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DEANNA BIMER—A Hundred Percent and Then Some

Deanna Bimer of Realty One Group in Scottsdale, AZ has energy to spare, and an abundance of personality and a can-do attitude. It makes perfect sense that she would have landed in real estate. She began her career in the hospitality industry, working for a major hotelier and then branching out into owning restaurants, a sports pub and a catering company. Deanna eventually realized that the hours that went along with the career weren't going to work as she and her husband began a family. After time at home with her first child, she longed to get back into the race, and in 2004, she became licensed. The endless possibilities of realty were exactly what she was looking for.

"It quickly became a 60-hour work week, and I never looked back," she says. "I love the way every deal goes from macro, when you're looking for a house for a buyer, down to micro when you get into the details of law and contracts. Then, boom, it's macro again. There is never a dull moment."

The business moves at a fast pace, and Deanna says she never tires of learning. "There's always something new," she says. "With every contract, every client, there's always 180 degrees of separation. I think what I love the most is that I feel like a student of the game." She pursues continuing education and professional designations with a passion, and reads without ceasing. She is proud to have gained the following real estate designations: GRI, ABR, LHMS & e-Pro. In real world deals, where book knowledge doesn't always apply, she finds yet another opportunity to learn and grow. Her philosophy is shaped in large part by Sam Parker and Mac Anderson's 212-degree motivational writings. Water boils at 212 degrees, and before that, it's just hot water. That single extra degree can power a train, and that's how Deanna lives her life. "It's all about that next step and what you can do to move to that next level," she says.

Deanna is continually trying to absorb and appropriately apply her knowledge in real estate to each client in a boutique-like manner. "I really, do get invested and become attached to my clients," she says. "I want to be their source for all things real estate related." She chooses not to work everywhere, but to become an unrivaled expert in Scottsdale and Paradise Valley. That focus gives her time to keep current on technological developments, and on changes in real estate law. Combined, these factors make her a fount of

information for her clients. Whether those clients are buying a multimillion dollar villa for their third or fourth residence, or are first-time buyers trying to get into the market with a small condo, it doesn't matter. Deanna treats them with the same all-encompassing care. "I believed that when I first got into the business, and I haven't changed that belief," Deanna says. "Now most of my business is based on referrals." In a single month, Deanna sold such a wide range of properties that her price points ranged from \$70,000 to \$2.4 million. Every deal has value to her, she wants to do everything she can to make the most money for her sellers and get the lowest price and best location for her buyers. "That is what I get paid to do, and I take that very seriously," she says.

In her spare time she volunteers at Scottsdale Healthcare and Habitat for Humanity. She feels this keeps her grounded, and it fills a part of her need to give back. She would also like to someday compete in the Ironman in Hawaii, but does not want to be held to that.

In the mean time, she continues to strive for excellence in every way she can. Deanna believes in staying relevant, and is currently implementing tablet technology to make the buying and selling process even more seamless for clients. In everything she does, she turns up the heat to get that extra degree. "I'm going to continue to push the bubble," she says. "I want to slide into home base with the last box on my list checked off."



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