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Maggie Eisner, a native Sacramentan and long-time East Sacramento resident, has over 50 years of experience in title and escrow. With her vast knowledge and on-going education, Maggie can close the most complex escrows with a positive, can-do attitude. Maggie's enthusiasm and warm personality shines through in her signings with sellers and buyers. She has the ability to make everyone feel at ease during the sale or purchase process.

Maggie's expertise includes single and multi-family resale, subdivision sales, investment properties, exchanges, short sales, refinances, and distressed sales.

Maggie is the mother of two grown sons who are both educators and the grandmother of two darling grandchildren—Mina and Avery. Maggie loves spending her spare time with her sons, daughter-in-law, granddaughters and her significant other. She enjoys gardening, exercising, and time at her cabin.

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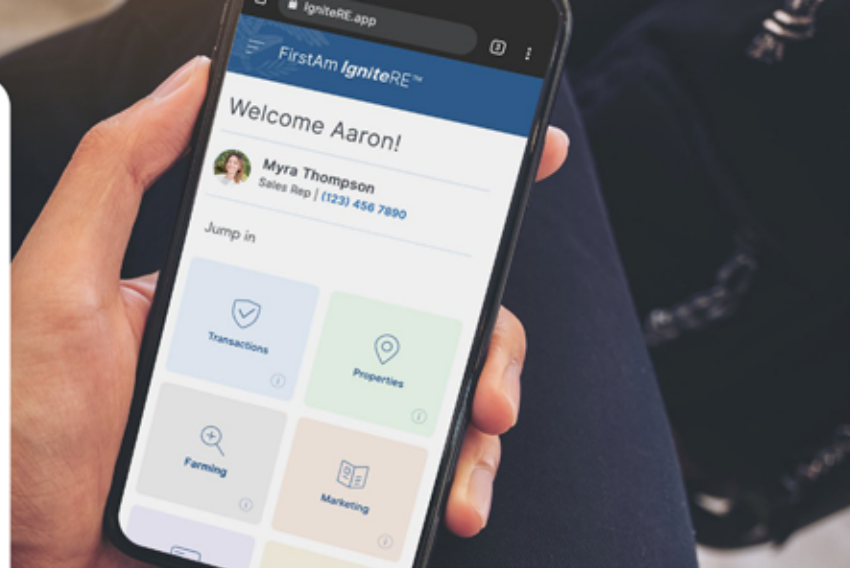
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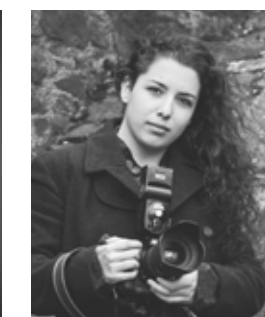
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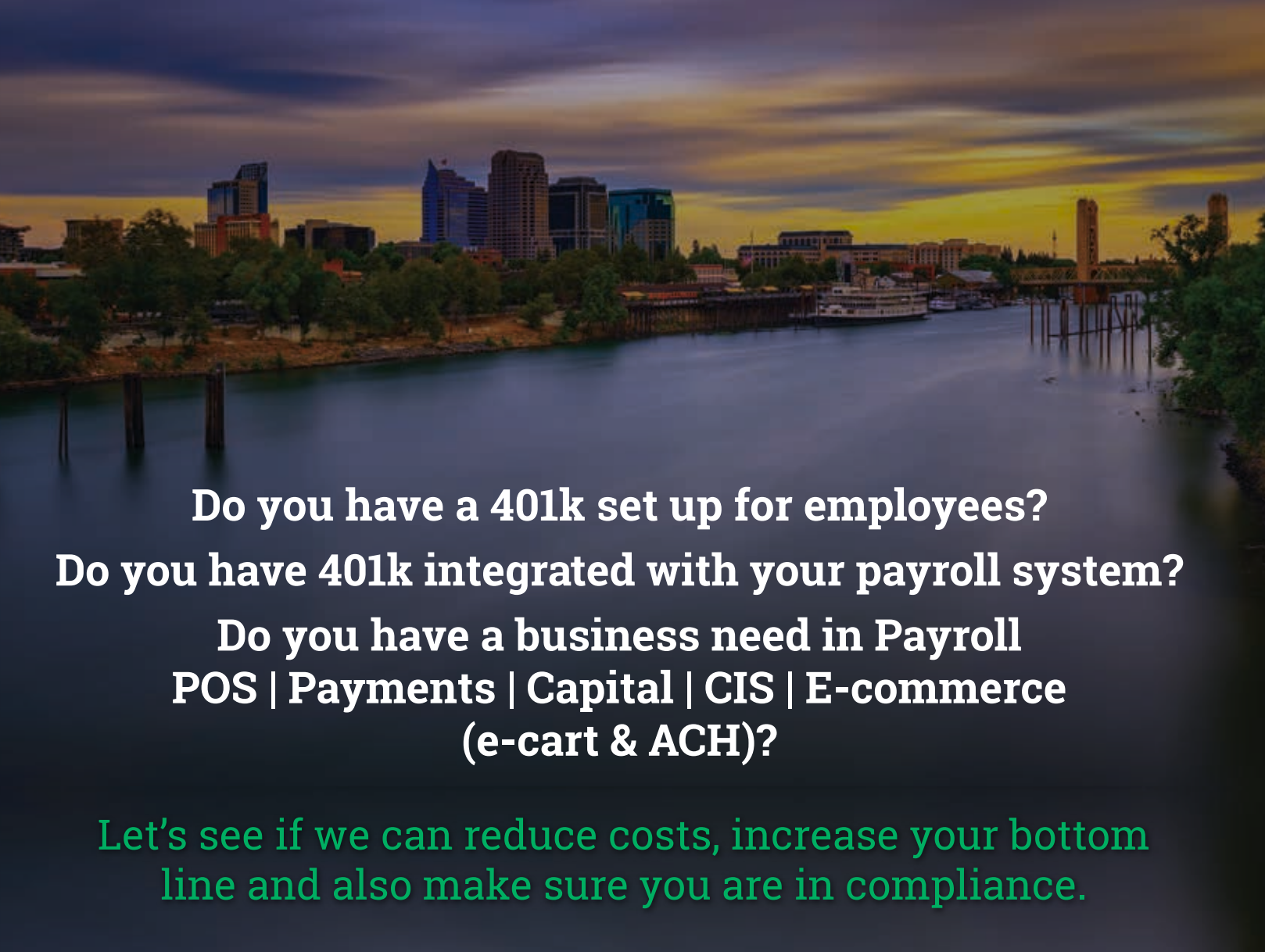


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20 • April 2023

West Shore Mortgage
Matthew Cole
My name is Matthew Cole, in the mortgage industry for a solid 22 years mainly focused in first and multiple time buyer loans. Grew up in the Yuba-Sutter area and been in Sacramento since I was about 22 years old (23 years), where I met my wife and have 6 wonderful children in our family. I love mortgages and helping families achieve the opportunity of homeownership through education and hands-on tactics, so they feel a part of the process all the way through. My REALTOR® partners that trust that my team and I will not let their buyers down is so important to me and knowing they are in my corner to make us one of the top purchase loan teams in the country is such a great achievement.



Fuller Moving Services
Nathan Fuller
Nathan Fuller began his career in the Moving and Storage Industry in 1996. In 2004 he and his wife purchased the small local moving company Roseville Van & Storage and later changed its name to Fuller Moving Services. In 2004 they also became agents for North American Van Lines and have remained as a leading agent since. With each passing year, the quality and reputation of Fuller Moving has increased both locally and nationally. Fuller Moving is known best for their dedication to quality and honesty. The key to this success is the team of drivers/movers and support staff that has been built over the years. As agents, they have consistently ranked in the top 20% of all agents in the North American Van Lines system for nearly 20 years. Nathan currently serves as the Quality Committee Chairman for the North American Movers Association as well as Vice Chairman for Victory Christian School board. In the past he has served in the role of Deacon at his local church as well as taught Sunday School for over 15 years. When not working, Nathan enjoys many different activities ranging from fly fishing, mountain biking, basketball and soccer to even Spartan races but admits nothing is fun unless it involves doing them with family and especially his grandkids. He and his wife Wendy of 30 years have 4 children, 4 grandchildren, and a very large extended family.

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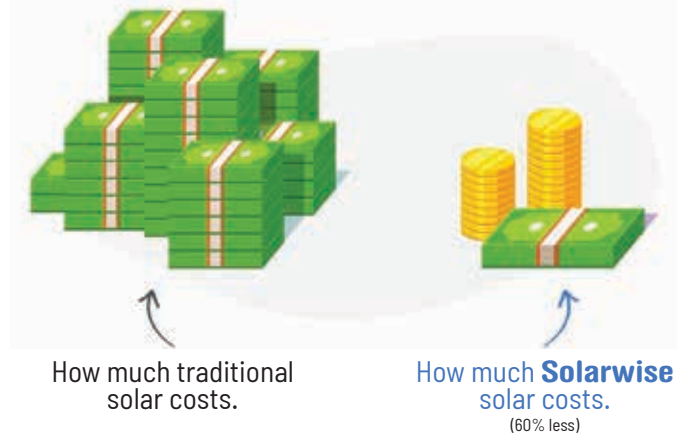
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STEPHANIE NOBLE

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GUIDING GROWTH

By **Dave Danielson**
Photos by **Rachel Lesiw** – Indulge Beauty Studio

One of the hallmarks of leadership is having the willingness and ability to support the efforts of others as they reach for — and achieve — their own goals.

That's a skill that Stephanie Noble definitely puts to work each day.

DEDICATED DRIVE

As Team Leader and Founding Partner of Thrive Real Estate, Stephanie dedicates herself fully to being there for those around her ... in turn, guiding growth and success.

“When I think about the parts of what I do that are the most important to me and fulfilling, in addition to working with my clients, I really enjoy having the opportunity to help other agents on my team,” Stephanie says

“I feel very fortunate to have a talented group of professionals around me who are all at different points in their career. It is so rewarding to see our team collectively reach goals many of them never thought were possible.”

ONGOING INTEREST

Stephanie can trace the start of her interest in real estate back throughout her life.

“I have always loved homes, houses, and real estate, even when I was growing up,” she remembers.

“That interest was not influenced by anybody I personally knew in my childhood... simply a love for beautiful architecture. My father owned a local jewelry store and my mother was an engineer.”

GETTING HER START

As Stephanie grew and started her working career in 2001, she decided to apply for an open real estate assistant position. She got it, dove in and dedicated herself to soaking up as much as she could working for a distinguished broker in the area.

“It was great to learn the ropes. I was able to gain a lot of experience and knowledge,” she says. “I was able to learn



the behind-the-scenes part of the business and I feel that helped give me a head start to my sales career.”

ADDED EXPERIENCE

In 2005, Stephanie shifted gears and began working as a Loan Officer on the financing side of the business.

“Naturally, I am drawn to challenges. I love solving problems and being a mortgage loan officer allowed me to thrive in a challenging, high-pressure environment. I am so grateful for that experience as I am able to understand and help navigate the complexities of difficult loan scenarios,” Stephanie says.

“In the market downturn, my focus shifted to flipping properties in addition to traditional real estate sales, which added to my arsenal of experience, as well.”

After obtaining her real estate license in 2005, Stephanie didn’t stop there. In 2010, Stephanie opened a boutique brokerage firm, located in the historic district of Folsom, CA. She then went on to obtain her Broker’s license in 2013.

Stephanie is quick to shine the spotlight on her team of Agents, along with the dedicated support staff.

REAL RESULTS

The level of success that Stephanie has built through time has been remarkable. In fact, after having a record-breaking year in 2020, in 2021 she and her team closed \$95 million in sales volume. In 2022, during a relatively less active market nationwide, she and the team amassed \$75 million in sales volume.



FAMILY HIGHLIGHTS

Family makes life much richer for Stephanie. She looks forward to time spent with her husband, Steven; and their children — 13-year-old son, Parker and 8-year-old son, Blake.

In her free time, Stephanie is a passionate supporter of her children in their activities and sports. She and her family also enjoy camping, taking trips to the coast, hunting and fishing.

From the minute you start talking with Stephanie, it’s easy to see the passion she has for what she does... with a drive to put her clients and team members first.

As she says, “No matter who I’m working with, I always do my best to make sure that people have a fantastic experience and that they know I will always put them first.”

Congratulations to Stephanie Noble who uplifts those around her and commits herself to guide their growth each day.

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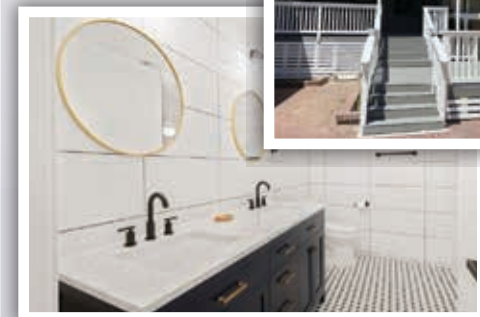


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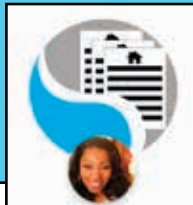
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JAKE LAFOND

LAFOND WEALTH MANAGEMENT “WORRY LESS AND LIVE MORE”

“Worry Less and Live More.” That is the mission statement of Jake LaFond and his firm LaFond Wealth Management. What a refreshing concept with how the world has been in the last few years. Jake has been serving the financial industry in the local Sacramento area for nearly two decades. His firm stretches across most of the country. His passion is coming alongside his clients and being an advocate for them in achieving what most excites them, but also what keeps them up at night.



FOUNDATIONS

As a high school student, Jake participated in an entrepreneurship class. At the age of 16 he was responsible for writing the business plan of a virtual real estate company, and then “running” it as the CEO and CFO as the class competed in trade shows against

other programs throughout California. This was his first introduction to real estate, business, and finance.

In his senior year in high school, Jake was recruited to work for one of the largest banks in the world. It was the first time the bank hired

someone under the age of 18. By age 19, Jake had been promoted several times, won several awards, and gained the respect of many of the clients he served (most of whom were nearly four times his age)!

Jake grew up in a small business home. Seeing his parents' experience of entrepreneurship gave him keen understanding of the struggles of a small business. More importantly, he had seen the benefits that came along with being one's own boss.

After college, at the age of 24, Jake began writing a different business plan. It was not for a competition. It was a plan that he could finally call his own. He believed that the biggest benefit of owning his own business would be the ability to be *present* as a husband and father for his future family. He also knew

he could create something of value that would ensure that his family was always provided for, and never had to worry about money.

STARTING A NEW LEGACY

After experiencing corporate finance through his college years, Jake decided that he could no longer ethically represent just one company, or have the company sales be more important than those he served. After much exploration of different ways he could start his own business, Jake was introduced to Northwestern Mutual.



“When I was introduced to them, I had no idea who they were,” Jake recalled. “When I met with the recruiter, I was very clear on what I wanted to do. I wanted to start my own business, be able to help my clients with whatever they needed, and I didn't want to be pressured to sell any certain products. The recruiter simply said, ‘Sounds like we are the place for you.’ He was right!”

In 2011, Jake started his own practice. It is no surprise that he got off to a fast start. He won many awards and received well-deserved recognition, yet he stays humble. His life's work is making sure people get the help they need and deserve.

In 2023 Jake and his team were recognized as the number one wealth management team in Northern California. They were also recognized as the number one financial security award winner, which recognizes advisors for holistic financial planning, not just offering one product. It was just what Jake said he was going to do!

“This year I will celebrate my twelfth anniversary in my relationship with Northwestern,”

he continued. “I have tremendous piece of mind that the country's safest and strongest financial institution is supporting me in delivering holistic and comprehensive planning to my clients. They are never afraid to do the right thing, no matter the cost. I am not an employee of theirs, but we work together to impact the lives of those we serve.”

CHARACTER COUNTS

Jake is a man of his word, and it shows. It is evidenced in the loyalty his clients have demonstrated, the respect he receives from his peers, and his consistent pursuit of doing what is right for people. He shared a snippet of a client testimonial.

“Jake, just wanted to take a moment to say thank you for looking out for my wellbeing over many years of working together. You were there for me when my wife passed, helped me with a tax issue, and made investments make sense finally. You gave me comfort knowing you have always looked out for my best interest, offering me advice at any time I needed it. On another note, probably a major one, I always enjoy your company as we simply enjoy life. You are more than my advisor, you are my friend.”
Bill - First American Title (Retired)

When you hear Jake speak about his business, his profession, you hear something different. You hear someone who is deeply convicted and passionate about what he does.

LIVE MORE, WORRY LESS.

With most advisors nearly double his age, Jake is well positioned to provide clients a multi-generational relationship. “When people work really hard to grow their wealth, so they can use that wealth to pass on to their heirs and



community, they want to make sure that there is someone there to make sure it happens," he noted.

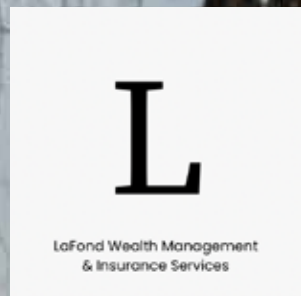
Jake and his team coordinate with a family's "advisor table" as he put it, working with clients CPAs on any tax strategies that are needed. They team up to stay aware of changes to rules and laws. And the same is true in their partnership with their "advisor table" attorneys and others with expertise in their fields.

"People like to know they can delegate a lot of this to our team, and that we can coordinate all of this at a high level," Jake shared. "We always keep up on how to manage clients' affairs in the best ways possible. Clients also like to know that in the event of an emergency, we will be at their home, sitting at the table with the family so they don't have to worry."

This has been a small glimpse into the passion of a wealth management advisor who is fueled by serving his clients and his community. He is honored that he was introduced to Real Producers by a Top 25 agent, and it is no surprise his advice and expertise is so sought after.

In his free time Jake spends time with his wife Sierra, playing golf, reading, working out, and spending time with family and friends.

Jake shared, "People just want to be listened to and understood. They don't want to be sold. Whether it's financial planning, or real estate, people want to know that the professional they are working with unequivocally has their best interest at heart. And my team and I do. We are here to provide multi-generational wealth management so our clients can live more and worry less."



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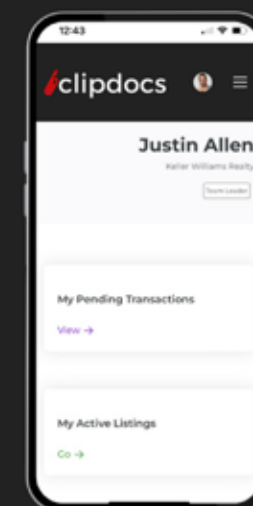
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KELLIE SWAYNE

Continuing a Legacy

For third generation REALTOR® Kellie Swayne, real estate has always been a family endeavor. She grew up in their family-run brokerage, Dunnigan REALTORS®, where she works today with her sister, Katie Swayne, and parents, Richard and Paula Swayne.

The family tradition started with Kellie's grandmother, Geoff Zimmerman, who obtained her real estate license in 1969 and first joined Dunnigan REALTORS® as a solo agent. She eventually took over the brokerage and recruited Richard into the business in the 1980s. Paula obtained her license when Kellie was a teenager and is now the broker of record.

"Real estate has been a wonderful part of our family. I loved and appreciated it as a kid, but to be honest, it was the last the thing I wanted to do" Kellie confessed.

Kellie wanted to chart her own path and prove to herself that she could be successful apart from the family business. And she did. Having obtained her master's degree in Psychology from University of California, San Diego, she worked in academics as a coordinator for a research laboratory at her alma mater, as well as an adjunct professor of psychology at San Diego Mesa College.

Kellie and her sister, Katie, were living together in San Diego at the time. Katie was finishing up her degree while Kellie was pursuing her career in academics. Knowing she would have to get her PhD if she wanted to continue down the path she was on,





Kellie couldn't help but think she should give the family business a try before fully committing to a life in academics.

"Katie and I both saw the potential in continuing the family legacy, so we decided to move back to Sacramento and give it a try. I was going to give it five years. That was 18 years ago," she said, laughing.

Katie runs the office of 30 agents today and is in charge of the day-to-day happenings. Richard is the general manager and contracts expert, while Kellie runs her own book of clients and helps with agent training, and Paula oversees a bit of everything as the broker of record.

"We are a lucky family to have the chance to work together," Kellie said. "I think what is really special about our brokerage is how we approach everything as a team. There is no competition with our agents – we are always looking to help each other get better, sharing ideas, best practices, and lifting each other up. At the end of the day, it's our clients' needs that always come first."

Kellie remains passionate about working with clients today. She loves having the opportunity to share what she knows and educate people, like she did in her academic career. "Sitting with buyers and sellers to help them understand the process and to put together a custom strategy to help them achieve success is incredibly rewarding," she said. "The relationships have been the most rewarding, without a doubt. I feel so very lucky to know so many wonderful people in this community through my profession. I have made treasured, lifelong friendships through real estate."

Kellie also credits much of her success in real estate to her involvement with Sacramento Association of REALTORS®. She encourages other agents to become involved as well. "I've gotten out way more than I have put in," she explained. "Being involved in the association makes you a better agent and gives you the opportunity to improve the entire profession," she said.

Giving back to the real estate community has become a big part of the culture at Dunnigan REALTORS®, a culture that was first started by Kellie's grandmother. Both Kellie's parents served as President to the Sacramento Association of REALTORS® – Richard in 2003 and Paula in 2014 – and Kellie served as President in 2021. In addition to Kellie and her parents, there have been several other past presidents, directors and committee members who have passed through the brokerage over the years as well.



I think what is really special about our brokerage is how we approach everything as a team. There is no competition with our agents – we are always looking to help each other get better, sharing ideas, best practices, and lifting each other up. AT THE END OF THE DAY, IT'S OUR CLIENTS' NEEDS THAT ALWAYS COME FIRST.



In addition to volunteering, Kellie enjoys playing soccer – she plays both indoor and outdoor in a local women's league. She also loves spending time with her wife, Megan, their two kids, Joshua and Oliver, and will attend just about any live sporting event or concert that she has an opportunity to see.

As Kellie and Katie continue to carry their family's legacy into the next generation, Kellie anticipates the day that she and her sister officially take the reigns of Dunnigan REALTORS® with excitement.

Yet, she cherishes every day she has with her family until then. And though she wants her kids to follow their heart into their own careers, she would happily welcome them into the family business with open arms.





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A portrait of Braxton Warren, a man with dark hair styled in a bun, wearing a dark blue textured sweater. He has a large rose tattoo on his left forearm and is looking directly at the camera with a slight smile. The background is a dark, solid color.

▶ star on the rise

BRAXTON WARREN

Meet Braxton Warren with Compass and The Warren Group, this month's Star on the Rise. Whether it is competing in Taekwondo or taking the real estate world by storm, Braxton's desire to stand out shines through. Before Braxton became a REALTOR®, he ran Taekwondo schools and taught Olympic Taekwondo. He had practiced Taekwondo for 20 years at the Olympic level and made the California state team twice. This same passion can be seen in his real estate career. "My firm and I are changing the game of real estate as we know it today" shares Braxton.

What is your career volume as a REALTOR®?

Not entirely sure. Because of my hybrid career in the development and real estate space, I would say that I have facilitated and lead transactions in a portfolio of over half a billion dollars.

What are you most passionate about right now in your business?

I am passionate about disrupting the real estate industry and providing a level of service that I feel has not yet been adopted as an industry standard. I take a very unorthodox approach with my firm and my team and I are really

focusing on providing the best possible service to our wide range of clientele.

What has been the most rewarding aspect of your business?

I am often presented with opportunities to take over projects or situations when other agents are not able to execute.

I worked on one project with finished homes for over two years before we sold our first unit. There were many challenges associated and lots of hard work to be done before we were able to get a sale but at the end of the day, we were successful. That has been my proudest moment so far.

What is your favorite part of being a REALTOR®?

Helping clients find their homes, establish generational wealth, or contribute to the infrastructure of local communities through the development aspect of our business.

How do you define success?

Happiness through helping others and reaching your full potential.

Did you see yourself becoming this successful when you first began your career? Please explain.

Yes. My parents instilled in me at a very early age to do your best no matter what. That is something that I have witnessed them do throughout my life and something that fuels my drive and will always fuel my drive.



“
 MY FIRM
 AND I ARE
 CHANGING
 THE GAME OF
 REAL ESTATE
 AS WE KNOW
 IT TODAY.
 ”

What sets you apart?

Everything. There is nothing traditional about my firm or myself. My entire team is very diverse, we speak collectively 6 languages, we market different, we interact with clients different, we get things done differently. Our goal is to redefine the perception of the real estate agent. Everything we do is different.

What advice or recommendations would you give to agents just starting out?

Be prepared to work. Relationships are the most important thing in this business. Without establishing relationships you will get nowhere. After relationships comes execution. You have to get it done. Period.

Tell us about your family.

My parents are the foundation of everything that I am. My father is a real estate developer and my mother is the executive director of a phone mail nonprofit and has her doctorate in clinical pharmacy.

My sister is an amazing model for Wilemina and my brother is a killer soccer player for UC Irvine. We are all high achieving and hard working. We build and fuel each other.



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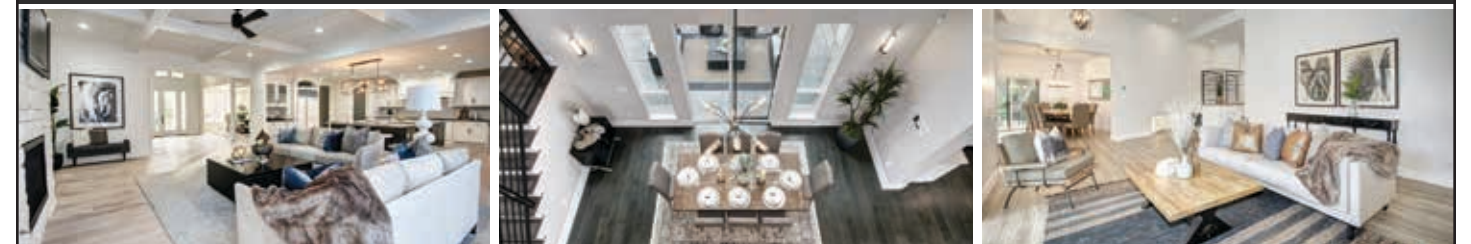
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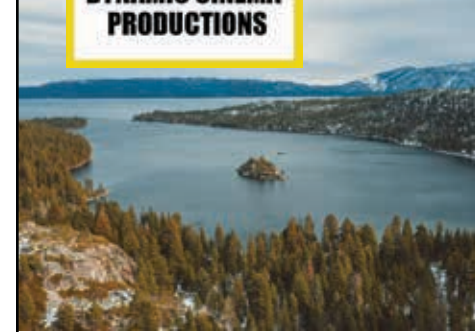
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» cover story

By Ruth Gnirk | Photos and Cover Photo by Nicole Sepulveda

KEVIN COOPER

“YOU’D BETTER BE RUNNING”

Kevin Cooper got his first real job at age 10. He and his older brother Jim had a dedicated paper route. Their mother Helen and father J.C., an Air Force veteran, had taught them about diligence and integrity, and the brothers were determined entrepreneurs.

J.C. Cooper demonstrated humility and a servant’s heart as he helped his sons fold the papers, and then drove beside them every day while they delivered the Sacramento Bee. While he was attending to their safety, he also kept them accountable for serving others with excellence.

Kevin was a good student and athlete. He showed such talent that he received a full-ride scholarship to Columbia University in New York where he attended his freshman year. Wanting to be closer to home, he transferred to UC Davis the following year and studied economics. He later received his M.A. in organizational management from the University of Phoenix.

WORKING MAN

While attending college, Kevin was hired to work at UPS. Their focus on integrity reinforced what he had seen modeled at home. He was quickly promoted to a position of Supervisor and then Manager. In time, Kevin worked in accounting and finances, business development, operations, security, and

corporate training. Working in these diverse departments provided Kevin with a high-level view and deep understanding of how to run a company.

Kevin was inspired by one of his employees and good friend to earn his real estate broker’s license in 2002 while still at UPS. He was offered a lucrative position that would have necessitated him relocating to North Carolina. However, he turned it down because he felt strongly about being present to raise his four-year-old daughter Jasmine.

THE CAVE YOU FEAR TO ENTER HOLDS THE TREASURE YOU SEEK – JOSEPH CAMPBELL

In January 2003, after working for UPS for 17 years, Kevin turned in his resignation and stepped into the world of real estate full-time. By his third month as a solo agent, Kevin earned as much as he had earned in *one full year* at UPS.

During his first year, Kevin was buyer-focused and sold 43 homes. For his second year, Kevin changed focus and mastered the art of working with sellers. He ended up hiring an assistant and sold 72 homes by the end of the year.

The years of working his morning paper route had helped shape him into an early riser. Each day, Kevin went into the office of the legacy brokerage at 4:30 am to answer emails and get a start on his day.

“

I FIND GREAT VALUE IN SPENDING TIME WITH THE PEOPLE THAT I LOVE, BECAUSE YOU NEVER KNOW HOW MUCH TIME YOU WILL HAVE WITH THEM.

”





“I owed it to myself to work *at least* as hard for myself as I had worked for someone else,” Kevin shared. “A few years later I started my own real estate brokerage. I was no longer limited by anyone or anything other than my own creativity and time. Then in 2007, I started my own mortgage business. As a mortgage broker, I taught my clients to use their head to buy, not just their heart.”

He and his team were consistently in the top rankings in Elk Grove. He was mentoring agents and celebrating their success. Then in 2010 Kevin closed his mortgage company and joined another legacy brokerage. This allowed him to maintain and grow his team. His wife Samantha also became a licensed REALTOR® that year. Kevin was honored to help burdened buyers and sellers while building an empire.

In 2019, Kevin joined eXp. He loved the efficiency and the flexibility he had to create additional streams of revenue. He appreciated being around like-minded agents who wanted to collaborate to improve the community and the industry.

The company has been in the Metaverse since its start, and was beyond agent-centric. After just two years with eXp Kevin earned more from his residual income than he had from retiring after working 17 years in management at UPS.

GRATITUDE ATTITUDE

Kevin is grateful for many people. Agents Pat Shea and Tracey Saizan had a profound impact on him as a new agent. They were the epitome of professionalism. Kevin is also very grateful for his team, both present and past. Together they have sold more than 3,000 homes throughout the years and excelled in the last downturn by focusing on short sales and HUD homes.

Kevin gives back to the community, in part, by volunteering his time. He has been serving on boards and committees for SAR since 2003 and is currently serving on a Government Relations Committee. He is also a trustee for the Local Candidate Review Committee.

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-CHRISTOPHER MCDUGALL





In the past, Kevin has served on the board for the Salvation Army and the Finance Committee for the Sacramento Region Community Foundation. He also continues to serve as a board member for the Greater Sacramento Habitat For Humanity.

Most importantly, Kevin is thankful for his daughter Jasmine, son Roman, and their families. He is *especially* grateful for his three grandchildren Ari, Adi, and Pierre.

“Rich’ is being able to do what you want when you want,” Kevin reflected. “I find great value in spending time with the people that I love, because you never know how much time you will have with them. My father passed away a month before my daughter was born, 29 years ago. During an eight month period in 2020 and 2021, I lost my mother, sister, and two brother-in-laws. One year ago, my wife and I were hit head on by a car in an accident that we should not have survived. Life is fragile and I don’t take it for granted.”

After resigning from UPS, Kevin had promised himself that he would continue to improve himself by

reading one book each week. He faithfully kept his vow for two full years, and Kevin continues to build on that discipline.

He and Samantha love to travel and do so frequently. They travel at least one week each month to places like Aruba, Barbados, Italy, Mexico, the Bahamas, and South America. Bali is on the calendar this year, and Formula One next year in Monaco.

“I have always been determined that no one was going to outwork me,” Kevin concluded. “That reminds me of the quote by Christopher McDougall. ‘Every morning in Africa, a gazelle wakes up. It knows it must outrun the fastest lion or it will be killed. Every morning in Africa, a lion wakes up. It knows it must run faster than the slowest gazelle, or it will starve. It doesn’t matter whether you’re the lion or the gazelle. When the sun comes up, you’d better be running!’”



Matthew Cole

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