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Robert Hammer with  
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JULY 2018

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Source: CoreLogic Marketrac Report for 2016, published in January 2017.

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## MEET THE SILICON VALLEY REAL PRODUCERS TEAM



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If you are interested in contributing or nominating Realtors for certain stories, please email us at [Mitch@SiliconValleyRealProducers.com](mailto:Mitch@SiliconValleyRealProducers.com).

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▶ publisher's note

# the REAL UPDATE: *It's free.*

"We fear...that we actually have the guts, the perseverance, the capacity. We fear that we truly can steer our ship, plant our flag, reach our Promised Land." - Steven Pressfield, War of Art



Founder & Publisher, Mitch Felix

But Mitch, I don't have fear. I go to work every day and enjoy my job.

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WHAT?!

Don't judge... I do have some reasons.

I was in the first training class ever for Real Producers (we are now in over 60 markets). After training, I did my best Shark Tank imitation, and said: "you're too new." Then, I considered what to do next while traveling and not committing to anything. I picked a few things that didn't fit me and then I chose something that did fit me - launching Silicon Valley Real Producers in 2018.

And why did I stop on this?

What do you want from us, Mitch?

My industry is your industry. I climbed a different ladder and got to about 5,000 clients. I want to give back. I want to inform & inspire you. I want to build something that brings me significance and brings you value. I believe the best things in this world come from a place of contribution, abundance, and gratitude.

And you know, what I like most about this new career...there is nothing to sell you.

I couldn't even figure out what you would buy from us. We print a monthly magazine for you. Throw some awesome parties a handful of times each year. And contribute back to you and the real estate community.

Want to contribute original content or nominate a real estate agent to be featured in a future edition? Know a business who should be a part of our community? Email us at Mitch@SiliconValleyRealProducers.com.



# ROBERT HAMMER, HAMMER AUTO

## The Road to the Silicon Valley

By Zach Cohen

*Robert Hammer grew up in a small suburb outside Cleveland, OH, a long way from his current home in the Bay Area. With Hammer Auto, he's been negotiating new and used vehicle purchases and leases on behalf of his clients since 1994. Interestingly, his journey in the business world started with his first passion: rock and roll.*

### STARTING OUT

With a passion for music and a desire to work towards what he loved, Hammer began working in the local entertainment industry in his hometown of Cleveland in his early 20s. He got his start writing for a local music publication and DJing for local radio shows. "I was a walking rock and roll encyclopedia," Hammer explains. "I was in the scene

heavily. I still eat, drink, and sleep '60s and '70s rock." At only 24 years old, he was asked to run an entertainment venue called The Piccadilly Inn, and only four years later helped open a nightclub called Nite Moves, acting as the designer, partner and general manager of the club. Word made its way to investors in Toledo, OH, who signed Robert on to open and run a nightclub there. After finishing his contract in Toledo in 1980, Hammer moved out to San Diego, following the footsteps of his family. He relocated to the Bay Area in 1985 with the accounts receivable management company he worked for at the time. Still, Hammer found himself unsatisfied with his work. In 1987, he answered an ad in the paper for an automobile broker. "I wasn't happy with what I was doing. I saw in ad in the paper for an auto broker, and I had never sold a car a day in my life. I answered the ad because it was interesting and got hired on the spot." The rest is history.

It seemed that Hammer was simply born to be in sales. "My mother would tell you, when I was 8 years old my father belonged to a lodge in Cleveland. They had this summer picnic and had some extra popcorn. Popcorn in those days came in a four-foot-tall bag. I won it, promptly went home and had my mother bag it up and help me sell it with lemonade. She always thought, 'this



guy's going to be the ultimate salesman.' If I could come up with that at eight years old - not to just sell popcorn or lemonade but to put them together, she thought that was pretty cool."

### HAMMER AUTO IS BORN

After only three months working as an auto broker, Hammer became the company's top salesman. Soon after, he accepted a position as a manager. Hammer stayed there for five years but eventually began to recognize that the company he worked for wasn't doing business with integrity. "These guys were wolves in sheep's clothing. They weren't treating customers correctly. It took me a while to get the whole picture." Hammer left in 1992 and opened what was then known as Hammer Auto and Cellular in 1994.

"When I started the business my mindset was the following: I want to be the guy that you can trust to go to work for you, to get you the best deal whether you are buying or leasing a new or used vehicle." Hammer's goal was to protect his customers from the 'big bad world,' from the dealers that intend to make thousands of dollars from an unsuspecting victim.

### OUTSIDE THE OFFICE

Hammer is a hard worker, still putting in six days a week with Hammer Auto. Through the hard work, he leaves plenty of time for the things that he loves: family and hobbies. He has been with his wife, Tammy, for almost nine years. As Robert says, "I won



the lotto." He also has two beautiful grandchildren; Greyson is approaching two years old, and Ethan is almost a year old.

Hammer still bleeds rock and roll but has a few other passions in his free time. "I'm an amateur gourmet cook, mixologist, and saucier. And an amateur emcee and auctioneer." Hammer volunteers his time working as an emcee and auctioneer at large events and fundraising gatherings, never charging for his services. He often donates his time and services to the ALS Association, acting as chairman or co-chairman and emceeing the annual gala events. He's an acting board trustee for the ALS Association, continuing to offer his help however he can. "ALS makes someone a prisoner in their own body. It's terrible the way that disease impacts families... It has inspired me to be giving." He also donates to the Intero Foundation, which is set up to help underprivileged children in Silicon Valley. When a referral from Intero Real Estate gives their business to Hammer Auto, \$100 of their profits are automatically donated to the foundation.

Regardless of where he's putting his efforts, Robert Hammer always aims to deliver honest service. "It really makes me feel good when I deliver a car to somebody that I intuitively know would have gotten screwed by the dealer worse than somebody else... That's how I got to where I am."

Since its inception in 1994, Hammer Auto has helped its clients purchase or lease almost 20,000 vehicles. Their buying power and negotiating skills are unsurpassed. Their mission is to make the car buying experience as easy and fun as possible.

# KATHY BRIDGMAN

## *A Community Stalwart*



Kathy Bridgman's approach is simple and kind-hearted. And the commitment and humility with which she does business create impressive results - her standing as the number one individual agent in Los Altos and Los Altos Hills for four years running are just one example. "I believe you are where you are supposed to be," she explains. Kathy's authenticity about her ritual of daily visualization and goal setting is central to her professional success, and it sets her up to focus on her love of family and contributing back to the community. "It's not what you do; it's that you do it... and it's all about balance," Bridgman explains. "I'm competitive with myself." Kathy reviews her annual goals every single day, writing them on her shower door and a chart at her office, marking them off as she completes them with a smiley face sticker. To her, it's all quite simple and straightforward. "I believe in visualizing, setting and writing your goals. What you focus on becomes your reality. I have that quote on my desk."

While Kathy continues to make her mark in the real estate community after 19 years, her career didn't start there. For 15 years she was a junior high school English teacher and curriculum developer, first in Cupertino and then in the Los Altos. This connection to the community has not only helped her in her real estate career but has given her the perspective and desire to continue to be an integral part of her community through organizational involvement and giving back. In 1999, Kathy took a leave from work as a teacher feeling the need for a change of energy. She started her real estate career and never looked back.

### **At Home in Los Altos**

Kathy has a distinct local advantage as a 30+ year Los Altos resident and having raised three children

here. She has always had a pulse on the energy and movements of the area, which allows her to service all her clients with a local flair and a particular flavor of expertise. Kathy still keeps herself active in the community, volunteering both her fiscal resources and personal time. "I think it's really important to give back. We need to look beyond ourselves, to think beyond our actions and how they [relate] to other people."

From a personal perspective, Kathy is simply who she is. "Family is extremely important to me, especially now with seven grandchildren under the age of 10. The family is what motivated me to get into the business." Not only is her own family important, so are other families. Kathy is heavily involved in supporting two foundations: Sky's the Limit Fund



and the Christopher and Dana Reeve Foundation, which she got involved with after her son was in a motorcycle accident that left him partially paralyzed. Sky's the Limit Fund is a local organization formed with the vision of allowing youth to achieve their full potential as healthy and valued members of society. Wilderness therapy, an experiential tool that has been found to quickly and effectively impact the lives of young people in crisis. The organization provides struggling youth with an opportunity to challenge themselves physically and emotionally, exploring the unhealthy behaviors that have prevented them from making progress in their lives. The Christopher and Dana Reeve Foundation is dedicated to discovering cures for severe spinal cord injuries through innovative research, as well as providing grants, information, and advocacy to improve the quality of life of individuals living with these injuries and one day have a world without wheelchairs. With these foundations, Kathy uses her success and her positive attitude to help others live a fuller life.

For Kathy, her community involvement doesn't stop there. She was the recipient of the 2016 Los Altos-Los Altos Hills Volunteer Service award, is involved with the Mountain View TheatreWorks, Community School of Music and Arts, Center for Innovation at Foothill College, the Los Altos Chamber of Commerce, the Los Altos Community Foundation, and is an active member of the Los Altos Golf and Country Club. Kathy also loves traveling; New York, Hawaii, and Italy are at the top of her list of favorite destinations, often taking one or more of her grandchild-

ren - six boys and one girl - with her. The freedom that her real estate career has provided is vital for Kathy as it grants the time and space to enjoy the company of family.

**A Model for Success**

Kathy Bridgman's team might be small, but they are powerful and effective. While many agents are building large teams and focusing on growing the size of their operations, Kathy's team remains a tight-knit group of four. The strength of the team allows her to provide a stress-free experience for her sellers and buyers that focuses on the unique needs of each client.

This approach has rewarded Kathy with many accolades, but she isn't wired to chase them. It's just a by-product of who she is being in the world. Kathy has been nationally ranked by The Wall Street Journal as one of the Top 80 Realtors in the country for sales volume every year since 2008 and is currently ranked #58. She is a member of the Alain Pinel President's Round Table, comprising the top 5% of all Alain Pinel agents, and San Jose Business Journal lists her in the top 1% of real estate agents in Silicon Valley. To hear it from Kathy, it's not the awards or the commissions earned that define her success. Her goal is simple: to share her experience and to be there every step of the way for her sellers and buyers, many of whom become lifelong friends. "Goals are important, but if we don't work together and make the world a better place, what are we doing?"

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# THE REAL DEAL,

## TIPS AND FACTS YOU NEED TO KNOW

*The Magic of the Silicon Valley*

The ingredients for success in business is a much-discussed topic of conversation; it is the subject of many books and courses that have been written. When it comes to the Silicon Valley real estate market, some people are concerned that the middle class is being squeezed out and generally declining across the board. Population trends are changing the face of real estate in the Bay Area. There are "worker bees," and we will always have to make accommodations for them to live here and support the growing economy.

The Internet Revolution is to thank for these changing demographics. Whereas the Industrial Revolution took place over the course of 50 years, the valley had seen the Internet Revolution take to hold a mere 14 years ago. Just as the young, single girls powering mills were the face of the Industrial Revolution, the Internet Revolution has a face too: Millennials. These young, affluent individuals are becoming a dominant buying force, particu-

larly in tech-savvy areas. This is especially true of Millennials in the 25-35-year-old age group. Their education and technical skills are allowing them to secure jobs with large salaries and stock options, making them wealthy quicker than their parents.

So, how is the Internet Revolution impacting the economy? There are many Silicon Valley companies popping up all over the county. Millennials are drawn to the Silicon Valley area. They are also willing to go out and spend money on what they want. They often pay to live in high priced, tech-rich locations that have access to the intellectual, networking, and entrepreneurial environment here. For example, look at Twitter. It has never been profitable, but it has 300 million eyeballs; that is where the vast potential lies. Users are addicted to these companies, and advertisers follow. The valley is magical, holding promise, potential, and profits. Living and working in the Silicon Valley region keeps you on your toes. It is not for the faint of heart. Be ready.



By Carole Rodoni

▶▶ industry expert



## ▶▶ head turners

# CHRIS ZANGER & MATT MUELLER

CLIMB REAL ESTATE

Founded in San Francisco in 2010, Climb is a leader in boutique brokerage services

**YEAR JOINED THIS COMPANY: 2017**

Chris and Matt first partnered together as a real estate team in 2009, forming a lasting partnership and developing collective goals. Their vision to develop a collaborative, technology-focused brand culminated in the formation of Mainstream Real Estate Group in 2013. With a selective, niche business model, Mainstream focused on leveraging their values, current technology, and their commitment to a synergistic culture. In a few short years, Mainstream became a huge success, achieving approximately \$500 million in cumulative sales.

In 2017 Chris and Matt faced a transitional phase with Mainstream; they began to listen to offers to be acquired by other real estate companies. After careful consideration, they decided to join Climb Real Estate, understanding that Climb allowed them and their agents the best opportunity to continue serving their existing and new clients the best they know how.

### FAMILY LIFE

Chris and Matt both explain that starting a family is their proudest moment; their families continue to be the reason they go to work every day.

### FUN FACT

Chris was a member of the ski (wakeboard) team in college at California State University Chico.

At Cupertino High School, Matt was a two-sport student-athlete and received Marine Corps student-athlete of the year for his academic and athletic excellence in both baseball and football.

### RISE AND SHINE

Chris's alarm clock is set for 5:00 a.m. For Matt, it's 4:00 a.m.

▶▶ head turners



# GINGER WILLSON PATE

REALTOR AND MANAGER OF GINGER WILLSON TEAM

GILLMORE & ASSOCIATES

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**YEAR JOINED THIS COMPANY: 2014**

Ginger Willson is a straight shooter with a clear understanding of the real estate business. "Real estate has a lot to do with karma and how you act. The energy that you put out there is what comes back to you," she explains. When working with her customers, Willson lays out the facts clearly, whether this information is likely to affect her chances of completing a transaction positively or negatively. There is a deeper understanding of what it means to help a client, and it's working. Ginger currently sells over \$10,000,000 each year on her own, with no co-listings or team members.

Born in Santa Monica, Willson moved around from place to place often during her childhood. "It gave me insight into the security of real estate... I always said to myself 'I'm going to buy a house.'"

After high school, she worked various odd jobs, eventually saving enough money to help her mother buy a house well before her real estate career began.

### A UNIQUE DIFFERENTIATOR

"Something that sets me apart from other agents is that I know the schools very well. I know what the ratings are at the schools. If you are looking for a house close to a certain school and the rating isn't good, I'm going to tell you."

### FUN FACT

Ginger graduated from high school early, at age 16.



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# Jordan MOTT

## Grit

Jordan Mott's goal was to become a millionaire by the time he turned 30. He accomplished it five years early. Only three years into his real estate career and the achievements are stacking up, from rising star his first year to rookie of the year in his second year. Out of 3000 agents, he's ranked within the top 30 agents at Interco and earned the Executive Circle Award in 2016. While Jordan makes it seem easy, his success was no accident. "It doesn't come without hard work. If you work your butt off, you get to define what the results are going to be. When I first started, I put in 80-hour weeks. For the first three months, I didn't see a dime. Then, I had two cash transactions one on a Tuesday, and one on a Wednesday both closed within a week. If you're taking action to develop business, the universe is going to provide you with business."

Jordan got involved in real estate right after college. He graduated from Penn State and returned to the West Coast. While earning his real estate license, he worked as a marketing and advertising assistant at Coldwell Banker. What he may lack in experience he makes up for with his work ethic and

strategy. "There are agents that have been in the industry for longer or will do it for cheaper. At the end of the day, all I can assure my client of is that my results speak for themselves and that I am going to work harder than anyone else to get them the best possible result."



Jordan's determination is inspiring, but it's his mindset that truly sets him apart. It's not what one would expect from a young millionaire. "I have to be very careful because accumulating a large amount of wealth in your youth can be disastrous. My dad gave me this advice when I started. He said, 'You're going to do great in this industry. Do not graduate into a lifestyle that matches your income.' I live very modestly. I have an 800 square foot house. I don't find the need for all of the materialistic stuff because that's not what brings me joy or success."

What brings Jordan joy is giving back whether that's in his career or personal life. "I'm passionate about giving back because, in my opinion, I don't get to keep what I have unless I'm willing to give it back. I want to be remembered as someone who gave back with no intention of receiving anything in return; I want to be known as being selfless."

Already, Jordan is building that legacy. For the last three years, Jordan has been investing in the lives of the high school students on The Harker School football team. Coincidentally, Jordan met the head coach at an open house. Somehow, they got on the topic of football, and the coach asked him if he would be interested in coaching. Coaching football is like another full-time job, practice Monday through Thursday, games on Fridays, Saturdays, and Sundays to review the film, but Jordan doesn't see it that way. "It's been a great experience to have some type of balance in my life, to have three hours a day coaching these kids and making a difference. The kids ask me, 'Hey, did you sell a house today? How much did you make on that one?' I don't mind. It's a good example that if they're willing to work their butt off like I've done, then they can accomplish anything they want as well."

“Complacency doesn’t resonate with me.

Yeah, that was a great year, but how are we going to top that next year?”



Jordan measures success in the fullness of his life, not his wallet. “I have great friends and family. I’m in good health. I’m able to give back. I’m financially stable. All of that creates success in my opinion. I’m so grateful for the positive people that surround me on a daily basis. You become a reflection of those you surround yourself with. I’ve been blessed with so many great people in my life, that have supported me through the ups and downs, without them I wouldn’t be able to accomplish any of this.”

Grateful does not mean satisfied, Jordan’s drive is as strong as ever.

“Complacency doesn’t resonate with me. Yeah, that was a great year, but how are we going to top that next year?” His advice to new REALTORS® who are hoping for similar success: “Take top producers out for a cup of coffee; ask them how they got where they are. Don’t be afraid of rejection, every time you receive a no you’re one step closer to that yes. Persistence pays off.” His best advice though comes from him reflecting on past failures.

“In my opinion, it only becomes a failure if you continue to make the same mistake, because if you learn from it, then you are able to grow from it. It strengthens you as a person.”

Still early in his career, real estate holds so much potential for Jordan. “Ultimately, I want to start flipping houses as well as get involved on the development side of real estate. I need to be challenged in some regard.”

No matter the amount of success he achieves, he strives to stay focused on what’s important. “You can accomplish as much as you want in this industry but at the end of the day what are you giving back? You never know who you are going to make a difference for. There’s so much negativity in the world these days, that if you hold the door open for someone or buy coffee for the person behind you in line, it makes a huge difference. Everything comes full circle.” For Jordan Mott, it certainly has come full circle. “My life is pretty full. I couldn’t imagine having more because I have everything I need.”

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By John Ruhlin



# Magic Johnson

Whether you're into sports or not, almost everybody knows the name "Magic Johnson."

However, fewer people know that the charismatic superstar of the Los Angeles Lakers (basketball, for non-sports fans) has a net worth of over 600 million.

That's a lot of skittles!

(Oh wait. Wrong guy, wrong sport.)

Anyhoo, Jackie MacMullen, famed Boston sports writer, tells a story in her book WHEN THE GAME WAS OURS (a fantastic read if ol' skool NBA is your thing)...

Early in his career, Magic had a teammate named Kareem Abdul Jabbar.

Kareem was voted the leagues Most Valuable Player not once, but SIX times.

He was also a six-time NBA champion.

Nineteen-time all-star, 11-time all-defensive selection, two-time scoring champion, blah blah blah.

He was the best.

And here was Magic ... a scrawny kid from Michigan, playing alongside the great Kareem Abdul Jabbar.

One day, during a shoot around before a game, a young dad and his little son approached Kareem:

"Hey Kareem, can we get a picture?"

"NO!" Kareem barked, without making eye contact.

(Kareem had a bit of an "I'm not very user-friendly reputation," but that's a different story.)

Imagine being the dad at that moment.

The boy was crushed.

And Magic? He saw the whole scene.

"How about a picture with me?" Magic asked. "Maybe I'll be an all-star someday. Haha."

The dad (deeply grateful) took a photo.

"Thank you," (I imagine him gushing) "you made my son's day."

...

Twenty years later, Magic is out of the game of basketball and presenting a nine-figure real estate deal in a Los Angeles high rise.

After the meeting, one of the key stakeholders approached.

"I don't know if you remember me," he said.

"But many years ago you took a picture with my son. Kareem blew us off. But you were exquisite."

The son, now grown-up, was one of LA's most successful attorneys.

And the dad? He owned the aforementioned high-rise, the surrounding buildings, and everything the smog touches.

"My son still has that photo to this day. Thank you for that moment. It meant so much to both of us."

...

If you google "Kareem Abdul Jabbar net worth," you'll see a much smaller number than Magic's.

(Spoiler: \$20 million)

The money doesn't matter.

And, many years later, neither do the awards and the MVP trophies.

What matters is how you make people feel.

As Samuel Johnson once said, "the true measure of a man is how he treats someone who can do him absolutely no good."

(Fun fact: that quote is often improperly attributed to Vince Lombardi. Sorry, Vince.)

Often we (I) get so head down with the ever-growing TO DO list that it's easy to treat people as ordinary.

But there's nothing really ordinary about anybody, is there?

What if Magic didn't feel like being ON that day, or was too tired for a photo, or, or, OR...?

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John Ruhlin is a speaker, consultant, best-selling author, entrepreneur, and creator of 'Giftology,' the systematic giving process that retains talent, delights customers and opens endless doors for thoughtful business leaders. For his best tips (and week



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MEET YOUR HEALTH AND  
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# Amanda Bo



For years we have been operating on old information, that we were healthy if we didn't have to go to the doctor, take prescriptions, or have surgery. Health is no longer merely lacking disease or discomfort. In fact, it is possible for those who are experiencing an injury or illness to feel healthy. I propose that we no longer perceive health and wellness as statuses but instead viewed as goals towards which we journey steadily.

Health and wellness have evolved from binary conditions into multi-dimensional ventures. Thanks to modern medicine, scientific breakthroughs, and enlightenment of human philosophy we now realize that so much more is available for us to attain in life.

So, what determines our health status? The real determinant of our state of health comes down to our daily choices. Each dimension of our wellness is affected by our actions, thoughts, and behaviors. Because our choices influence our state of health, we have control over that status. Health is no longer something that happens to us; it is a state of existence that we create through lifestyle management.

The dimensions include physical, emotional, intellectual, spiritual, occupational, financial and social. Experiencing a high quality of life requires the balance of these dimen-

sions. If we want more out of life, we have to examine our performance of care or neglect to each dimension. Reflecting upon our progress in each area requires the sometimes painful yet rewarding process of becoming self-aware. We can no longer ignore our role in our health and wellness journey. By developing awareness and taking responsibility for our personal growth and health journey, we can navigate from where we are now to where we want to be.

To help you navigate the waters of health behavior change, the role of the Health & Wellness Coach comes into play. Wellness coaches bridge the gap between our annual visit to the doctor and our everyday life. We are told to exercise more and eat healthier by our physician, but what does that mean and how do we incorporate those changes into a busy life? Professional coaches help clients produce real results in their personal and professional lives. To do this, we form a partnership to design solutions and strategies that use your strengths, resources, and skills that you already have.

Today we form that partnership and begin working towards your wellness journey. In this column, I will bring you practical advice and strategies to enhance all the dimensions of your wellness from fitness tips and health knowledge to self-development exercises.

real health & wellness

By Amanda Bo

**Wellness, it's a word we have all heard before, but what does it honestly mean? More than just a buzzword, wellness is the future of healthcare.**

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](http://www.AmandaBo.com) or follow her on social media @amanda\_bo\_.

# Kenn Callahan

COLDWELL BANKER



## Embracing Change

Kenn Callahan is now approaching his 30th anniversary in real estate. Through the decades, he's witnessed shifts and transformations in the industry, alongside the ever-changing nature of his personal life. When asked to offer advice to his peers, Kenn's answer is clear and succinct: "Embrace change."

### Getting Started

Callahan graduated from San Diego State University with an accounting degree. "To this day, I love accounting," he explains. However, sitting behind a desk all day wasn't a good fit, and Callahan lasted only three months at his first job out of college. Soon after leaving the accounting world, he joined a chemical manufacturing company. After a year and a half, he decided to work for himself, starting a chemical compounding company of his own. Within three years, Kenn and his partner built MC Chemicals, Inc. into a multi-million dollar organization.

As his company began to find consistent success, Kenn got married, bought a house, and started to settle into a family-oriented lifestyle. It was at the time that he made the leap to real estate. Kenn had a deep-seated interest in real estate since his college days when he took a real estate fundamentals course. "My fascination with real estate came from thinking about the future... looking at the Forbes 500 list, everyone was in real estate. That was in 1979. Everybody who was anybody was in real estate. I thought, 'I need to figure this game out.'"

With two to three years of income in the bank, Callahan dove into real estate full time. As is the case for so many agents, success didn't come quickly, and it didn't come without challenges. Due to changes in the interest rates on his home loan, what he thought was two to three years of income only lasted about a year. For Callahan and his family, it was a critical turning point. He and his wife had discussed selling their home and moving in with their in-laws. Just before he and his wife ran themselves into too much debt to pay for their current home, something clicked. One sale turned into two, which turned into a steady flow of business. Within three years Kenn was a top 10% agent for Cornish & Carey; within five years he was in the top 1%. From 1989-1996 the real estate market continued to slide, but Callahan's success trended the opposite direction, steadily increasing. He solidified himself as a consistent top performer in the industry. "I decided to build my business with people I knew, with my sphere of influence," he explains. 95% of Callahan's business is referral-based.

### A Changing of the Tide

Five years ago, Kenn's son, Sam, passed away. At 14 he was diagnosed with cancer; at 17 Sam lost the fight. Callahan recalls those three years with joy and with sadness. "I could wake up every morning and hug him and kiss him and tell him I love him... "I basically checked out of business. I said, 'I'm not going to give up this opportunity to spend as much time as I can with my son.'" Callahan took the business that came knocking at his door but halted all marketing and active selling activities. Interestingly, Kenn's business took on a life of its own, trending in a clear upward trajectory. "What I had built and established, it was just the time for it to take off."

Sam's passing continues to have a lasting, emotional impact on Kenn's daily life. "As much as I try, there is just a little bit of anger still deep in there. It doesn't come up, but I just have not come all the way back." There's also a positive reverberation of this tragic passing. While Kenn used to work 10-12 hour days, he's made an active decision to live with better self-care. He's put more attention on his health, eating better, getting into the gym more often, and treating his mind and body well. He's more focused on living his values. "What is important to me now is my community, my people, my friends... being in the top 1%, that's not where I get my thrills these days." Of course, Callahan isn't exactly letting his business fall by the wayside. He was in the top 2% in 2017.

Today, Kenn's son, Joe, works alongside him in real estate. Coincidentally, he also has a degree in accounting. When Kenn's not at the office, he loves to be outdoors with his wife, Yolanda, backpacking, biking, running, fishing or skiing.

With a vulnerable sense of gratitude, Kenn recounts the impact his son's passing has had on his life, "I've got a totally different attitude that I've developed over the last eight years, and mainly from my son. He taught me a lot."



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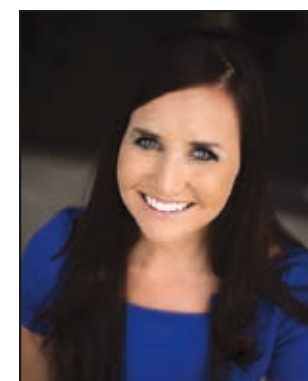


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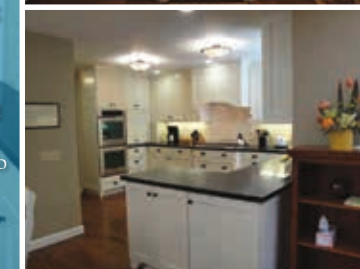


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- Barbara And Bryn O. in Palo Alto

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# TOP 100 STANDINGS

Jan 1, 2018 - May 31, 2018

#	Agent	Office Name
1	Deleon Team	Deleon Realty
2	Juliana Lee	Keller Williams Palo Alto
3	The Troyer Group	Intero Real Estate Services
4	Andy Tse	Intero Real Estate Services
5	Dave Clark	Keller Williams Realty
6	The Hanna Group	Intero Almaden
7	David Lillo	Dpl Real Estate
8	Amar Realtor	Keller Williams Palo Alto
9	Coco Tan	Keller Williams Realty
10	Mei Ling	Sereno Group
11	Amy A. Mccafferty	Alain Pinel Realtors
12	Alexandra Zhou	Morgan Real Estate
13	Rebecca Lin	Maxreal
14	Mary Tan	Coldwell Banker
15	Alex H. Wang	Sereno Group
16	Mini Kalkat	Intero Real Estate Services
17	Yuan Li	Coldwell Banker
18	Julie Wyss	Kw Bay Area Estates
19	William Lister	Coldwell Banker
20	Kathy Bridgman	Alain Pinel Realtors
21	Valerie Mein	Intero Real Estate Services
22	Erika Carrasco	Intero Real Estate Services
23	Mike Strouf	Intero Real Estate Services- S
24	Nevis And Ardizzone	Alain Pinel Realtors
25	Steve Mccarrick	Coldwell Banker
26	Shelly Chou	Coldwell Banker
27	Minhua Jin	Coldwell Banker
28	Yvonne Yang	Coldwell Banker
29	Boyenga Team	Kw Bay Area Estates
30	Jeff Peng	Maxreal
31	Mary Tian	Maxreal
32	Radha Rustagi	Keller Williams Realty - Cupertino
33	Al Moridi	Intero Real Estate - Cupertino
34	The Madani Team	David Lyng Real Estate

#	Agent Name	Office Name
35	Frank Liu	Re/Max Gold
36	The Jennings Group	Kw Bay Area Estates
37	Alan Wang	Keller Williams Realty
38	Sophie Shen	Sv Capital Group Inc.
39	Bill Gorman	Coldwell Banker
40	Lan L. Bowling	Keller Williams Palo Alto
41	Annie Zhou	Image Real Estate
42	Satya Dasari	Keller Williams Realty - Cupertino
43	Todd Su	Realty World-Todd Su & Company
44	Marc Roos	Sereno Group
45	Lin Ning	Coldwell Banker
46	Daniel Xi	Legend Real Estate & Finance
47	Royce H. Cablayan	Sereno Group
48	Shuangshuang Liao	Coldwell Banker
49	Bogard-Tanigami Team	Alain Pinel Realtors
50	Ying Liu	Coldwell Banker

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Jan 1, 2018 - May 31, 2018

#	Agent	Office Name
51	Vinicius Brasil	Keller Williams Realty - Cupertino
52	Lihong Zhong	Realty One Group - World Prop
53	Karen Nelsen	Intero Real Estate
54	Lauren Spencer	Coldwell Banker Residential
55	William Chen	Faithful
56	Vivian Lee	Homeland Mortgage And Real Estate
57	Nicholas French	Sereno Group
58	Michael Galli	Alain Pinel Realtors
59	Eric Fischer-Colbrie	Intero Real Estate Services
60	Bonafede Team	CSR Real Estate Services
61	Yoga Yang	Intero Real Estate Services
62	Erdal Team	Sereno Group
63	Rabia Alizai	Intero Real Estate - Cupertino
64	Renna Shee	Sereno Group
65	Ducky Grabill	Sereno Group
66	Deepak H Chandani	Anthem Realty
67	The Madani Team	Keller Williams-Santa Cruz
68	Diyar Essaid	Coldwell Banker
69	Cristina Martinez	Christina Martinez Company
70	Claire Zhou	Alain Pinel Realtors
71	Yuan Li	Homeland Mortgage And Real Estate
72	Mandana Simai	Sereno Group
73	Shawn Luo	Aez Investment, Inc.
74	Heng Quan	Bay One Real Estate Investment Corporation
75	Lisa Dippel	Intero Real Estate Services
76	Raymond Ni	Green Valley Realty
77	Edward Graziani	Sereno Group
78	Vivi Wan	Coldwell Banker The Profession
79	Therese Swan	Alain Pinel Realtors
80	Joe Velasco	Intero Real Estate Services
81	Gary Palacios	Intero Real Estate
82	David Welton	Alain Pinel Real Estate
83	Angie Cocke	Century 21 M & M Assoc
84	Andy Sweat	Kw Bay Area Estates

#	Agent	Office Name
85	Nancy Carlson	Intero Real Estate Services
86	Dominic Nicoli	Intero Real Estate Services
87	Jessie Li	Intero Real Estate Services
88	Susanna Wong	Realty One Group - World Prop
89	Robert Aldana	Keller Williams-Santa Cruz
90	The Dreyfus Group	Golden Gate Sotheby's Internat
91	Sunita Merchia	Intero Real Estate - Cupertino
92	Jordan Mott	Intero Real Estate Services
93	Benjamin Strock	Strock Real Estate
94	Heidi Herz	Alain Pinel Realtors
95	Yost Group	Coldwell Banker Res R E Srv
96	Perry Group	Sereno Group
97	Meesun Kang	Prima Investment Group Inc.
98	Adam & Wendy	Pacific Union International
99	Sophia Xu	Keller Williams Palo Alto
100	Howard Bloom	Intero Real Estate Services

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*Broker Associate, Sereno Group*



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**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*



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