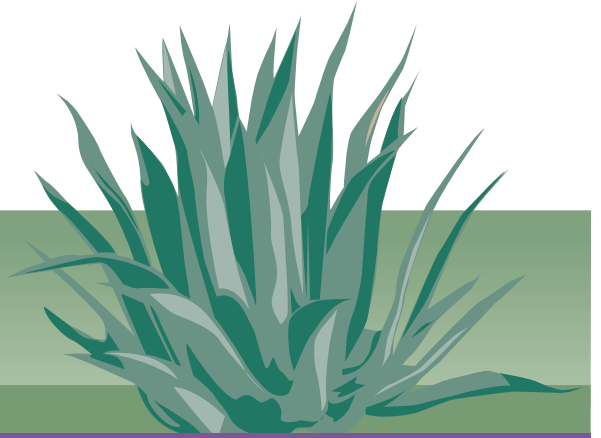


# Northeast Mesa Up Close



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## Self Development Academy Expands a Legacy of Excellence into High School

By Dr. Anjum Majeed, Founder

What began as a small preschool built on creativity, curiosity, and care has grown into one of Arizona's highest-performing school communities. Now, Self Development Academy is expanding that legacy into high school education.

For Joann Pierson, the story began when her three-year-old daughter first walked into Self Development Preschool.

"We chose Self Development because when we toured the facility, my daughter saw Monet and Picasso art prints hanging in the hallway and immediately fell in love with them," she recalled. "Right then, we knew this was the school for her."

What Joann discovered was far more than preschool. She found a community that nurtured inquisitiveness, confidence, and a genuine love for learning.

As kindergarten approached, Joann worried that a traditional school setting would not provide enough challenge for her daughter. Together with other preschool parents, she approached the founder, Dr. Anjum Majeed, with a request to consider opening a charter school.

"She agreed to do it," Joann said.

What began as one determined group of families soon became Self Development Academy, now nationally recognized among the top public schools in America.

Years later, as students approached middle school, families once again asked SDA to continue growing with their children. The school expanded again, becoming a premier kindergarten through eighth-grade charter school community known for rigorous academics, strong character development, and a deeply supportive environment where every student is known.

Now, the story has come full circle.

Joann's daughter, once the preschool student inspired



Joann Pierson and her daughter, Liz



Dr. Anjum Majeed (left)



by the artwork in the hallway, is now a language arts teacher at Self Development Academy. And once again, Joann Pierson, 26 years later, is instrumental in supporting parental efforts for SDA's newest chapter: the launch of its high school program beginning in the 2026-2027 school year.

It is a reflection of something deeper than academic success. It is a true community of families who continue believing in the mission, values, and opportunities SDA provides for students.

"At SDA, every student is known," said Dr. Anjum Majeed. "Students thrive when they are challenged academically, supported personally, and encouraged to discover their fullest potential."

The new high school program will continue SDA's longstanding tradition of rigor and excellence while creating even greater opportunities for students to succeed, adding one grade each year.

Students will have opportunities to pursue pathways in health sciences, technology, engineering, mathematics, and the humanities. Through dual enrollment and dual credit opportunities, students may earn college credit and even an associate degree while still completing high

school. Students will also have the option of graduating with either a standard diploma or an advanced diploma.

Beyond academics, students will engage in original research, leadership development, community service, and career-related volunteer opportunities. Students will also build confidence and communication skills through speech and debate, drama and theatre, clubs, competitions, and athletics, including basketball, volleyball, and tennis.

"SDA is one of Arizona's highest performing schools for good reason," shares former parent Rebecca Gau, executive director of Stand for Children. "The curriculum is accelerated and intentional, and the leadership of Dr. Majeed ensures that every child's full potential is reached."

As Self Development Academy expands once again, its mission remains unchanged: to provide students with an education rooted in excellence, opportunity, character, and care.

Because when students are truly known, nurtured, and inspired, there is no limit to what they can achieve. ■



To learn more about Self Development Academy, call (480) 641-2640.

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# Self Development Academy

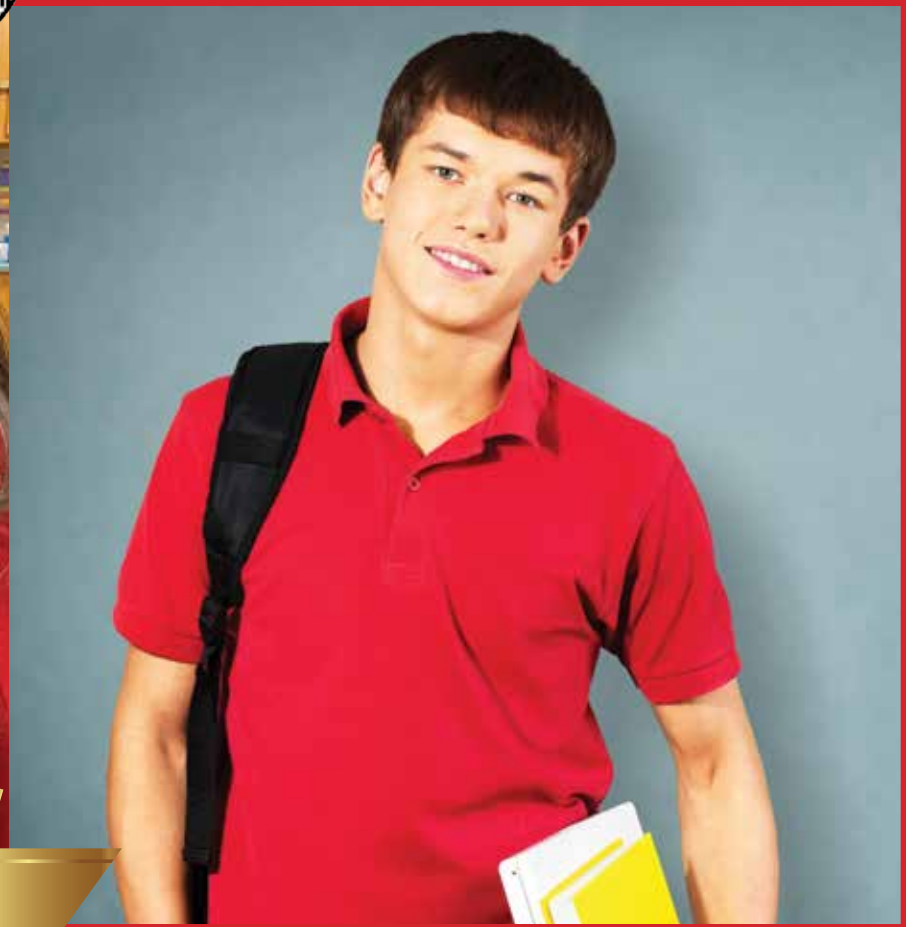
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LOCAL BUSINESS

# The Gilly Brings Golf-First Simulator Experience to Mesa

By Jamie Phillis

As summer temperatures rise across the Valley, many golfers find themselves looking for ways to keep improving their game without spending hours in the Arizona heat. At The Gilly Indoor Golf Club, Mesa residents can do exactly that in an atmosphere that has a country club feel tailored to golfers.

Owner Rob Fillmore opened The Gilly, named after his own nickname from the golf community, after a lifetime of competitive golf with a goal of creating a space that reflected the experience serious golfers want while remaining welcoming to anyone who loves the game. The club offers both memberships and public tee times, as well as a free 90-minute demo session for first-timers.

"Golf is my background. It's what I do and who I am," Rob said. "I set out to create a golf-first facility. Everything from the technology we chose to the putting green, the training aids, and the instruction is built around helping people enjoy golf and get better at it."

That commitment to improvement is one of the things that sets The Gilly apart. The facility utilizes Trackman technology, the same launch monitor system used by many of the world's top professional golfers. While simulator golf offers a fun way to play year-round, Rob shared that the technology's greatest benefit is the opportunity it provides golfers to practice more effectively and accelerate their improvement.

"When it comes to practice, lessons, and improving at golf, Trackman is truly head and shoulders above anything else," Rob said. "The amount of information it gives you,



Leyla and Rob Fillmore

combined with the cameras and data, can shorten the learning curve exponentially."

The response from the local golf community has been positive since The Gilly's opening late last year. As a result, several golf professionals have chosen to teach out of The Gilly, giving members and visitors access to club fittings with a certified master club fitter and expert instruction.

Despite its professional-level offerings, The Gilly also welcomes new golfers and those who want to use the simulator just for fun.

"It's not just for competitive golfers," Rob said. "It's for anyone who loves golf or wants to get better. We've had people join because they wanted a fun date night or a place to come with their family, then they start learning what the technology can do

and suddenly they're improving their game in ways they never expected."

The club even offers games designed for beginners and younger golfers, making it easy for families to enjoy the experience together.

In addition to being family friendly, The Gilly is a true family business with Rob and his wife operating the facility themselves with help from their five children. Rob's wife also played a key role in designing the space, creating a high-end, comfortable environment that appeals to golfers and non-golfers alike. ■

*The Gilly Indoor Golf Club is located at 5761 E. Brown Road, Suite 13, in Mesa. For more information about memberships, lessons, and public tee times, visit [thegillygolf.com](http://thegillygolf.com).*

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LOCAL BUSINESS

# Known Associates or is it Accomplices?

By Tim Beaubien, Hava Java Mesa

I got a note on Messenger from a childhood friend a while back. To be honest I could remember the name but not the face. OK, I know what you're saying, Tim. Let's be honest, I am getting kind of old! I just hope my head doesn't fall off (if you're a fan of *Dumb and Dumber* you will get that).

My friend reminded me of how we dragged my small motorcycle up from the basement so we could ride. Somehow, I think my parents may not have been home at the time. He wanted to say hi and share that memory.

It started me thinking about all the hooligans I used to run with. How the hell did we ever get through it? Things we did and things we should not have. But these memories and experiences are what make us who we are today. Hopefully we are a little smarter and wiser now.

Actually, most of my high school friends are still good friends today. I am very lucky that way. Although moving to Arizona we now communicate a little less. But we still try to talk as often as we can. It doesn't always come easy. You must work on it. But boy, it's so worth it! Barb and I have made many new friends here, however there is nothing like talking to someone that you share old memories with. I cherish these friends every day.



Barb and Tim Beaubien

You may not always agree with them and may even get mad or have an argument with them. But never give up on them. You can't replace that part of your life history. Even if it's only once a year, call them and tell them how much you miss them. Say, "Remember when we..." You will feel so good after that call.

Of course, now we get Facebook notices on birthdays, and updates on grandchildren. I always respond to these and refer to them as "my old friend." We may be thousands of miles and a few years apart, still it feels good to just say hi and get the updates firsthand.

Social media is great but it's not a replacement for that human connection. Don't let AI write that birthday wish. Yes, it's faster and easier to click on the balloons and plug in their name, after all we are so busy. But it's also an empty wish.

And here's the thing, if you take the time and go out of your way to connect, then maybe next time they will take the time. You may know it, but you're still building memories. Any kind of connection will become a memory. You will be surprised at how little effort really it takes to connect. ■

Please like and follow us on our new Facebook page – Hava Java Mesa-Beans, Beer, Wine, Music.



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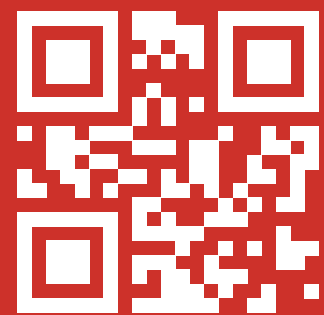
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## EDUCATION

## UNDERGRADUATE RESEARCH PROGRAM AT MCC OFFERS STUDENTS VALUABLE EXPERIENCE

Submitted by Mesa Community College

Making a strong commitment to engage students in undergraduate research, once the domain of four-year colleges, Mesa Community College (MCC) provides students with opportunities for hands-on experience developing new information within their field of study, and develops their self-perception as scientists and professionals early in their academic journey.

"Undergraduate research has traditionally been associated with four-year institutions, but community colleges play an essential role in expanding access to these transformative experiences," said Francesca De Martini, Ph.D., MCC Undergraduate Research Initiative College Committee chair and Life Science Department faculty member.

Students in the faculty-mentored Undergraduate Research Program have access to a variety of choices including research-based coursework, course-based Undergraduate Research Experiences (CUREs), faculty-mentored independent projects, interdisciplinary collaborations, poster and oral presentations, symposium participation, and opportunities to share their work beyond the classroom.

Students also gain valuable experience in scientific communication, data analysis, critical thinking, and professional development. In some cases, students may participate in grant-supported research, internships, and transfer or career pathway exploration, De Martini added.

"What makes MCC special is our commitment to bringing these opportunities into the community college setting in

a meaningful and accessible way, demonstrating that community college students can engage in authentic research and present high-quality, scholarly work."

A highlight of the program is an annual symposium where students share their research through paper presentations and research posters with family, peers, and instructors. "The 2026 symposium was a tremendous success because it reflected both the growth and the strength of undergraduate research at MCC. We had roughly 40 posters and nearly 100 participants, including students and faculty mentors," De Martini continued.

Winning poster topics included, among others, a quantitative assessment of the direct and indirect benefits humans derive from the ecosystems provided by MCC's arboretum trees; the optimization of DNA Extraction of Arizona bacteriophage, a virus that infects and replicates within bacteria; and a calibrated, color-magnitude diagram of Messier 35, a young, open star cluster in the constellation Gemini.

De Martini indicated that the event created a vibrant and supportive academic environment where students could discuss their findings and celebrate their accomplishments with peers, faculty, and the broader college community. "It was especially meaningful to see students from different disciplines come together and present work that highlighted both scholarly inquiry and community impact." ■

*Undergraduate research experiences at MCC are offered in all disciplines. Learn about the many opportunities on the college website, [mesacc.edu](http://mesacc.edu).*

## LOCAL BUSINESS

## IS AI MAKING PEOPLE LOSE BRAIN CELLS?

By Miquela Daniels

I recently heard someone say, "AI is making people lose brain cells."

Honestly, I chuckled because I thought the same thing not too long ago.

AI is here to stay, and it can help us automate time consuming tasks and give us more time to enjoy life. There are AI Tools for whatever creative ideas you can think of and just about whatever you need to simplify.

## IT'S ALL ABOUT THE PROMPT

One of the most well-known AI Tools is Chat GPT. I named mine, Lucy. For me, talking to Lucy feels less like using a machine and more like having a conversation with someone who asks, "Can you explain that better?" and "How about this?"

AI forces me to think more clearly. If I ask vague questions, I usually get vague answers, but when I revise my ideas and explain myself better, the responses improve dramatically.

Furthermore, some people believe AI is making us mentally lazy because we get instant answers, but humans are still responsible for the thinking part. We must tell AI what we want. It's all about the prompt.

Critical thinking and analysis are what truly exercise our brains.



Miquela Daniels

## AI ENCOURAGES CURIOSITY

People who might feel embarrassed asking questions can now explore ideas privately and comfortably. Ask Lucy to explain something five different ways. Ask Lucy how to deal with a toxic relationship or a problem at work. I know it is mind-blowing, but it is a form of emotional support and problem-solving, right at our fingertips.

## SIMPLE DAILY USES

I use Lucy to practice Spanish conversations, organize lesson ideas, rewrite awkward emails, brainstorm vacation plans, and even figure out what to make for dinner with random leftovers in my refrigerator. One night I told Lucy, "I have eggs, spinach, salsa, and leftover chicken. Give me a quick dinner idea." Voilà... seconds later she popped out three!

## ANOTHER EVERYDAY TOOL

Like calculators, I suspect AI will eventually become another everyday tool. Its value depends on how we use it.

So, is AI making people lose brain cells? Personally, I do not think so. In many ways, it is pushing us to use our brains more intentionally—this is critical thinking and brain power at its best. ■

*If you have questions about AI or would like to learn more, contact me, Miquela Daniels, at [aiacademycoach@gmail.com](mailto:aiacademycoach@gmail.com) and follow me @AIAcademyCoach on Instagram.*

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**LOCAL BUSINESS**

## LightRenew Expands Healing Options with Hyperbaric Oxygen Therapy

By Jamie Phillis

LightRenew is a valuable resource for helping Valley patients recover from injuries, surgery, and chronic pain through class IV deep tissue laser therapy, and now, the practice is expanding its services with the addition of hyperbaric oxygen therapy (HBOT), a treatment designed to accelerate healing by delivering pure oxygen to the body.

Hyperbaric oxygen therapy involves breathing 100% pure oxygen inside a pressurized chamber. The increased pressure allows blood and tissues to absorb up to three times more oxygen than normal, helping to accelerate tissue healing, fight infections, and reduce swelling.

"Most people know that the body needs oxygen to heal, but they don't realize how dramatically we can increase oxygen delivery with hyperbaric therapy," said LightRenew owner Dr. Caldwell. "By increasing the pressure inside the chamber, we're able to increase oxygen absorption which can accelerate healing of wounds, severe infections, carbon monoxide

poisoning, and even brain damage."

LightRenew utilizes monoplace hyperbaric chambers where pressure is raised one and a half to three times normal atmospheric pressure. During treatment, patients relax inside a clear, pressurized chamber while breathing pure oxygen.

Hyperbaric oxygen therapy complements LightRenew's existing class IV laser therapy treatments. Unlike many red light and cold laser devices that only reach the skin's surface layers, LightRenew's lasers penetrate deep into muscle and bone tissue to reduce inflammation and boost blood flow.



Dr. Jason Caldwell

"Everything we do is focused on helping the body heal itself more efficiently," Dr. Caldwell said. "The laser helps improve blood flow and cellular activity, while hyperbaric oxygen therapy increases the oxygen available to those tissues. Together, they create an environment where healing can happen faster and more effectively."

Whether patients are recovering from surgery, managing chronic pain, healing from an injury, or looking for additional support for overall wellness, LightRenew now offers multiple therapies designed to help accelerate recovery and improve quality of life. ■

LightRenew is located at 6025 E. McKellips Road, Suite 101, in Mesa, with additional locations throughout the Valley. For more information or to schedule a consultation, visit [LightRenew.com](http://LightRenew.com) or call (480) 370-0527.



**LOCAL BUSINESS**

## LOCAL CLEANING COMPANY CONTINUES MAKING A DIFFERENCE

### Celebrates 15 Years Supporting Cancer Patients

By Lucy Lee

Carnation Home Cleaning, Inc. is committed to its partnership with the nonprofit Cleaning for a Reason, continuing its mission to provide complimentary home cleaning services to cancer patients. Through this partnership, the company helps ease the everyday burden of housework so cancer patients and their families can focus on healing and time together.

"We started with Cleaning for a Reason back in 2011, and the impact it has had on our cleaning technicians has been profound," said Eugena "Gina" Bring, owner of Carnation Home Cleaning, Inc.

"The experience has been filled with appreciation, tears, hugs, and lasting relationships that stay with our team long after the cleaning is done. Knowing that our services provide not only relief but also dignity and comfort during such a difficult time is incredibly meaningful to us. Since partnering with the organization, we have supported 67 cancer patients with donated cleanings valued at \$16,550, and each one has left a lasting impression on our company and our hearts."

Through this partnership, Carnation Home Cleaning, Inc. provides two local cancer patients each month with two consecutive months of complimentary professional home cleaning services.

As Cleaning for a Reason celebrates 20 years of impact, partnerships like this continue to expand its reach—bringing practical relief, comfort, and compassion to cancer patients across North America.



Eugena Bring



Cancer patients—of any gender, age, or cancer type—can apply for services at [cleaningforareason.org](http://cleaningforareason.org).

Today, Carnation Home Cleaning has serviced thousands of homes and primarily focuses on long-term, year-round recurring clients. The company is known for its consistency, reliability, and relationship-driven approach, built on decades of trust within the communities it serves. For more information, visit [carnationhomecleaninginc.com](http://carnationhomecleaninginc.com).

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#### The science is decisive:

- More force with fewer fibers. Muscles produce 40 percent greater force eccentrically while activating fewer fibers — which means each fiber works harder, delivering a bigger growth signal.
- Preferential Type II recruitment. Eccentric actions selectively activate high-threshold, fast-twitch (Type II) fibers — the ones most responsible for strength, power, and independence, and the first to decline with age.
- Greater strength and hypertrophy. Programs emphasizing eccentrics produce larger increases in strength and muscle size than concentric-only approaches.

On Exerbotics®, constant speed + effort-dependent resistance = precise eccentric targets on every rep, for every fitness level.

#### ADDED BENEFITS THAT ACCELERATE YOUR PROGRESS

Beyond Type II targeting and comfort advantages, eccentrics deliver a wider dividend:

- Bigger strength and size effects. Meta-analyses show greater effect sizes for hypertrophy and strength with eccentric emphasis — practically, faster progress per rep.
- Functional wins for adults 55+. Eccentric-focused training improves leg strength, muscle thickness, and real-world performance (sit-stand, timed up-and-go) versus concentric in many studies.
- Tendon and tissue resilience. Lengthening under control strengthens connective tissues for durable movement.
- Mobility and range. Eccentric work adds sarcomeres in series, improving length tolerance and flexibility — gains you feel in everyday motion.

#### BOTTOM LINE: THE BUILT-IN ADVANTAGE

At The Exercise Coach®, eccentric training isn't an add-on — it's engineered into Exerbotics®.

If you want to build muscle faster, move with confidence, and fight age-related decline — don't just complete the rep. Own the lengthening. Own your future. ■

Make TODAY the day to start on that road to better health and fitness! Call (480) 716-6080 or visit us online at [exercisecoach.com/north-mesa](http://exercisecoach.com/north-mesa).



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Mesa

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Queen Creek



# LAS SENDAS GOLF CLUB

**WE ARE OPEN TO THE PUBLIC FOR DINING AND GOLF**

## Join Las Sendas Golf Club for wine, golf and dining



### THE GOLF CLUB AND THE PRO SHOP

Take advantage of this month's reduced summer golf rates and reserve your preferred tee time at lassendas.com. The warmer weather offers options, but the greens remain popular, so consider booking in advance to reserve your optimal golfing time.

Inside The Pro Shop, prices are marked down 35 percent storewide, including premium brands like Vuori, Johnnie-O, and Holderness & Bourne. This sale is being offered for the entire month. Stop by to explore great deals on apparel, hats, shoes, golf bags, and more. Discounts apply to all merchandise except counter items; some restrictions may apply.

### THE PATIO & GRILLE

Fish Fry Friday has officially returned! Back by popular demand, our crispy fried fillet is once again served with French fries and coleslaw. We're also featuring daily specials throughout the week, including a half rack of ribs every Monday and free kids'



meals with the purchase of any adult entrée on Sundays.

Baseball season has inspired updates to our summer Happy Hour menu. Join us from 2 to 6 p.m. daily to enjoy new favorites like the Chicago dog with fries, fish tacos, and the return of our crowdpleasing prime rib sliders. And because no Happy Hour is complete without the perfect drink, try this month's specialty: a Bird Dog peach old fashioned or a refreshing glass of sparkling wine.

Summer has arrived, and we'd love to welcome you to discover your next favorite dish or drink.



### THE VISTAS PAVILION

Event and Catering Director Carla Shaw remind us of some cool options for your summer celebrations.

It's here – summer is knocking on the door – our answer... cool, comfortable, and affordable venue offerings. Are you looking to have a summer celebration? Birthday party, Anniversary party, Retirement party, Graduation, Corporate Meeting, Celebration of Life?

At The Vistas Pavilion at Las Sendas, we are here to welcome your guests with a cool breeze, delicious culinary selections, and refreshing cocktails and beverages just perfect for your event. Our venue offers sweeping valley views on a hilltop setting overlooking the driving range at Las Sendas Golf Club. With approximately 4,000 square feet of space, our venue is perfect for a group as small as

25 or as large as 250. Our fully staffed culinary team has a wide selection of offerings as well as the ability to create a custom menu to satisfy all your guests.

Venue amenities include covered wrap-around patio, full AV system including projector/screen and wireless microphone, built-in speaker system, podium, tables, chairs, linens, free parking, complimentary Wi-Fi, and friendly experienced banquet staff. The Vistas Pavilion at Las Sendas makes planning your next event seamless.

Summer Wedding in Arizona? The Vistas Pavilion at Las Sendas is the perfect place to bring family and friends together to celebrate your union. We have all the elements to your dream wedding day. A bridal get-ready room, indoor ceremony and reception, culinary selections, bar service, AV equipment, in house décor, and more – pricing starts at \$99 per person June through August 2026. Call us and start planning your perfect day. We can't wait to hear from you! ■

Call us today at (480) 396-4000 ext. 222 or email us at [cshaw@lassendas.com](mailto:cshaw@lassendas.com).



# Las Sendas GOLF CLUB

Share your love for the game with the people you love most with **The Yearly Family Pass!**



**CONTACT: Wayne McBean**  
(480) 396-4000 Ext. 201  
[wmcbean@lassendas.com](mailto:wmcbean@lassendas.com)

**LAS SENDAS GOLF CLUB • 7555 Eagle Crest Drive, Mesa, AZ 85207**

## 2026 Golf Membership Options

### Yearly Family Pass

**\$3,000 Unlimited Family Golf** (with restrictions)

November thru April after 3:00pm,  
May thru October after 12:00pm

Includes Spouse, 2 kids under 18, carts, range and golf

#### Non Refundable Membership

\$30,000 Initiation Fee + Yearly Dues

#### 1 Year Trial Membership

\$5,000 Initiation Fee + Yearly Dues  
(Fully transferable towards non-refundable)

#### Junior Membership

Under age 45

\$10,000 Initiation Fee + Yearly Dues  
(2k yearly towards non-refundable until 30k is paid or Age 50)

#### New Range Pass

\$995

(Add spouse for \$500 if you are a Family pass holder or Social member.)

#### Social Membership

\$2,000 Initiation Fee + Yearly Fee of \$1,400

Receive 8 Winter golf Passes, 8 Summer Passes, 10% OFF Pro Shop & Restaurants

#### Proxy Membership

\$0 Initiation Fee \$220/Month + Dues

*\*Limited Availability\**

Las Sendas is going PRIVATE at 350 memberships sold!

### Membership Privileges

Discounts in the Restaurants and Pro Shop  
Access to all Member Events  
Priority Tee Time Bookings

Unlimited Practice Facility  
Locker Room and Club Storage  
Use your own Cart or you can use one of our Yamaha Carts

REAL ESTATE

# Selling Your Home?

## Here's What You Need to Know About Earnest Money

By **Lorraine Ryall**, Associate Broker, CDPE, CSSN, CNE  
KOR Properties



Lorraine Ryall

### WHAT IS EARNEST MONEY?

The earnest money deposit is included in the purchase contract to reassure the seller that the buyer is "earnest" and making a good faith offer to purchase the property. In Arizona, the earnest money deposit is typically around 1% of the purchase price. Once the contract is fully executed, the buyer deposits the earnest money with the title company, where it is held in escrow until closing. At closing, the earnest money is credited back to the buyer toward their purchase.

Many sellers view earnest money as a guarantee that if the buyer cancels the contract, the seller automatically gets to keep the deposit as compensation. However, that is not usually the case. In most cancelled contracts, the buyer receives their earnest money back. The seller only keeps the earnest money if the buyer is in breach of the contract, and that rarely happens. Most cancelled contracts are due to a contingency not being met, which allows the buyer to cancel and receive a refund of their earnest money.

### WHAT ARE CONTINGENCIES?

The Arizona purchase contract generally favors the buyer more than the seller and includes several contingencies and timelines that allow the buyer to cancel and still receive their earnest money back. These contingencies are designed to protect buyers from losing their deposit if the transaction falls apart through no fault of their own, which certainly makes sense.

The downside for sellers is that they often have very little protection and usually do not receive any compensation if the buyer cancels the contract. The good news is

that most transactions close successfully, and this never becomes an issue, but it is still something sellers should understand before accepting an offer.

Here are the main contingencies that allow a buyer to cancel and receive their earnest money back:

### INSPECTION PERIOD

Unless otherwise stated, the buyer has 10 days from contract acceptance to complete all inspections and due diligence. During this time, the buyer can cancel the contract for almost any reason and still receive their earnest money back.

After the inspection period, the buyer will submit a repair request to the seller. If the seller agrees to complete all requested repairs, the inspection contingency is considered resolved and the contract moves forward. If the seller responds but does not agree to all repairs, the buyer then has 5 days to either accept the seller's response or cancel the contract and receive their earnest money back.

### APPRAISAL CONTINGENCY

The buyer's lender will order an appraisal of the property, usually after the inspection period. If the property appraises at or above the contract price, this contingency is satisfied and the transaction moves forward.

If the property does not appraise for the contract price, it becomes another negotiation between the buyer and seller. Either party can choose to cancel the contract at that point, and the buyer would receive their earnest money back. If both parties agree on new terms or pricing, the contingency is satisfied and the sale proceeds.

### LOAN CONTINGENCY

The buyer must be pre-qualified with a lender before submitting an offer. The pre-qualification indicates the

buyer has initially been approved for the loan amount. If the buyer is unable to obtain final loan approval prior to closing, the contract may be cancelled, and the buyer generally receives their earnest money back. However, if the loan denial is caused by the buyer's actions, such as making a large purchase, increasing debt, or negatively impacting their credit score during escrow, the buyer could be considered in breach of contract, and the seller may be entitled to the earnest money.

### BUYER CONTINGENCY ADDENDUM

When a buyer needs to sell their current home before purchasing another one, they will include a Buyer Contingency Addendum with their offer.

If the buyer's home does not close by the date specified in the addendum, the contract may be cancelled, and the buyer would typically receive their earnest money back.



### CC&RS

If the property is located within a homeowner's association (HOA), the buyer will receive and review the community CC&Rs (Covenants, Conditions & Restrictions). The buyer has 5 days after receiving these documents to review them and may cancel the contract during that time if they disapprove of anything within the CC&Rs. If they cancel within that review period, they receive their earnest money back.

### DON'T PANIC — MOST SALES CLOSE SMOOTHLY

I know this may all sound a little negative, but as I mentioned earlier, most contracts move forward to closing without any major issues. These are simply important things to be aware of when selling your home so you fully understand how the process works.

Your Realtor should carefully monitor all contingencies and contractual timelines to help ensure deadlines are met and the transaction closes as smoothly as possible. ■

*If you are thinking about selling and would like more information about contingencies and how to negotiate the best terms and conditions, please don't hesitate to contact me.*

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**HERMOSA VISTA - 2633 E MINTON - \$649,000**  
2,656 Sq Ft 4BR / 3.5 BA , Backyard Oasis

**PENDING**



**RESERVE AT RED ROCK - 5636 E SAYAN ST**  
2,200 Sq Ft 3 BR/ 2.5 BA, Highly Upgraded, Built 2023

**PENDING**



**RED MOUNTAIN RANCH - 6334 E Viewmont Dr 17 - \$659,000**  
1,978 Sq Ft 3 BR / 2 BA, Cul-De-Sac Lot, Poo, Mnt Views



**RED MOUNTAIN RANCH - 6334 E Viewmont Dr 25 - \$609,000**  
1695 Sq Ft 2 BR/ 2 BA, Cul-De-Sac Lot, Pool , Mnt Views

**PENDING**



**LAS SENDAS - 3846 N Desert Oasis Cir - \$965,000**  
3862 Sq Ft 4 BR / 3 BA Golf Course and City Light Views



**HERMOSA ESTATES - 8334 E Laurel Cir - \$995,000**  
2989 Sq Ft 3BR / 3.5 BA Mountain Views, Room for RV Garage

**PENDING**



**RED MOUNTAIN - 3649 N KATMAI - \$565,000**  
2007 Sq Ft 3 BR / 2 BA, Stunning Remodeled



**RESERVE AT RED ROCK - 5928 E Sierra Morena St - \$1,094,000**  
3615 Sq Ft 5 BR/ 4.5 BA, Backs to Park, Mountain Views



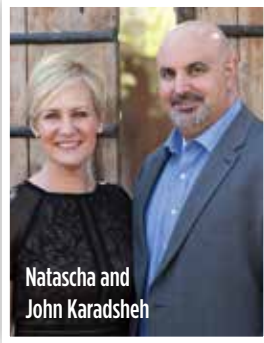
**Lorraine Ryall**  
ASSOCIATE BROKER, CNE, CSSN



REAL ESTATE

# How to Be Prepared for Any Housing Market as a Buyer

By John and Natascha Karadsheb, KOR Properties



If you have been thinking about buying a home, you have likely found yourself wondering when the “right time” will be. It is a question we hear often. The market is always shifting and it can sometimes feel like there is a perfect moment you are supposed to catch.

In reality, the buyers who feel the most confident in their decisions are not the ones trying to time the market perfectly. They are the ones who take the time to prepare so that they are ready when the right opportunity comes along.

Over our many years in the business, we have had buyers who find success in every type of market. In competitive markets, they are the ones who secure the home with confidence. In quieter markets, they are the ones who recognize value early and make thoughtful decisions.

So what makes the difference and how can you be ready for whatever the market brings?

### GET FINANCIALLY PREPARED EARLY

One of the best things you can do is get prequalified months before you start your search. It gives you a clear understanding of the numbers and gives you time to understand what will be financially comfortable. It is also important to have an understanding of how prices and rates will impact your payments before you go home shopping. Having your prequalification in hand allows you to move forward with confidence when the right home appears and also signals to a seller that you are serious and ready.

### PLAN BEYOND THE PURCHASE PRICE

Thoughtful buyers look at the full picture and not only plan for a down payment, but also prepare for closing costs, moving expenses, needed repairs/renovations, and having a little cushion after closing. Ask the questions of your agent and lender so you feel financially prepared. Then the entire experience becomes much more enjoyable

and allows you to make a great decision when you find that right home.

### TAKE THE TIME TO FIND YOUR PERFECT AREA

Buying a home is about more than just the cost of the house itself. Buyers who feel the most confident in their decisions have spent time getting to know the areas they are considering. They look at commute patterns, school options, nearby amenities, and long-term value. When you understand a neighborhood well it becomes much easier to recognize the perfect home when it comes on the market.

### BE REALISTIC ABOUT YOUR WISH LIST

Every buyer starts with a wish list and that is part of the fun. But the buyers who move forward successfully are the ones who know what is essential for their lifestyle and where they can be flexible. That clarity makes decision making much easier when the right home presents itself.

### LOOK BEYOND THE SURFACE

Finding the right home means looking at all the factors including the condition of the home and the condition of the homes in the neighborhood. Maintenance, updates, and overall condition all matter. These are the homes that tend to hold their value and feel good to live in over time.

At the end of the day, the buyers who do well in any market are not the ones trying to outguess the headlines. They are the ones who are prepared, thoughtful, ready to ask questions, and have invested time into the process.

If you are starting to think about buying, even if it is

a year or two away, it is never too early to begin preparing. Having a plan in place makes the process feel much more manageable and having a great real estate agent by your side will relieve a lot of the stress.

Not sure where to begin? Give us a call! We love to work with buyers - whether they are buying their first house or their next house. We take the stress out of buying and can help guide you with our decades of experience! ■

*Whether you are buying or selling, the key is to be prepared, educated, and ready for the opportunities that are coming your way. We would love to help you build a strategy for success, so call us today for your complimentary consultation at (602) 615-0843. We have decades of experience, community knowledge, and the insight to answer all your real estate questions!*

*John Karadsheb is the Designated Broker and Owner of KOR Properties and has been a Multi-Million Dollar producing agent for over 23 years. He is an Accredited Buyers Representative (ABR) and Certified Residential Specialist (CRS), and serves on the Arizona Regional MLS (ARMLS) Rules & Policies Committee, ARMLS Appeals Committee, and the West and Southeast Realtors of the Valley Professional Standards Committee.*

*Natascha Ovando-Karadsheb is an Associate Broker, Co-Owner of KOR Properties, a Multi-Million Dollar Producer for over a decade, Accredited Buyers Representative (ABR) and Certified Real Estate Negotiation Expert (RENE). She is a Member and Past-Chair of the City of Mesa Economic Development Advisory Board, member of the Board of Directors of the Greater Phoenix Economic Council, and serves on the Salt River Project Customer Utility Panel.*





## Northeast Mesa Real Estate MARKET REPORT

Sales for the Month of April 2026

PRESENTED BY  
JOHN KARADSHEH



ADDRESS	SQ FT	COMMUNITY	SOLD PRICE
5651 E Fairfield St	2,003	Silverado	\$550,000
2631 E Northridge St	2,034	Pacific Palms	\$550,000
5829 E Montara Pl	1,798	Apache Wells	\$550,000
8641 E Ivy St	2,359	Mountain Bridge	\$552,000
2360 N Yale St	2,390	Hermosa Vista Views	\$555,000
3034 N Ricardo	2,365	Ridgeview	\$558,000
3026 E Leland St	1,506	Vista Mesa	\$573,500
4831 E Hobart St	2,022	Mira Mesa	\$574,000
3024 N Silverado	1,612	Vista Montana	\$575,000
8158 E Fox St	2,354	Gila Ridge	\$575,000
1745 N Ashbrook Cir	2,360	Hy-Den Place	\$585,000
2629 E Lockwood St	2,191	Rancho de Arboleda	\$585,000
8942 E Hobart St	1,891	Sierra Heights	\$596,000
1508 N 24th St	2,170	Chateau Darnett	\$600,000
6122 E Saddleback St	2,039	Red Mountain Estates	\$600,000
5757 E Fox St	2,144	Alta Mesa	\$612,000
4002 N San Gabriel Cir	2,564	Red Mountain Ranch	\$625,000
4106 N St Elias	2,545	Red Mountain Ranch	\$642,500
2842 E Fox St	2,947	Mountain View Highlands	\$645,000
6460 E Trailridge Cir #2	2,546	Red Mountain Ranch	\$650,000
7860 E Mawson Rd	2,450	County Island	\$650,000
6456 E Star Valley St	2,031	Red Mountain Ranch	\$651,500
2109 N Red Cliff	1,741	Mountain Bridge	\$653,000
6516 E Riverdale St	2,270	Summit	\$675,000
2654 N Lema Dr	1,884	Apache Wells	\$677,000
8724 E Ivy St	2,798	Mountain Bridge	\$690,000
3532 E Fairbrook Cir	2,212	Groves	\$691,000
6743 E Tyndall Cir	3,205	Red Mountain Ranch	\$699,000
841 N Gentry	3,115	Brown Estates	\$709,900
1947 N Channing	1,987	Mountain Bridge	\$720,000
8325 E Ingram St	1,994	Mountain Bridge	\$740,000

ADDRESS	SQ FT	COMMUNITY	SOLD PRICE
3056 E Mallory St	3,338	Vista Mesa	\$760,000
9661 E Greenway St	3,718	Saguaro Mountain	\$769,000
1865 N Bernard Cir	1,739	Mountain Bridge	\$785,000
8537 E Kenwood St	2,382	Mountain Bridge	\$795,000
3027 E Hope St	2,783	Mesa Northgrove	\$825,000
7555 E Laurel St	4,001	Saguaro Vista Estates	\$827,000
1766 N Channing	2,394	Mountain Bridge	\$835,000
8747 E Jaeger St	2,056	Valencia at Mountain Bridge	\$835,000
1721 N Berrett	2,323	Whisper Mountain	\$835,000
3011 E Preston St	2,615	Lehi Crossing	\$850,000
1244 N Norfolk Cir	2,768	Estate Groves	\$865,000
4147 E Glencove Cir	2,931	Estate Groves	\$875,282
6462 E Oasis Cir	2,828	Villas at Mcdowell	\$884,616
9127 E Lynwood St	3,362	Mountain Bridge	\$885,000
824 N York Cir	3,823	Meadowvale	\$898,000
6026 E Vermillion Cir	3,046	Red Mountain Ranch	\$899,950
9065 E Leonora St	2,355	Mountain Bridge	\$965,000
3126 E Gary St	3,614	Mesa Northgrove	\$970,000
4038 E Glencove St	3,511	Estate Groves	\$975,000
6446 E Trailridge Cir #73	2,941	Red Mountain Ranch	\$980,000
3739 E Enrose St	3,387	Trovita Estates	\$990,000
6446 E Trailridge Cir #92	3,879	Red Mountain Ranch	\$1,000,000
3531 E Norwood Cir	3,649	Hermosa Groves North	\$1,020,000
2649 N Layton Cir	2,993	Madrid	\$1,050,000
2626 E Russell St	3,177	Grove at Lehi	\$1,070,595
3856 E Fairfield St	3,536	Trovita Norte	\$1,075,000
1735 N Cerise Cir	2,578	Whisper Mountain	\$1,100,000
8322 E Kael St	5,180	Savona	\$1,300,000
6515 E Holiday Dr	4,186	Skyway Village	\$1,385,000
8042 E Palm Ln	3,733	County Island	\$1,899,000
3439 N 91st Pl	4,422	County Island	\$2,000,000

Information gathered from the Arizona Regional Multiple Listing Service is deemed reliable, but not guaranteed. Sales Information Provided By John Karadsheb, ABR, CRS, DESIGNATED BROKER KOR Properties www.KORproperties.com



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*Las Maderas Hacienda*

*1909 N. Calle Maderas - \$1,275,000*

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COMMUNITY

# Red Mountain Community Social Club CONTINUES LIVELY SUMMER SCHEDULE



By Cathy Barthel  
Photos by David Bender

**STAY IN TOUCH OVER THE SUMMER**

As the Valley sun climbs higher and our neighbors settle into the slower rhythms of summer, the Red Mountain Community Social Club keeps the spirit of connection alive with a carefully selected warm-weather schedule. Members can look forward to monthly Men’s Breakfasts and Ladies’ Luncheons, a dinner outing each month, and our popular Wine Time at D’Vine Bistro and Wine Bar — because good company is always in season. Visit our website [RMCSCL.org](http://RMCSCL.org) for dates, times, and details.

**SPRING FESTIVITIES**

Spring brought two outstanding celebrations that reminded us why we love this community so much. In April, Katrina Shadkhost and Bob Tavassoli once again opened their stunning home — perched along the 14th hole of Red Mountain Ranch Golf Course — for their crowd favorite annual Spring Party.

The evening was quintessentially Katrina: an abundant spread of homemade Mediterranean delicacies, Cosmo martinis flowing as the signature cocktail, beautifully chosen wines, and desserts that had guests lingering long after the sun went down. It was, as always, an evening to remember.

Then in early May, the club made its way to Ferne Zabezensky’s beautiful Sky Mountain home for the annual Kentucky Derby Party. Mint juleps set the festive tone, while our own Mary Knight elevated the occasion with her beautifully catered hors d’oeuvres. The afternoon’s hat competition was fierce — and fabulous. Mic Bagby took top honors for most creative hat, while Mary Knight claimed the crown for fanciest.

**LADIES’ SUMMER LUNCHEONS**

- 3rd Thursday of the Month
- **June** — Blue Adobe, Downtown Mesa
  - **July** — Buck & Rider, Gilbert
  - **August** — Alyssia’s, Northeast Mesa

**MARK YOUR CALENDARS**

On June 12, we head to OHSO Brewery + Distillery in Gilbert for our Summer Dinner Outing. Details on the website.

When the calendar turns to September, our full schedule resumes in style. Join us on Sept. 10 at 9:30 a.m. at the Red Mountain Ranch Country Club for a meeting with Denise Cox from the Mesa Public Library, who will teach us all to become Fraud Fighters! Learn how to spot and sidestep common scams. These meetings are open to prospective members and anyone curious about our Social Club. ■

*The Red Mountain Community Social Club exists for one simple reason: to bring neighbors together. Through lively social events, entertaining, thought-provoking speakers, and rich cultural programming, we create the moments that turn acquaintances into friends and neighbors into community. Membership is open to all for a nominal fee — we’d love to have you. Visit us at [RMCSCL.org](http://RMCSCL.org) (note our new website address) to learn more and join.*

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**||| SPIRITUALITY**



# Don't Let the Birds Gobble Up Your Seed

By *Judy A. Knox*

I love the Parable of the Sower. Jesus told his disciples it was the key to understanding all His parables, and He explained it in detail. The Sower (God) scatters the seed, (the Word). The soil represents the way our hearts respond to the Word. Jesus describes four kinds of soil, each producing a different type of harvest.

Some seed falls by the wayside onto soil so hard that the seed can't penetrate it. It sits there till birds come and snatch it up. This is truth that never gets into a person's heart, obviously producing no harvest. Some seed falls on stony ground. The plant starts off great, but rocks keep it from putting down strong roots, and it soon withers away. This pictures someone who gladly receives the Word, but he doesn't really take it in. On the surface, his activities look good, but there is no depth to his understanding; so, when problems come, instead of turning to God, he walks away. Other soil is full of weeds that crowd out the growing plant, keeping it from reaching maturity. In our hearts, the weeds are cares of this world. Finally, the good ground that nurtures and protects the seed and produces a good crop represents the heart of a person who lives a fruitful, God-centered life.

When reading this parable, I used to gloss over that part about the seed falling by the wayside. It didn't seem relevant to me. I mean, that was about people with unreceptive hearts, who pay no attention to spiritual things, right? The truth is all around them, but they choose to disregard it. That wasn't me — or was it? I didn't think so. Then one morning as I was reading that parable, a still,

small voice whispered, "That's exactly what you do!" Not all the time, of course, but it does happen sometimes. For example, recently I left an evening church service thinking, *Wow, what a powerful message!* Then when I got home, I promptly plopped down in front of the TV and turned on a silly movie, removing all thoughts of the message I had just heard. I allowed an opportunity for spiritual growth to be gobbled up before the seed had a chance to germinate.

Proverbs 4:23 says, "Guard your heart above all else, for it determines the course of your life." This is our responsibility. No one else can guard our heart or cultivate our soil for us. I had been skipping the first part of the parable and focusing on establishing roots and removing weeds. But why not keep time-wasting, destructive thoughts from getting into our minds in the first place? "Head 'em off at the pass!" as my dad would say. To do this, we increase our heart's receptivity to the Word.

When we hear a good message or suddenly recognize a new application to a well-known scripture, we don't want to let that truth slip away to be gobbled up. Instead, we can give the seed an opportunity to germinate by taking time right away to soften our soil, turning it into good ground. We can think about how the message applies to us, asking the Lord to help us incorporate the newly-heard truth into our thinking. Then that seed will take root, and grow, and yield a fruitful crop in our lives.

The Parable of the Sower and Jesus's explanation can be found in Matthew 13:3-9, 18-23; Mark 4:3-9, 13-20 and Luke 8:5-8, 11-15. ■

**||| LOCAL BUSINESS**

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By *Miquela Daniels*

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### EDUCATION

## Local School Principal Kisses Pig After the Color Run Exceeds Fundraising Goal

Submitted by Pathfinder Academy

Families at Pathfinder Academy say the recent Color Run was more than just a fun event — it reflected the positive school culture and strong sense of community that make the school special.

Students, parents, and staff came together for a day filled with energy, laughter, and school spirit, highlighting the meaningful relationships that are built on campus every day. The fundraising goal was exceeded, which then meant Principal Valenzuela had to kiss a pig in front of the student population.

Serving students in kindergarten through eighth-grade, Pathfinder Academy continues to attract families seeking a school that combines academic excellence with a welcoming, family-centered environment and strong traditional values. Parents appreciate the school's commitment to helping students grow academically, socially, and emotionally while creating a place where every child feels supported and connected.

One feature that stands out to many families is the school's flexible kindergarten options. Pathfinder Academy offers both full-day and half-day kindergarten programs, allowing parents to select the schedule that best fits their child's needs and family routine. This flexibility helps families ease into the elementary school experience while ensuring students receive a strong educational foundation.

Families also value the school's



four-day school week, which provides focused instructional time while giving students and parents additional flexibility and balance. The schedule has become a popular feature for many families looking to maximize both learning and family time.

Another aspect parents appreciate is Pathfinder Academy's no-uniform policy. Students are encouraged to express individuality and feel comfortable at school while still maintaining high expectations for behavior, respect, and academic achievement.

Beyond academics, Pathfinder Academy focuses on building a supportive and engaging school experience through caring teachers, strong family partnerships, and community events that bring people together. From school celebrations and student activities to classroom learning and leadership opportunities, the school works to ensure students feel known, encouraged, and inspired to succeed.

Enrollment for the upcoming school year is now open, and families interested in learning more about Pathfinder Academy are encouraged to schedule a campus tour. Many parents say the welcoming environment, dedicated staff, and strong sense of community are what make Pathfinder Academy a place students are excited to call home. ■

Pathfinder Academy is located at 2906 N. Boulder Canyon, Mesa, AZ 85207. For more information, call (480) 986-7071.



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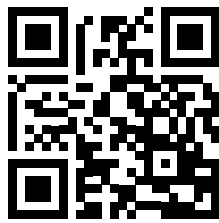
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# Over 50 Up Close

Bringing active adults closer to their community June 2026

HEALTH Over 50

## When is the Right Time to Sign Up for Medicare?

By **Lynne Jones**,  
*Tapestry Insurance*

One of the biggest challenges in facing retirement is medical insurance.

Retirement is a wonderful time to do the things you have always wanted to do. Travel, spend more time with family and friends, and even take up new hobbies and interests.

But it is also a time where income and expenses need to be managed more closely, and planning is essential to an enjoyable life.

Medicare is a wonderful option for most people and allows retirees to get the health care they need. However, everyone has a unique scenario.

I recently met with a gentleman who was turning 65 and had enrolled in Medicare. We talked about what type of secondary coverage would fit his needs and he picked a supplement plan. However, about two weeks later he called me to apologize because he found he could stay on his wife's employer insurance and save the cost of Medicare part B and the supplement.

He had assumed he had to enroll in Medicare when he turned 65. This led me to wonder how many people also may be unclear about this. The rule with Medicare



Lynne Jones

is that if you have creditable coverage from an employer or a spouse's employer, you can delay enrollment without penalty until you lose that coverage. Either you or your spouse must be employed and receiving coverage to be covered by this exception.

There are many rules and exceptions when it comes to Medicare. Please feel free to reach out to me with any questions. I am happy to help you work through your unique situation and find the solution that works best for you.

Please remember, you can make an appointment if you are about to enter the Medicare world or have questions about your situation. I would love to be your guide. ■

Please call Lynne Jones, licensed sales representative, at (480) 212-2246 or email me at [jonesdvp@yahoo.com](mailto:jonesdvp@yahoo.com).



LOCAL BUSINESS Over 50

## Celebrating 13 Years of Driving My Friends to the Airport

By **Dirk Van Leenen**

Thirteen years ago, I went to a convention in New York. When it was over, I ordered a shuttle to take me to the airport. They told me I had to be ready at 3 a.m. for my 9 a.m. flight. I thought that was ridiculous.

I was ready and waiting for an hour. At 4 a.m., the shuttle started making its way through New York. The shuttle ended up getting in an accident, but the shuttle driver let me know he was still going to make it to pick me up, but that it would be another five minutes. I was waiting more than an hour. I was pretty nervous about possibly missing my flight.

After waiting all morning for the shuttle, which never showed up, I took a taxi and arrived at the airport only 30 minutes before my departure. That was such a bad experience.

I didn't want anyone else to go through something similar so that day I made a plan to start driving people to the airport. All of my clients became friends, because I am always on time.

My motto became A.O.T. (Always on Time) and I stick to my motto. I will never allow it to become A.A.O.T., if you know what I mean. It has become a hobby I enjoy. I keep my prices low. I have great conversations with my friends. Thirteen years of service and I continue to love it. ■



For more information or to schedule your ride to the airport, call Dirk at (480) 512-9757.

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- Are you turning 65 or losing your Employee insurance?

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LOCAL BUSINESS

## How Mesa homeowners can have a win-win for their wallets and the environment

By **Frank Weinberg**, *Landscape Designer*

I became aware of a great incentive for Mesa homeowners who have excessive lawn areas and want to cut down on their water bill, as well as gain rebates by the City of Mesa.

The following information from the QR Code will guide you through the process of accomplishing both water savings and a rewarding experience. After reviewing, it might be a good idea to contact the City of Mesa about this program at (480) 644-3763 to answer questions and request necessary application forms.

For a limited time, the City of Mesa is offering an incentive of up to \$4,200 to replace your lawn areas. Visit [www.mesaaz.gov/Xeriscape](http://www.mesaaz.gov/Xeriscape) or scan this QR code to learn more about this beneficial environmental program.

I suggest if you want to save money, this would be a good time to eliminate some or all your grass areas with a grass killer prior to installation of artificial lawn or rock surface.

If you have any questions, I'd be happy to chat with you. Please call the number below. It's a win-win for both the homeowners and the environment! ■

Call Frank at (480) 236-0383 for help planning your dream front or backyard.

REAL ESTATE

# Sometimes the Most Important Feedback A SELLER RECEIVES IS SILENCE

By Kris Miller, Real Estate Strategist & Agent



When homeowners ask, "What is my home worth?" that is often not the real question.

What many sellers are really asking is: "How much can I get?"

And those are two very different things.

Getting the strongest possible price is not about choosing a number and hoping the market agrees. It is not simply what the seller wants, what an agent recommends, or even what past sales suggest. It is about understanding what buyers are responding to right now, how your home compares to the competition, and what will actually drive activity and urgency in today's market.

And sometimes... the market speaks through silence.

I recently experienced this with one of my listings.

On paper, the home had everything working in its favor. Beautiful remodel. Strong photography. Thoughtful marketing. A gorgeous, updated kitchen. The home showed extremely well.

It looked like the type of property that should have generated immediate activity.

But the showings were quiet right out of the gate.

That silence spoke volumes.

Many sellers react emotionally when this happens.

They either wait and hope things improve, or immediately start dropping the price without understanding the real issue. Unfortunately, repeated price reductions often create the opposite effect. Buyers begin wondering what is wrong with the home.

Instead of reacting emotionally, we decided to dig deeper.

We studied the competing homes, what was actually going under contract, buyer behavior in that price range, and which features were consistently driving activity.

The answer became surprisingly clear.

In that neighborhood and price point, buyers were emotionally shopping for a backyard lifestyle first. Pools and spas were drawing attention quickly.

Our home did not have a pool.

That did not mean the home lacked value. In fact, it had one of the better remodeled kitchens in the area. But the kitchen was not the feature initially getting buyers excited enough to schedule showings.

The pool was what was getting buyers out of the car.

That insight changed everything.

Instead of chasing the market with repeated price reductions, we stepped back and studied what would actually drive showings in that particular buyer pool.

We examined the competition, what buyers were

responding to, and what the market was telling us about positioning and price.

From there, we developed a strategy that aligned with what the market was actually supporting.

It did include a price adjustment — but not as a reactionary move or an attempt to "chase the market down." It was one intentional pivot designed to attract the right buyer.

Within days of making that pivot, the home received a full-price offer, went under contract, and successfully closed.

Listening to the silence was the key.

The market leaves clues everywhere — in showing activity, online views, buyer feedback, urgency, hesitation, and yes... even silence.

A strong agent's job is not simply to place a sign in the yard and have your home appear on Zillow. It is to study the clues, make the calls, understand the numbers, communicate honestly, and adjust strategically before a listing loses momentum.

Without that, sellers often find themselves chasing the market and ultimately losing value they may have been able to retain with the right pivot at the right time.

If you have struggled to sell, are unsure how your home fits into today's market, or simply want a deeper understanding of what buyers in your area are truly responding to, reach out to me. Sometimes the answers are not obvious at first — but when you dig into the numbers, buyer behavior, competition, and positioning, the path forward becomes much clearer.

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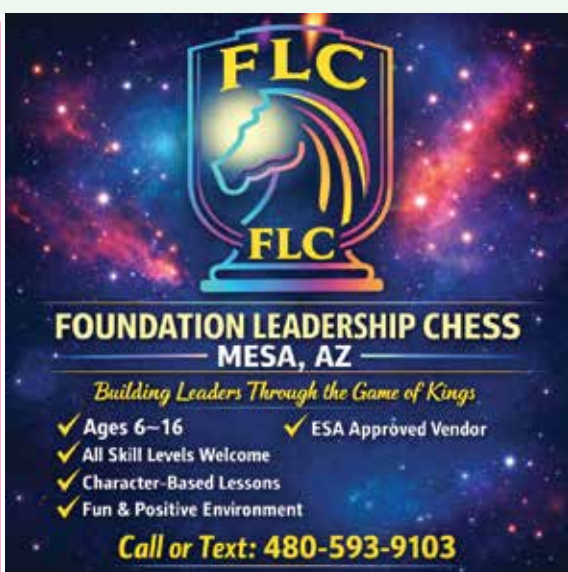
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