

SILICON VALLEY

REAL PRODUCERS[®]

INFORMING AND INSPIRING REAL ESTATE AGENTS

Julie
WYSS

By Hyunah Jang Photography



DECEMBER 2018

**Don Williams
and Associates, Inc.
Insurance Services**

Auto | Home | Life | Business

**Serving Your Community
since 1961**



WHEN IT COMES TO CREATING BALANCE,
ARE YOU **COMMITTED**
OR ARE YOU **INTERESTED?**

**LET'S
START TO
REDEFINE
HOW YOUR
WORK
IS DONE.**



Tyler Williams

Brendan Williams

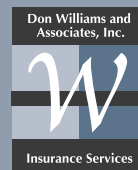


Most people buy too much or too little insurance. We'll work with you to choose the right safety net for your assets and lifestyle.

Since 1961 the professionals at Don Williams and Associates, Inc. have been trusted to provide personalized, service and support for auto, home, life and business insurance needs.

Contact us to learn about the range of coverage options that are available to you.

Brendan Williams
Don Williams and Associates, Inc.
17510 Farley Road West
Los Gatos, CA 95030
408.402.3646
brendanbondwilliams@gmail.com



License # 0338880

HAGERTY

TRAVELERS

PROGRESSIVE

Safeco Insurance
A Liberty Mutual Company

Nationwide
is on your side

THE HARTFORD

MERCURY INSURANCE
AUTHORIZED AGENT

www.MitchFelix.com

TABLE OF CONTENTS



08
Preferred Partners



12
Partner Spotlight:
Chris & Jamie Robinson



14
Agent of Abundance:
Rabia Alizai

SLS

19
Master Class Event Sponsor Profile
Noel Dasmariñas



20
Head Turners:
Joseph Alongi



23
Head Turners:
Neva & Jessica Mills



24
Celebrating Leaders:
Monique Lombardelli



29
Real Wellness
Amanda Bo



30
Profile:
Ryan Gowdy



34
Silicon Valley Real Producers Launch Party



40
Cover Story:
Julie Wyss

TOP 150 STANDINGS

44
Top 150 YTD

photography by **Busa**

portraits • events • commercial • video • photobooth

Professional photo & video solutions.
Family | Business | You



If you are interested in contributing or nominating a REALTOR® for certain stories, please email us at Mitch@SiliconValleyRealProducers.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of N2 Publishing but remain solely those of the author(s). The publication contains paid advertisements by local companies. These companies are not endorsed or specifically recommended by N2 Publishing or the publisher. Therefore, neither N2 Publishing nor the publisher may be held liable or responsible for business practices of these companies. NOTE: When community events take place, photographers may be present to take photos for that event and they may be used in this publication.

www.photographybybusa.com

MEET THE SILICON VALLEY REAL PRODUCERS TEAM



Mitch Felix,
Founder & Publisher



Hyunah Jang,
Head Photographer



Zach Cohen,
Head Writer



Kylea Bitoka,
Writer



Briant Wells,
Writer



Dave Danielson,
Writer



Katie Williamson,
Writer



Amy Felix,
Editor



Barbara Felix,
Director of Happiness



Jenn Gevertz,
Event Planner and
Social Media Manager



“A set of professional photographs is the one memento that helps you remember everything else...”



Creative Cabinets

Creative Cabinets has been in business for going on 35 years under the ownership and guidance of Jim Samuelsen. We are on the cutting edge in New and Old Design, Fabrication and Quality. Our highly experienced Craftsmen produce a product that is second to none for both residential and commercial. There is no job that is either too big or too small that they can't handle. We work very closely with our customers to assure their complete satisfaction from start to finish, and we strive to maintain that relationship long after the job is complete. So if you are looking for high quality, efficiency and competitive pricing, Creative Cabinets is for you.



Our beautiful white kitchen cabinets were custom made by Jim Samuelsen 16 years ago. They are as beautiful today as they were when he installed them. There were intricacies to this work including a Sub-Zero refrigerator with a cabinet front as well as other custom details needed. We appreciate Jim's work and can highly recommend it!

- Barbara And Bryn O. in Palo Alto

JIM SAMUELSEN

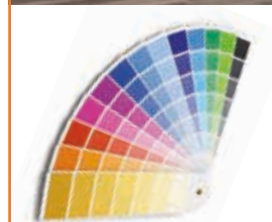
217 Old County Rd. Unit 2 | San Carlos, CA 94070
tel: 650 591-2186 fax: 650 591-2188
jim@creativecabinetsofsancharlos.com

As the Interior & Exterior Expert Trust Ernie's Quality Painting for:

**Quicker Sales • Higher Values
Improved Curb Appeals**

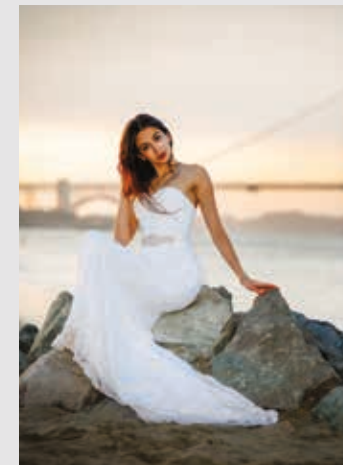


ERNIE'S
Quality Painting
408.401.0006



- SATIN WOODS
- REFINISH DECKS
- REFINISH KITCHEN CABINETS
- MATCH TEXTURES
- MATCH COLORS
- INSTALL CROWN MOLDING AND BASEBOARD

Let us know how we can help you!!



Call for an inquiry
(347) 840-1580

Visit the website
hyunahjang.com



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

ARCHITECTURE

EPIC Building Producers
Amy Felix
(650) 272-0607
BuildEverythingEpic.com

COACHING

Balanced Consulting
Mitch Felix
(408) 310-2280
www.mitchfelix.com

COMMERCIAL REAL ESTATE SPECIALIST

Sperry Commercial
Global Affiliates
Atsuko Yube
(408) 858-2169
SperryCGA.com

CONSTRUCTORS & ENGINEERS

MG Constructors & Engineers
Mark Garrison
(408) 842-5599
MGconstructors.net

CUSTOM CABINETS

Creative Cabinets
Jim Sameulsen
(650) 464-3966
CreativeCabinetsOfSanCarlos.com

GIFTS

Keep Spreading the Word Gifts
Mitch Felix
(408) 310-2280
KeepSpreadingTheWord.com

HOME STAGING

HomeScape Designs
Sara Arlin
(408) 460-1975
HomeDesignScapes.com

STAGE THIS! STAGE THAT!

Laurie Piazza
(408) 930-1986
StageThis.net

INDUSTRY UPDATE

SCCAOR Foundation
(408) 445-5060

INSURANCE

Pam Farrington Insurance Agency Inc
Pam Farrington
(408) 265-9100
AllstateAgencies.com/
PamFarrington

INSURANCE AGENT

Coverage Plus Insurance Agency
Chris Robinson
(408) 626-7800
COVplus.com

INSURANCE & FINANCIAL SERVICES, INC

Laura Peterson Insurance & Financial Services, Inc
Laura Peterson
(408) 395-2900
LauraPeterson.net

INSURANCE BROKER

Don Williams & Associates
Tyler Williams
(408) 402-3646
DonWilliamsInsurance.com

INTERIOR DESIGN

Gorman Interiors
Cindy Gorman
(408) 623-5262
GormanInteriors.com

INVESTOR & DEVELOPER

Skye Homes, LLC
Jake Knight
(510) 220-0712
SkyeHomeBuy.com

LANDSCAPE DESIGN

Natural Bridges Landscaping
David & Shesta Ross
(408) 206-2606
NaturalBridgesLandscaping.com

MARKETING

Beyond VT Marketing
Chris Ricketts
(510) 440-9153
BeyondVTMarketing.com

REAL ESTATE MARKETING OF CA

David Collins
(858) 254-9619
RealMarketing4You.com

MORTGAGE

Kal Financial
Daniel Chalk
(408) 401-3793

OPES ADVISORS

Bill Phillips
(408) 993-9133

PREMIER LENDING INC

Dave Campagna
(408) 406-1934
PremierLendingInc.com/Dave

ORGANIZING SOLUTIONS

Create Your Spaces
Christy Frazer
(408) 802-9451
CreateYourSpaces.com

PAINTING

Ernie's Quality Painting
Ernie Maldonado
(408) 401-0006

PAVER MAINTENANCE

Power Washing Systems
Roger Gallegos
(408) 529-9615
PWSpower.com

PHOTOGRAPHY

Hyunah Jang Photography
Hyunah Jang
(347) 840-1580
HyunahJang.com

PHOTOGRAPHY BY BUSA

Brandon Busa
(408) 891-5642
PhotographyByBusa.com

PREMIER AUTOBROKER & LEASING SPECIALIST

Hammer Auto
Robert Hammer
(650) 210-1800
HammerAuto.com

PROPERTY MANAGEMENT

Marquise Property Management
Ursula Murray
(408) 354-0535
MPMSV.com

REAL ESTATE

PROMOTIONAL SERVICES

REPS
Jeff Crowe
(408) 871-8586
REPSweb.com

TERMITE INSPECTION

Preferred Termite Services, Inc.
Sabrina Clemmensen
(408) 802-8240
PreferredTermite.com

It's where you play, celebrate, rest, and find refuge, we understand how to make it a special place for all occasions.

Gorman Interiors can give your home a fashion-forward and functional design from floor to ceiling.

We'll make the experience fun and stress-free for a home you will enjoy for years to come.

G O R M A N
I N T E R I O R S
Making Decorating Dreams a Reality

Cindy K. Gorman | Design Consultant
cindy@gormaninteriors.com | 408-623-5262
www.gormaninteriors.com

kal financial
Your Dreams *Approved.*™

**Thinking about Purchasing a new home?
Refinancing the current property you own? Need help getting financing to build your dream home?**

Contact me today!



DANIEL CHALK
Loan Officer
NMLS # 1172439
408-401-3793
daniel@kalfinancial.com
www.kalfinancial.com

2542 South Bascom Ave, Ste. 130, Campbell, CA 95008
Branch NMLS# 937156 | CORP NMLS #237341



American Financial Network, Inc., DBA Kal Financial, is licensed by the California Department of Business Oversight under the California Financing Law License (603J675) and holds a CA Bureau of Real Estate, Real Estate Broker's License (01317581) under Nationwide Mortgage Licensing System (NMLS), unique identifier of 937156. Broker is performing acts for which a license is required. Loans made or arranged pursuant to California Financing Law. Refer to www.nmlsconsumeraccess.org and input NMLS #237341 to see where American Financial Network, Inc. is a licensed lender. In all states, the principal licensed office of American Financial Network, Inc. is 10 Pointe Drive, Suite 330, Brea, CA 92821. Phone: (714) 831-4000 (NMLS ID#237341). This is not an offer for extension of credit or commitment to lend. All loans must satisfy company underwriting guidelines. Not all applicants qualify. Information and pricing are subject to change at any time and without notice. The content in this advertisement is for informational purposes only. Products not available in all areas.



▶▶ publisher's note

By Mitch Felix

INTERDEPENDENCE

I was the shiest kid in my elementary school.

I desired to come out of my shell, which led me to submit a job application for a bank teller position.

My friend Lindsey correctly identified that "I'd need to speak to customers."

And the way I am wired is I can be uncomfortable for the sake of success.

I would rather do well at a job than admit I couldn't do something.

I wanted to change.

I got the job. And over about two years I learned how to communicate in a way I never had before. To make lots of friends.

And I began to know that being uncomfortable for the sake of growth is not the end of the world. It too shall pass.

If you had asked me 14 months ago which of the two components of *Real Producers*, selling or events, I would have a harder time with, I would have answered events.

On the one hand, I had written about 6,000 orders in a previous company. On the other hand, my event-planning experience consisted of a few birthday parties.

Fast forward to October 11, 2018, and I have nearly 300 top real estate agents at a \$22,000,000 estate in Los Altos Hills.

The path was all about interdependence. I relied on my friends, family,

sponsors, partners, and staff – it was an effort dependent on a team.

And that's the future of every position in every industry. Interdependence solves a lot of problems.

Not that long ago hotels fought each other to gain their next client. Then, a disruptor, Airbnb, came to market, and hotels banded together to form a strong alliance of interdependence.

The real estate industry has been around forever. And the only thing constant about it is the change.

Your platform. Your events.

Let's grow this community of reciprocity in a big way in 2019.

Let's band together.

Good Hands® Within arm's reach.



Pamela Farrington
408-265-9100
pamfarrington@allstate.com
CA Insurance Agent #: 0731355



Subject to terms, conditions and availability. Allstate Northbrook Indemnity Co. © 2018 Allstate Insurance Co.



"This is a family owned business and besides being some of the nicest people I have ever worked with, they have incredible integrity and are extremely experienced and knowledgeable." - Cynthia

Our office is located in San Jose, however our work radius is much larger. We offer "Limited" and "Full" termite inspections of both residential and commercial buildings. Our firm is able to offer both fumigation and localized treatment services for drywood termites and wood boring beetles. For Subterranean Termites we offer localized treatments and when necessary, full perimeter treatments. Wood repairs associated with our inspections are also available.

SCHEDULE NOW!

Call or Text us at 1-408-532-6299



Visit our website to schedule your Free Consultation!

www.stagethis.net

Laurie M. Piazza

✉ lpiazza@stagethis.net 📞 (408) 930-1986

Whoever said looks don't count?

You WILL Make More Money:
Staged homes sell for a minimum of 11% above the asking price and spend far less time on the market when compared to un-staged homes.

Your House WILL Sell Faster:
The longer a property stays in the market, the lower the price it will attract.

You WILL receive a positive Return on Your Investment:
1-3% investment on home staging yields an 8 - 10% return.

Your Online Photos WILL Stand Out:
90% of potential home buyers start their property search on the internet. Staged homes increase visibility and potential buyers.



Mon - Fri 9 to 5



COVERAGE PLUS INSURANCE AGENCY

CHRIS AND JAMIE ROBINSON

CPIA: Adding – and Ensuring – Value

Some companies are named for what they do. Others reflect the passion their owners have. Coverage Plus Insurance Agency (CPIA) is a name that does both.

For owners Chris and Jamie Robinson, CPIA represents an approach to insurance that goes beyond pure deductible figures, coverage amounts and paperwork. It's about delivering a real plus – true value that your clients can count on when it matters most.

For 25 years, Chris has honed his insurance knowledge. And he started as soon as he could. In fact, as an 18-year-old, he was one of the youngest licensed insurance agents in California. In the process, he extended the family business.

“My stepfather represented Farmers Insurance. He was a captive agent, so he only represented one company. He sometimes found it difficult to find solutions for customers who had needs beyond one company's portfolio,” Chris says. “He wanted to start a brokerage business. But he wasn't able to. So my mother got licensed, set up the business under her name, and I got my license. I opened CPIA in 1994, and it just progressed from there.”

Today, CPIA is a full-service broker representing more than 30 auto and

home insurance carriers, including property, auto, business liability, business vehicle and workers' compensation coverage. Those options mean value for clients.

“We work for the client. As a broker, we're independent,” Chris explains. “Our approach is to educate clients about options that fit them. It's not always about the rate. Sometimes it's a coverage issue.”

Real estate agents and insurance brokers share similar, fast-paced days that extend through most waking



hours. In the beginning, Chris and his wife of 25 years, Jamie, spent a lot of time passing each other.

“Jamie was a restaurant manager. It's very time-consuming and demanding. It was difficult to have much quality time,” Chris says.

Then something clicked as he watched her work.

“She worked so well with people, and everything she did at the restaurant would be a fantastic fit here. That was 16 years ago when she made the switch, and we started working together here.”

Bringing Service Home

“My first interaction with a real estate agent was when I was 19. Being young and invincible, I found real estate agent Rick Smith. I thought I was ready to buy a condo. He sat down with me and nicely educated me on some of the realities involved. I was quickly humbled and started to learn.”

Since then, the two men have stayed in contact and have served as resources for each other through the years, with Rick sending several referrals to Chris.

Just-In-Time Pride

Through the years, Chris has expanded his network of real estate agent contacts. But that success didn't

just happen by accident. It comes back to the client-first work ethic that those in the real estate business see and appreciate.

“There are a lot of pressures as a real estate agent. And I know it is very time-sensitive,” Chris acknowledges. “Many times insurance is one of the last pieces in the process. And with offers pending, time is crucial. Agents not paying attention to that can slow the whole process.”

That's why whenever possible, Chris takes steps to be able to provide his real estate agent contacts with the information they need to keep deals moving forward.

As he says, “Deals hinge on getting those numbers. A real estate agent in the bay area has a lot on the line, and I understand the impact of them getting what they need right away. So I stop what I'm doing, go to the computer, work up quotes and send that over to them as soon as I can.”

Coverage options are vital.

“They're very important – especially in situations where the home may be more difficult to insure, such as in fire zones,” Chris says.

“Unfortunately, in some areas, typical insurance carriers know it's not a matter of if your home will be claimed by a forest fire ... it's a matter of when,” Chris says.

In many cases, home buyers naturally turn to auto-insurance carriers for home insurance. However, in fire zones, those big carriers often shy away and decline coverage.

“Some agents for those big companies tell homeowners they simply can't get coverage. But that's not true. Those captive agents only represent one company. That's not us,” Chris says. “Sometimes it's a matter of having

higher deductibles or certain stipulations. Through our surplus line and specialty carriers, I'm usually able to get coverage for homeowners within 24 hours.”

Value Beyond Price

Everyone likes and wants a good deal. But, like most things, the lowest-priced product isn't always the optimal choice – especially with insurance.

“There are large, price-focused insurance carriers advertising every 26 seconds. But we sit down and do a competitive analysis. And we really look at the value of the coverage for the price,” Chris emphasizes. “That's very important — to really sit down, look at the options and see what you're getting for the coverage cost.”

The results pay off. “It's not uncommon for us to look at the options with homeowners, and save them almost half of their premium costs without sacrificing coverage.”

While Chris admits those value and price wins make a customer feel great in the moment, there's no substitute for the moments when insurance is there when it's needed the most.

He remembers one night when his next-door neighbor and customer was out of town on vacation.

“I watched his home burn to the ground. But I was on the phone starting the claims process,” he remembers.

As Chris says, “It means so much to customers when they can rest easy without worrying about their insurance. When we hear about those life-changing times that they're happy with the way their insurance worked, it means a lot.”

And that's the kind of pride and commitment that accurately reflects Coverage Plus.



agent of abundance ◀◀

RABIA ALIZAI

How
Uncommon
Vision and
Opening
Up Led to
Open Doors

By Dave Danielson



It was 2012. Rabia Alizai stood at another front door. Once again, it was clear this one wasn't going to be answered or opened beyond 2 inches before someone peered out to say they weren't interested.

She had envisioned her real estate career. And this wasn't it.

"I knocked on doors for four months straight with no success," Rabia recalls. "I was in tears. I thought, 'Why am I doing this?' I didn't know if I was cut out for this."

REWINDING HER CAREER

Rabia's career began in marketing. Then, in 2005, Keratoconus in her eyes caused severe deterioration in her vision from hours of computer work.

She opened a new door and became a pastry chef at Google. After a year, she got married, started a family and soon had two daughters. She wanted to stay home with her kids. Her husband suggested real estate.

Rabia wasn't enthused. But they went through it together. They studied, took the exams and joined Intero. Soon, Rabia became very interested in geographical farming.

That was June 2012.



“We lived in San Jose. But something drew me to Sunnyvale,” she says. “Sunnyvale wasn’t the spot like it’s come to be. But it was centrally located, it was nice ... so when our daughters napped, we drove the streets of Sunnyvale. We looked for neighborhoods we liked. We got familiar with the area and decided to farm Sunnyvale townhouses.”

That led her back to 1,500 unanswered doors.

TIME TO OPEN ANOTHER DOOR

As Rabia stood in front of unanswered doors, she took a step back.

“I got creative,” she says. “I didn’t want to give up. I’d put a lot of time and energy into it.”

She put herself on the other side of the door.

“When someone knocks on my door, I don’t answer either,” she admits. “Why did I expect something different? I changed things to be more friendly and creative. I had to bring myself into this.”

A series of trips through the neighborhood came next. She asked for nothing. She gave.

“We distributed cookie cutters with recipes and said, ‘We’re your local expert.’ And we provided a neighborhood statistic, like, ‘Did you know homes here sell in seven days?’” she says. “We did pumpkins for Halloween, a November market update and in December, we did a coat drive. People saw us give back and reach out in ways apart from real estate.”

SUCCESS THROUGH A CONTRIBUTION MINDSET

“When I knocked on doors and said, ‘I just want to wish you a happy Halloween,’ people would say, ‘Is that it?’ I said, ‘Yeah, I just want you to know my name is Rabia and I’m here if you



ever need anything — and happy Halloween,” Rabia says. “The response was amazing. I think they felt, ‘She’s a person just like me.’”

In 2013, business started rolling — a fact Rabia attributes to a once-depressed market bouncing back and to a more personal style of outreach.

“I told myself, ‘I’ll knock a certain number of doors each week, then get home to my kids. It wasn’t about a paycheck. I think you really need to be able to alter the mindset from money to your goals ... to your why. For me, it’s letting people know they can trust me ... I didn’t want to just be a real estate agent. I wanted to be a friend.’”

Religion has been Rabia’s “guiding light.” As a Muslim, she prays five times a day.

“I’m religious — but not overly religious,” Rabia says. “That faith system is there. Having that positivity is important. In this industry, you get knocked down all the time. On those streets where I do business, my blood, sweat, and tears are there. The neighborhoods are very close to my heart. When someone calls me, I take it very seriously and I put my best foot forward.”

Six years after opening the door to real estate, Rabia has achieved success and balance.

“The hardest thing about this industry is drawing lines, turning off phones and being present with family. The first two years I lived my life this way,” she says looking intently at her phone. “During 2013 and 2014, there were no lines. Anyone could contact me any time. And then I saw the impact on my kids.”

Since then, Rabia and her husband have strictly carved out 3 to 7:30 p.m. each day as family time. “I tell my clients, ‘After 7:30 p.m. if you need me, I’m all yours until 11 p.m. I think it’s been life-changing.’”

A VIEW OF THE FUTURE

Rabia continues to deal with her ongoing vision issues. In fact, during her pregnancy with her one-year-old son, her vision took a turn, leaving much of her vision blurry, though she’s hopeful current surgical treatment and corrective contacts will help.

In the meantime, Rabia recently began work with Coldwell Banker. And she’s content with business.

“(My children) need me in very different ways. So I don’t have time to expand. Maybe in 10 years, we might look at it. But I’m not complacent. I work my tail off to maintain what we’ve built ... hosting events, getting out, knocking on doors, meeting neighbors. We work with 4,000 homes. Do I want to expand that to 6,000? Not really. Because I need that balance.”

One thing’s certain. When the time’s right, the woman who opened doors by opening up will find a way to open yet another new door.



SILICON VALLEY REAL PRODUCERS®

INFORMING AND INSPIRING REAL ESTATE AGENTS

Broker Office SUBSCRIPTIONS

When Real Producers magazines are within reach, clients not only recognize your appreciation for high-quality content but your association with top-producing industry partners.

MONTHLY SUBSCRIPTION COST BREAK DOWN:

5 COPIES ➤➤ **\$50** per month

10 COPIES ➤➤ **\$97.50** per month

15 COPIES ➤➤ **\$142.50** per month

20 COPIES ➤➤ **\$180** per month

For all questions, please reach out to Mitch Felix at
Mitch@SiliconValleyRealProducers.com



SLS

➤➤ master class event sponsor profile

CRAFTING A STORY

Noel Dasmarinas, Sky Lantern
Studio and BVT Marketing

By Zach Cohen

“I project what I’ve learned in life through my work,” Noel Dasmarinas reflects. “I don’t just shoot video. I tell a story.”

Noel’s unique approach to videography has led him down a distinctive career path. After going to school for animation and visual effects, Noel found his way into the videography business by happenstance. A friend asked for help shooting a wedding, and Noel took up the task. Soon after, his first wedding videography business was born. “I was able to take what I learned in school and translate it to what I do now,” he explains.

Today, with over 10 years’ experience in the industry, Noel is working in parallel businesses, shooting weddings and events for Sky Lantern Studio and producing real estate marketing pieces with BVT Marketing.

As the owner of Sky Lantern Studio, Noel focuses on weddings, shoots private events, and works on social media campaigns. He’s an expert in drone footage, which he also uses in his real estate work.

As BVT Marketing’s head videographer, Noel is responsible for creating cinematic walk-throughs and providing drone footage of properties for sale. “I know what the agents go through and what they have to do to market,” Noel explains. “I take the principles from wedding videos and cinematic shots and translate that to real estate. I put a lot of thought into shooting a house. I’m telling a story.”

The storytelling aspect of Noel’s work is what makes it most distinct. He puts his heart into everything he does – and that shows in the output to his clients. “I’ve seen a lot of real estate videos,” Noel says.

“We try to make the experience for our clients the best experience it can be. That’s our priority – the experience for the clients.”

Noel has found creative ways to inject his cinematic work with his original discipline of animation and visual effects. With touch and expert technique, he’s able to create a unique end product no matter what he’s shooting.

In addition to his craft as a videographer, Noel is passionate about his faith and his family. He’s heavily involved with his church, Iglesia Ni Cristo (Church of Christ), and next May, he’ll be getting married himself. “I’ll be on camera soon,” Noel laughs. “I’m waiting for that day.” His fiancée, Mylene, has recently taken up photography and joined Noel in his business.

Twenty years ago when Noel and his family first moved to California, he couldn’t have dreamed where he would be today. Coming from the Philippines, the Dasmarinas family landed in Guam for five years before moving to the Bay Area. Noel still has a big family in the Philippines and tries to take a yearly trip back to connect with his roots. The long road to where he is today has served to make him ever grateful for the success he’s enjoying.

“I’m grateful for what I have right now and those that support me,” Noel reflects. “I went through a rough time where I had nothing. You get back up, and that’s when you appreciate every little thing. I’m grateful for God... Every little thing, I am grateful for.”



AWARD WINNING REPUTATION
FAIR & COMPETITIVE PRICING
SOPHISTICATED STYLE WITH
ON-TREND FURNISHINGS & DÉCOR

CONTACT US TODAY FOR A COMPLIMENTARY QUICK QUOTE
(408) 460-1975 • SaraArlin@gmail.com

▶▶ head turners

Briant Wells



JOSEPH ALONGI

COMPANY: SOLDNEST, FOUNDER

AGE: 38

YEAR FOUNDED: 2016

An entrepreneur since he can remember, Joseph Alongi loves the reward – and the risk – of bringing his vision into reality through entrepreneurial ventures. Before becoming a real estate agent and founding SoldNest, Joseph owned a mortgage company for six years and ran a handful of other small companies. “I’ve been an entrepreneur my whole life,” Joseph confirms. “I love solving problems – and that’s what we’re doing with SoldNest.”

After a few years at a traditional brokerage, Joseph began to see the gaps in the real estate transactional processes. “Our industry is very opaque,” he explains. “The problem I saw and currently see in real estate is a lack of transparency.”

In 2016, SoldNest was born with the goal of turning the process of selling homes on its head. Joseph’s entrepreneurial roots and desire to improve the process of buying and selling homes lit the spark.

In founding SoldNest, Joseph is on a mission to make the real estate industry more transparent. Transforming the way that agents represent clients,

Joseph uses his skills in digital marketing and digital lead generation from the mortgage industry to create a platform that increases transparency for clients at all stages of the process. Joseph envisions SoldNest as an industry-altering technology “to do high volume, with higher quality and the highest customer service.”

“What we’re trying to do is educate the consumer, and create a better and more transparent home selling experience at a lower cost,” Joseph explains. “It’s that simple.”

FUN FACT

Joseph played baseball at San Jose City College before excelling as a sales rep at 24 Hour Fitness. “I started there at 2001, and it kind of just took off.”

FINDING YOUR WHY

“I’m not motivated by money. I’m just extremely passionate about changing the industry for the better. I don’t need the recognition.”



The Bay Area’s premier marketing tools for Real Estate professionals!

Need more time to sell? REPS (Real Estate Promotional Services) has the experience and creative talent to get your projects done on a deadline. We will make your projects look great and get your message across clearly and concisely.

- ▶ Offer home buyers professional flyers that showcase your properties!
- ▶ Use one partner to produce all of your real estate marketing tools!
- ▶ Start your design projects today!

Real Estate Promotional Services
334 E. Campbell Avenue Suite B
Campbell, CA 95008
Customer Service
Telephone: (408) 871-8586
FAX: (408) 871-8581

www.repsweb.com



CREATE YOUR SPACES

Professional Organizer
and Move Manager



CHRISTY FRAZER
408 802 9451
christy@createyourspace.com
www.createyourspace.com

PNC BANK

“PRE-APPROVED” SHOULD MEAN PRE-APPROVED.

An in-depth pre-approval process. A more predictable outcome.

The PNC pre-approval is underwritten by a PNC Bank mortgage professional. We walk your client through the entire application process. We perform a full credit review and, if approved, the result is a true commitment to lend. From the start.

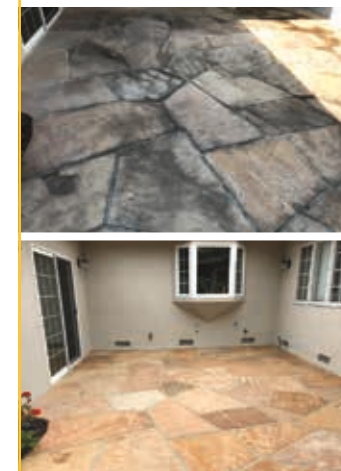
Raffi Soghomonian
Mortgage Loan Officer
NMLS# 483480
650-591-8830
raffi.soghomonian@pnc.com

PNC is a registered service mark of The PNC Financial Services Group, Inc. (“PNC”). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit review and underwriting approval. This information is provided for informational purposes only and is not to be provided to anyone other than the party. This information is provided for informational purposes only and is not an advertisement or solicitation. Loans made in accordance with Regulation Z. Programs, interest rates, and fees are subject to change without notice. ©2018 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association. 18077 PNC 011 1/18/18

PAVERS POWER WASHING SYSTEMS

A Division of Aries Venture Group, Inc.

You'll Be Amazed By The Difference



- PAVER MAINTENANCE**
- POWER WASH PAVERS
 - RE-SAND JOINTS
 - APPLY PROTECTIVE SEALER
-
- RESIDENTIAL SERVICES**
- HOUSE WASHING
 - DRIVEWAY CLEANING
 - PATIO & POOL DECKS
-
- SEALING SERVICES**
- PAVERS
 - FLAGSTONE
 - STAMPED CONCRETE

MENTION KEYWORDS
“REAL PRODUCERS”
FOR VIP PRICING

CALL NOW:
408-529-9615
www.pwspower.com

ROBERT HAMMER

When launching Hammer Auto 25 years ago, Robert Hammer's vision was to create a safe, friendly, transparent way to buy or lease vehicles—where you would want to do all of your personal vehicle purchases and leases, and also feel comfortable sending your parents or grandparents, knowing you weren't sending them into a lion's den.

Having manifested that vision, Hammer Auto is considered to be, "The most trusted place to buy or lease ANY vehicle." Hammer Auto will help YOU through the car buying or leasing process and will save you both money and time.



WHY HAMMER AUTO?

- **EXTENSIVE SUPPLIER NETWORK**
- **ALL MAKES AND MODELS**
- **PURCHASING/Leasing/Financing**
- **VOLUME PURCHASING POWER**
- **COMPLETE TURN-KEY SERVICE**
- **FREE CONSULTATION/INPUT/ADVICE**
- **PROFESSIONALLY PROVEN FOR 25 YEARS**
- **CAN "CUSTOM ORDER" ANY VEHICLE AT ASTOUNDING SAVINGS**



4898 El Camino Real Suite 205
Los Altos CA 94022
650-210-1800

▶ head turners

Zach Cohen



NEVA & JESSICA MILLS

COMPANY NAME: ALAIN PINEL REALTORS

YEAR JOINED THIS COMPANY: 1998

"For me, real estate is a full package ... It's a way of life."

When talking about her business, the word passion comes up, time and time again. Neva Mills' love for her business runs deep.

As a third-generation Californian and a Los Altos native, Neva has a unique advantage in the market. She credits her mom with lighting the spark that acted as the catalyst for her success. The 11th of 15 children in her family, Neva was the first to mimic her mother's passion for real estate.

While growing up on 2 acres of land in Los Altos Hills, abutting Packard's 40 acres only by a creek, Neva and her siblings were raised amidst a different way of life - where their days consisted of running freely amongst chickens, a full flock of peacocks, and other various livestock and pets. When her father passed away in 1975, Neva's mother, Mary Cox, with eight children still at home, began her real estate career. "Her second year in the business, she made the million-dollar club, which was huge in 1977," Neva recalls. The very next year, Neva's mother opened her own office, Cox & Associates on Main Street in downtown Los Altos. "I became extremely close to my mom because of our shared love of real estate."

The family business is continuing. After working in the architecture and construction industry for years, Neva's daughter, Jessica, joined her business after leaving Stanford University in 2016. "The love

of all things home and rehabbing runs strong in our family. My daughter, 3, already will give anyone a tour of any home," Jessica laughed. "For some reason, it's in our blood. It's truly amazing to be able to love what I do and who I get to work with; we're very lucky."

After all these years in the business, Neva continues to allow her passion to drive her work. "My favorite part of our job is when a client jokes about not wanting to sell anymore after we've finished cleaning up and staging their home. If we can sell the home to the person who is already sold on finding a new home ... it means we've done our job."

FAMILY FIRST

Neva has two sons, Douglas and Christopher, who live in Idaho and Oregon, respectively. Her daughter, Jessica, blessed her with her first grandchild, Cybele, in April 2015. "My favorite thing in the whole world is being able to see my grandbaby every day. She's the light of my life."

IF I WASN'T A REAL ESTATE AGENT

"If I went back, I would have wanted to be a designer." Neva still stages the homes for all of her listings herself. "It's a passion and my favorite part of the job. I love making a house a home."

BUSINESS HIGHLIGHTS

Neva was a 2017 Top 10 Agent for Alain Pinel Realtors, Los Gatos. She credits her amazing clients for the success of her business; 95 percent of her business is referral-based.

MONIQUE LOMBARDELLI

celebrating leaders ◀◀

By Dave Danielson

For Monique Lombardelli, work/life balance is a little less complicated than for most. You see, she doesn't worry about bringing her work home. That's because her work is her home. In fact, it's her passion... and it all revolves around the mid-century mastery of Joseph Eichler.

A New Experience

Monique remembers the first time she stepped inside an Eichler home.

"Until I found Eichler homes, I wasn't really inspired by my living environment. I had grown up in a traditional-style home, and I thought that's all there was. But then I discovered Eichler, and I never felt so excited and alive," she beams.

That's all it took.

"With Eichler homes, you feel nature and such an open feeling. There are no walls. Nothing separating each room. It's all an open floor plan," Monique explains. "You see the backyard through the whole area with beautiful atrium spaces that make you feel so connected to the outside. From that first moment, I felt really inspired and also felt more relaxed. More calm."

Passion to Profession

After moving to Palo Alto from Portland 18 years ago, Monique soon found herself in the real estate business. As she started working with mid-century modern architecture, business was buzzing. At the same time, the open floor plans pointed to an opening for Monique.



"I paid desk fees of about \$400 a month. And I was paying commissions," she recalls. "I wasn't happy doing everything myself and then paying another brokerage. So I thought since this was really working, I should start my own team and teach other agents how to do this with their marketing."

That's how Monique founded Modern Homes Realty. As you might guess, one builder in particular forms the center of Monique's business model.

"We have teams set up around each area of Eichler homes built in the Bay area. There were about 11,000 Eichler homes built in the Bay area, with 2,700 built in Palo Alto," she says. "We just cater to this specific clientele. We do also work with regu-

lar-style homes. But we really know Eichler homes, and we have all that inventory of furniture, so it's easy for us."

When Monique says that she and her company know Eichler homes, it is definitely an understatement. "We know the vendors that work on Eichler homes. We know the designs, the history, how to take care of them and we provide all of the work at no cost to the seller," Monique says. "So if a seller needs a kitchen remodeled before they put it on the market, or if they need mid-century modern staging furniture, we take care of that. We pay for that with our firm, because we have everything already. We know the colors, the styles, and finishes. So sellers just hand us keys, and they're done."

Monique's keen knowledge and energetic passion became a recent documentary she produced about the Eichler phenomenon aptly titled *People in Glass Houses*. A big part of the connection Monique feels toward these homes includes her respect for Eichler, the man.

"As I researched, I learned Joseph Eichler was the only developer here who sold to African Americans, Hispanic Americans and Asian Americans during a time when there was a lot of segregation in the country. He created amazing communities of people helping each other," she points out.

Eichler built his tract-style home developments from 1949 to 1974.

"What he did was groundbreaking. Not only the design. He made them affordable and provided access to homes to people who may not have had one otherwise. He worked until he died. He loved these houses so much. They were everything to him."

Monique's documentary captures the growing community of Eichler enthusiasts.

"There are these little Eichler clubs. People enjoy searching for original hardware and mahogany pieces, globe lights and Eichler door knobs. It's unbelievable," she marvels. "And you see these homes have a certain spirit. You know the feeling when you walk into a church? It's sort of like that. You feel respect. You feel that spirit that's there."

And after a lower level of interest a decade ago, Monique says the Eichler brand is in high demand – and corresponding market value.

"The style has come back full force," she says. "If you look at the price per square foot of regular-style houses as opposed to modern-style houses, you'll see a higher price for modern design. And Eichlers are so rare, and there are so few of them. But the demand is high." In fact, about 75 percent of Monique's clients come to her specifically wanting to purchase an Eichler.

Future Floorplan

Modern Homes Realty has eight team members and counting. "One day, I'd like to have 30 or 40," Monique envisions. "And I want to create our own inventory. I purchased the rights to the Eichler architecture plans, and I'd like to build our own new homes. That's further down the road, but I can see providing turnkey Eichler houses with the furniture already inside so people can buy them and move in."

Fully immersed in her passion, Monique says, "I want to do this for as long as I possibly can. The biggest joy I have is when sellers say, 'I'm so happy these buyers are going to love this Eichler like we loved it.' Or when buyers come in and say, 'Oh my gosh, this looks so beautiful,' when the home had been distressed. We can make it look really fresh and exciting for new buyers."

Monique's positivity, drive, and sense of purpose are clear. They keep her perspective bright, her "glass full" ... and her glass house life unquestionably fulfilling.

▶▶ january social event

REAL PRODUCERS **WINTER** **SOCIAL EVENT**

COMING JANUARY 2019

The Silicon Valley Real Producers Winter Social Event will be fabulous and exclusive for just the top real estate agents and their highly recommended business partners. Guests will end their day with a can't miss event, mingling with fellow top-producing agents and grab a drink and some food.

Making Connections in
the Silicon Valley Real
Estate Community.

IT'S WHAT WE DO



Give your home the protection it deserves.

L Peterson Ins and Fin Svc Inc
Laura Peterson, Agent
Insurance Lic#: 0L42207
16795 Lark Avenue
Los Gatos, CA 95032
WWW.LAURAPETERSON.NET
laura.peterson.ppyh@statefarm.com

Your home is where you make some of your best memories, and that's worth protecting. I'm here to help.

LET'S TALK TODAY.



State Farm Fire and Casualty Company, State Farm General Insurance Company, Bloomington, IL
State Farm Florida Insurance Company, Winter Haven, FL
State Farm Lloyds, Richardson, TX

1708136

PARTNER YOURSELF WITH THE REAL PROFESSIONAL

Who understands your client's needs from the perspective of a **Luxury Focused Agent.**



A Commercial Brokerage network that harnesses state-of-the-art technology combined with experienced market knowledge to deliver exceptional results.

ATSUKO YUBE, CIPS

MEMBER OF INSTITUTE FOR LUXURY HOME MARKETING | MEMBER OF THE LUXURY MARKETING COUNCIL | DIRECTOR OF JAPAN GROUP

atsuko.yube@sperrycga.com
408-858-2169 Direct
CalBRE#: 01255893
www.sperrycga.com

19925 Stevens Creek Blvd, Suite 100
Cupertino CA 95014
700 S. Flower Street, Suite 2650
Los Angeles, CA 90017



Become the Driver of your Health



▶▶ real wellness

By Amanda Bo

We are blessed with these amazing vehicles to carry us throughout our life. Yet, somehow, we get no driver's-education classes or training manuals for operating our bodies. The way that we learn to do so is by the knowledge passed down by our parents. Our parents do their best, but they are from previous generations operating on outdated information. We also learn through modeling the examples others display in our environment. Which can be a blessing if you have great examples. Unfortunately, many of us didn't have the best surroundings and examples growing up. Fortunately, there are people like myself who have made it their life's mission to teach others how to move, nourish, and care for their bodies as well as minds.

Why it takes getting a post-secondary education to gain the nutritional, psychological, and kinesthetic knowledge we need to operate our bodies optimally is a topic for another article or letter to the state legislature. I believe this knowledge should not be reserved only for those who have pursued health and wellness as a career but instead disseminated through us to the masses. Which is why I am committed to providing my clients, readers, and followers with motivation, education, and inspiration.

In my recent interactions with clients, I have noticed that people take better care of their cars than they do their bodies. We get our car's oil changed every 5,000 miles, yet some of my clients have never had a blood panel drawn before. I'm here to say that

it's not your fault though. Our society gives praise to the businessman who works late nights, barely sleeps, runs on coffee, and sacrifices everything for success. It doesn't glamorize getting your full eight hours of sleep, eating balanced meals, and appropriate exercise for one's fitness level. Instead, media portrays overindulgence as a marker of high status. Advertising tells us we need bigger, more, and we need it now. The industrial food revolution and food marketers use tricky labels and misinformation to get us to put their products into our carts and ultimately our bodies. So if you're about to blame or judge your past decisions and current habits, don't. The issue is much larger than you, and those of us in the healthcare field are working to combat it.

If no one has ever set a good example of how to care for your health, I am here to be that for you. If no one has ever been an advocate for your health, I am doing it for you now. I implore you to schedule the physical, get the mammogram, the prostate exam, do the blood draw. Please do not wait until it is too late and you have a problem before you see the doctor. You would never run your car out of oil or gas intentionally, yet we let our bodies crash and burn and don't seek help until they are essentially totaled.

You can buy another car, but there will never be another you. I hope this message hits home and motivates you to become the driver of your health, and not let it take you for a ride by ignoring its maintenance.

Amanda Bo Biehle is a National Board Certified Health and Wellness Coach, author, athlete, and motivator who helps bring real change to clients. For more on Amanda's method, visit her website, www.Amandabo.com, or follow her on social media @amanda_bo_.

Agent Benefits

- Fast & Easy Closes with Minimal or No Contingencies
- Bonus Commission
- Partnership Opportunities Available

Seller Benefits

- Rentbacks Okay
- Help with Moving Logistics
- Handling of Unwanted Items



JAKE KNIGHT INVESTOR/REDEVELOPER

The words that come to mind to describe Jake are friendly, professional, hardworking and trustworthy. I look forward to working again with Jake in the future and he is on the top of my list for RE Investors. – Sandra, Coldwell Banker

Jake@skyehomebuy.com | (510) 220-0712 | skyehomebuy.com





Ryan Gowdy

A Reputation that Stands on its Own

“Ninety percent of what I’m not doing is what 99 percent of agents do day in and day out. It works for a lot of people, and it may even work for me, but I don’t sell myself – there’s always enough business to go around.”

Ryan Gowdy is a firm believer there is always enough business to go around, and though his primary focus may be different than the majority of other real estate agents, he knows what he does well. He will continue to excel because of who he is.

Ryan knew he didn’t want a 9-to-5 salary job, nor did he want to sit in an office all day with limited vacation time. After working as a bartender, he soon decided to follow in his mother’s footsteps and became a real estate agent in his 20s. His friends, who were also in their 20s, were not yet ready to buy a home, and his friends’ parents already had trusted relationships with established real estate agents. Though he did well his first few years, it wasn’t until his daughters

started school that he began to see his business shift.

With his daughters in school, Ryan’s social circle grew. Neighbors, fellow PTA members, parents of his kids’ friends, and parents of the kids he coached all helped to expand his network. It wasn’t merely knowing that Ryan was a real estate agent, however, that made him successful – it was the incredible reputation he built for himself.

“I go above and beyond as far as personal service goes because I don’t spread myself too thin. I say no to business if I don’t have enough time to personally handle it myself, and I think that’s appreciated.”

Ryan is committed to handling every single detail that goes into buying or selling a home personally. He never advertises himself as an agent. Rather, he only advertises properties and

...

... never sends mailings or makes cold calls. Ninety percent of his business is by word of mouth and referrals, and the remaining 10 percent through open houses. Ryan reduces his overhead by handling the paperwork himself, usually face to face at a kitchen table, in a conference room, or in a client's living room.

Over the past several years, that old-school personal touch is something that's been lost due to technology, but Ryan has found meeting face to face helps all parties feel comfortable and confident to make the best decision moving forward.

"I just love what I do... I was touching up paint at a house the other day. I was caulking a bathtub the day before. If I can show up with a bag full of tools and make a trip to the hardware store and spend a few hours at a client's house giving them that extra level of personal service rather than calling a handyman, that's what I enjoy doing."



When Ryan isn't diligently working to provide exceptional personal service to his clients, he enjoys escaping to Tahoe with his family to disconnect and recharge. He has spent a portion of the summer on the west side of Lake Tahoe since he was a young boy and loves continuing this tradition with his family. Limited cell reception and extended family time refuel Ryan to return to Los Altos ready to care for his clients in ways that make them feel like family.

"I've learned to be humble, to be grateful, and to treat clients like family and not just a transaction. This will always produce happy clients and lead to future referrals. It comes down to a relationship, and if you do the right thing, it's going to pay you back."

"I promise a lot as far as service goes, and I always over-deliver. [My clients] remember that."

EPIC
BUILDING
PRODUCERS

ARCHITECTURE
ENTITLEMENTS
CONSTRUCTION MGMT

www.BuildEverythingEPIC.com
Amy@BuildEverythingEPIC.com
650-272-0607
License # 36484

BEY[OND]ND VT MARKETING

ONE SOURCE for All of Your Marketing Objectives:

- HDR, Dusk and Aerial Photography
- Single Property Website
- Custom Cinematic and Aerial Video

- 3D Matterport and 2D Floorplans
- Elite Print Marketing Materials
- Staging and Home Transformation

ADDRESS 44160 Old Warm Springs Blvd., Fremont, CA 94538 PHONE 510.440.9153 FAX 866.846.9153

HDR, Dusk and Aerial Photography / Video

Each of our photographers has received hands-on training with Chris Ricketts, CEO of Beyond VT Marketing, and our drone work is FAA approved!

Packages Start at \$175

Schedule your photography appointment online at our website:
BeyondVTMarketing.com

RENTAL & LUXURY
HOME MANAGEMENT
IN THE BAY AREA

Home and Estate Management serving the Mid-Peninsula and South Bay Communities

Providing Efficient, Dependable and Economic solutions.

The Premier Property Management firm that offers a clear, proactive and personalized approach to create "The perfect match".

20 S Santa Cruz Ave, Suite 308, Los Gatos Ca 95030
408.354.0535 | info@mpmsv.com | www.mpmsv.com

Everyone MUST have great service, flexibility with guidelines & products, and competitive rates.

You and your clients will experience all the above and more!

Call me to learn how Premier & Dave Campagna can help you GROW your business in 2018.

Dave Campagna
NMLS # 286534
Dave@PremierLending.com
(408) 406-1934

Offices in: Burlingame • Campbell • San Jose
New office coming Spring of 2018 to Morgan Hill

Premier Lending Inc. is licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act NMLS #238143

Launch

PARTY

Thank you for joining us to celebrate the start of a new social platform here in the Silicon Valley.



Thank you, sponsors and donors





JULIE WYSS



» cover story

BREAKING THROUGH THE GLASS CEILING

By Zach Cohen

“I love the idea of breaking the glass ceiling.”

Perhaps you can feel the glass shattering, falling to the floor like gentle drops of rain, the barriers being broken down in an instant. Above is the boundless sky, waiting patiently.

Julie Wyss is an embodiment of personal growth, as she continues to push the bounds day in and day out. “I’m into thinking big,” she states candidly. “I really want to talk about big thinking, big plans, how to create. I love new ideas, streamlining systems, honing the ability to focus on what you want to stay focused on and not get distracted.”

“And I am a huge fan of having fun,” Julie adds. “To me, that’s what it’s all about.”

IT STARTS WITH A THOUGHT

Everything starts with a thought. It’s our job as human beings to mind our minds, and to keep our thoughts where they need to be. The ability to focus on what is important to us, individually, is crucial to contentment and success.

From the moment she rises out of bed in the morning, Julie is crafting her activity with intent. Daily exercise is critical to both her physical and mental health; it’s what keeps her mindset focused. Julie doesn’t take any meetings before noon. While some have questioned this approach, she already knows it works. “You can set your schedule and stick with it,” Julie explains. It’s about setting boundaries and communicating them clearly.

Nature is another one of Julie’s allies. “I thrive from nature,” she says. Hiking, running or mountain biking outdoors recharges and refocuses her energy.

With such a strong understanding of personal growth, it’s no secret as to why Julie’s been so

successful in real estate. She’s focused on more than merely monetary riches. “It’s life riches,” she explains. “Anybody can do it if they want to.”

UNDERSTANDING ONESELF

When a friend suggested that she take the DISC test online, Julie’s outlook shifted for the better. While she credits her mother with her metaphysical view on life and open-minded perspective, Julie discovered that parts of her individuality were lost in the process. “I am a high driver, to the point that 99 percent of my personality is a high driver,” Julie explains. “My entire life I grew up with my mom as an artist. She didn’t like the driver part of me. She wanted me to be more creative.”

After taking the DISC assessment, Julie was ready to acknowledge and own who she is, personally.

“I thought – ‘this is mind-blowing.’ I made a very conscious decision to honor my driver. If you honor who you are by nature, instead of trying to fit into a mold, you can decide to be all of who you are.”

With this simple, conscious choice, Julie’s business soared. Her ability to relate to others improved. Everything clicked once she decided to honor who she is.

A REAL (ESTATE) SUCCESS

Speaking with Julie Wyss, it’s apparent how well read and educated she is, so it may be a surprise to learn that she holds no high school or college degree. She’s found success on her own terms.

Since opening a fitness center in 1994, Julie has been a determined and ambitious business owner. She sold the fitness center in 2000 in favor of spending more time with her three children. That’s when she first entered the real estate industry, from the mortgage side. “It was a super huge change,” Julie recalls.

...

“I’m most grateful for my family, my husband, my home. The beautiful nature surrounding me on a daily basis”



...

After working part time in mortgages for the better part of a decade, Julie launched her own mortgage company – just before the daunting collapse of 2008. Instead of allowing market conditions to lead to her demise, Julie took the bull by the horns. She joined Intero full time in 2008.

“When I got in, everyone told me what a horrible time it was to be in real estate,” Julie recalls. But after getting certified as a short-sale specialist, she saw immediate success. “I rode the wave of what was current in the market.”

“I was very reluctant,” Julie admits. “I was not sure that was the right career. As it turns out it was the right career for me – absolutely.”

LOOKING AHEAD

“The purpose of business is to fund the perfect life.”

Julie loves her work, but success in real estate is not everything she’s after. With a beautiful family

and a love for the outdoors, she has plenty to keep her focused on outside of real estate.

“I’m most grateful for my family, my husband, my home. The beautiful nature surrounding me on a daily basis,” Julie says.

Julie and her husband, Mark, have been married for almost 20 years. After a long career in law enforcement, he’s joined Julie in real estate post-retirement. She has three children. Bianca, 28, is her full-time assistant. Marcell, 27, works for Cisco in San Francisco. Her youngest, Kyle, is a junior in high school. “And my dog,” Julie adds with a laugh, “he’s worth a mention too... Pretty much every day I’m out and about with my big, giant white dog.”

Highly motivated, self-reflective, systematic. Looking ahead, Julie Wyss hopes to continue to channel the boundless life-force energy that so deeply exemplifies her nature. Because breaking through that glass ceiling is not a singular event; it’s a lifelong journey.

TOP 150 STANDINGS

January 1 through October 31, 2018

#	Agent	Office Name
1	Deleon Team	Deleon Realty
2	David Troyer	Intero Real Estate Services
3	Andy Tse	Intero Real Estate Services
4	Juliana Lee	Keller Williams Palo Alto
5	David Lillo	Dpl Real Estate
6	Yuan Li	Coldwell Banker
7	The Hanna Group	Intero Almaden
8	Mini Kalkat	Intero Real Estate Services
9	Nevis And Ardizzone	Alain Pinel Realtors
10	Valerie Mein	Intero Real Estate Services
11	Mary Tan	Coldwell Banker
12	William Lister	Coldwell Banker
13	Coco Tan	Keller Williams Realty
14	Dave Clark	Keller Williams Realty
15	Boyenga Team	Compass
16	The Dreyfus Group	Golden Gate Sotheby's Internat
17	Amy A. Mccafferty	Alain Pinel Realtors
18	Alex Wang Group	Sereno Group
19	Bogard-Tanigami Team	Alain Pinel Realtors
20	Alexandra Zhou	Morgan Real Estate
21	Mitchell Zurich	Marcus & Millichap
22	Kathy Bridgman	Alain Pinel Realtors
23	Mei Ling	Sereno Group
24	Julie Wyss	Kw Bay Area Estates
25	Marc Roos	Sereno Group
26	Yvonne Yang	Coldwell Banker
27	Minhua Jin	Coldwell Banker
28	Shelly Chou	Coldwell Banker
29	Mike Strouf	Intero Real Estate Services- S
30	Bill Gorman	Coldwell Banker
31	Steve Mccarrick	Coldwell Banker
32	Rebecca Lin	Maxreal
33	Erdal Team	Sereno Group
34	Edward Graziani	Sereno Group

#	Agent Name	Office Name
35	Royce H. Cablayan	Sereno Group
36	Alan Wang	Keller Williams Realty
37	Lisa Dippel	Intero Real Estate Services
38	Gary Campi	Golden Gate Sotheby's International Realty
39	Amar Realtor	Keller Williams Palo Alto
40	Michael Galli	Alain Pinel Realtors
41	Greg Celotti	Alain Pinel Realtors
42	Lin Ning	Coldwell Banker
43	Radha Rustagi	Keller Williams Realty - Cupertino
44	Nicholas French	Sereno Group
45	David Welton	Alain Pinel Real Estate
46	Eric Fischer-Colbrie	Intero Real Estate Services
47	Deepak H Chandani	Anthem Realty
48	Sophie Shen	Sv Capital Group Inc.
49	Claire Zhou	Alain Pinel Realtors
50	Lan L. Bowling	Keller Williams Palo Alto

Disclaimer: Ranking information is supplied by a third-party and is based on reported numbers in Santa Clara County only. It is provided solely as a complimentary service and is believed to be accurate but is not guaranteed by Silicon Valley Real Producers, SCCAOR, or N2 Publishing.”

Your Team of Experienced Engineers & Builders

Established in 2001, MG Constructors & Engineers, Inc. is one of the most respected construction and engineering companies in the Bay Area.

Our current projects include a wide range of commercial, industrial, and residential structures. MGCE is considered the Bay Area's "go-to" expert for challenging structural, foundation, and drainage issues.

Whether you need General Contracting construction services, a structural inspection, or ongoing building maintenance, your project will be in good hands with the team of experienced professionals at MG Constructors & Engineers.

Our services include:

- Constructions & Related Services
- Structural Engineering
- Building Permit Services
- Maintenance Services
- Concrete lifting
- Speaking & Training Engagements
- Teaching & Seminars
- Foundation and Drainage Inspectors
- Permitting Specialists, especially with "Red Tag" or other challenging problems with listings
- Analyzing Load bearing walls and related issues
- Elevated deck and waterproofing experts



**INSPECTORS, ENGINEERS, BUILDERS
STRUCTURAL INSPECTORS & ENGINEERS
CONTRACTORS For RESIDENTIAL,
COMMERCIAL AND INDUSTRIAL CONSTRUCTION**

15650 Vineyard Blvd, Suite A, #232
Morgan Hill, CA 95037
License # A/B 642058

**408-842-5599
877-842-5488**

www.mgconstructors.net

TOP 150 STANDINGS

January 1 through October 31, 2018

#	Agent	Office Name
51	Ducky Grabill	Sereno Group
52	Frank Liu	Re/Max Gold
53	Rebecca Yen	Coldwell Banker
54	Kimberly Richman	Sereno Group
55	Diyar Essaid	Coldwell Banker Residential Brokerage
56	Al Moridi	Intero Real Estate - Cupertino
57	Annie Zhou	Image Real Estate
58	Andy Wong	Sereno Group
59	Greg Simpson	Kw Bay Area Estates
60	Yost Group	Coldwell Banker Res R E Srv
61	Bonafede Team	Csr Real Estate Services
62	Erika Carrasco	Intero Real Estate Services
63	Lihong Zhong	Realty One Group - World Prop
64	Karen Nelsen	Intero Real Estate
65	Ziwei Wang	Sereno Group
66	Vivian Lee	Homeland Mortgage And Real Estate
67	Justin Bautista	Newmark Cornish & Carey
68	Cici Wang	Legend Real Estate & Finance
69	Adam & Wendy	Pacific Union International
70	Satya Dasari	Keller Williams Realty - Cupertino
71	Therese Swan	Alain Pinel Realtors
72	Heidi Herz	Alain Pinel Realtors
73	Valerie Trang	Infiniti Real Estate
74	Joe Velasco	Intero Real Estate Services
75	Ryan Gowdy	Alain Pinel Realtors
76	Jeff Peng	Maxreal
77	Ying Liu	Coldwell Banker
78	Heng Quan	Bay One Real Estate Investment Corporation
79	Dominic Nicoli	Intero Real Estate Services
80	Rabia Alizai	Coldwell Banker
81	Nancy Carlson	Intero Real Estate Services
82	Leslie Woods	Sereno Group
83	Yoga Yang	Intero Real Estate Services
84	Jamie Pfister	Realty World Milestone

#	Agent	Office Name
85	Daniel Xi	Coldwell Banker
86	Xiaozhu Kang	Maxreal
87	Kaiyu Ren	Keller Williams Palo Alto
88	Vinicius Brasil	Keller Williams Realty - Cupertino
89	Mandana Simai	Sereno Group
90	Jordan Mott	Intero Real Estate Services
91	Sophia Xu	Keller Williams Palo Alto
92	Mark Chiavetta	Coldwell Banker
93	Lisa Thompson	Intero Real Estate Services
94	Anson Ip	Maxreal
95	Andy Sweat	Kw Bay Area Estates
96	Shelly Roberson	Alain Pinel Realtors
97	Mary Tian	Maxreal
98	Perry Group	Sereno Group
99	Elena Johal	Kw Bay Area Estates
100	Malik Husain	Intero Real Estate Services

Disclaimer: Ranking information is supplied by a third-party and is based on reported numbers in Santa Clara County only. It is provided solely as a complimentary service and is believed to be accurate but is not guaranteed by Silicon Valley Real Producers, SCCAOR, or N2 Publishing.”

LET'S WORK TOGETHER

CPIA CoveragePlus Insurance Agency
Insuring Your Future...

Chris Robinson
Agency Owner
Email Me: chris@covplus.com
Office: 408-626-7800

We understand how crucial it is for your clients to obtain home insurance in order for your sale to close on time. Whether your clients need a homeowners policy, condo policy or landlord policy, we have an affordable solution for them. With access to over 50 companies, we can tailor an insurance policy that will provide your client the coverage they need at a price they can afford, even in high risk areas.

Call us today and put us to work for you! You and your client will receive prompt attention and results!

TOP 150 STANDINGS

January 1 through October 31, 2018

#	Agent	Office Name
101	Paris Bradley	Amici Real Estate
102	John Faylor	Sereno Group
103	Meesun Kang	Legacy Real Estate & Associate
104	Igor Reznikov	Rezrealty
105	Howard Bloom	Intero Real Estate Services
106	Susanna Wong	Realty One Group - World Prop
107	Susan & Shawn	Coldwell Banker
108	Andrew Sturtevant	Intelligent Buyer
109	Raymond Ni	Green Valley Realty
110	Samit Shah	Intero Real Estate Services
111	Mou Wong	168 Realty
112	Chris Alston	Keller Williams Realty
113	William Chen	Faithful
114	Nicki Banucci	Kw Bay Area Estates
115	Yan Qiu Wang	Coldwell Banker Residential Brokerage
116	Shuangshuang Liao	Coldwell Banker
117	Roxy Laufer	Sereno Group
118	Bower Cole Group	Alain Pinel Real Estate
119	Yajnesh Rai	Keller Williams Realty
120	Suzanne O'brien	Intero Real Estate Services
121	Aaron Derbacher	Keller Williams Realty
122	Julie Davis	Kw Bay Area Estates
123	Chad West Myers	Intero Real Estate Services
124	Mary Clark	Intero Real Estate Services
125	Bret A. Maryon	Intero Real Estate Services
126	Chloe Mei	Keller Williams Realty - Cupertino
127	Brian Bernasconi	Sereno Group
128	Pamela Culp	Alain Pinel Realtors
129	Cristina Martinez	Cristina Martinez
130	Jessie Li	Intero Real Estate Services
131	Chaya Shahar	Referral Realty
132	Alana Lam	Intero Real Estate - Cupertino
133	Tony Xu	Bayone Real Estate Inv Corp
134	Bin Zhou	Coldwell Banker

#	Agent	Office Name
135	Holly Barr	Sereno Group
136	Pam Rodgers	Intero Real Estate Services
137	Douglas Goss	Kw Bay Area Estates
138	Lynn Shi	Waldstein Realty
139	Dennis Loewen	Metis Real Estate
140	Rita Chao	Csr Real Estate Services
141	Paul Bertoldo	Coldwell Banker
142	Ruslin Paap	Intero Real Estate Services
143	Cynthia Kodweis	Sereno Group
144	Cathy Jackson	Sereno Group
145	Heena Joshi	Alain Pinel Realtors
146	Ben Jiang	Goodview Financial & Real Estate
147	Maggie Guo	Re/Max Santa Clara Valley
148	Yasir Aladdin	Coldwell Banker
149	Matt Cossell	Kw Bay Area Estates
150	Todd Su	Realty World-Todd Su & Company

Disclaimer: Ranking information is supplied by a third-party and is based on reported numbers in Santa Clara County only. It is provided solely as a complimentary service and is believed to be accurate but is not guaranteed by Silicon Valley Real Producers, SCCAOR, or N2 Publishing.”

RP

TOP AGENTS COULD BE READING ABOUT *YOUR* COMPANY RIGHT NOW.

Spread your unique message to hundreds of local Realtors each month.

REALPRODUCERSMAG.COM

Realtors dream of the *Perfect Mortgage Advisor*

- **Great Listener**
- **Responsive Communicator**

- **Systems that Close on Time and Close Quickly**
- **Understands my Needs**

- **Client Pleaser**
- **Experienced Problem Solver**

- **Referral Partner**
- **My Clients Love Him**



Bill Phillips

Mortgage Advisor – Managing Director
 NMLS #230295
 Opes Advisors, a Division of Flagstar Bank, FSB
 “Downtown Willow Glen”
 1100 Lincoln Ave., Suite 251
 San Jose, CA 95125
 Office: 408- 993-9133
 Cell: 408- 219-4134
 bphillips@opesadvisors.com



**“Where your dream
comes true!”**

**100% closing rate
for over 20 years**

NATURAL BRIDGES LANDSCAPING - AS SEEN ON HGTV



"As a Realtor, I take a lot of pride in my home and feel that it reflects on me as a professional, so when we decided to invest in landscaping, we wanted to find the best!"

Natural Bridges Landscaping impressed us with their team approach, attention to detail, and the caliber of their subcontractors. They guided us to make smart changes to the original plans and the final product is absolutely perfect!

I am incredibly grateful to have found them."

KIRSTEN REILLY,
 Broker Associate, Sereno Group



**Natural
Bridges**
 LANDSCAPING

David Ross
 408.206.8444 cell
 408.356.1240 office
 License #535214
 DavidRoss@NaturalBridgesLandscaping.com
 www.naturalbridgeslandscaping.com



KEEP
 SPREADING THE WORD
 LONG-TERM BRANDING TOOLS

**DON'T JUST EARN A CLIENT,
RETAIN THEIR BUSINESS FOR LIFE!**

WE TURN GIFTS INTO LONG-TERM BRANDING OPPORTUNITIES.

WWW.KEEPSPREADINGTHEWORD.COM



PRSR STD
 US POSTAGE PAID
 WILMINGTON NC
 PERMIT NO. 40

CA_Bay Area Real Producers

MARKETING THAT BUYERS WILL KEEP

Forever



LOOK FORWARD TO A
**MARKETING
 EXPERIENCE**
 AS MAGNIFICENT AS
 THE BROCHURE ITSELF

A sophisticated, oversized brochure is the perfect tool to highlight your luxury listing.

Pair it with a matching smaller piece and additional marketing materials to complete your set.

- MARKET REPORTS •
- LISTING PRESENTATIONS •
- PROPERTY BROCHURES •
- JUST LISTED/SOLD POSTCARDS •

We provide custom designs for every client and every listing.



16"(h) x 44"(w)
 Oversized Property Brochure

REALMARKETING4YOU.COM



858.254.9619