her husband Michael, also joined the Arizona sunshine, completing a move that would strengthen their bond.



comes from personal referrals and repeat clients—people who not only appreciate their expertise but also have become friends. “We find that many families in The Grand move three times,” Yvette explains. Whether it's upsizing for more space, downsizing for less space, or transitioning from a seasonal vacation home to a permanent residence, each move represents an opportunity for the sisters to assist once again.

Community First

Yvette and Susan are not just dedicated real estate agents; they're active participants in the community they love. They proudly sponsor the local softball team and regularly engage in various community activities, always looking for ways to give back. “We believe in staying connected with our clients,” Susan says, highlighting their annual client appreciation events. This dedication to community fosters lasting relationships and reinforces their presence as a valuable resource for residents.

In their spare time, the sisters embrace The Grand lifestyle. Yvette enjoys playing cards and bocce with friends, while Susan takes full advantage of the community's fitness facilities, swimming daily and hitting the gym. “I joke that I'm a ‘want-to-be golfer,’” Susan laughs, acknowledging that their commitment to their clients often keeps them busy. They've mastered the art of availability, ensuring one of them is always on hand to assist their clients—this flexibility is something their clients deeply appreciate.

The Joy of Helping Others

When asked why they love what they do, Susan reflects on the joy of finding a happy place for their clients. “Moving can be a stressful time,” she shares. “Our job is to take that stress away.” They understand that



A Winning Partnership

Together, the Property Sisters have become a formidable team at Home Realty, a brokerage they've been proud to call home through its various transformations. Their current broker, Kaila, provides inspiration and support that they credit for their continued success. With a slogan like “Sisters by chance, partners by choice” it's clear that their relationship goes beyond mere business. They've created a well-oiled machine that thrives on mutual trust and shared goals.

One of the secrets to their success? Their clients. Much of their business

Sisters by chance, PARTNERS BY CHOICE



not every move is for joyous reasons—whether it's health concerns or financial issues, they pride themselves on being a supportive resource through it all.

As they look to the future, Yvette and her husband Harvey dream of more travels, with Spain, Portugal, and Italy topping their list. Meanwhile, Susan has recently returned from the Utah mountains and is planning a British Isles cruise with her husband, son and daughter-in-law, embracing every opportunity to explore and bond with her family.

A Lasting Legacy
Yvette and Susan have not only built a thriving real estate

business, but they've established a legacy of kindness, commitment, and community involvement. Their warmth and professionalism shine through in every interaction, making them well-known and well-loved in The Grand. They embody what it means to be dedicated real estate agents, not just in terms of transactions, but in forging genuine connections that last a lifetime. As they continue their journey together, one thing is certain: these sisters will remain steadfast in their mission to make The Grand a happy place for all its residents. In the ever-evolving landscape of real estate, their story is a testament to the power of family, friendship, and community spirit.



A Legacy of Excellence IN ROOFING SOLUTIONS

With over 25 years of experience, Fernando Roofing is a family-owned business dedicated to craftsmanship and expertise.



602-904-2902
fernandoroofing1981@icloud.com
Fernando-Roofing.com
Follow us on



ROC 339796

ROOF INSTALLATIONS • ROOF REPAIRS • ROOF MAINTENANCE • EMERGENCY ROOFING



Whether you're a realtor wanting to offer closing gifts, a business owner looking for branded items, or a friend looking for unique housewarming gifts, we've got something for everyone



SaltyCharmGiftCo.com

Find Us On

Customized Luxury Closing Gifts • Laser Engraved Decor • Marketing Swag



M MAGNUS TITLE AGENCY

*Merry Christmas &
Happy New Year!*

**Stress less, give Kelly a call
during this holiday season.**



480-241-7562

Kelly.rivera@magnustitle.com

MagnusTitle.com

magnus_title_arrowhead

19420 N 59th Ave Suite B233



The DaughterDad Team

Keslie Halonen & Tim Kattau



► inspirational duo

Photography by Picture My Listing
Written by Kendra Woodward

PROVIDING REAL POSSIBILITIES



Together, as the DaughterDad Team with Keller Williams Realty Professional Partner, Keslie Halonen and Tim Kattau live by their motto - “God, Family, Business” - which has become a guiding principle, deeply rooted in everything they do. “Because that’s important to us,” Keslie says. With a passion for helping others and a commitment to affordable housing, this dynamic duo is making a significant impact in the West Valley, Arizona, and beyond.

Keslie was born and raised in the West Valley, and her journey into real estate began almost by chance. After graduating from Grand Canyon University with a degree in public relations and marketing, she found herself at a crossroads. “Nobody knows what the heck they’re going to do after they graduate college,” she laughs, reflecting on the uncertainty of that time during everyone’s life.

Having worked in mortgages throughout high school and college, Keslie returned to the industry.

After a stint as a stay-at-home-mom, Keslie was in need of some socializing and started looking for work again. Initially getting into real estate “just for fun”, to help pay for family trips and fun activities, once the kids were back in school and she had more time to practice it became a passion. Little did she know that what started as

a way to fund family vacations would turn into a flourishing real estate career, joking she built her business on nap times because that’s when she did most of her work.

Tim’s path to real estate went a bit differently than Keslie’s as he held numerous jobs throughout his life and only got into real estate to sup-

port Keslie. Originally from Indiana, Tim spent most of his life in Flagstaff and Phoenix, working as a chef for much of Keslie’s childhood. While she attended high school, Tim was buying and selling storage units at auction and dabbled in a few more careers before joining Keslie in 2004 as a loan officer.

When the market began to take a dive, Tim would sit with Keslie at her open houses and develop relationships with her buyers as her go-to lender, joking, “She sells the dream, and I sell the reality...the payments.” His can-do attitude and ability to pick up any task made him the perfect complimentary partner for Keslie, a skill he gleaned from his father - an auto body repairman who would often bring his work home in order to provide more time with his family to go fishing and take trips.



Once Tim and Keslie started working together more often, the synchronization of their tasks made it obvious that they were meant to be a team. What started from simply asking her dad to show a house for her here and there, turned into an entire business and full-fledged team.

“We rebranded everything,” Keslie recalls about that moment, “and that changed the whole business.” This shift in branding not only clarified their relationship to clients, with the newly branded DaughterDad Team name. It also sparked a new chapter in their business, helping them stand out in a competitive market. “That’s when the team really got rolling,” Keslie explains.

Now after 15 years in the industry, the DaughterDad Team is capitalizing on their hallmark selling point of view and commitment to affordable housing - making a name for themselves by specializing in mobile home sales, commanding an impressive 21% market share in this niche across the West Valley. “The goal is affordable housing with dignity,” Keslie says, emphasizing their focus on helping both buyers and sellers in this market segment. For them, it’s not just about the sale; it’s about the person behind it.

“I visit some of the buyers six months to a year after they move



in, and you would think they are living in the Taj Mahal," Tim says, sharing how fulfilling it is to see the joy that homeownership brings to families. "They are just happy to have a place of their own to make memories with their family and friends." He continues, "The greatest joy in real estate for me is making client's dreams come true, working through even the most difficult cases for them to have a new place to raise their children, or to move back east to be with their family. Some of our clients have worked with other realtors and not gotten to the finish line. To me, the finish line is the only goal."

With such success under their belts, Keslie and her husband, Nick, began a new venture within their brand and retired Nick from teaching. While Keslie and Tim focus on the residential resale side of the business, Nick now runs the investment side of things. Together, they are building something far bigger than they ever

imagined. "I love that I can help make dreams come true," Keslie prides. "There's just so much possibility."

Beyond the work they do with their current clientele, the DaughterDad Team also has a heart for giving back. With a deep-rooted family connection to the Phoenix Children's Choir, and close friends of the director, their involvement and support of the organization continues to provide them with more opportunities and connections than they ever imagined. In addition to their charitable work, Keslie and Tim take pride in building long-lasting relationships with their clients, and treat them like family. "It's more about the person, not the sale," says Keslie. From hosting events to checking in months after a sale, their approach is deeply personal and thoughtful.



Outside of their thriving real estate business, Keslie and Tim both enjoy

spending time with their families. Keslie and Nick have two children, Isaiah and Lilyana, and a spoiled Shih Tzu named Alexander. The family loves to travel, whether it's exploring new countries or relaxing with friends and family in their backyard bar, where they enjoy shuffleboard, ping pong, cornhole, and sports on TV. For Tim, he and his wife, Karen, have three grown daughters and they enjoy watching the grandchildren navigate various life stages. In the summer, you can often find Tim and his entire family out on Lake Pleasant, relaxing on their pontoon boat.



For Keslie and Tim, real estate is more than just a job - it's a way of life...rooted in faith, family, and service. They've built a thriving business by focusing on relationships, affordable housing, and making dreams come true for their clients. And as they continue to grow, one thing remains clear: it's about helping others find their way home.



“ I LOVE THAT I CAN HELP MAKE DREAMS COME TRUE. THERE'S JUST SO MUCH POSSIBILITY. ”

SARAH MEDINA
PHOENIX PHOTOGRAPHER

SCAN HERE TO LEARN MORE

WEDDING
COUPLES
GRADS
EVENTS
FAMILY
BUSINESS
HEADSHOTS

HELPING YOU MAKE THAT SIGN TURN FROM "FOR SALE" TO "SOLD"!

We are a family-owned and operated business with over 30 years of experience. Whether your needs are Roofing, Roof Repairs, or Inspections and Assessments we are here for you!

VORTEX ROOFING LLC

FOLLOW US ON

623-363-3903
nathan@vortex-roofing.com
ROC# 336073

Scan Here to visit **Vortex-Roofing.com**

The Smarter Way to Shop

- Health
- Medicare
- Life Insurance
- Supplemental
- Long-Term Care
- Retirement

Call today for your **free** quote!
(602) 421-9011

Dr. James Shoffer
Licensed Insurance Agent
(602) 421-9011
jshoffer@HealthMarkets.com
10001 W Bell Road Suite 102 Sun City AZ 85351

HealthMarkets Insurance Agency Inc. is licensed as an insurance agency in all 50 states and the District of Columbia. Not all agents are licensed to sell all products. Service and product availability varies by state. Agents may be compensated based on enrollment.
©2024 HealthMarkets 50712-HM-0324

MILL CITY TEAM
All things real estate media for Phoenix & Surrounding Communities
www.millcityteam.com • 612-888-9896

MOVING ANY HOME, ANYWHERE!

Whether the move is across the street, across the state, or anywhere in the world. JIT Moving is your best bet for a hassle-free move.

JUST-IN-TIME MOVING & STORAGE
"MOVING MADE SIMPLE!"
602-641-9211
JITMOVING.COM

© FAMILY OWNED AND ACCREDITED | © HOME AND OFFICE | © PROFESSIONAL, EXPERIENCED, INSURED MOVERS

Scan here to learn more!

DO YOU NEED INSURANCE?

AUTO • HOME • UMBRELLA • AND MORE

ASHLEY FRENCH

25+ INSURANCE COMPANIES

WWW.SUNSETVALLEYINSURANCEAGENCY.COM

Insuring your future and giving you piece of mind.

LEARN MORE
480.578.0750

BRANDED CONTENT FOR THE MODERN AGE
FROM PHOTOS TO SOCIAL MEDIA CREATION
CONTACT US FOR YOUR FREE CONSULTATION

LUNA HELIOS VISUALS
www.lunaheliosvisuals.com

602-456-4521

f i d in

AZ RESIDENTIAL HOME INSPECTIONS

As an important partner in the home buying experience, we have more than 35 years of industry experience.

- Licensing and Certifications - ASHI Certified Home Inspector #251956
AZ Certified Home Inspector #52791

NOEL CHILDS, ACI

- ✓ Architecture
- ✓ Civil Engineering
- ✓ Home Inspections

RESIDENTIAL | COMMERCIAL | NEW HOME | ANNIVERSARY | LUXURY

SCAN HERE TO VISIT
WWW.AZRINSPECTIONS.COM
(480) 717-8511



ROSE GUILLEN SE GUILLEN HOME TEAM

HELPING GUIDE YOUR WAY HOME

For Rose Guillen, real estate is more than a profession; it's a calling. As the founder of the Guillen Home Team with eXp Realty she has built her business on a powerful mantra: "Helping Guide Your Way Home."

Born in Grand Rapids and raised in Phoenix, Rose's path to becoming a successful REALTOR® is anything but ordinary. Her journey includes stints as a car salesperson, a model in Europe, and a dedicated stay-at-home mom for over two decades. Each chapter of her life has shaped her into the passionate and empathetic real estate professional she is today.

Rose's story is one of resilience and dedication. The first in her family to graduate high school, she faced financial hurdles that prevented her from attending college. Instead, she embarked on an adventure through Europe as a model before returning to Phoenix, where she began selling cars. It was there she met her future husband, a stern boss at the time who quickly became her partner in life. "Three months into dating, he proposed. Thirty years later, we're still together."

After raising a family, Rose decided to pursue her lifelong passion for real estate. Initially, she postponed getting her license due to her father's passing, but in 2014, she finally took the plunge. Her goal was to build a business that could provide for her family, and by 2020, she realized that dream, allowing her husband to retire and focus on his health after a cancer diagnosis. "We are a very faithful family, and we give glory to God in everything we do," Rose shares. "I believe that God never gives us more than we can handle."

Rose's enthusiasm for real estate has inspired



her family to join her in this venture. What started as a solo endeavor quickly blossomed into a family affair. Her daughter, Brooklyn, stepped in to help and has continued to thrive in the business. In 2022, her son, Kevin, joined after his IT company was bought out, followed by other family members, including her cousin, Lisa who is her assistant. Even her retired husband, Larry, contributes by managing signs and handyman tasks.

The Guillen Home Team operates like a close-knit family, extending that warmth to clients as well. "I believe all my clients are family," Rose states proudly, often going the extra mile to nurture these relationships. She hosts client appreciation events



“ ”

We are a very faithful family, and we give glory to God in everything we do

all year long, from wine and cheese nights to summer movie rentals for kids, and is known for sending gifts to celebrate new babies or bringing joy to clients' children during the pandemic.

Rose never expected to find a passion that could rival her love for family, but real estate has ignited a fire in her. "Helping people buy and sell homes is addicting," she admits. "It's the best feeling in the world." Yet, she emphasizes the importance of teamwork and financial stability when starting in the industry.





Beyond her professional life, Rose's family and faith are her cornerstones. She credits her parents with instilling the values of hard work, perseverance, and kindness that she carries into her career. Her father, a natural born salesperson, fueled her confidence, while her mother taught her her faith and kept her grounded.

Giving back is integral to Rose's life. This year, her team partnered with True Pursuit, a foster care organization providing meals monthly. Additionally, Rose supports St Luke's Hospital a cause close to her heart.

When she's not working, Rose loves spending quality time with her husband at the movies, indulging in culinary adventures, and cherishing moments with her three grandchildren. Her remarkable journey from stay-at-home mom to successful REALTOR® exemplifies her determination, faith, and commitment to helping others.

With a profound passion for guiding her clients through the home buying and selling process, Rose Guillen has become a beacon for those who place their trust in her—illuminating the path home for everyone she serves.

“ ”
I BELIEVE
ALL MY
CLIENTS
ARE
FAMILY.

CLOSING WITH
confidence.
MARKETING WITH
impact!

Joanna Jones
lets connect

602.989.2575
joanna.jones@securitytitle.com
www.securitytitle.com
joanna.jones.7792
joannajonestitle

SECURITY
TITLE AGENCY
A Fidelity National Financial Company

*Updating Safety and
Luxury in Homes of AZ!*

MR. GARAGE DOOR
1627 S 104TH LN.
TOLLESON, ARIZONA
602.509.8653
anthony@mrgaragedooraz.com

FOLLOW US ON

INTEGRATED HOME TECHNOLOGIES
"Making Complicated...Easy"

- Home Theater • Music in Every Room Wired or Wireless
- Lighting Control • TV Wall Mounting
- Wire Hiding • Low Voltage Wiring • Surveillance Cameras
- Home Automation • New Construction • Existing Homes

ring **SONY** **SONOS**

Ruben S. Montijo
OWNER / OPERATOR
602-772-2391

95 SINCE
www.IHTHome.com
Ruben@IHTHome.com

REAL ESTATE PHOTOGRAPHY
 PHOTOGRAPHY | VIDEOGRAPHY | AERIALS | TWILIGHT | FLOOR PLAN | 3D VIRTUAL TOUR

\$100 OFF YOUR FIRST ORDER

Picture My Listing
 PHOTOS - VIDEOS - AERIALS

PREMIUM PHOTOGRAPHY AND MEDIA CONTENT info@picturemylisting.com | (480)-482-5070

Your Neighborhood Property Managers
 Rent It Like You Mean It

OUR REALTOR PARTNER PLEDGE
*We Don't Do Sales...Your Clients Stay Yours!
 We Protect You From Negative Tenant Reviews.
 We Are Your Landlord-Tenant Experts.*

GoldenWest Management Inc.
We Are Here For All Your Property Management Needs

CONTACT US TODAY! 602-765-4750
 GoldenWestManagement.com

Elite Custom Painting & Cabinet Refinishing Inc.
 Refinishing and Painting Excellence

25% OFF

BOOK NOW

602-708-4444
 EliteCustomPaintingAZ@gmail.com
 www.EliteCustomPaintingAZ.com

CHARITY'S PLUMBING SOLUTIONS

One Stop Shop For Plumbing and Water Treatment!

WE SPECIALIZE IN:
 Water Heater Installation | Soft Water System Installations | Reverse Osmosis Systems | Pressure Regulating Valve Replacement | Faucet Replacement | Shower Head Replacement | Toilet Installation | Video Drain Inspections.

- ✓ **Free Quote**
- ✓ **Competitive Pricing**
- ✓ **Customer Satisfaction**
- ✓ **Certified & Insured Plumbers**

18 YEARS OF RESIDENTIAL PLUMBING EXPERIENCE



ROC: 348216
 (602) 806-7648
 CharitysPlumbingSolutions.com
 info@charitysplumbingsolutions.com

Follow us on

Scan Code to Learn More!





20 YEARS OF
THE N2 COMPANY



BUYING OR SELLING

**1-0 LENDER PAID BUY DOWN
AND NO DOWN PAYMENT**

Conventional Loan Options Available

INQUIRE FOR SPECIFIC DETAILS



Brian E. Spitulski, OWNER-FOUNDER

CELL: 206.499.4726 · **OFFICE:** 503.270.8596

AZ OFFICE: 17891 W. Sapium Way Goodyear, AZ 85338

www.PrismLendingPartners.com

Licensed States: AZ, CA, FL, ID, OR & WA · NMLS: 880824-101770

BRIAN EDWARD SPITULSKI WWW.PRISMLENDINGPARTNERS.COM, NMLS# 880824 NORTHWEST FUNDING GROUP, INC., 0925488 & 101770. THE PRINCIPAL, INTEREST AND MI PAYMENT ON A \$200,000 30-YEAR FIXED-RATE LOAN AT 6.999% AND 97% LOAN-TO-VALUE (LTV) IS \$1390.47. THE ANNUAL PERCENTAGE RATE (APR) IS 7.573% WITH ESTIMATED FINANCE CHARGES OF \$5,600. THE PRINCIPAL AND INTEREST PAYMENTS, WHICH WILL CONTINUE FOR 360 MONTHS UNTIL PAID IN FULL, DO NOT INCLUDE TAXES AND HOME INSURANCE PREMIUMS, WHICH WILL RESULT IN A HIGHER ACTUAL MONTHLY PAYMENT. RATES CURRENT AS OF 6/7/2024. SUBJECT TO BORROWER APPROVAL.

