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## MEET THE SILICON VALLEY REAL PRODUCERS TEAM



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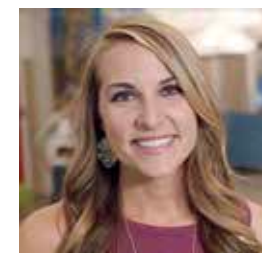
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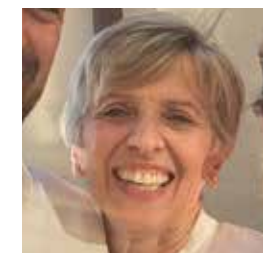
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- Barbara And Bryn O. in Palo Alto

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# My Story

*“The thing that is most exciting to me is that I care. I care deeply about the experience that my business partners have.”*

Mitch is the founder of Keep Spreading the Word Inc. His three primary businesses are helping real estate agents with gratitude through branded gifting, Silicon Valley Master Classes and *Silicon Valley Real Producers*.

For the past 10-plus years, *Silicon Valley Real Producers* CEO Mitch Felix has been passionately working with the local real estate community – building relationships, attending events, and watching the market grow. In an ever-crowded field, he knows what sets him apart: care. Leading with his heart, his desire to form business relationships that are mutually beneficial is boundless. “I spent 10 years of my life at approximately 1,500 different events, three to five times a week all year long,” Mitch recalls. “I would spend anywhere from donuts to \$5,000 for the opportunity to meet my next client.” And what he observed is that the people that are funding these networking events – sponsors, vendors, and businesses – are putting in low-quality efforts to ensure a good experience. With *Silicon Valley Real Producers*, Mitch is out to change that trend.

“I wanted to be the solution that I saw for these businesses... I have a very specific and wise experience about the challenges of being a really good business owner in a market where you just can’t seem to meet the right people. Paying through the

nose for what was supposed to be an opportunity, but no opportunity really existed because the wrong people were in the room.”

Walking into *Real Producers* events, you can feel the warmth and energy in the room. There’s the palpable buzz of genuine networking.

“Producing an environment where the best real estate agents are there filling the room, and then providing my business partners with a legit opportunity to get recognition and make connections is so valuable.”

## The Gift of Gratitude

“It’s very cool to be able to serve this community,” Mitch explains. “And also, I’m a part of that community.”

Mitch beams gratitude for the growth of his business and the community that surrounds him. As almost all of us will encounter at one time or another, a recent battle with health has put this sense of gratitude into focus, more than ever.

Two recent car accidents, neither of which he was found at fault for, left Mitch with his third and fourth concussions in only three years. Post-concussion syndrome, or PCS, caused a varying array of extended concussion symptoms. Headaches, fatigue, and short-term memory challenges come back stronger with each recurring concussive event. Mitch’s natural motivation and drive to inspire had taken a temporary hit. It humbled him.

“I see myself as a sharp guy,” Mitch says. After a year of driving ahead full force to bring *Silicon Valley Real Producers* to market, all of the sudden Mitch was forced to see if what he created could begin to stand on its own. And it did. The systems in place, employees he trusted, and the connections he made carried him through this challenging time, leaving him with an immense sense of gratitude for the life he’s creating.

Two months later, Mitch can finally say, “I’m feeling like myself.”



...

“It’s left me with gratitude. Instead of waking up to think, ‘I should go for a run,’ I think, ‘I get to go for a run.’” It’s reminded him that when you have your health, you should use it.

The accident has left Mitch with a renewed sense of focus on his business and personal life. After all, he’s calling 2018 “The Year of the Start.”

The Year of The Start

A year into the journey with *Real Producers*, Mitch is building an empire. After years of working to find his place within the industry, he’s finally found his niche. While the past decade-plus was loaded with successes, this is the culmination of his efforts.

Working with Cutco Cutlery, Mitch became one of the company’s top 25 salespeople in their 70-plus year history. He was one of the first to pioneer the real estate closing gifts program and went on the coach reps from coast to coast. After 10 years, however, Mitch came to a realization: He wasn’t in the right business.

For the following two and a half years, Mitch describes his work as “tinkering around.” He was searching for a business that allowed him to express his genuine desire to be of service. Through an old friend from his Cutco days, he was eventually introduced to *Real Producers*.

“I was climbing the wrong ladder. I became really good at collecting cans and putting them in shopping carts. I grew the muscles associated with that. But now I’m able to pick up gold nuggets and put them in the shopping cart. It’s a whole different feeling. I’m very inspired right now.”

Building up his *Real Producers* business has resulted in a cascade of positive effects in Mitch’s life. He needs to be on the top of his game every day and has taken action to make that a reality.

“I call this last year the year of the start,” Mitch declares. “It was challenging to clear space for all these new things.” In the past year, Mitch’s accomplishments range from personal to business, inter-relational to self-improvement, business-minded to service-oriented.

Reflecting on his past, Mitch recognizes how he believed in habits that create positive change, but implementing them was the challenge. Now, he’s found his flow.



In the past year, Mitch Felix has:

Started *Silicon Valley Real Producers*

Remodeled a condo

Started an engagement

Started a marriage

Started a ketogenic diet

Started wearing size-32 pants again

Started meditation

Started acupuncture

Started floating

Started tons of new friendships

Started writing his goals every morning

Started a dream board

Started a podcast

Started writing a book

It’s an astonishing and well-rounded list of accomplishments. But the goal isn’t to rest on these successes – it’s to create the foundation that allows for a joyous, fulfilling and successful life.

Looking Ahead

Newly married, remodeling his new home, and amping up one of the nation’s top *Real Producers* franchises, Mitch has plenty to look forward to

in the coming years. Along with his wife, Amy, he’s entered a new stage of life, one where he’s more committed to the things that fill him up, emotionally, spiritually, physically, and financially. Together, Mitch and Amy look forward to starting a family, growing their careers, and lifting each other up in all ways. *Real Producers* plays an essential role in this future vision.

“I like the idea, that for the rest of my life, the network that I have – the top 100 people in my world – are going to be very successful business owners and very successful real estate agents,” Mitch explains. “I am super passionate. I don’t think I’m going to do anything else – for the rest of my life.”

It’s his ceaseless desire to help connect professionals within the real estate community that drives Mitch’s professional vision forward.

“I know that we’re leaving a legacy.”



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▶ partner spotlight

# DON WILLIAMS & ASSOCIATES

## TYLER WILLIAMS

By Zach Cohen

### Through the Generations

The story of Don Williams & Associates began all the way back in Depression-era Chicago, where Tyler's father, Don, was born and raised. "My dad grew up in a really depressed area of Chicago in the early 1930s. Midway through high school, he dropped out. He was shipped out to California and fought in World War II based out of Hunter's Point," Tyler explains.

Don never finished high school, mostly because his parents didn't have the financial capabilities to support him. After the war, he returned to Chicago, working various sales jobs. Eventually, he decided that California was where he wanted to begin anew.

In 1956, Don was hired by Prudential Life. "Insurance seemed to fit my dad well. He really liked insurance. He found it to be successful for him. So successful that



in 1961 he started this company." At the time that Don founded Don Williams & Associates, he brought over many of the top producers at Prudential.

At 40 years old, life took a turn for the worse for Don and his family; he was diagnosed with Multiple Sclerosis. His doctors informed him that he likely wouldn't live through another year. "My dad never gave up; he carried on," Tyler recalls. "That's my dad. And he maintained a good sense of humor about his illness."

Don ultimately lived to be 71, far longer than anyone expected. Still, his illness took a toll, personally and professionally. As his battle with MS progressed, the office started getting smaller and smaller. "I saw the writing on the wall when I was in college. If I didn't come to help my dad, there wouldn't have been an office much longer."

While studying economics at Long Beach State, Tyler began involving himself in the insurance business. He spent summers working in his dad's office and was licensed in 1982, at age 19. "My dad and I were really close," Tyler says. "He depended on me

for a lot of things, and I depended on him for a lot of things." By 1988, Tyler was working full time at Don Williams & Associates. His intent to put luster and shine back on his father's business name drove him. Tyler knew he could make his dad proud.

More than three decades later, Tyler has kept a focus on the essential elements of the business: a customer-focused approach, solid listening skills, and a genuine heart. "Service is unique to each person. You treat your clients as friends," Tyler explains. He doesn't forget Don's ability to inject humor into what can be a stressful business. "I have always kept my dad's sense of humor about things."

Today, Don Williams & Associates continues to grow with the market and with times. Tyler's eldest son, Brendan, began working full time with his dad after graduating from the University of Arizona in the summer of 2017. Tyler's youngest son, Parker, just passed his brokers exam and will begin in the office in the summer of 2019. Tyler, Brendan, and Parker know how proud Don would be to witness his company and his family prospering, generation after generation.

"I have a simple life philosophy," Tyler explains. "Give everyone the best possible experience they can get."

Serving the community of Los Gatos since 1962, Don Williams & Associates Inc. is a major provider of insurance services for individuals and businesses. Whether you need home insurance, automotive insurance, commercial property insurance or more, Don Williams & Associates Inc. has exactly what you need.



# rebecca Jepsen

Growth on Uncommon Ground

▶ star on the rise  
By Dave Danielson

As a child, Rebecca Jepsen loved sinking her hands deep into the rich garden soil and learning how to grow things on her parents' Indiana farm.



"That's when it began," she says. "Being out in nature, digging in the dirt and learning about how things grow has always been part of me. It is in my soul."

But that was just the start of her groundbreaking life that continues to impact those around her.

After moving to California years ago, Rebecca worked hard and achieved tremendous success as part of some of the best-known, high-tech names in Silicon Valley. She put her knack for sales, her knowledge of marketing and her passion for business development to work in the corporate and consulting ranks.

She enjoyed that corporate chapter that honed her love for creating relationships and "the art of the deal." In fact, as she says with a smile, "I'm a beast when it comes to negotiating."

#### An "All-In" Move to Real Estate

Seven years ago, Rebecca decided to take a new direction. She began working as a real estate agent for Alain Pinel Realtors in Saratoga. For Rebecca, the new direction just made sense.

"I had a very comfortable life in high tech. But when I looked at real estate, it just seemed to combine my love of helping people, my love of houses (I

have built two from the ground up and remodeled nearly a dozen), my passion around gardening and landscaping, and my sales and marketing skills in the process," Rebecca says. "This is just what I am supposed to be doing."

Contrary to popular perception, real estate is not easy. Rebecca remembers the transition being a difficult, taxing, uphill climb.

"From my experience, being a real estate agent is the hardest job on the planet — if you're doing it the right way," Rebecca points out. "As a real estate agent, you're a company of one. Even though I have a fabulous company behind me, it really is all up to me. You are your own CEO, marketing department, filing clerk, and everything in between. You need to be constantly learning, creating new leads, and caring for your existing customers. If something happens, it's up to you to pick up the pieces and keep all the balls in the air."

As a self-proclaimed type-A, classic workaholic, Rebecca doesn't dwell on challenges being daunting. Instead, she seems to be invigorated. As she says, there's just one thing missing in the balance.

"That's the thing — balance. I have a hard time with that," Rebecca admits. "It's been a real struggle for

...



...

me to find. My life has been blessed, and I work very hard. But I'd say the only thing I need more of is time."

It's hard to come by for the woman who works seven days a week.

"Some people have an idea of what the real estate business is like. I think they have this glamorous picture in mind. And they say things like, 'Oh, isn't it great that you get to set your own hours?' Well, that's true; I can set my own hours. But you're doing it 24/7 whenever your clients need you — and that can be most the time."

Rebecca isn't complaining. She's just honest about her experience and dedication. Like her energy, Rebecca's service to clients is an all-out, full-speed commitment. A labor of love.

"When clients hire me, they get me," she explains. "They don't hire me and then have to start working with an assistant or other folks. When I work with someone, they get everything I bring to the table. I'll give them all of my energy and my focus."

**Boundless Energy, Community Spirit**  
When you picture endless energy, you may think about the Tasmanian Devil — that whirlwind that blurred through cartoons for years. Or you might picture the Energizer Bunny. Those who know Rebecca would add her face to those images, as she seems to be the personification of boundless energy.

"When I was born, I basically came out dancing," Rebecca laughs.

That never stopped. In fact, Rebecca's pace seemed to pick up steam as she found new ways to become involved and active with a spirit of dedication that touches her community in many ways.

For example, when she started in high tech, she decided to teach aerobics, play soccer and more so, as she says, "I wanted to make sure I didn't have any excuses for not exercising."

She also has been an active member of her local Neighborhood Watch organization. She is past Executive Director of Sustainable Community Gardens and Full Circle Farm. And she's in the final months of her 18-month service for Saratoga's Public Safety Task Force, an organization that has been credited with helping to reduce the average number of area break-ins.

Rebecca has a big place in her heart for the arts as well and has been a force behind the ongoing Jazz on the Plazz musical events in Los Gatos.

It's all part of Rebecca's commitment to community.

"I'm your community realtor, and I mean that 1,000 percent," Rebecca says. "I take it very seriously. I walk that walk. And I love what I do."

#### Groundwork for the Future

As you might guess, Rebecca's hands are still in gardening — literally. In fact, she still hosts monthly garden talks in those lush, green commercial and private areas she's helped to plant and nurture through the years.

"I love talking with people about growing their own food. I use that one, single plant to teach people about the importance of clean water and healthy soil," she says. "Whether someone grows a tomato plant or a single head of lettuce, when you grow your own food you learn about the importance of creating a sustainable ecosystem ... about why it's important to avoid using harmful pesticides — and that not all bugs are bad, you



learn how to bring in the good bugs to help fend off the bad."

True to form, Rebecca brings her passion home for her clients. In fact, once she has closed the deal for one of her buyers, and the family moves in, she buys them a fruit tree or plant of their choice to help them get their new home growing...



"My clients are really important to me and become friends; it truly is what keeps me going in this business, and, giving back to them and my community is what I am all about," Rebecca smiles. "I was taught that if you've done well, you need to do good. And I've been extremely blessed."



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# ANDY SWEAT

THE SWEAT BROTHERS TEAM



By Zach Cohen

Since his start in the real estate industry in 2015, Andy Sweat has solidified himself as one of the top up-and-coming agents in the Bay Area. Along with his brother Matt, he's founded The Sweat Brothers team. Together, they bring a modern, technology-driven approach to the real estate world that aligns to the needs of the Silicon Valley market.

After graduating from University of California Santa Barbara in 2008, Andy moved to Los Angeles to pursue his dream of becoming a comedy writer. In nine years in Los Angeles, Andy had varying successes and lulls. After almost a decade, he got burnt out, losing his love for the business and desiring a simpler lifestyle. "There were a lot of reasons why my career didn't take off. One, I probably didn't put in enough effort to improve my craft. Two, I probably wasn't as funny as I thought I was."

At 28 years old, Andy chose to transition his locale and his career, heading back to the Bay Area to start in real estate. "I decided that there was still enough time to do something different," Andy explains. "My happiness was tied too much to being successful down there... I don't miss it." With two full years of real estate under his belt, Andy has now solidified his real estate business, and he couldn't be more content. "Happiness was the major change for me. I was not happy [in LA]." Working with family and being at home in a familiar place brings Andy an uncomplicated sense of fulfillment. "A more well-balanced life is what I'm trying to obtain and am working towards every day."

#### A TECHNOLOGY-DRIVEN APPROACH

Andy runs his business with modern, tech-savvy processes. He understands the value that a data-driven approach can bring to his clients. "Data-driven stuff is super valuable. If you can give confidence to your clients that the information is valid, you'll do well in real estate," Andy explains.

Over the past decade, the real estate landscape has changed drastically; a modern realtor that utilizes the best technologies, strategies, and analytics is ultimately able to serve clients best. With a forward-thinking methodology, The Sweat Brothers keep themselves available 24/7, responding quickly to calls, texts, and emails, as well as other well-known chat apps, including WeChat, Skype, Facebook Messenger, Google Hangouts, and WhatsApp. With a constant stream of communication available, Andy keeps clients fully informed throughout the entire transactional process.

#### A BALANCED LIFE

Outside the office, Andy is social; he can be found at fundraising events, at the golf course, and attending music festivals. He doesn't have expensive taste and enjoys keeping his life uncomplicated. "I'm a pretty simple guy," he explains. "I like to have enough money so I can go out to dinner every once and a while with my girlfriend, and that's about it." Andy aspires to continue balancing his business with his personal life, aiming to implement systems that allow him to travel and have more freedom going forward. Ultimately, he couldn't be happier with where he is right now. "I never thought I'd be a REALTOR... Once I embraced who I am, people embraced it. You can tell an honest personality from someone who is putting on a face."

In 2017, Andy and Matt Sweat were number two in Top Individual Closed Units with 45 sales at Keller Williams Bay Area Estates. In 2017, they closed over \$40 million in sales volume, ranked in the top 150 Santa Clara County Realtors, and are consistently ranked in the top 1 percent Realtors nationwide.





# Brian Tanger

## A Game Changer

*Time is running out. Feet pound down the court with the dribble of the ball. Only a couple of points stand between you and victory. The ball is in your hands. The crowd roars, the coaches yell, and your teammates shout. Only seconds to figure out the right play...*

Nothing can really prepare you for that moment in a game, and, for Brian Tanger, real estate is not any different. “The ins and outs, the little intricacies of real estate you learn by failing. When I first started a mentor told me, ‘Just dive into it. Yes, you will make mistakes, but you’re going to learn from those mistakes, and you’ll be ahead of the game because you are actually doing deals.’ For me, it’s very similar to sports. You can practice all you want, but until you’re in the game and the crowd’s yelling, and the coaches are yelling at you ... you can’t practice for that.”

Brian Tanger would know. His first passion was basketball. After high school, he went to Sonoma State University where he majored in political science and played basketball. He planned on being a teacher and coaching sports. “I loved sports. I loved teaching kids. I realized living here that it would be a tough way to earn a living. My dad told me, ‘If you want to live in this area, you need to marry someone rich or think about doing something else.’” After graduation, Brian played basketball in Northern Ireland for a year before coming back to California and landing an HR position with Cadence Design Systems. He married his

wife, Amber, and the reality of supporting a family came crashing in. “When I married Amber, I realized I’ve got to figure this out.” Brian discovered real estate through a connection at Cadence and decided to give it a try. “My father built some homes in the mid-1980s. I remembered growing up and going to look at some of the homes. I loved walking through houses and seeing the different types of building materials and the unique architecture of each of the homes. I got my real estate license and fell in love with it.”

Fifteen years later, Brian has built a successful real estate business, but he didn’t do it alone. As much as athletes need a good coach, so do real estate agents, if they want to take their business to the next level. Brian admits he was hesitant to get coaching at first. “The more I talked to people, the more I thought about it. Finally, I talked to my wife’s cousin who is a big broker on the East Coast. He said, ‘It’s more than worth it.’ So, I started coaching with Tom Ferry. It opened doors that I hadn’t thought of. It was a game changer for me.”

One of the things coaching taught Brian was how to treat real estate as a business and not let it consume every aspect of his life. “In this business, you are told there is no time off. You go on vacation; you have your phone. You never take time off. That’s how I worked. Tom Ferry said, ‘No, that is not how you should do it. There are real estate agents who have done very well, and they turn their phone off.’ He taught me to treat it like a business. When you are answering your phone at 11:00 at night, that’s not a business. I started setting a schedule. It changed everything.”

...



With a wife and three young boys, having a life outside of real estate is important to Brian. “I get up at 6:00 a.m. I don’t check my email right away. I have coffee with my wife, and then we get the kids ready and off to school. That’s a special time for us. Then, I hit the gym and go to the office. Spending time with my kids is essential. I really want to make sure I don’t have any regrets about that. I turn off my phone to do stuff with my wife and kids.” His wife, Amber, is a teacher. Brian jokes about the benefits of marrying a teacher. “It’s great being married to a teacher because she helps the kids with homework. I told her, ‘I’ll do sports; you do homework.’” Brian has definitely handed down his passion for sports to his kids. “We love sports; anything sports-oriented, we are doing it.”

Brian is grateful to be able to raise his kids close to where he grew up and for the opportunity it provides. “Being local born and raised, watching it grow from blue collar to the gold rush of our generation, we are so blessed. Now, people are moving here from all over the world. They value someone who knows the history of this valley.” Brian’s local knowledge is not the only thing that sets him apart. “Persistence is another trait that I was able to inherit from my mother. I have had several things throughout my life that did not go the way I wanted, but the ability to get back up after being knocked down has served me very well and allowed me to find success.” Brian is now able to focus on what he loves most: listing houses, negotiating transactions, and, most importantly, his family. For Brian, it’s been a game changer.



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» experience expert

By John Ruhlin

# WHY TRAIN ROBBER ARE MORE POPULAR THAN TRAIN OWNERS

I want to take you 150-ish years into the past...

The last three decades of the 19th century...

When the railroad companies ran the world.

This was before some fella named Henry made multi-city travel accessible to the common man.

Railroads were **how** you got around.

And if you were in any kind of business, they were **how** you shipped your goods.

These large, multinational corporations

(oftentimes run by one family) had more wealth than 75 percent of the countries in the world.

(Kinda like the modern-day equivalent of cell-phone tower owners.)

These mega-businesses gave rise to a natural enemy: the train-robber gang.

Sam Bass and the Reno brothers from Indiana.

The James brothers from Missouri.

And (often mythologized in TV Westerns) the Daltons from Kansas.

The system for train robbing was pretty simple:

1. Hang out in a remote area and wait for a train to stop.

2. Jump on the baggage car (towards the back of the train, where youse can't be easily seen).

3. Climb over the roofs to the locomotive and force the driver to stop.

4. Raid the safe, romp through the passenger cars and collect anything (and everything) of value from the travelers inside.

And then ride off into the hills to thieve and pillage agaaaain!

As you can imagine, this created quite the public relations problem for our billionaire train owners.

The "fast, easy and (most importantly) **safe**" image of train travel plummeted... and with it, ticket sales.

And so owners made an extreme move: They hired a private army to act as bounty hunters.

This army (known as "the Pinkertons") was ruthless in their pursuits. And the owners provided limitless funding.

What's a poor, little train robber to do?

Necessity is the mother of innovation.

The James Brothers changed the system.

Rather than doing the work to stop the train themselves?

They began removing entire rails of the track.

Speeding locomotives would hit these empty spots, keel over (often times injuring the drivers), and be sidelined indefinitely.

What before had been a temporary pit-stop robbery was now a full-blown crash site, costing the railroad exponentially more

money and raising fears to new heights.

Ticket sales continued to fall.

Less and less train conductors were available for employment.

And those that **were** willing and able to drive your train asked for double (and triple) normal wages.

The Pinkertons could not allow this to stand.

And so – acting on an unsubstantiated tip – they showed up at the James brothers' childhood home in Missouri...

Opened the bedroom window in the middle of the night...

And threw in a bushel of bombs that blew the house to smithereens.

"That oughtta do it," they thought.

Wrong-o.

The mother of the boys was the only one home at the time (hmm... probably should have done a little more research).

And when the PRESS found out about this unscrupulous little midnight incident??

Oh, did they have a field day.

Despite the fact that the train robbers were dangerous men, robbing innocent people, the court of public opinion was **HEAVILY** on their side.

"At least **THEY** never killed the people **THEY** robbed!"

"Imagine that! Attacking that poor, innocent mother!"

"What a bunch of rich scoundrels!"

The Kansas City Times even published an article declaring Jesse

James' innocence (yup, actual name).

He wasn't the tyrant; he was the victim! The "leader of a new Confederate insurgency!" Huzzah!

Train robbers were made into a modern-day Robin Hoods.

And the business owners?

They were the **REAL VILLAINS!**

They were the oppressors.

Devils with no moral character, who regarded human beings as expendable if it meant saving their business and/or making a buck.

... ..

Sound familiar?

As a business leader, I'm willing to bet that most of you, **TOO**, don't win much favor in the court-of-public opinion.

When you fire someone, it's because you're unforgiving (not because the now-unemployed had a miserable attitude).

When you change the schedule, it's because you're playing favorites (not because the recipient was way more competent).

When you change policy or don't give raises, or... or... **OR... !!!**

A wise man once said: "heavy is the head that wears that crown."

How true it is.

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# MELISSA HAUGH



**M**elissa received her degree in Fashion Merchandising at West Valley College and then Marketing after transferring to San Jose State. “I thought that was my path,” she explains. After originally working in retail, she moved to the advertising industry as a rep for community newspapers. It was here that the spark for real estate was lit. “My biggest clients were the real estate firms.” Melissa also met her husband, John, while working in the advertising industry. “Before we were getting married, he was in the process of buying his first house... I was involved with the process because I was eventually going to live in the house. I was so fascinated by it. I just kind of got the bug from the whole process. I thought, ‘This may be something I want to do.’”

In 2002, Melissa was licensed and quickly found success. After six challenging months with Century 21, she moved over to Keller Williams and promptly closed 11 deals over the next six months. “I just love it,” she explains. “I’ve never looked back. It’s just grown from there. I think I’ve been pretty lucky.”

Born and raised in San Jose and a current resident of Willow Glen, Melissa has never lived anywhere else except the Silicon Valley, giving her a distinct advantage in serving her clients. Through the years, she’s figured out how to leverage her local knowledge and client-centered approach. “I’m much more balanced at this point in my career,” she explains. While she went through many challenges early on in her career, she’s finding more ways to enjoy the things she loves: spending time with

*GOING ABOVE  
AND BEYOND*



...

family, working out, hiking and travel. “[Travel is] one of my big ‘whys.’ When I sit down and plan my calendar for the next year, I plan my vacations first.”

Melissa Haugh’s efforts as a real estate agent come down to one primary intention: to provide a positive customer experience. By aiming to have satisfied customers at the end of the transaction, she can hone in on how to best assist home buyers and sellers achieve their real estate objectives. Still, Melissa’s care and service go far beyond the transaction, and it shows in her successes. Over 95 percent of her business originates from referrals and repeat clients. “It’s all about my relationship with clients... It’s about providing a great experience and level of service.” Melissa utilizes a deeply personal touch with her clients. “Our relationship doesn’t end when the transaction is over,” she explains. “I am here for you, always.”

Above all, Melissa’s success comes down to understanding empathy. Her care is heartfelt, and it comes through in the work she does. “I’ve always tried to take a step back and realize that this family or person that I’m helping... This is likely the biggest purchase they’ve ever made or the biggest investment they’ve ever sold. I really try not to forget that, because you can get caught up in the transactional routines of it. There are people behind this with feeling and concerns,” she explains. “It’s important for all of us to remember who we are serving.”



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► real wellness  
By Amanda Bo

# Level Up: VICTORY OVER HABITS

It does not matter what behaviors you are trying to modify, what diet you are trying, or what you are looking to accomplish. The end goal is the same throughout: a victory over the lesser you.

The changes that I proposed in last month’s article were simple; none of them were complex or monumental. However, just because change is simple does not mean that it is easy. It is going to be hard to change any habit, no matter how small it is. The goal is to struggle forward.

Why are habits hard to change? Habits are hard to break because they put our brains on automatic; they are comfortable. Replacing routines is hard because it requires us to think, to fight the automatic. You don’t think about brushing your teeth in the morning, the same way you might not think about plopping down on the couch with a bowl of popcorn. The next thing you know the night has gone by and all of the popcorn. That was easy!

What is hard is deciding to go for a run after work instead of opting for the TV. Why? Because you have to make a decision. Your brain has to turn on and activate your willpower. You’ve got to remind yourself of your goals, think about what workout clothes to wear, which route are we going to run tonight, for how long? Oh,

wouldn’t it just be easier to back onto autopilot and scroll your phone or watch *Westworld*?! Sure it would, but you didn’t get where you are today on autopilot, and you are surely not going to get where you want to be in the future with the same habits you have now. No matter how deeply ingrained our practices are, they can be modified through observation and changing the routine.

The truth is, decisions are made with emotions. Yes, that’s right. The logical, rational side of your brain can tell you all day what you **should** do. But you’re not going to do it unless you **feel** like doing it. I can tell you that I never feel like getting up for my 6 a.m. run, but I push myself beyond my comfort zone, and I do it. You comfort zone is where you can do things on your own, you are proficient and need no help. Beyond that is the zone of proximal development, this is where you can do a task if guided and aided by another. This zone is where the magic is.

How does one get to this zone? You get a coach, trainer, or mentor. You join a running group, and you share your activity on My-FitPal or Health App with friends. You employ the help of your supporting relationships and get guidance and accountability. Even as a coach and trainer myself, I see a therapist, and I hire a trainer; I invest in myself to get to the next level. This is how we all level up and help each other achieve our best, and gain victory over our lesser selves.

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\_.



# JOE BROWN, INTERO

## The School of Hard Knocks



Born in Brooklyn as the youngest of six children, Joe Brown's life path has taken him from coast to coast, from sleeping on his aunt's couch to a life of financial abundance, and from an outlook of earning to a desire to give.

Back in Brooklyn, he grew up a block from the Catholic Church. "So you know how I was raised," Joe quips, recalling a childhood loaded with implications. In 1957, his family moved across the country, landing in Seattle. His father's new job elevated the family's financial situation, but the stint in Seattle would only last two short years before they moved along to San Jose, where they'd settle in.

"I feel like I grew up in San Jose," Joe says. Having watched the shifts and changes in the neighborhood since the early '60s, Joe has a unique insight into the local communities.

After graduating from Leigh High School in 1968, Joe began college at West Valley College, but it didn't last long. "I wasn't a good student," Joe admits. "I didn't pay attention." After only half a semester, Joe left college and would go on to join the Air Force. He'd spend a year in Vietnam before landing in Florida. "I met a girl while I was in Florida," Joe recalls. "We fought the whole year we lived together. Then we got married." As Joe's words insinuate, the marriage didn't last, and Joe returned to his hometown of San Jose.

Life turned around for Joe once he was back in California. He met his wife, Joy, in 1977, and they were married a year later; they've been together ever since, and have two beautiful children.

While formal education didn't jive with Joe's intense attitude and methods of learning, the school of hard knocks proved to be the best education he could get. The seeds of success in real estate were planted early on, through his first wife and his work in the construction industry.

In 1980, Joe launched his real estate career, and in 1984 started his own real estate company, Number One Realtors® – Better Homes and Gardens. "I started on a path of working hard, setting goals, and being consistent," Joe explains. For eight years, the business was a huge success. With two sales offices, a mortgage company and a team to back him up, the office was thriving. But in 1988, things collapsed abruptly. The team fell apart, and Joe was left to wonder what happened and what needed to change.

As is so often the case, Joe found the change needed to begin with himself. "One of the things about that episode is that it crushed my ego," Joe explains. "It humbled me. It was after that, in 1989, when I really began to become a giver rather than a taker."

The fall of his company triggered a transformation in Joe Brown. While his ego was battered, his spirit was alive and well. In 1990, he staged a comeback, landing with Contempo.

"Whatever I was doing, it became about what can I do for you," Joe says. "I don't have anything special. I care about people."

Joe began to redefine his definition of success. Instead of measuring success in deals or income, Joe began to see that success could be measured in other ways, like how many of his daughter's softball games he could coach.

Over the next two decades, Joe would go on to manage several real estate offices, including Contempo Realty's Willow Glen office, and Coldwell Banker's San Jose Main and Willow Glen offices. In 2006 he assumed the position of President and Chief Operating Officer of Coldwell Banker Residential Brokerage in Silicon Valley, Monterey Bay, and the East Bay.

In 2009, Joe returned to sales and created the Joe Brown Real Estate Group, before returning to Coldwell Banker. Now with Intero as their Chief Operating Officer, he's in a position to use his talents to hire the best agents in the area.

"I've always done well with recruiting," Joe explains. "And I do better than anyone. I'm not afraid to pick up the phone and call people."

A natural leader and advisor, Joe now focuses his energy on recruiting and coaching the Intero sales team. Joe knows as well as anyone, real estate is full of ups and downs. With a newfound outlook, he seeks to help others find the success he has come to know so well.

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# KIRSTEN REILLY

## FROM THE GROUND UP

Now 15 years into her real estate career, Kirsten Reilly has been through highs and lows in the real estate market as well as her own business. It's through these trials that she has found her way, honing the methods and daily practices that have allowed her to excel. Though she graduated from Miami University in Ohio with a degree in microbiology, Reilly recognized quickly that Biotechnology was not her true passion. Moving back to California, Kirsten spent several years as a technical writer and project manager before launching her Silicon Valley real estate career in 2003. She's now one of the top 5 percent of Realtors nationwide, but it wasn't all roses from the get-go. As any real estate agent will tell you, the first few years are filled with rocky roads and obstacles to overcome.

### GETTING STARTED

"At the time, I was engaged to my husband, Seth. He gave me the confidence to choose real estate as a career, and the faith and financial support to get started," Reilly explains. With the support of her life partner, Reilly dove into the real estate world. Initially, her commitment was to give it her all for one year, then re-evaluate. "I had one listing and two buyers that first year. It was such a grind. It was very challenging. There were tears. There was frustration. I asked, 'What am I doing?' There was

all this internal debate, but I knew I really enjoyed it, so I kept going with it."

Fifteen years later, Reilly can look back on those early years with perspective and appreciation. Kirsten has steadily built her business with a focus on customer experience and creative marketing strategies. She relies on her willingness to continue learning and a never-give-up attitude. Referrals, past client relationships, open houses, and geographic farming are the bread and butter of her business.

### INNOVATIVE MARKETING

Reilly is self-driven and focused on embracing new technology and improving her marketing to grow her business. "I am very goal-oriented. I ask, 'What type of production do I need to be in the top 10 percent of the company?' I've now hit that [goal]." Currently, Kirsten is posting 18-22 transactions per year, and the number continues to increase. She is currently on track to double her business from 2017. "What I'm most proud of is that my percentage of listings to buyers has continued to go up, rising to over 50 percent."

Geographic farming and continued coaching are integral parts of Reilly's business strategy. Back in

2013, Kirsten had an especially tough year, leading her to hire a business coach from Tom Ferry International. In 2014, her business doubled, and it has been on an upward trajectory ever since. "Feeling powerful and in control again was huge. That was step one. The second step was to really pin down the business plan: what is working, what is not working, what can you cut out, what you need more of, what you can work on skills-wise. Having someone help me find my True North once a week [is huge]." After witnessing the growth that hiring a coach brought about, Reilly now views having a business coach as not only money well spent, but a necessity to keeping her on track and successful.

Over the past two years, geographic farming has become Kirsten's go-to marketing strategy. Initially, there were some inhibitions about pigeon-holing herself as a specialist. With a steady, consistent effort, geographic farming has proven to be an invaluable part of her business. Kirsten's husband, Seth Reilly, has taken on the role of Marketing Director for the business and manages all of her farming, social media, video production, and personal promotion. Delegating this role created a level of consistency that has been game-changing.

### A WELL-ROUNDED LIFE

"I plan [my days off] in advance with the family. My kids are young. They are going to grow up so fast." Reilly loves to simply be with her family, exploring local hangouts and getting out of town when they can. "I traveled a lot when I was young, and because our kids are little, we haven't been out of the country as much." As she notes, her children, Grant and Trenton, are starting to reach the age where travel abroad will be both memorable and valuable. Kirsten and Seth plan a vacation at least once a year. "We're so in love with Bermuda. It's so clean, so pretty; it's not pretentious ... you can't even rent a car. You have to drive a scooter around!"

The passion for giving back and seeing her children grow up in a healthy environment extends to all reaches of Kirsten's life. She supports the local school systems in any way possible – calling upon the harsh truths of fiscal cutbacks to art, music and physical education curriculums as areas ripe for improvement. "What I am super passionate

about right now are the local schools. If there is a parcel tax and it goes towards the schools, I would encourage everyone to strongly consider approving it. There is so much of a need. Anything we can do to help as homeowners just helps our teachers, our kids, and ultimately our property values."

### FINAL WORDS OF ADVICE

Reilly knows what it takes to have resilience and find success through a multitude of challenges. "Real estate is an endurance sport. There is a lot of rejection. It's hard work. You have to develop your mindset to be resilient and have a lot of grit. Figure out what it is that helps you recharge your batteries. The quicker you can pick yourself up and recover from a really rough week, the better you'll be able to increase your success in the business."

We asked Reilly if there was anything else she'd like to share before signing off. "I like my coffee black; how about that?"

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# XIN JIANG

## CROSSING CONTINENTS

### ► agent of abundance

By Katie Williamson

“I value client relationships more than closing deals. I’ve lost many deals, but I have never lost a client; it’s always about putting the client’s interests first.”

Xin Jiang did not set out to become a top real estate agent in Palo Alto, CA, when she moved from her native homeland of China to Tokyo, Japan, as a teenager. In fact, as she looks back on her career, she describes her path to real estate as quite unorthodox, though critical to her present-day success.

In Tokyo, Jiang studied marketing and graduated from one of Japan’s top universities. Upon graduating, she joined Merrill Lynch Investment Banking as a junior banker, helping companies go public and facilitating mergers and acquisitions. Investment banking in the late ‘90s and early 2000s was a military-like environment that required immense dedication and seamless teamwork.

Jiang spent two years in Tokyo and one year in Palo Alto working for Merrill Lynch before deciding to pursue a graduate degree in business from the Wharton School, University of Pennsylvania. After completing her graduate degree, Jiang transitioned back into the financial service industry to work as an equity research analyst, and later fund manager, to manage peoples’ life savings for Fidelity Investments in Tokyo.

Even though she was back to working long and arduous hours, Jiang thrived under pressure and consistently delivered excellent performance by picking up the right publicly traded stocks to buy and finding the right time to take profit. Her role required extreme sensitivity to any changes in a company’s business strategies, competitive landscape, and macro environment. After working for Fidelity in Tokyo for five years, Jiang and her infant daughter relocated to Palo Alto to join her husband. She continued working as an analyst focusing on Asian equities and frequently traveled back to Japan, China, and other Southeast Asian countries to stay up to date on all aspects of the stock



market. Jiang was a tremendous asset to her team, yet something stirred inside her that she could no longer ignore. Because she kept delivering excellent performance, it was quite a surprise when one day she walked into her boss’ office and simply said, “I cannot do this anymore.”

The most difficult thing about Jiang’s job was not the pressure to beat the market – it was the commute. Public transportation in Japan is incredibly dependable and efficient, with trains coming in every 30-60 seconds. Public transit in the Bay Area, however, is entirely different, and all of the stops made the commute horrible. She was physically and mentally exhausted when she arrived home every evening and felt she was missing out on the first four years of her daughter’s life. She knew something had to change.

Her boss offered to work with her and suggested she work at home three days a week to reduce the commute to two days in the San Francisco office, but Jiang knew this arrangement would not align with her core values. To stay on top of the stock market, Jiang needed to devote a tremendous amount of time communicating with CEOs and CFOs of her invested companies – she would not be satisfied merely data crunching in her office. Jiang knew that even if she were working at home, she would also be managing her family duties during the day. Just like her approach to everything in life, if Jiang could not give her very best, then she needed to find another way. It simply was not an option to half-way take care of her family and halfway do her job; this sparked the start of her real estate career.

On September 30, 2014, Jiang left the mutual fund industry to become a full-time real estate agent. When Jiang first announced her transition to real estate, her classmates and ex-colleagues quickly said she was overqualified. However, she soon realized how critical her education, work experience, and trustworthy relationships would be to her success. Only two weeks into her new endeavor, Jiang represented a former Wharton classmate to make her first offer of \$7.6 million. In her second year, Jiang closed nearly \$42 million in transactions, and then went on to close \$41.5 million in the first nine months of her third year. Her



average transaction is \$4.2 million. She attributes her success to knowing and living out her core values as a real estate agent, full disclosure, and high integrity, and prides herself on being a straight-forward and honest person.

Jiang has also chosen to focus her market solely on the Palo Alto area, which allows her to be attentive to her clients and available to meet them at any property within 10 minutes. Every decision she makes and reports she compiles are for her clients, and giving them the confidence to buy or sell their perfect home is what gets her out of bed every single day.

Jiang also gives back to the community through sharing her real estate and market knowledge by writing columns for *Palo Alto Weekly* and producing her radio show on 96.1 FM. She draws from her background of quantitative analysis and comprehensive reports to analyze the current real estate trends and help others make the most informed decisions to navigate an ever-changing market confidently.

Though Jiang describes herself as a natural workaholic, her internal drive to provide the best possible service for her clients fuels her passion for bringing excellence to everything she does. Every day she asks herself what she can do differently to get closer to her goals, and the strength of her purpose allows her to constantly turn inward to see what is working and what needs to change. As she continues to reflect on and perfect each aspect of her career, her processes and marketing may change, but the heartbeat of her business will always remain the same: a deep and resounding dedication to her clients.

“Along with my almost 20-year career, whether it’s working for a corporation, or now, as an independent contractor, I’ve found that it’s all about finding the right people to work with. I feel fortunate that I joined the right office (Alain Pinel Palo Alto), met with a great mentor (my Office Manager Bob Gerlach), and get to work with many intelligent fellow agents in the office. I view real estate as the ultimate relationship business, whether it’s with clients or with fellow agents.”





# David Martz

## A PHILOSOPHY OF **DISCIPLINE, COOPERATION, AND FREEDOM**

Real estate may be in David Martz's blood as a third-generation realtor, but discipline, willingness, and positivity make up his DNA. Despite 20 years of experience and nearly 1,000 transactions closed across four different companies, David refuses to waste his breath talking about his accomplishments or hype his charity work. Instead, he lets his work and actions speak for themselves.

While he tracks his business, he admits, "I don't follow the money. I do what's right for the client and their interests." David champions a spirit of altruism and a willingness to stay on the grind to explain his sustained success. With an approach to business in harmony with his passions for giving back in all his endeavors, David is a walking, talking, a philosophy-exuding example of living as both coach and student of all that life has to offer.

### "Never Read Your Own Headlines"

David has experience writing others' headlines. David was an affiliate, selling print advertising for real estate agents for six years between 1992-1998. During this time, he was a sponge for information, having the ability to follow and shadow each of the top five real estate agents of those years. Each gave him invaluable insight into the business and different ways to do business. Once he tran-

sitioned from affiliate to real estate agent, he understood that opportunities for deals outnumber agents. "I don't follow the money because there are more nuts than squirrels out here." That mindset paved the way for him to grab all the nuts he could out of the gate, closing 23 transactions in his first full-time year.

A squirrel can't expect the nuts they collected the last winter to last through their next. Complacency for squirrels or real estate agents is a sign of danger. "Real estate isn't a sprint," he jokes in seriousness. "It's a marathon." Remarkably, David set the pace in his first year, and his yearly averages have held firm at 25. Never forgetting that real estate is a career built on relationships, David's marathon of life resembles more a relay race, passing the torch with enthusiastic consistency.

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### “It’s All About Giving.”

Whether it’s speaking and mentoring up-and-coming real estate agents in the industry or the immense impact in the community through his philanthropy, David balks at entertaining why he gives back. “Because I can. I always promised myself I would just be one of those good people in the industry.” He doesn’t just give back monetarily; he dedicates time, access, and resources to helping at-risk youth as well as supporting Shriner’s Hospital for Children.

His desire to be an encouraging leader and speaker date back to his days as ASB president in high school and college. “Because I can.” He lives by this mantra in business as well. Walking the walk, David moonlights as a motivational speaker, educator, and instructor for new and up-and-coming real estate agents throughout Silicon Valley.

Drawing on his experiences, David laments those who move “with sharp elbows.” They find trouble in real estate and life because no one will want to work them. In an industry that can be misperceived as cutthroat and individualistic, David is the constant reminder that real estate is predicated on cooperation and relationships: “The irony of this business is that it really is a culture of teaching, cooperation, and giving back.”

### “Pursuit of Discipline Gives You Freedom”

In the freedom that he has received because of his disciplined approach to real estate, David enjoys spending as much time with his family as possible, whether it’s traveling, spending a weekend at their beach house, or staying present in his children’s lives. Freedom with his family is a welcome by-product of his pursuit of discipline.

Unlike those who “pursue freedom,” David is ever the disciple. Whether it’s quoting Darwin’s theory of adaptability or riffing on cybernetics (“the greatest conflicts take place in the battlefield of our minds”), every day is an opportunity to forget the success or failures of yesterday. Each day is an opportunity to grow, to build

together, and to generate new experiences. Yesterday’s deals have nothing to do with today’s relationships.

David remains a student even though he has become a leader. In real estate, he still lives by his mentor Bob Gadsby’s advice: “You need to be scripted. It is a set of dialogues that help you achieve a set of desired outcomes. If they don’t like my script, the next script they’ll be using is ‘Would you like fries with that?’” Regardless of the industry, sales is, indeed, a practice of neuro-linguistics behavior.

### “When Are You Moving?”

This simple question is perhaps the essential part of David’s script. There’s no fancy bells and whistles in building clientele. Whether someone is looking to move into or out of a home tomorrow or in five years, David has honed on the single-most important information: “When are you moving?” It’s not flashy, but, he insists, it’s the most valuable information.

Besides this advice for real estate agents, he has a breadth of life’s axioms that ensure strong closing results while maintaining positivity and good relationships. His words do the talking:

“The good driver is the uneventful driver.”

“A close is simply a natural progression to a great presentation.”

“The delta between success and failure is going out and making deals happen.”

“We’re rainmakers. We make rain.”

“Real estate is interesting. It’s whatever you make it,” David summarizes, before exuding a kid-like charm in his love for his career. “It’s like being an astronaut.”

It’s easy to see why he hasn’t gotten complacent or bored with his constant position atop real estate in the Silicon Valley.

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# THE MORIDI TEAM



» cover story

## AL MORIDI AND JP MORIDI

By Kylea Bitoka

The 1980s was a dark period for the country of Iran. While it was a human rights crisis, those words do not come close to reflecting the horror of what was happening. At the time, Al Moridi was a student in Iran. “I was student activist; I raised my voice against the injustice. Thousands of doctors, engineers, and students like me were being killed – that was why I had to escape the country and emigrate to America.” When Al Moridi came to the United States, he had nothing, but if you met him today, you would never guess that was his story. For the last 30 years, Al has been a top-producing REALTOR in the area. Now he leads an extremely successful real estate team that includes his sons. Past the million-dollar mark in earnings, it’s easy to label his success as another rags-to-riches story, but it is so much more than that. You can learn how

to make millions in real estate from the example of Al Moridi, the more valuable lesson to learn from him is to enjoy the process.

From the very beginning, Al did not let his circumstances confine him. “When I came here, I started to work, and I knew the first thing that I should buy was property. With my income at that time, I couldn’t qualify for a loan; I couldn’t even imagine buying. So, I thought maybe I should find partners to buy a house with. I found two partners, and we bought one house. After that, I found three more partners and bought another house. I found one more partner and bought a third house. Now, I was so happy because I could sell my shares, buy one house, and move in with my family.” While Al understood that real estate was key to building

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wealth, it would be a little while before he passionately started pursuing it as a career. “My main motivation to come to real estate was the people. Before real estate, I was working for a company that builds power transformers. It was a desk and me. Previously, I lost everything I had for human rights. I love people. I wanted to be with people. At that moment I decided to change my career. I realized that real estate was the best option. I got my license, and here I am today.”

“I have been asked what is the feeling to become a millionaire? I said, ‘Look, the process is so beautiful. You see, money is not the object; happiness is the object. When you help clients, put a smile on their face, or solve their problems, there is great joy in that. Every morning I can’t wait to come to work and help people. It’s such a blessing.’”

It’s a lesson he’s passed down to his sons. Al’s son, J.P., tells the story. “In the beginning when I was putting in 15-hour days, Dad told me, ‘Don’t ever look at someone as a paycheck; truly help them as a human being, not just a client. Take care of them, and you will always be wealthy, you will make money in the business.’ J.P. continues, “We are blessed to be in the job that we are.”

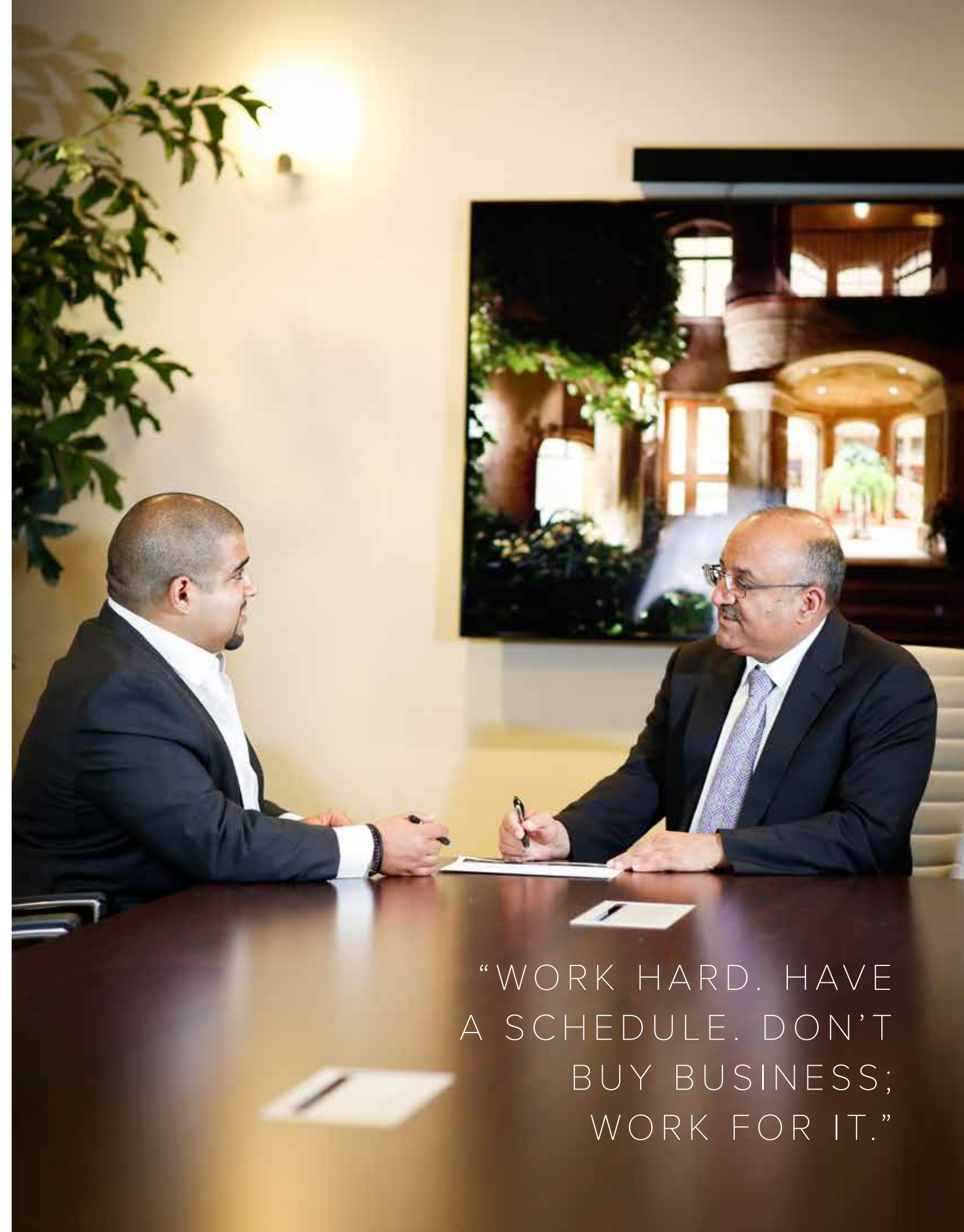
J.P. took his dad’s instructions to heart. Within four months he had 16 sales. At the nine-month mark of J.P.’s budding real estate career, Al and J.P. had sold 76 properties. Immersed in real estate from an early age, J.P. remembers listening to Mike Ferry tapes in the back of Al’s car. While it may have seemed inevitable for J.P. to become a REALTOR, his success in the business was no guarantee. Al’s example provided a roadmap, but the secret to J.P.’s success is his willingness to listen and learn from his dad. “I get asked how I was able to achieve success so quickly. The biggest takeaway I have is I just shut up and listened. I did everything he told me, and my business took off right away. My brother has even commented on how I do everything just like Dad.” J.P.’s brother, Nima, joined the business a little later. After medical school, he realized that his true passion lay with real estate and joined his dad and brother in the business. Now the three make an unstoppable real estate team.

For Al, it is a dream come true. “It’s been such a wonderful journey. We are spending a lot of time together, and my kids, they listen to me; it’s great! I love it!” For any parent that is the ultimate accomplishment.

Of course, the burning question on everyone’s mind is how does Al do it? Top REALTORS come and go, but Al has consistently maintained his top standing over the years. Al shares his secrets to maintaining perspective and balance in this fast-paced industry. From affirmations to dream boards and coaching, Al and his team keep their priorities in focus. “Every morning I wake up at 4:20 a.m., and I start the day with affirmations. First thing I say is, Jesus said if you can do something good and don’t, it’s a sin. From the moment I wake up, I am looking to do something good, something helpful. Second affirmation is live like you are going to die tomorrow and live like you are going to live 100 years, which means have a balance in life. Last, Buddha said don’t be attached to anything.” Al chuckles, “That one is really tough. I modify that one to don’t be attached to the outcome.”

With his mind focused, Al meets J.P. at the gym for their morning workout, and then they go into the office. For Al, there is always room for personal and professional growth. That’s why he’s been following Mike Ferry’s coaching for 23 years. As a REALTOR it is easy to work 24/7, but the Moridis know that lasting success requires balance. Scheduling family vacations are as much a priority as their daily work schedule. Al remarks, “My favorite place for relaxing is...” Al and J.P. say it in unison, “Hawaii!” Al continues, “It makes me so relaxed. But I like going to different countries, too. I try to go out of the country once a year. I’ve been in at least 25 countries. Though I drive everyone crazy. For instance, if we are in Rome, I want to see everything in the city the first day.”

J.P. closes out the interview with a few words of wisdom. “Work hard. Have a schedule. Don’t buy business; work for it.” It’s good advice whether you are in real estate or not.



“WORK HARD. HAVE  
A SCHEDULE. DON’T  
BUY BUSINESS;  
WORK FOR IT.”



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# TOP 150 STANDINGS

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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	Nevis And Ardizzone	Alain Pinel Realtors
8	Mini Kalkat	Intero Real Estate Services
9	The Hanna Group	Intero Almaden
10	William Lister	Coldwell Banker
11	Valerie Mein	Intero Real Estate Services
12	Bogard-Tanigami Team	Alain Pinel Realtors
13	Mary Tan	Coldwell Banker
14	Coco Tan	Keller Williams Realty
15	Boyenga Team	Compass
16	Dave Clark	Keller Williams Realty
17	Amy A. Mccafferty	Alain Pinel Realtors
18	Alexandra Zhou	Morgan Real Estate
19	Mei Ling	Sereno Group
20	Kathy Bridgman	Alain Pinel Realtors
21	Julie Wyss	Kw Bay Area Estates
22	Robert Johnston	Marcus & Millichap
23	Mitchell Zurich	Marcus & Millichap
24	Minhua Jin	Coldwell Banker
25	Yvonne Yang	Coldwell Banker
26	Mike Strouf	Intero Real Estate Services- S
27	Shelly Chou	Coldwell Banker
28	Rebecca Lin	Maxreal
29	Alan Wang	Keller Williams Realty
30	Erdal Team	Sereno Group
31	Marc Roos	Sereno Group
32	Edward Graziani	Sereno Group
33	Steve Mccarrick	Coldwell Banker
34	Lisa Dippel	Intero Real Estate Services

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

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52	Lihong Zhong	Realty One Group - World Prop
53	Bonafede Team	Csr Real Estate Services
54	Eric Fischer-Colbrie	Intero Real Estate Services
55	The Dreyfus Group	Golden Gate Sotheby's Internat
56	Kimberly Richman	Sereno Group
57	Justin Bautista	Newmark Cornish & Carey
58	Yost Group	Coldwell Banker Res R E Srv
59	Ducky Grabill	Sereno Group
60	Karen Nelsen	Intero Real Estate
61	Satya Dasari	Keller Williams Realty - Cupertino
62	Greg Simpson	Kw Bay Area Estates
63	Andy Wong	Sereno Group
64	Joe Velasco	Intero Real Estate Services
65	Vivian Lee	Homeland Mortgage And Real Estate
66	Ryan Gowdy	Alain Pinel Realtors
67	Erika Carrasco	Intero Real Estate Services
68	Ying Liu	Coldwell Banker
69	Diyar Essaid	Coldwell Banker Residential Brokerage
70	Rebecca Yen	Coldwell Banker
71	Jeff Peng	Maxreal
72	Ziwei Wang	Sereno Group
73	Therese Swan	Alain Pinel Realtors
74	Sophia Xu	Keller Williams Palo Alto
75	Heng Quan	Bay One Real Estate Investment Corporation
76	Leslie Woods	Sereno Group
77	Xiaozhu Kang	Maxreal
78	Yoga Yang	Intero Real Estate Services
79	Jordan Mott	Intero Real Estate Services
80	Adam & Wendy	Pacific Union International
81	Mandana Simai	Sereno Group
82	Alex Wang Group	Sereno Group
83	Valerie Trang	Infiniti Real Estate
84	Vinicius Brasil	Keller Williams Realty - Cupertino

#	Agent	Office Name
85	Jamie Pfister	Realty World Milestone
86	Mary Tian	Maxreal
87	Andy Sweat	Kw Bay Area Estates
88	Mark Chiavetta	Coldwell Banker
89	Cici Wang	Legend Real Estate & Finance
90	Dominic Nicoli	Intero Real Estate Services
91	Rabia Alizai	Coldwell Banker
92	Igor Reznikov	Rezrealty
93	Malik Husain	Intero Real Estate Services
94	Kaiyu Ren	Keller Williams Palo Alto
95	Howard Bloom	Intero Real Estate Services
96	William Chen	Faithful
97	Raymond Ni	Green Valley Realty
98	Daniel Xi	Coldwell Banker
99	Andrew Sturtevant	Selling Inc
100	Cynthia Kodweis	Sereno Group

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102	Meesun Kang	Legacy Real Estate & Associate
103	Samit Shah	Intero Real Estate Services
104	Yajnesh Rai	Keller Williams Realty
105	Susan & Shawn	Coldwell Banker
106	Shelly Roberson	Alain Pinel Realtors
107	Shawn Luo	Aez Investment, Inc.
108	Jessie Li	Intero Real Estate Services
109	Elena Johal	Kw Bay Area Estates
110	Lisa Thompson	Intero Real Estate Services
111	Chad West Myers	Intero Real Estate Services
112	Heidi Herz	Alain Pinel Realtors
113	Pamela Culp	Alain Pinel Realtors
114	Chloe Mei	Keller Williams Realty - Cupertino
115	Paris Bradley	Amici Real Estate
116	Julie Davis	Kw Bay Area Estates
117	Nicki Banucci	Kw Bay Area Estates
118	Brian Bernasconi	Sereno Group
119	Bin Zhou	Coldwell Banker
120	Anson Ip	Maxreal
121	Cristina Martinez	Cristina Martinez
122	Bower Cole Group	Alain Pinel Real Estate
123	Gina Ray	Intero Almaden
124	Bret A. Maryon	Intero Real Estate Services
125	Suzanne O'brien	Intero Real Estate Services
126	Mary Clark	Intero Real Estate Services
127	Ruslin Paap	Intero Real Estate Services
128	Alex H. Wang	Sereno Group
129	Holly Barr	Sereno Group
130	Shuangshuang Liao	Coldwell Banker
131	Susanna Wong	Realty One Group - World Prop
132	Douglas Goss	Customer Service Realty
133	Dennis Loewen	Metis Real Estate
134	Jim Myrick	Customer Service Realty

#	Agent	Office Name
135	Irene Suh	Elim Investment Company
136	Peter Suess	Alain Pinel Realtors
137	Linda Baker	Alain Pinel Realtors
138	Tony Xu	Bay One Real Estate Investment Corporation
139	Rita Chao	Csr Real Estate Services
140	Maggie Guo	Re/Max Santa Clara Valley
141	David Frazer	Coldwell Banker
142	Helen Chong	Haylen Group
143	Mou Wong	168 Realty
144	Terel Beppu	Intero Real Estate - Cupertino
145	Yasir Aladdin	Coldwell Banker
146	Paul Bertoldo	Coldwell Banker
147	Todd Su	Realty World-Todd Su & Company
148	Quincy Virgilio	Coldwell Banker
149	Heena Joshi	Alain Pinel Realtors
150	Matt Cossell	Kw Bay Area Estates

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KIRSTEN REILLY,  
Broker Associate, Sereo Group



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