



▶ real story
By Jacob Cabezudo

TERRY ANDERSON & LORI ZURCHER



Photo Credit **Margareth Jaeger**

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Terry Anderson and Lori Zucher were made to be together. The first letters of their last names conveniently form the name of their highly successful real estate team: AZ Arizona Realty Group. They both love real estate and are great at it. But most importantly, they have a tremendous passion for affecting their community for the better, and positively impacting people's lives.

Moving to Arizona from Billings, Montana, they landed in the real estate market engulfed in the Great Recession. "Terry had quite the experience learning about short sales," Lori said. "In order to spend time with him, I went to open houses and showings. So, I got to learn the business. It was a great education for both of us."

On top of trying to make a living in a bottomed-out housing market, they didn't know anybody in the East Valley. But despite facing an uphill battle, they went to work door knocking, setting up open houses and constantly networking, even in the scorching

heat. There were some ups and downs—like when Terry locked his keys in his truck on the hottest day of summer—but by working together, Lori and Terry have found success.

"The first couple of years we were together," Lori recalled, "we were like, 'Let's just make it.' Then, by the third year, we started building a business plan and having goals, and oh man, was that a turnaround. It's crucial, even if your business plan has small numbers at first, to have a goal."

As they've come along, they have carved out their own roles that have made them a powerhouse aimed toward racking up \$20 million in volume in 2019.

"Even though we don't have written tasks," Terry explained, "we've fallen into where our strong points are." Terry specializes with their social media, and Lori is great at networking.

Terry and Lori are often so busy in their work and service, that they have to remind themselves to unwind. "Communication is key in any relationship," Lori emphasized. "With our communication, ...

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sometimes we just have to shut off work, and just agree that, 'Okay, we're done working today. No more talking about work.'"

Their favorite part of working their business is the help they provide for clients. "We find ourselves helping people that are often in tough situations or have not had the best of luck in life," Terry explained.

Lori added, "So, the joy is in doing quality transactions; getting to know people and developing deeper relationships and making good friends."

And since helping others is what they are all about, it's only fitting that Terry and Lori are huge helpers in the community. They have both been a fixture of the Tempe Chamber of Commerce for nearly a decade. In fact, Lori is the only person to be named chairperson of the Women in Business Council twice.

The council focuses on establishing new women leaders in the community, involved with businesses big or small. One of the main programs the Women in Business Council organizes is their extensive mentorship course.

As part of the council, Lori has learned valuable skills by being thrust into public speaking roles. "I used to work one-on-one with people for the most part," she said, "so, having to get up in front of a group of people and say who I am ... was unnerving. But it really grew me as a leader."

Along with their mentorship program and many insightful guest speakers they have for their events, the Women in Business Council culminate their year of events with their Leadership Conference in May. Complete with keynote speakers, workshops, and vendors, the event crowns a Business-woman of the Year and is the site of



Terry with grandkids; Dawson Anderson, Ivy Anderson, and Andi Hunt.

the graduation of the mentors and proteges in their program.

In addition to their work at the Tempe Chamber of Commerce, Terry and Lori proudly serve University Lutheran Church. Just outside Arizona State University's Tempe campus,



Lori with daughter, Sara Hashemi

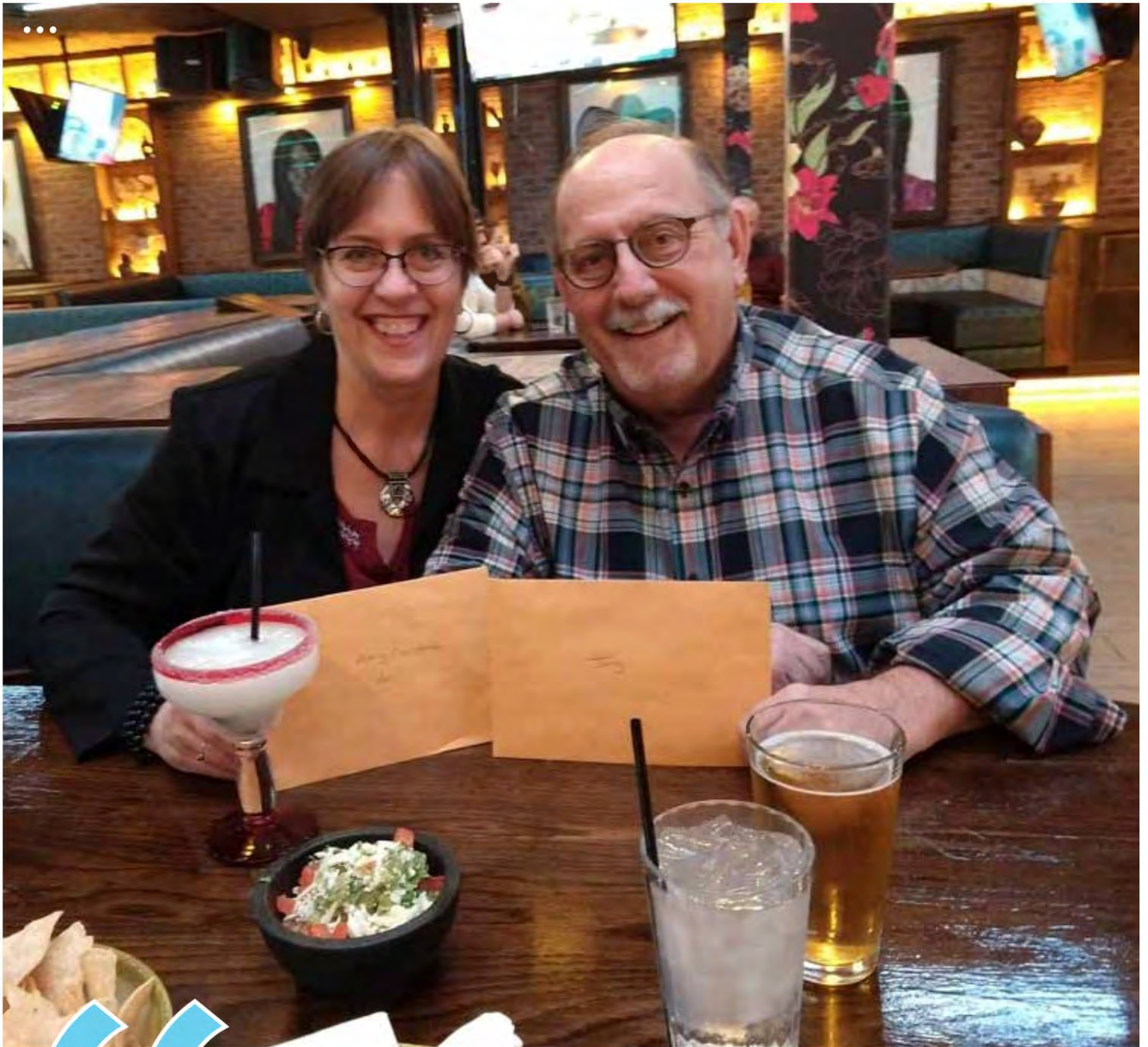
the church has become a huge part of Terry and Lori's lives in service by helping the students nearby. Every Sunday and Wednesday during the school year, the church provides homecooked meals for them, and it is a beacon for students whenever they need help. Terry and Lori are proud to be a part of that.

Within the church campus—which is over an acre—lies "Peace Park," a place where people can practice a form of Tai Chi, called Qi Gong. Other activities and features at the church are writers' workshops, painting classes, and a talented, student-led band.

Partners in service, Terry Anderson and Lori Zurcher have success in real estate and their heart in helping others. Between their efforts in the Tempe Chamber of Commerce, the Women in Business Council, University Lutheran Church, and their own AZ Arizona Realty Group, they are excited for the many more lives they can touch.

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