

**February 2026 – Media Tip Sheet**

Beat	Story	Source
Real Estate	<p><b>What buyers are prioritizing as the Phoenix market warms up — and what sellers need to know:</b> Buyer behavior is shifting as competition eases and confidence returns to the Phoenix housing market. Instead of rushing to secure a home, buyers are focusing on functionality, long-term livability and total cost of ownership. What features are rising to the top of buyer wish lists? How are layout, maintenance and energy efficiency shaping perceived value? And what do sellers need to understand to position their homes effectively in 2026?</p>	<p><b>Phoenix REALTORS®</b> Board President Sammy Glassman can speak to buyer priorities that REALTORS are seeing as market conditions stabilize. She can explain which features are resonating most with today’s buyers and how sellers can adjust pricing, preparation or expectations to stay competitive.</p>
Finance	<p><b>Critical issues for business owners navigating a divorce:</b> For business owners, divorce is more than a personal matter — it can directly affect ownership structure, cash flow and long-term stability. From business valuations and buy-sell agreements to liquidity planning and tax implications, key financial decisions made early can shape both the company’s future and the owner’s personal wealth. How should entrepreneurs prepare before proceedings begin? And what steps can protect both enterprise value and long-term financial goals?</p>	<p>A representative from <b>BMO Wealth Management</b> can provide perspective on proactive planning strategies.</p>
Construction	<p><b>Why startup instincts matter more than ever in large-scale infrastructure builds:</b> As data centers, semiconductor fabs and other mission-critical facilities continue to grow in size, speed and complexity, traditional top-down leadership models are being tested. How can entrepreneurial instincts like agility, ownership and calculated risk-taking help leaders keep massive builds on track? And why are these traits becoming just as critical as technical expertise when managing today’s mega projects?</p>	<p>A representative from <b>Nox Group</b>, an industrial construction company specializing in hyper-scale, mission-critical infrastructure, can share perspective on how entrepreneurial leadership principles translate to large-scale construction environments.</p>
Insurance	<p><b>What Employers Should Expect from Employee Benefits in 2026:</b> As employers plan for 2026, rising healthcare costs, evolving pharmacy trends and growing demand for mental health and family-friendly benefits are reshaping strategy. At the same time, compliance requirements and</p>	<p>An expert from <b>Marsh McLennan Agency Arizona</b> can share insights on emerging employee benefit trends and</p>

	workforce expectations continue to shift. How can organizations balance cost control with competitive offerings that support retention and productivity? And what benefit design trends are poised to have the greatest impact in the year ahead?	practical steps employers can take now to prepare.
Community Issues	<p><b>What rising energy costs mean for households in 2026 and where to turn for help:</b> As energy rates continue to rise, more households are feeling the strain on monthly budgets. What should families know heading into 2026 to stay ahead of rising energy bills? Which resources can provide immediate relief and where does LIHEAP fit into the broader energy affordability safety net as funding and eligibility rules evolve?</p> <p><b>Mental health care deserts and the first responders left behind:</b> In many rural communities, first responders regularly confront traumatic events while operating in regions with little-to-no access to specialized mental health care. How do these gaps impact community safety and emergency response readiness? And how are donor-funded mental health programs stepping in where local infrastructure falls short?</p>	<p><b>Kelly McGowan</b>, executive director of statewide anti-poverty nonprofit <b>Wildfire</b>, can help educate consumers on energy affordability by breaking down available resources, including utility assistance programs, weatherization support and the role of LIHEAP.</p> <p><b>Tony Rodarte</b>, founder of first responder mental health nonprofit <b>Compassion Alliance</b>, can discuss the mental health challenges facing rural first responders and how early, trauma-informed, donor-funded support helps stabilize departments, protect responder well-being and strengthen community safety.</p>
Healthcare	<p><b>Soft skills that shape long-term success for medical professionals:</b> Technical expertise alone is no longer enough, while clinical training and credentials can open the door, communication, adaptability and leadership skills determine how far medical professionals advance in their careers. Which soft skills matter most, and how can healthcare organizations better support their development to strengthen workforce stability?</p>	<p><b>Morgan Haynes</b>, CEO of healthcare practice management and staffing firm <b>Tribal Health</b>, can speak to what strategies organizations can use to intentionally develop these skills across their workforce and how leadership influences retention, team effectiveness and patient outcomes.</p>

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