

SILICON VALLEY

REAL PRODUCERS.®

INFORMING AND INSPIRING REAL ESTATE AGENTS

THE HANNA GROUP

ZAID HANNA

Photography by Hyunah Jang Photography

Carole Rodoni

Her Life Story



PARTNER SPOTLIGHT

Pat Dudum with
Academy Mortgage

RISING STAR

Olga Golovko

JUNE 2018

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

Auto | Home | Life | Business

**Serving Your Community
since 1961**



**WHY MAKE
ACADEMY YOUR
1ST CHOICE? ▶▶▶**

THE ROAD TO 1ST CHOICE

“We are proud to be one of the top independent purchase lenders in the country. We achieved this distinction by continually providing exceptional customer service and by following responsible lending practices, especially in today’s rapidly changing economy.”

— Adam Kessler, CEO

Academy Mortgage is one of the top independent purchase lenders in the United States as ranked in the 2016 CoreLogic Marketrac Report.

Academy ranks among the highest-performing companies in the following categories:

- **Top 10** in FHA purchase units and FHA purchase volume
- **Top 15** in total purchase units and total purchase volume; conventional purchase units and conventional purchase volume; and total FHA units and total FHA volume
- **Top 20** in total units and total conventional units
- **Top 25** in total volume
- **Top 30** in total conventional volume

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



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

Los Gatos

236 North Santa Cruz Blvd., #Suite 241
Los Gatos, CA 95030
(408) 316-0494

San Mateo

1900 S Norfolk St., Suite #350
San Mateo, CA 94403
(650) 483-8175

San Jose

1165 Lincoln Ave., Suite #208
San Jose, CA 95125
(669) 243-4909



Pat Dudum

Area Manager | NMLS #274992
(669) 243-4909
Cell: (408) 499-4348

pat.dudum@academymortgage.com
www.academymortgage.com/patdudum
CA CA-D0C274992 | Corp State Lic CA #4170013
Corp NMLS #3113 | Equal Housing Lender | MAC1217-1451807
Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act



TABLE OF CONTENTS

	06 Preferred Partners		07 Publisher's Note		08 Partner Spotlight Pat Dudum with Academy Mortgage		10 Her Life Story Carole Rodoni
	12 Cover Story Zaid Hanna		16 Experience Expert John Ruhlin		18 Rising Star Olga Golovko		20 Celebrating Leaders Myron Von Raesfeld
TOP 100 STANDINGS	22 Top 100 YTD						

MEET THE SILICON VALLEY REAL PRODUCERS TEAM



Mitch Felix,
Founder & Publisher



Hyunah Jang,
Head Photographer



Kylea Bitoka,
Writer



Zach Cohen,
Writer

If you are interested in contributing or nominating Realtors 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.





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

Communication • Strategies • Solutions • Execution



Michael Ryan - Mortgage Broker
Key to Your Perfect Mortgage

"What can I do to close one more transaction for you this year?"



408-986-1798
Michael-Ryan.com

NMLS# 295351
DRE# 01090891



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

BEYOND VT MARKETING

ONE SOURCE for All of Your Marketing Objectives:

- HDR, Dusk and Aerial Photography
- 3D Matterport and 2D Floorplans
- Single Property Website
- Elite Print Marketing Materials
- Custom Cinematic and Aerial Video
- Staging and Home Transformation

ADDRESS 44160 Old Warm Springs Blvd., Fremont, CA 94538 PHONE 510.440.0153 FAX 866.846.0153

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



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!

BUILDING PRODUCER

EPIC
650-272-0607
BuildEverythingEpic.com

COMMERCIAL REAL ESTATE SPECIALIST

Sperry Commercial
Global Affiliates
408-858-2169
SperryCGA.com

CONSTRUCTORS & ENGINEERS

MG Constructors & Engineers, Inc
408-842-5599
MGconstructors.net

GIFT STRATEGY

Keep Spreading the Word Gifts
408-310-2280
KeepSpreadingTheWord.com

HOME STAGING

Stage This! Stage That!
408-930-1986
StageThis.net

INSURANCE AGENT

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

INSURANCE BROKER

Coverage Plus Insurance Agency
Chris Robinson
408-988-1224
COVplus.com

INSURANCE BROKER

Don Williams and Associates, Inc
Tyler Williams
408-402-3646
DonWilliamsInsurance.com

INTERIOR DESIGN

Gorman Interiors
408-623-5262
GormanInteriors.com

MORTGAGE

Academy Mortgage
Pat Dudum
408-499-4348

MORTGAGE

Michael Ryan & Associates
408-986-1798
Michael-Ryan.com

MORTGAGE

Opes Advisors
Bill Phillips
408-219-4134

MORTGAGE

Premier Lending Inc
Dave Campagna
408-406-1934
PremierLendingInc.com/Dave

MARKETING

BeyondVTMarketing
916-549-5982
BeyondVTMarketing.com

PAVER MAINTENANCE

Power Washing Systems
408-529-9615
PWSpower.com

PHOTOGRAPHY

Hyunah Jang Photography
347-840-1580
HyunahJang.com

PREMIER AUTOBROKER & LEASE SPECIALIST

Hammer Auto
650-210-1800
HammerAuto.com

PROPERTY MANAGEMENT

Marquise Property Management
408-354-0535
MPMSV.com

REAL ESTATE PROMOTIONAL SERVICES

REPS
408-871-8586
REPSweb.com



▶ publisher's note

the REAL UPDATE:

Why did I get this publication?

We are excited to bring you your first issue of Silicon Valley Real Producers. It is our mission to inform and inspire you. This private club is a platform for just the top 500 real estate agents and leaders in Santa Clara County.



Founder & Publisher, Mitch Felix

Each month, this publication is being provided FREE OF CHARGE to you as a top 500 producer in real estate in Santa Clara County. The cost of producing, printing, and mailing each magazine is covered by the business partners that you see in each issue. The publication has both a social side and business side. It will highlight top producing real estate agents and give you an inside look at their lives as well as their businesses. A typical publication will include: event information specific to the area, fun social events put on by *Silicon Valley Real Producers* to bring the realtor community together, invites to masterclasses, top 100 standings, pictures, stories by and about icons, national best selling authors, industry experts, and other information specifically tailored to this market.

We partnered with N2 Publishing, a 15-year-old custom printing company with over 1,000 markets in print. They will be responsible for the layout of the magazine, as well as selling the ad space to the best local businesses to cover the costs. We work by nomination most of the time - using businesses you already use, know and trust. We screen our potential partners to ensure that they can provide the types of services that you may need or want.

Each publication is unique to the Silicon Valley real estate market. The publication will reflect who you are as a community. We will invite you to the various events we are hosting through this publishers note, the magazine, emails, texts, phone calls and social media. If you wish to be included, ask to join our private Facebook Group "Silicon Valley's Top 500 Realtors" or email me Mitch@SiliconValleyRealProducers.com.

Technology has been wonderful for business but has really limited the ability of people to connect in person in a low-key manner. The entire platform is designed to increase social connections between top agents and top businesses so that the best of the best can grow together. It is our goal that the events create a culture of relationship building on a more intimate level.

I'd like to personally thank all of our business partners who fund making the magazine free to all of you, as well as the many people who contributed to the first issue. Know that *Silicon Valley Real Producers* would not exist without you! I look forward to meeting each of you at our upcoming events!

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.



Pat Dudum

ACADEMY MORTGAGE

By Zach Cohen

Pat Dudum has been in the real estate industry for over 20 years, beginning his career as a realtor in the early 1990s and moving full time to the mortgage business in 2004.

Pat's long-standing experience in the local market puts him in a unique position to provide added value to his partners. He's experienced, driven and truly genuine.

Pat has been married to his wife of 21 years, Linda and they have one daughter, Hannah. As a family, they spend a lot of time in Truckee California, skiing, hiking, mountain biking and spending time with friends and family.

2017 marked a meaningful change in Pat's career trajectory: he joined Academy Mortgage as the Area Sales Manager for the Bay Area. As an independent mortgage bank, Academy Mortgage is a "best of both worlds" hybrid between the large, institutional banks and smaller mortgage brokers.

Pat's goal is to go far beyond the basic notion of good service. "Closing loans on time and giving good service is not added value, it's our job. We look at things differently and help partners

separate themselves from their competition and enhance what they are offering." His experience as a realtor alongside his deep understanding of the local marketplace truly sets his work with Academy Mortgage apart.

We sat down with Pat for a one on one to get a glimpse into his personality and his business.

What brought you to Academy Mortgage?

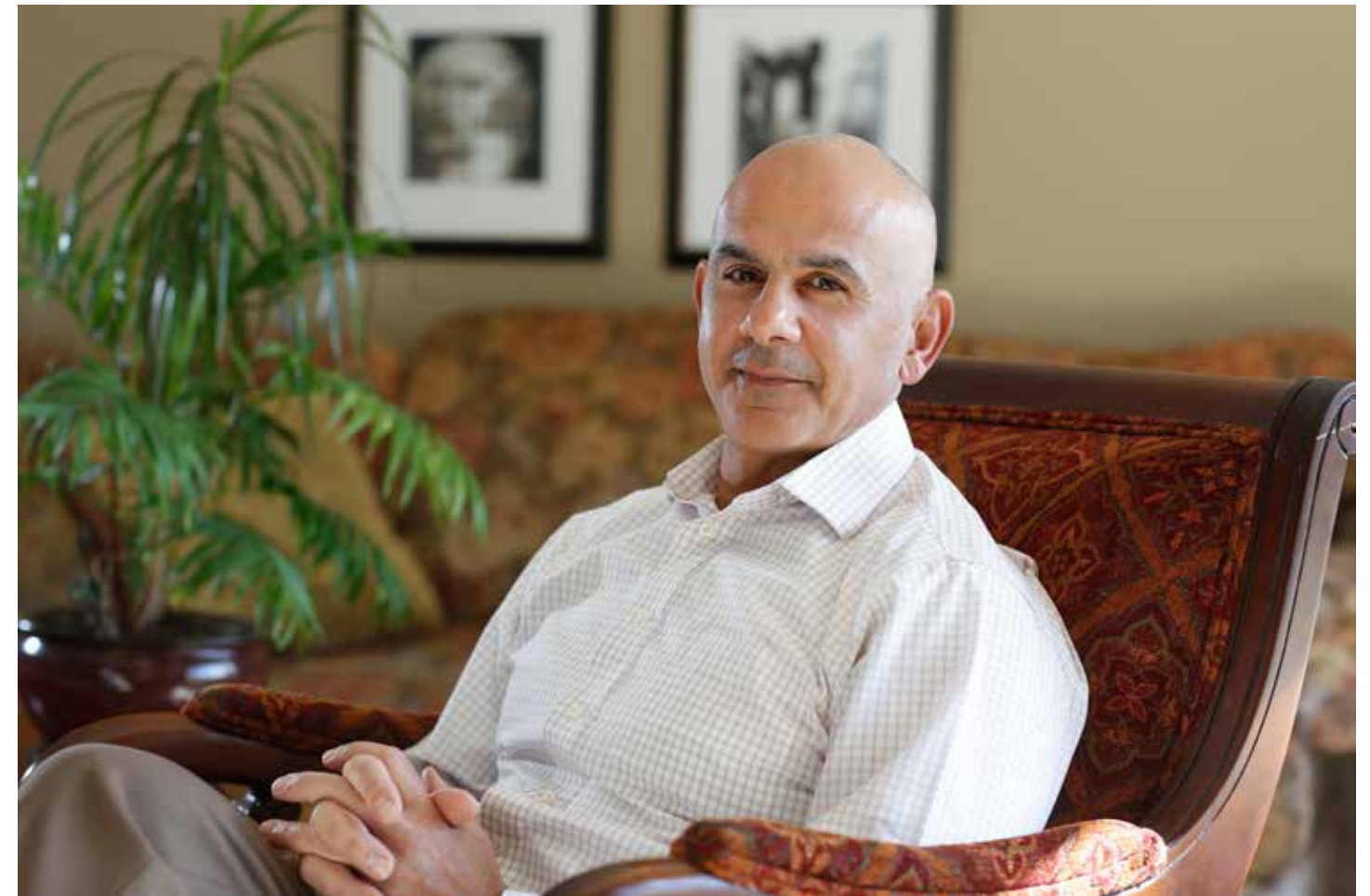
First and foremost, they are a quality company, quality culture, and an amazing platform. It was an opportunity for me to do what I aspire to do: to build from the ground up.

Has there been a challenge that you've identified, something that we can learn from?

(Pat chuckling) We're in the mortgage business; every day is a unique challenge. Certainly, I think the biggest challenge was nobody had ever heard of Academy Mortgage. Although it's a 10 billion dollar a year company in terms of production funding, there's not a lot of presence in the Bay Area. When I first joined, the first question was, 'who is Academy?'

Is the vision to grow bigger?

Yes, but we don't necessarily want to grow bigger for the sake of



growing bigger. We will definitely grow bigger, but we are going to do it organically and smart.

Would you teach me about what the vision is?

My vision is to put together the dream team of branch managers and loan officers in the Bay Area. Our industry is going through some changes, especially with technology being a larger component in our daily lives. We must embrace this change and continually enhance our value proposition to our clients and referral partners. We must also not take the human element for granted as this is the foundation of our daily business.

When you talk to top agents at an event, what are you able to offer?

Everyone has different needs. What I like to do personally is understand the wants and needs of that particular agent. How they go to market, what their business looks like, and how I can plug in a solution or two to really help their efforts.

What is your long-term vision for your organization as the leader out here?

(Pat takes a long pause and contemplates his answer) I have a saying that I don't like to work, so when it starts to feel like work. This is an absolute joy to do every single day, and I'm just looking for people that share that same passion and desire to wake up every day and go to work and have a heck of a lot of fun.

CAROLE RODONI'S LIFE STORY



▶▶ industry expert

By Zach Cohen

Bamboo Consulting Founder

By her own words, Carole Rodoni came into real estate through the back door, taking the long road to the industry where she continues to make her most impactful marks. While her father has long passed, his words still echo through her life. "Get up, shut up, and make a buck. If you do those three things, you'll be successful." This fiery and straightforward message has carried her through successes and transitions between industries, companies, and cultures.

HUMBLE BEGINNINGS

Rodoni's career didn't begin in private industry but rather in public service, working for former San Francisco Mayor Joseph Alioto. As a liaison for the news media, Carole discovered her feelings on working for the government very quickly; she hated it. "Government works very slowly. They don't solve problems because then they wouldn't have a job." Frustrated and worn out from fighting a system that resisted change, Carole began to formulate an exit strategy by employing a method that would serve her for the rest of her career: leveraging relationships.

"I had a friend who was an otolaryngologist - a doctor of the ear, nose, and throat - and he came to me with a concept. He said, 'patient health is going to become a huge item in the next twenty years. And people are going to become very interested in their health.'" At the time patients were taking doctors recommendations on treatment and medication at face value. The only information available regarding treatment options, side effects, and general care was provided to doctors by pharmaceutical companies, in a language that was incomprehensible to the average individual. Rodoni and her

partner's concept was bold and untested: to educate the public on their bodies and available treatments to improve their health.

Their first production, the Back Owner's Manual, provided blue-collar workers with an essential guide to back health. Back injuries, being some of the most widespread physical ailments, were a brilliant initial target. The execution method was even more ingenious and forward thinking. Carole and her partner employed a cartoon format and readability that could be understood by the average individual. This template posed questions and provided answers to some of the most fundamental yet misunderstood questions about back injuries by identifying the problem, explaining how the back functions, and offering solutions that could be employed without the help of a medical expert.

After printing approximately 5,000 copies of the Back Owner's Manual, Rodoni and her partner sent the manual out to various companies along with a cover letter explaining their project. The response was immense, surpassing expectations far and wide. "We had no way of knowing we had a business. We were testing the waters. We got so many

phone calls asking for thousands and thousands of these booklets. We didn't know what to do. We had no way to distribute. We had nobody to do accounting. We had nobody to do anything, but we had a business." Over a seventeen year period, Krame's Communication became a massive success, producing widely distributed cartoons and black and white prints for general health, dentistry, cosmetic surgery, and safety.

REAL ESTATE ON THE HORIZON

After seventeen successful years, Krame's Communication was faced with a tough decision: go public and continue to grow, or sell to one of their prospective buyers. Grolier, a large east coast publishing company, continued to express their interest in buying Krame's Communication. Tired and worn from almost two decades of one hundred hour work weeks, the decision became evident to Rodoni and her partners. Krame's Communication sold for nearly \$30 million in 1989, an enormous sum of money at the time.

As part of the buyout, Carole and her partners agreed to stay on for three more years. Soon after the purchase, Grolier was sold to Hachette, a French company. "They had no clue how medical healthcare in America worked." It was an extremely difficult three years, yet there was a silver lining that came alongside the change. Hachette brought the health and safety publications to a worldwide market, translating them into fifteen different languages and distributing them through dozens of countries around the world. For Rodoni, the move to a global marketplace opened up new opportunities. Be it skill or serendipity, Carole was introduced to Italian industrialist and billionaire Frank Lupi during her travels for Hachette. While he worked in the shipping business when they first met, Lupi also owned several homes in the United States and eventually came to purchase Fox & Carskadon, a failing real estate company.

Frank Lupi needed someone to take over the reins and help him understand the best path forward with his new acquisition. Rodoni was the choice, but she wasn't ready to jump in, instead set on the daydreams of retirement and relaxation. With some convincing, she initially agreed to take six weeks and provide a report on the future of Fox & Carskadon, discovering the organization needed someone from outside the industry to help drive the business forward. To Lupi, the individual to lead the charge was clear, staring him right in the face; he asked Rodoni to run the company. Carole responded with a confident "no," but her strong-willed father had other ideas. Ultimately, Rodoni chose to do what a good Italian daughter would do: she took the job. Six weeks turned into four years with Fox & Carskadon and a burgeoning real estate career.

MAKING HER MARK, REMAKING COMPANIES

Being a newcomer to the industry, Rodoni was able to see beyond the confines of the accepted ways of doing business, lighting a fire and inspiring change along every step of the journey. After four years at Fox & Carskadon, she moved on to become the COO of Cornish & Carey, and eventually connected with Paul Hulme, founder, and CEO of Alain Pinel Realtors.

By Carole's words, APR was "was going to hell and a handbasket." On the brink and in need of leadership, Hulme was determined in his pursuit of Rodoni to lead the charge. Despite Rodoni's resistance, Hulme's persistence worked, and Carole agreed to conduct the mission of remaking Alain Pinel Real Estate. Yet after nine successful years, Rodoni's time at Alain Pinel had run its course.

LESSONS LEARNED

It was Mark Sackow, at the time the Vice President of First American Title, who first brought the idea of consulting to the table for Rodoni. That was fifteen years ago. Rodoni now does 400+ presentations a year for multiple clients in addition to her work writing articles for magazines, newspapers, and books.

With a winding journey full of twists, turns and lessons learned, Rodoni has the immense wisdom to share with the real estate community. Her most powerful message may be regarding what Real Estate Agents actually do for a living. "I don't think [they] list and sell real estate. I think anyone can do that... They are really building wealth for people, and that's the concept you have to understand. Real estate is the path to wealth. In this area where we live, the land is golden." By helping clients build a way to retire, grow their wealth and provide for their children, Rodoni suggests a more emotional and complex selling strategy, one that goes far beyond a basic transactional approach.

In the end, one of Carole's most potent qualities is her ability to distill down the teachings she's learned from decades of successes and transitions. It is this wisdom that she continues to share through her events, articles, and publications. Determination, discipline, and focus are critical. Rodoni explains, "I do the things I hate first in the morning because otherwise, I would never do them... I think the worst thing you can do is to do nothing."

DEFINING SUCCESS

"Success is finding what you are good at, finding passion, a fire in the belly. Success comes from doing what you like and then doing what you need to do to find success. There is a template for success." Successful people have figured out the formula, and then go and do it.



cover story ◀◀

THE HANNA GROUP

#1 in San Jose in 2017

By Kylea Bitoka

Usually, success does not happen overnight, but for Zaid Hanna, it came pretty quick.

In just two years, he was able to accomplish something that many good real estate agents have tried and failed to achieve -- build a strong top-producing team. In 2017, The Hanna Group did over \$121 million in volume making Zaid the number one REALTOR® in San Jose. To celebrate their achievement, Zaid took the team to Mexico for a fun and well-deserved vacation.



It may seem like the natural progression for a successful REALTOR® to start building a real estate team; however, it was not in Zaid's original plan. Naturally a driven and competitive person, Zaid thrived in sales. After graduating from San Jose State University with a degree in marketing, he sold wine for Gallo Wines. He would go on to sell medical equipment for an ultrasound company before leaving his profitable business to business sales career to transition into real estate.

In 2009, Zaid only had two sales, but with his strong work ethic, his numbers were soon rising. Zaid admits there's no secret formula to his success. "I'm not talented; I just outwork everyone else. Initially, it was all about what Zaid can do; there's nobody out there, I can do it better." Two years ago, Zaid sold 63 units by himself without an assistant, but something was missing. "I stepped back; my wife stepped back (she is part of the team - marketing and operations) and said, 'This is not what we wanted. Yes, it's making a lot of money, but it's not what we want to be.' So that's when we started to hire a team."

Silicon Valley Real Producers caught up with Zaid to get some tips on building a successful team and developing a booming real estate business.

Q: Tell me about the process when you first started hiring your team.

A: At first, you make the wrong hires. You don't know what to look for or how to train them. So, I sought out training. I was referred to Brian Buffini, that's where I started being coached. Currently, I am being mentored by The Core Inc. It teaches you how to lead and how to be a better leader. It's not all about the accolades. It's not about being able to say, 'I sold this much; I'm

number one.' It's about what you are leaving at the end of the day, leaving a legacy for your kids.

Q: You touched on this a little in your last answer, but what is your philosophy as you lead the Hanna Group?

A: It's not about you; it's about the brand, take your ego out. Without the right team, everyone will get pulled in a different direction. You have to make it about the team. You have to love on your team, and you've got to care for them to make your dream come true.

Q: Can you describe the brand of The Hanna Group?

A: World-class service for every client. We are building the business based on relationships not the sales' numbers. What that means is I deliver you a cup of coffee the same way whether it a \$450,000 condo or a \$3 million mansion.

Q: What tips do you have for other REALTORS® on building a strong team?

A: Identify the team structure. Ask yourself, 'What are the positions that are needed for me to grow to the next level?' For example, my goal for the next year is 200 units and \$200 million in volume. So, I have to step back and ask, 'What does my team need to accomplish that?' I hire to the position rather than create a position based on the person. I give every employee a personality test; they have to fit my culture. I cannot have anybody poison my culture - they're gone. My advice: be slow to hire, quick to fire.

Q: Leads are such an essential part of success in real estate. Can you tell me about your lead generation model?

A: 60% of business is referrals the other 40% is ads. I hate paying for leads. The leads are not good. Referrals are the bread and

...



...

butter. We send out surveys halfway through escrow to ask the client, 'How are we doing at serving you?'

Q: What do you do personally to create the level of success you've achieved?

A: Man, you've got to read every day. You are either going forward, or you're going backward. There's no standing still. Whatever I need, I go seek out. Every morning, I go to the gym for about an hour. I make sure I am in the office before everyone else with time to get prepared for the team meeting.

Q: What have you learned about work-life balance? How do you relax?

A: I started at 70 hours a week. When I joined The Core, the goal was for me to work 45 hours a week. I'm down to 55 hours a week. After six or seven o'clock everyone knows you can't reach Zaid. I'm building up trust in them to say, 'You can make a decision, you don't need me.'

I'm very family-oriented. My wife and I have two boys, nine months and two and half years old. I spend a lot of time with them; we love to travel. For me, I enjoy cigars. I enjoy Porsches. I had to get rid of that though; you can't put a back seat in the Porsche for the baby. I replaced it with a Tesla. It's not too bad of a decision, but it was a tough choice.

Q: Finally, how do you define success?

A: I'm the guy that if I make \$100,000, I say, 'How can I make \$500,000?' If I make \$500,000, I say, 'How can we get to \$1 million?' So, it's definitely not numbers. It's not money. Respect is success for me. Having the flexibility to do whatever it is I want with my family without having concerns is success. Security of what I can provide for my family, to me that's more important than saying I did \$123 million in volume.



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

Getting **struck by lightning** won't kill you.



» experience expert

By John Ruhlin

But what WILL happen...

With all these superhero movies coming out, there's more and more clarity about what it takes to get infused with superpowers.

It's 1994, and this 40-something dude named Tony Cicoria is talking on a pay phone.

But then it happened... "Piano music. I NEED to listen to piano music."

He quit his job in sports medicine and became a professional pianist.

A method that won't stop your heart from beating.

Be born with an X gene.

("A what??" -said everybody younger than 30)

Tony couldn't get the thought out of his head.

He composed his own music (including one called "Lightning Sonata" - well played, sir.)

A method that won't cause an out-of-body experience.

Get bitten by a radioactive spider.

He hangs up the phone, walks 16 inches away, and gets hit with a bolt of lightning.

Which was super strange because he had no interest in music, couldn't read music and played exactly zero instruments at the time.

In the decades since his accident, Tony has given recitals the world over.

Buy the book. Take notes. And take action.

Strength serum.

The guy gets blown off his feet.

Didn't matter.

He's appeared in such venues as the Goodrich Theater and has a media following out-the-door and around-the-block.

Why suffer the way Tony suffered?

Hail from Asgard.

He has an out-of-body experience.

He became obsessed.

Being Tony-the-pianist is great.

Get doused with chemicals in your secret lab.

And his heart stops.

Two days later? He bought a piano and (this is crazy) TAUGHT HIMSELF TO PLAY.

Super powers are real, my friends.

But being a giftologist is better.

Sewer mutagen. Add turtelage from a giant rat.

Thank the good Lord that the next woman in line at the phone happened to be an ICU nurse who resuscitated him.

(It's 1994. There was no youtube.)

And you can have them too.

Trade the scars for unforgettable memories.

And the most fool proof method?

But still.

Chopin. Brahm. Nothing was too hard for him.

But before you don a tinfoil hat and start running through fields during a thunder storm, let me suggest an easier method:

The heart-stop for heart-palpitations.

I am NOT making this story up. Every word is 100% true.

Weeks go by.

An "acquired savant," the medical field would call him.

A method that won't leave scars on your face and feet.

(The good kind. Duh.)

Go down to ye local library and check the microfiche if you don't believe me.

Tony recovers, goes back to work, and life returns to normal.

Super powers can and will be yours.

Your move, sport.

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 weekly stories) on how you can use Giftology in your business, sign up for his (no cost) Givers Edge Newsletter (<http://TheGiversEdge.com>).



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

WE TURN GIFTS INTO LONG-TERM BRANDING OPPORTUNITIES.

WWW.KEEPSPREADINGTHEWORD.COM

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 JARIN GROUP

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

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



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

OLGA GOLOVKO

Leading with Confidence

By Zach Cohen



When asked what separates her from peers, Olga Golovko's answer is simple, straightforward, and precise. "Confidence is number one." In her third full year as a real estate agent, there is no question of Golovko's presence. As she speaks, her conviction bleeds through her words, instilling a feeling of comfort, understanding, and faith in those around her. "What you feel is what you are going to get," she explains. "So feel abundant, confident, sure." There is no question as to why she is already one of the top agents in Silicon Valley.

Achieving double gold production, one of the highest production level achievements in the industry, in only her second full year as a real estate agent is no

small feat. This year Golovko has big plans to balance her business strategies and continue to grow.

A Winding Road to Silicon Valley

Born in Ukraine, Golovko didn't exactly take the short path to Silicon Valley real estate success. After ten years in Canada, Golovko made a move to California with her career in finance seemingly solidified. While beginning her journey into real estate with a small circle of friends and contacts proved to be a challenge, it provided Golovko with an opportunity to shine. "I'm very social. I like to have an impact," she explains. And it shows. Three years in, Golovko's contact list has grown from humble beginnings to a five hundred person database of potential clients and contacts. Of course, not all five hundred are core clients, and her understanding of how to leverage her core contacts has been crucial to her success.

Referrals are also key for Golovko. "When somebody gives me a contact, I will let them know how

it goes throughout the transaction because it keeps them remembering that they referred someone to me... and chances are by the time that transaction is over, I have another referral from the same source."

Passion for Work, Passion in Life

Alongside her burgeoning business, Golovko continues to make time for her family, as well as her passion for winemaking and cooking. "My goal is to build a business that I can leverage." Balancing professional responsibilities with family time is a priority and one that she continues to put a focus on. Golovko and her husband Pasha, who initially met through family friends back in Ukraine, sparked their romance during a road trip through California and now have a three-year-old. When the subject of family came up, Golovko lit up, her joy bleeding through her words, creating a fuller picture of who she is.

After settling into life in the Silicon Valley, Olga and Pasha have continued to share and build upon their passion for winemaking, growing their own grapes and producing wine on a small scale. Currently, they are in the process of purchasing a new property that will be focused on wine production and intend to explore the possibilities of taking the venture commercial. For Golovko, work life and home life are cohesive. The ability to succeed in one area opens up new opportunities in the others. Finding the balance point is vital.

With a client-focused approach as the bread and butter of her growing business, Golovko continues to keep an eye on the future, with hopes of building her own team, continuing to leverage her successes and balancing her family, hobbies, and career.

Success in Simplicity

When talking with Golovko, one thing is apparent: she has an evident knack for making things simple, and it's refreshing to hear. One of the biggest challenges facing prospective buyers is the seemingly endless amount of knowledge needed to buy a home. Golovko has a beautiful way of distilling the complicated into that which is straightforward and easily understood.

"Just talk to people. Follow up, treat them special, take excellent care of them."

MYRON VON RAESFELD

WINDERMERE SILICON VALLEY
PRESIDENT/CEO

Myron Von Raesfeld began his real estate career at the age of 24, as a way to supplement his income he was receiving as a Fire-fighter. As fate would have it, working two jobs at the same time worked out well for Myron when he was injured in an industrial fire in Oakland that ended his career way too early. While he experienced success from the beginning, initially Myron viewed his real estate work as a side job; he loved his career as a firefighter. "Fighting fires and saving lives is a real rush that I will never forget. I planned to retire out as the chief of the department," says Myron.

When Myron retired from his dream job as a firefighter, he wasn't sure what direction his career or life would head, but the move to



Creating Living Spaces
Where You Can Make Lasting Memories

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



real estate full time seemed to be a natural progression. As Myron turned his passion to Real Estate his new career soared. "Selling a home to a family is not the same rush you get running into a burning building; however, it is very satisfying to know that you helped others fulfill their dream of homeownership." Fast forward 34 years to today and Myron now owns and operates his residential brokerage and a separate property management company with his son Jason and his wife of 31 years Pam.

FAMILY LIFE

Myron grew up with his eight other brothers and sisters in the city of Santa Clara where his father was the city manager for 26 years. Myron met his wife, Pam, at his brother's wedding. Pam was the little sister of his brother's new wife. Together Pam and Myron have raised six wonderful children, and they are now expecting their first grandson in July. Myron has been very active in the Real Estate community and was President of the Santa Clara County Association of Realtors in 2014.

ADVICE FOR AN UP AND COMING AGENT

Von Raesfeld's recipe for success is simple and straightforward: Every day is a gift you are given. Be thankful you woke up, and remember that there are thousands of people that do not have the day ahead to make a difference that you now have. Keep your focus on your client's interest and your needs will be met by always doing the right thing for others and lastly, when in doubt, smile and accept the challenges of the day.



FUN FACT

Myron became the youngest Oakland fireman hired, the youngest Oakland fireman promoted to Fire-fighter Engineer, and the youngest Oakland fireman retired in the city of Oakland.

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 #2238143



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



**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.



Visit our website to schedule
your **Free Consultation!**

www.stagethis.net

Laurie M. Piazza

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

TOP 100 STANDINGS

Jan 1, 2018 - April 30, 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	Dave Clark	Keller Williams Realty
5	The Hanna Group	Intero Almaden
6	Andy Tse	Intero Real Estate Services
7	Kathy Bridgman	Alain Pinel Realtors
8	Amar Realtor	Keller Williams Palo Alto
9	Mary Tan	Coldwell Banker Residential Br
10	Boyenga Team	Kw Bay Area Estates
11	Rebecca Lin	Maxreal
12	Alexandra Zhou	Morgan Real Estate
13	Alex H. Wang	Sereno Group
14	Mei Ling	Sereno Group
15	Amy A. Mccafferty	Alain Pinel Realtors
16	Coco Tan	Keller Williams Realty
17	Shelly Chou	Coldwell Banker Residential Br
18	David Lillo	Dpl Real Estate
19	The Jennings Group	Kw Bay Area Estates
20	Julie Wyss	Kw Bay Area Estates
21	The Madani Team	David Lyng Real Estate
22	Erika Carrasco	Intero Real Estate Services
23	Nevis And Ardizzone	Alain Pinel Realtors
24	Mini Kalkat	Intero Real Estate Services
25	William Lister	Coldwell Banker Residential Br
26	Steve Mccarrick	Coldwell Banker
27	Mike Strouf	Intero Real Estate Services- S
28	Annie Zhou	Image Real Estate
29	Yvonne Yang	Coldwell Banker Residential Br
30	Frank Liu	Re/Max Gold
31	Valerie Mein	Intero Real Estate Services
32	Minhua Jin	Coldwell Banker
33	Lan L. Bowling	Keller Williams Palo Alto
34	Yuan Li	Coldwell Banker Residential Br

#	Agent Name	Office Name
35	Jeff Peng	Maxreal
36	Lauren Spencer	Coldwell Banker Residential
37	Alan Wang	Keller Williams Realty
38	Al Moridi	Intero Real Estate - Cupertino
39	Sophie Shen	Sv Capital Group Inc.
40	Bill Gorman	Coldwell Banker
41	Yuan Li	Homeland Mortgage And Real Estate
42	Michael Galli	Alain Pinel Realtors
43	Satya Dasari	Keller Williams Realty - Cupertino
44	Royce H. Cablayan	Sereno Group
45	William Chen	Faithful
46	Radha Rustagi	Keller Williams Realty - Cupertino
47	Mary Tian	Maxreal
48	Daniel Xi	Legend Real Estate & Finance
49	Todd Su	Realty World-Todd Su & Company
50	Ying Liu	Coldwell Banker Residential Br

Disclaimer: Information is pulled directly from MLS. New construction or numbers not reported to MLS within the date range listed are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually. *Silicon Valley Real Producers* does not alter or compile this data, nor claim responsibility for the stats reported to/by MLS.



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 100 STANDINGS

Jan 1, 2018 - April 30, 2018

#	Agent	Office Name
51	Eric Fischer-Colbrie	Intero Real Estate Services
52	Rabia Alizai	Intero Real Estate - Cupertino
53	Claire Zhou	Alain Pinel Realtors
54	Yoga Yang	Intero Real Estate Services
55	Lihong Zhong	Realty One Group - World Prop
56	Vinicius Brasil	Keller Williams Realty - Cupertino
57	Nicholas French	Sereno Group
58	Renna Shee	Sereno Group
59	Lin Ning	Coldwell Banker Residential Br
60	Marc Roos	Sereno Group
61	Deepak H Chandani	Anthem Realty
62	Shuangshuang Liao	Coldwell Banker Residential Br
63	Bonafede Team	Csr Real Estate Services
64	Diyar Essaid	Coldwell Banker Residential Br
65	Meesun Kang	Prima Investment Group Inc.
66	Therese Swan	Alain Pinel Realtors
67	Karen Nelsen	Intero Real Estate
68	Ducky Grabill	Sereno Group
69	Ziwei Wang	Bay One Real Estate Investment Corporation
70	Vivian Lee	Homeland Mortgage And Real Estate
71	Erdal Team	Sereno Group
72	Angie Cocke	Century 21 M&m And Associates
73	Cristina Martinez	Cristina Martinez Company
74	Jordan Mott	Intero Real Estate Services
75	Shawn Luo	Aez Investment, Inc.
76	Bogard-Tanigami Team	Alain Pinel Realtors
77	Nancy Carlson	Intero Real Estate Services
78	Dominic Nicoli	Intero Real Estate Services
79	Mark Delano Vincent	Coldwell Banker Residential
80	Edward Graziani	Sereno Group
81	David Welton	Alain Pinel Real Estate
82	Ryan Gowdy	Alain Pinel Realtors
83	Lisa Dippel	Intero Real Estate Services
84	Joe Piazza	Coldwell Banker Residential Br

#	Agent	Office Name
85	Benjamin Strock	Strock Real Estate
86	David Kim	Intero Real Estate Services
87	Vivian Wang	Coldwell Banker Residential Br
88	Vivi Wan	Coldwell Banker The Profession
89	Jamie Pfister	Realty World Milestone
90	Perry Group	Sereno Group
91	Robert Aldana	Keller Williams-Santa Cruz
92	Bing Jiang	Goodview Financial & R.E.
93	Raymond Ni	Green Valley Realty
94	Gary Palacios	Intero Real Estate
95	Malik Husain	Intero Real Estate Services
96	Helen Chong	Haylen Group
97	Matt Cossell	Kw Bay Area Estates
98	Maggie Guo	Realty World-Eagle Prop
99	Susanna Wong	Realty One Group - World Prop
100	Anson Ip	Maxreal

Disclaimer: Information is pulled directly from MLS. New construction or numbers not reported to MLS within the date range listed are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually. *Silicon Valley Real Producers* does not alter or compile this data, nor claim responsibility for the stats reported to/by MLS.

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

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

Hyunah Jang
PHOTOGRAPHY VIDEO



Hyunah Jang
www.hyunahjang.com
(347) 840-1580



PRSR STD
US POSTAGE PAID
WILMINGTON NC
PERMIT NO. 40

CA_Bay Area Real Producers



ARCHITECTURE
ENTITLEMENTS
CONSTRUCTION MGMT



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