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Andy Jemmett &  
Elsa Sanchez





## — Andy Jemmett & Elsa Sanchez —

With more than 30 combined years in the real estate industry, Andy Jemmett and Elsa Sanchez joined forces to relaunch Urban House Realty. A decade ago, Elsa found her way to real estate after her first homebuying experience left her family with too many unanswered questions. She wanted to stake a claim in the business so others could benefit from a more straightforward transactional process. For Andy's part, his experience stretches back 22 years. He got his start buying his first investment property in his hometown of Boise, Idaho at the age of 18, and set himself on a successful professional course.

Andy and Elsa met at a Scottsdale area real estate brokerage years ago, and immediately hit it off as like-minded colleagues. When the opportunity to purchase Urban House Realty arose, they leapt at the chance to combine their skills to spearhead a new venture. Now, what they call "Urban House

Realty 2.0" launched in March of 2018 to exceptional fanfare. Applying insights gleaned over decades of firsthand experience, Andy and Elsa have forged a trailblazing brokerage that provides agents and clients alike with outstanding service that delivers results.

The office of Urban House Realty is based in Central Phoenix, the area that Andy and Elsa each call home. Their team already boasts 20 agents and counting, while Andy and Elsa's resale work is driven by 75% repeat and referral clientele. Recounting their professional approach, both cite communication, client-centric service, and a diligent work ethic as the hallmarks of their success thus far. "We treat our clients the way we want to be treated," explains Elsa. "We serve a lot of first-time homebuyers and have really great programs that empower both tenants and homeowners, like our lease-to-own program." What's





## Urban House Realty

more, Andy and Elsa relish the opportunity to serve aspiring buyers who never thought homeownership would be in the cards. “Our big focus is on helping those that don’t think they have any options,” Andy explains. “We believe in homeownership and know it’s a huge dream for many people. We love to be able to help people get into a home. Even when working with seasoned investors that own multiple properties, we take pride in the fact that they trust us to find the best investment and ROI.”

As owners, Andy and Elsa draw upon their experience as agents to ensure their team has all the tools necessary to garner results — from hiring a dedicated marketing firm to promote listings and engage the public, to outlining 101 ways that agents benefit from working alongside Urban House. “We designed our business to account for what we would want as agents,” Andy says. “We give our agents full-service

tools and then some, while keeping their transaction fees very low. We know from experience that REALTORS® wear so many different hats. They’re handling marketing, accounting, compliance managing, and transaction coordinating. We decided to let agents do what they do best, by supporting them as they focus on their work with buyers and sellers.”

Beyond their visionary approach as owners, Andy and Elsa also remain tethered to their individual clients. Likewise, the Golden Rule is a foundational tenet of their work, and they never lose sight of the individuals and families they guide to the closing table. “I love helping people, being part of making dreams come true, and opening the door to a new chapter for my clients,” Elsa recounts. “Being able to help someone through that milestone — especially if they didn’t think it was possible — that’s what motivates me. There’s no better feeling than earning





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gratitude after facilitating that process.” Andy also takes seriously his role in guiding clients through the homeownership process, understanding the large-scale commitment of buying a home. In fact, his dedication has landed him on Scottsdale’s 40 Under 40 in Real Estate list multiple times — a high honor. “I never forget that buying a home is someone’s biggest investment, and it’s not just an investment; it’s a very emotional decision,” he explains. “From first-time buyers and investors, to sellers, it’s more than just a transaction. Every time we hand a key to a new homeowner, we’ve helped shaped their future. It’s such a gratifying feeling to be included in this major event and that our paths have crossed.”

To give back to their Phoenix community, Andy and Elsa sponsor area sports teams and plan on making charitable work a cornerstone of the new Urban House. “Giving is a big part of our culture,” Elsa says. “We want to become more and more involved in the community.” In her remaining free hours, Elsa most enjoys spending time with her husband and children, hiking and mountain biking in Arizona’s rugged outdoors. Andy most enjoys getaways to Lake Havasu —

a destination he’s been visiting for decades — as well as riding motorcycles and working on classic cars.

Looking ahead, Andy and Elsa have big plans to keep growing Urban House, serving the talented agents in their ranks and bringing superlative service to the clients they represent. They’d also like to open an additional office in the next year, with further plans to grow their web presence and talent roster. For now, they’ll continue nurturing their flourishing brand, while supporting the Phoenix area’s aspiring buyers, sellers, and entrepreneurial agents.

Finally, in recounting their philosophy and hopes for the future, Andy Jemmett and Elsa Sanchez have this to say: “There are so many things that we’re passionate about. We work very hard for our clients and have created a company that any agent would be excited to work with. We’ve been in this business for a combined 30 years and we provide tools no one else is providing. The bottom line is this: we treat everyone associated with our firm with respect and dignity, and provide them with all the tools necessary to be competitive and successful.”

Andy Jemmett & Elsa Sanchez

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