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*James & Jodi*  
**MELENDY**





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## James & Jodi MELENDY

Forced career changes are rarely an ideal situation, but many times the outcome finds you in a better position than you were in before. This is the case for James and Jodi Melendy, the husband and wife who make up SonoranGem Group in Glendale, Arizona. After several years working in the entertainment industry in California, they were forced to make a change when their contracts with local television broadcast companies ended. As an Arizona native familiar with the area, Jodi's instincts led them to pack it all up and start anew in the desert, where they quickly found their niche in the real estate industry.

While James focuses on working with buyers and sellers in Phoenix and the outlying areas, Jodi's past experience with lenders prompted her to get involved on the lending side. "When we first got into real estate, we found there was often a lack of transparency with the lenders we worked with. Many times it would take a couple of days for them to get back to us with a simple yes or no answer," Jodi stated. "But we're married to each other, so I can't run and hide from his questions because no matter

what, we're going to see each other at 5 o'clock! We like it this way and so do our clients because we always have answers right away."

It's the full transparency and five-star service that James and Jodi provide to their clients that has led to their tremendous success in just five short years. Approachability and availability are also main reasons for the many referrals they've received from past clients. As James stated, "We take really good care of our clients from start to finish. When you call us at 9pm on a Sunday night, we'll answer the phone. And we treat every client with the same respect no matter the price of the property." Jodi added, "For me, it's all about being completely honest and communicating often. We don't want any of our clients to not know what's going on at any point during the process. And it's also important that no one ever feels like they are just a transaction to us. We like to take our clients to dinner and get to know them. They often say they walked into this as a business transaction and walked out as a friend."

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Working with James and Jodi means you also have access to their extensive list of professional resources to meet needs at any point during — or even — after the transaction is complete. "If a client is nervous about the roof or the A/C unit in a house they're looking at, we have a whole slew of people we can call to come and look at it," says James. "This is one way of providing our clients with the information they need to either move forward with the purchase or walk away from it if it's going to be too costly in the long run."

While James and Jodi don't always have a lot of spare time outside the office, they do make it a priority to spend as much time as they can with their two children. They enjoy annual vacations, weekend getaways, and quick day trips to ensure plenty of quality time as a family. And as

their business continues to flourish and grow year after year, the Melendys have plans to expand their team which will allow for more personal time while still helping clients reach their real estate goals. "It's great to have leads, but if you're not available for those leads, then the buyers are







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the ones who miss out on those opportunities,” says James. “So, a team of buyer’s agents will be necessary to make sure everyone is always well-taken care of.”

In the meantime, James and Jodi will continue to work hard to serve their clients as they truly enjoy every minute of it. Jodi’s satisfaction comes from the feeling of accomplishment she gets on closing day. “It’s incredible to see what we have to go through on the lending side. Orchestrating all the paperwork and just making it all

come together so James can hand over the keys ...it’s just amazing to watch it all work out from both angles.” As for James, he loves the diversity of every transaction. “Real estate is never rinse and repeat. Meeting so many different people on a daily basis and then spending 30 or 60 days getting to know them and their stories is what I like most about this business,” James said. And, as he reflected on the challenges and changes he and Jodi were faced with in the past, he added, “Honestly, I wouldn’t change anything about our life and how things turned out.”

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