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PARTNER SPOTLIGHT

Marquise Property
Management

STAR ON THE RISE

Yajnesh Rai

OCTOBER 2018

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HOW TO HELP

► publisher's note
 By Mitch Felix

HEY REAL PRODUCERS,

My goal is to bring an additional Real Producers franchise to the market in 2019. We would make the current platform Silicon Valley South and grow up the Peninsula into San Mateo County for Silicon Valley North.

Some of you have asked how you can help. Here's how.

We grow when we partner with the best businesses in the Silicon Valley. It's that simple. We are at 30 partners - I can grow another market once we hit 50-60.

Who should I know?

The best indicator of who would be an excellent business to sponsor our platform is a business who already works with you and who works significantly in the real estate industry already.

We help those businesses build deeper relationships with the top real estate agents. Some of you have shared your vendor lists. That's a huge help.

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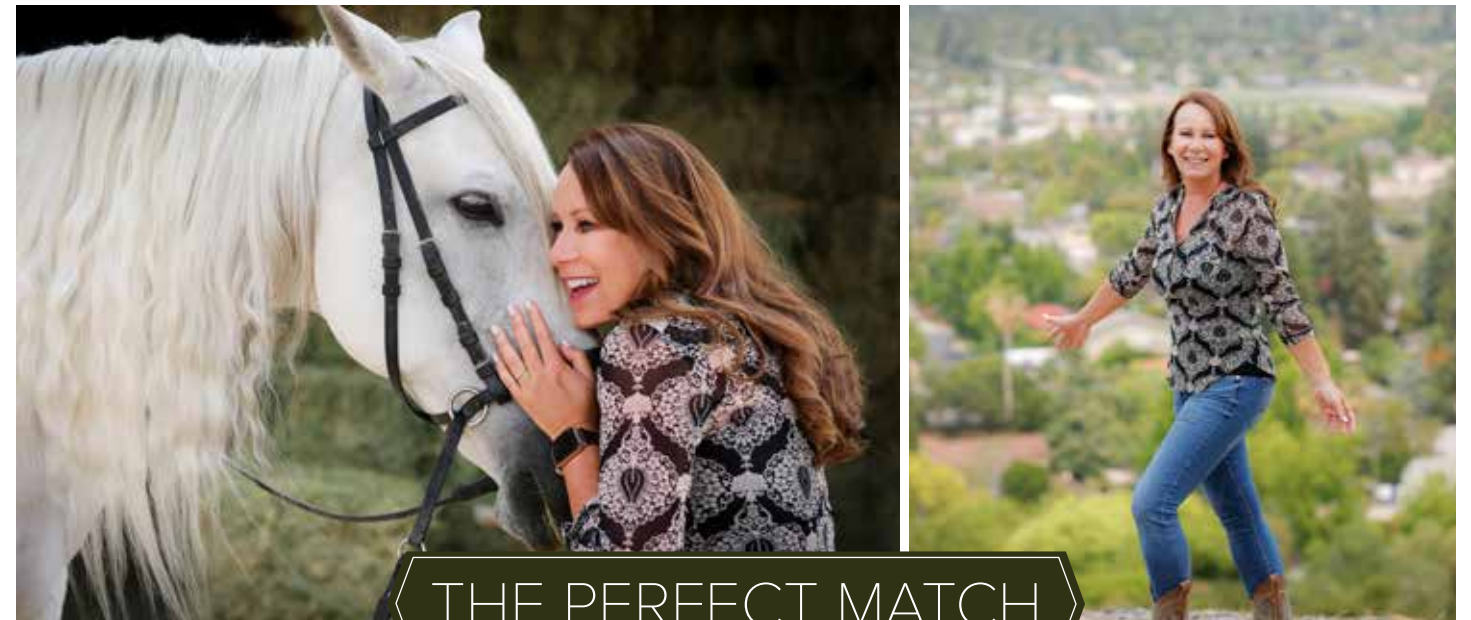
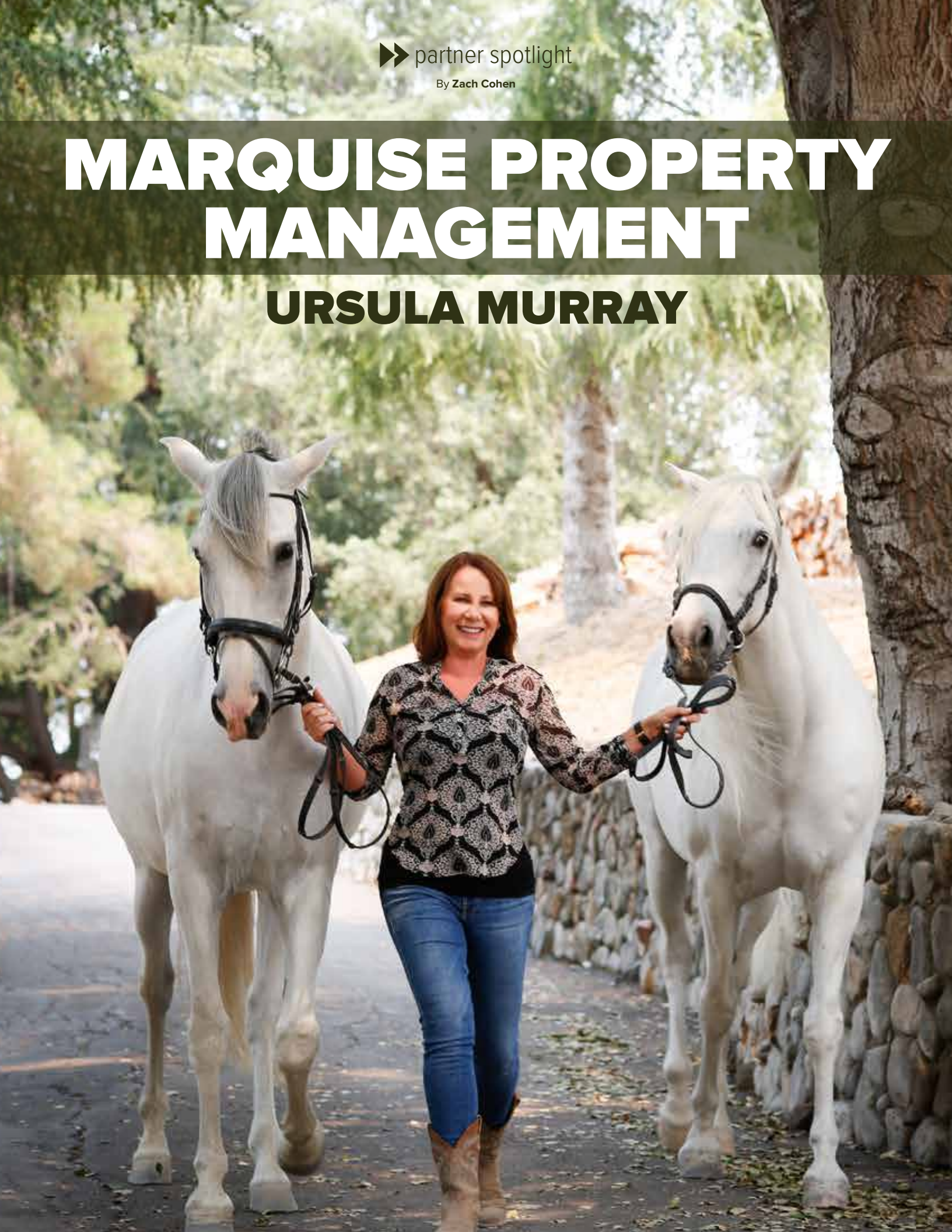
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MARQUISE PROPERTY MANAGEMENT

URSULA MURRAY



THE PERFECT MATCH

Ursula Murray has called the Silicon Valley her home for over 30 years, falling in love with the community that has supported her life and her passions. "People here stick together," Ursula beams. "It's a great community."

While many real estate firms combine property management offerings with real estate sales, Ursula Murray has taken a more focused approach. Marquise Property Management centers their efforts solely on property management, simplifying their objectives and ultimately giving them the best opportunity to serve their clients.

Building a business

Ursula founded Marquise Property Management, Inc in 1999 after almost a decade of successful service to Alain Pinel Realtors, where she headed the corporate information technology group. "Property management is not a career path where someone wakes up and says, 'I want to be a property manager.' It's just not one of those jobs that you seek out," Ursula explains. "It's a difficult and challenging balancing act to attain customer satisfaction."

When dealing with rental properties, property managers have both a client and a customer in the property owner and the tenant. Achieving superb results on both ends of the relationship is a challenge. While many real estate businesses handle property management on the side, Ursula recognizes that there is a need for dedicated property management personnel within the industry. When she founded Marquise, she did so with the sole goal of providing property management services of the highest quality. "We kept that model because it's been complimentary to real estate. It's been a huge success."

Ursula built her business by targeting single-family homes. Specifically, Marquise caters to estate properties. "There is always a need for housing," Ursula explains. "We're arguably recession-proof. It's been a very good business in that sense. It's been very stable for us."

A world of relationship

"Our main philosophy is to strive to promote a good experience for both our clients and customers. That the experience is worthy

of our work. That the client is satisfied." With such a straightforward operating principle, Ursula and her team can hone in on what it takes to serve their clients and customers – on both sides of the table. They are also able to find the joy in the work that they do and the beautiful place that they live.

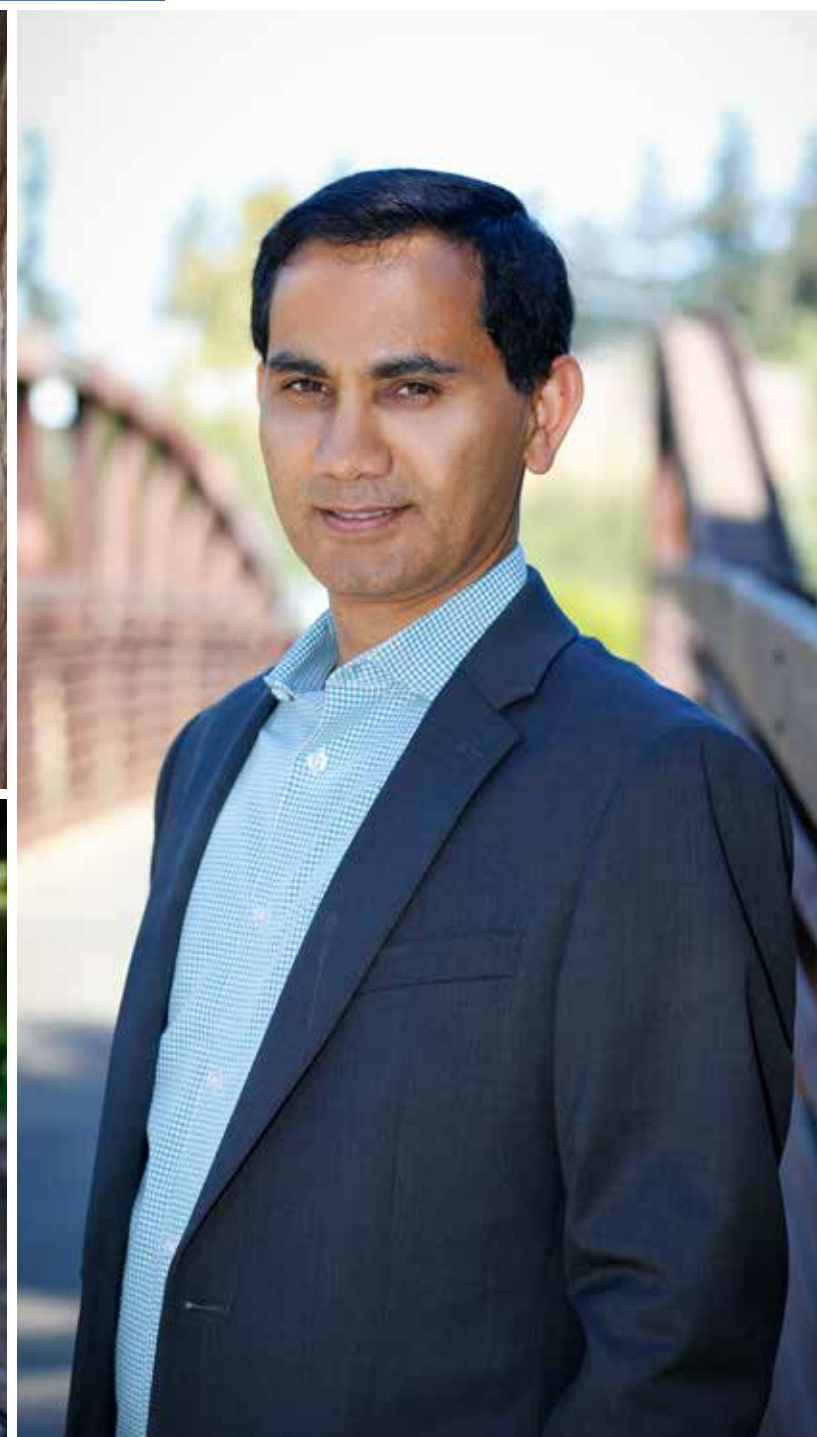
"I meet so many people from all over the world ... I see people that are happy to be in California, and I love that," Ursula says. "It's a great state. [Finding a home] for people is so important to us. We've made so many good friends and relationships with people from all over the world."

Finding joy in flexibility

Looking forward, Ursula hopes to continue to grow Marquise Property Management. However, her intentions have never been to maximize growth. She prefers to let the business grow organically, focusing her efforts on relationships and getting the right clients through her doors.

"The rest of my life is quite busy as well," Ursula explains. "I live on the beach, in Santa Cruz, which I love." Ursula spends most of her time off with her partner and her horses; she rides, trains and breeds Spanish horses. "That's one of the reasons I love this job. It gives me a little flexibility to explore passions outside of my career."

Above all, Ursula is grateful for the life she leads. With the perspective on her life as a woman in the Silicon Valley, she knows how blessed she is. "I'm thankful that I'm able to be a woman in business in the Silicon Valley. I work with my daughter, Jessica, here and I always say to her, 'You could have been a woman born in any part of the world.' Real estate is probably the only industry where a woman has no glass ceiling. I'm grateful that this is where I landed. It provides for my family, my life."



▶ star on the rise

By Zach Cohen

YAJNESH RAI

Beginning Anew

Yajnesh “Yaj” Rai has successfully leveraged his diverse background in business and technology into a successful real estate career. In April 2016, he began working full time as a real estate agent; that same year, he closed 26 homes. In 2017, he increased his business almost 50 percent, closing 38 homes and finishing fifth out of 150 agents in the local Keller Williams office.

After 17 years of working in a technology-focused corporate environment, the transition to real estate has been fluid for Yaj. His path is fascinating, and he’s grown personally every step along the way.

FROM INDIA TO THE SILICON VALLEY

Growing up in India, Yaj was raised with humble roots. “I come from a very minimalistic, conservative, poor family back home,” he explains. His modest upbringing inspired him to achieve success in his own life. “One of the reasons someone would migrate from their homeland is to be successful,” Yaj explains. To be able to provide a life of abundance for his family is his greatest joy.

After graduating with a degree in mechanical engineering from the Indian Institute of Technology in Mumbai, Yaj launched his career in the corporate world. In 2000, he moved to the USA with his high school sweetheart and wife, Sangeeta.

“I spent 99 percent of the time in IT and high tech industries,” Yaj recalls. For the first decade of his life in the United States, Yaj was bound to his employer. Like many immigrants, he was living in the U.S. with a visa sponsored by his employer. “Anyone like

me that comes to this country as an immigrant, for the first several years, is limited as to what they can or cannot do. There is one job they have, which is sponsored by one particular employer. I came to this country on a job visa. It took from 2000–2009 before I could get the freedom to pursue anything outside of that one job.”

When Yaj received his green card in 2009, he began to explore the potentiality of new opportunities. In 2011, he took his first dip into the real estate market, buying properties as rentals, and then flipping homes. “Pretty soon I came to see that I could be an agent for buyers and sellers.”

BEGINNING ANEW

Yaj was licensed in 2013 and joined Keller Williams in 2015. It wasn’t until 2016 that he finally left the corporate behind to work full time as a real estate agent. “I always wanted a way out from corporate. I didn’t necessarily know it would be real estate, but I always knew it would be something.”

While he couldn’t be happier to be in real estate, Yaj remains grateful for his time in the corporate world. “I always loved the people,” he explains. “My strength is communication and people. The interaction, the culture of being with people – that comes in handy.”

Yaj and Sangeeta now have two boys, who were both born here in the U.S.: Ayush and Anush. Raising his family with the flexibility to work from home has been a blessing. While Yaj admits that he works many more hours than he did as an engineer, he’s able to be home with his family more. When they find the time, they enjoy traveling, whether it’s a short domestic trip or a long flight to spend time with extended family in India.

“Real estate has become my passion,” Yaj explains. “My satisfaction comes from seeing happy clients. From fulfilling my clients’ dreams of home-ownership.”



▶ experience expert

By John Ruhlin

THROW YOURSELF AWAY

(TO GET NOTICED)

I once heard a story about a guy who was trying to get the attention of a major influencer in his industry.

He used all the standard procedures: A contact form on the website. Tweeted at him (100 times). Facebook messaged his fan pages.

No response.

So then he pulled out some new tricks:

Connected with people in his LinkedIn network.

Used a chrome app to guess the influencer's best email address.

And did a WHOIS domain search to get his offline contact info?

Every tactic, same result. Nada. Zilch. Crickets.

Not even a "Hey, quit bugging me. Leave me alone."

But then this fellow got clever. Instead of asking him for something or pitching him on something, he did

what I preach from the stage, in my book, and in our Giftology Mastermind course: he sent him a gift.

(Yawn. Bet you didn't see that coming.) The gift was a \$10 mini trash can. And the letter he sent with the trash can was only one sentence: "I wanted to make it easier for you to ignore my letter this time around."

Ha. Bold move, Cotton. And boy, did it pay off. (When done right, a gifting approach usually does).

Sometime later, this gentleman received a phone call from a private number. And wouldn't you know it:

"Hi there. Is this Mr. (name withheld)?"

"You had me in stitches! I admire your perseverance and creativity. Let's talk!"

Imagine receiving that phone call from an influencer in your industry. From the reporter that could make your business overnight famous.



From the decision-maker that could finalize your next big contract/acquisition/awesome thing.

Well, here in the land of Giftologists, that type of thing isn't only common, it's expected.

We go to work every day and interact with people that feel out of our league. ("Out of your league" is a lie the enemy tells you. But alas, 'tis another article.)

Stuff like this happens every day. We give and we get (but we don't give to get). We appreciate others and we appreciate to others.

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 (TheGiversEdge.com).

▶ head turners
By Zach Cohen

WAYNE HARAGUCHI

COMPANY NAME: REFERRAL REALTY
Year joined this company: 1990



Wayne Haraguchi has a hearty laugh, a confident outlook and the experience to come through for his clients. Born and raised in San Jose, Wayne is a lifetime local. He's been a real estate agent for three decades, starting in the business in 1987. Wayne knows the local area like the back of his hand: the school districts, traffic patterns and what to look for (and watch out for) when buying a home.

Balance is key to Wayne's success. In three decades as an agent, he's learned how to expertly balance his family life with the demands of the real estate world. "I learned that whenever I gave up special time with the family to go after a deal, that that transaction didn't close," Wayne recounts with a

hint of mystery. As a result, he's shifted his priority to his wife and children and schedules his work around family time. Wayne has the courage, to be honest with his clients.

Wayne's business model is based on a simple concept: generosity. He knows that by giving as much as he can to his clients, the business will come.

BEFORE I WAS A REALTOR

Wayne has a degree in accounting from Santa Clara University and is a retired Certified Public Accountant (CPA).

GOAL SETTING

"I would have done more goal setting [early on]," Wayne explains. "When I'm focused on that, it's not a matter of figuring it out as I go."

FUN(NY) FACT

"I'm not mechanical. My dad was an auto mechanic for the city of San Jose for 25 years.

Both of my brothers are pipefitters ... and me, no way!" Wayne says with one of his big, charismatic laughs.

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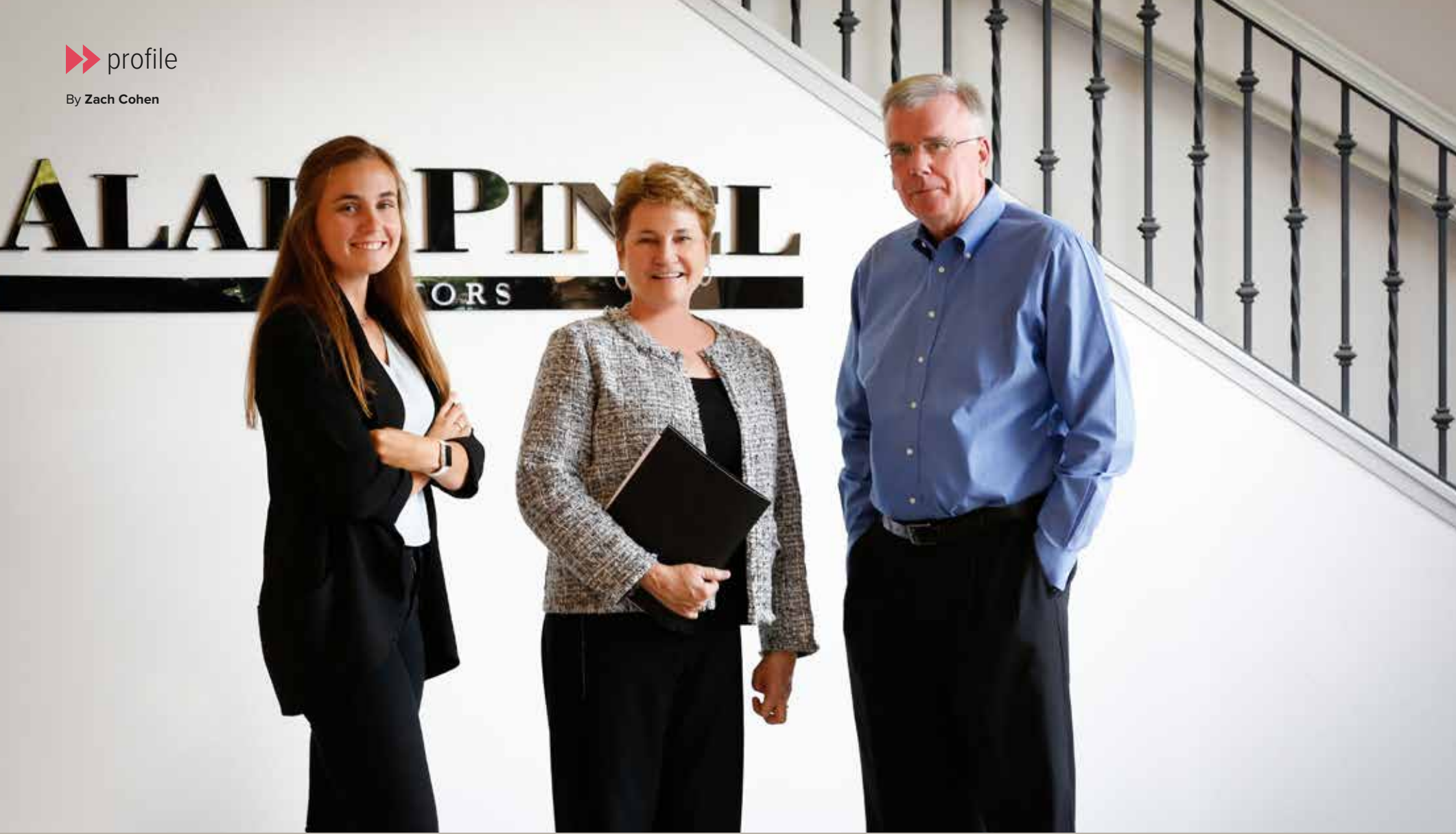
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The words that come to mind to describe Jake are friendly, professional, hardworking and trustworthy. I look forward to working again with Jake in the future and he is on the top of my list for RE Investors. - Sandra, Coldwell Banker

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The Sangster Team,

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Family Success



Graham, Carol, and Heather Sangster have joined their differing perspectives, skills, and backgrounds to form the Sangster Team, a genuine family business. Like any family, balancing each member's personality and skill set is vital to the success of the whole.

The Sangsters have found a healthy balance, both in and out of the office. As a business team and as a family, their individual work is supportive of the team's success. Ultimately, it's

what allows them to execute so well for their clients.

Beginning in real estate: Carol

Before real estate, Carol was a stay at home mom and an avid community volunteer. "I did a lot of volunteering. I was PTA president and very involved at the schools," Carol explains. Her work in the Los Altos community has not only given her the local knowledge to help her clients today, but it's helped her understand just why a community is so vital to an enjoyable lifestyle.

Before having children, Carol worked in sales. She often traveled with her job, ultimately leading to the decision to stay at home with her children. However, it seemed that real estate was always on her mind as a potential career. After all, it's in her blood; Carol's mother was a real estate agent, and her grandmother worked on the commercial side of the real estate business. "I always wanted to get into real estate," Carol says. "It was always something I wanted to do, but I knew it would be 24/7 work."

As her children grew up, it was Heather who opened Carol up to the idea of finally becoming an agent. Ten years ago, with a final gift of permission from her daughter, Carol began what would eventually become the Sangster Team.

Joining forces: Graham

With a background in finance and accounting, Graham previously held the title of CFO with two different Silicon Valley startups. He was responsible for all financial, administrative, and human resources functions of the companies. With his experience in the corporate world, Graham understands the business environment of the Bay Area intimately.

"[Moving to real estate] was a big change for me, personally. I do really enjoy it," Graham explains. "It's a bit different from being behind a desk five days a week. It's a different kind of life, but I thoroughly enjoy it. Particularly the chance to work with Carol."

For Graham, it's a pure joy to work side-by-side with his wife and daughter. It makes everything they do worth the effort. "In my previous life, I would be feeling anxious about using up my free time and away from the family. Currently, if one of us is here at 10 or 11 at night, we're both here ... I think that's very important that we get to be together. To me, that's a big benefit."

An additional perspective: Heather

As the most recent addition to the team, Heather brings a unique energy and outlook to the real estate business. Her parents appreciate her willingness to learn and her social media savvy.

She has some unique experience of her own: prior to joining the Sangster Team in Silicon Valley, Heather worked in consumer care advocacy at Zillow's Seattle headquarters. Her experience in customer service, site functionality, and customer experience have proved invaluable.

After a year with Zillow, Heather joined her parents in business. "I wanted to move back, and [my parents] said 'we have an extra desk at the office,'" Heather recalls. "Now, I do a lot of the social media marketing aspects, a lot of the filing and organizing of transactions that we're doing."

Heather's still learning and growing in the business. Although she's in a supporting role now, she has plans to get her license soon. "At first [working together] was a lot of learning and growing. We're changing the role from 'these are my parents' to 'these are my bosses' (they like to say partners). They are the people who I am learning from for my career and so many life lessons."

The Sangster Team

Together, Carol, Graham, and Heather share in their competitive nature and passion for helping others. Business activities are split, leveraging individual strengths and supporting each other. "We're all knowledgeable about the entire business," Carol explains.

Graham understands the competitive nature of the industry. As a team, they have to show up for the challenge. "It's a competitive business, and we have three competitive people here. We like to be successful. We like hard work. We like to be busy."

While the competitive nature of real estate is a simple reality, the Sangsters also understand that at the core, they are providing a service. It's their job



...
to help others. Graham says, "At the end of the transaction what is really fun and carries you on for many days is when everyone is happy."

With her work for Habitat for Humanity, Heather has led the charge in giving back to the community. "I have a very special place in my heart

for Habitat for Humanity," Heather explains. "It was something that I was very passionate about and still am. I was involved in Tacoma, Washington. My mom and I are now on the Women's Leadership Council. We're really passionate about getting people into homes, whether we're writing contracts or laying bricks down."

"I love service," Carol adds, "I think [if I wasn't a real estate agent] I would have been a nurse or a teacher. I love the idea of helping people find their homes, or helping them sell their homes – this is a service industry. It really feeds my soul to help people however I can."



▶▶ real wellness

By Amanda Bo

A Mind Set on

Wellness

Last month's article should have helped you identify one or more behaviors that you're ready to change. Now, you wouldn't be reading this if you weren't already a high performing person with discipline, dedication, and desire. You had the desire to reach this height in your career, the discipline to put in the work, and dedication to seeing things through until the end. But perhaps you have not applied those attributes to areas of your life other than your career. The truth is no matter how successful we become, there is always room for improvement.

This month, I will present some practical steps towards health behavior change that you can implement and take action on immediately, today in fact!

PHYSICAL FITNESS – Commit to movement every day. No matter what level of fitness you are at, commit to getting exercise every day. You could take a brisk walk with your dogs, bike ride with your kids, try a workout class at the gym, or raise the intensity of your lifting session. Make a goal for the week and write it out in a statement: "I will take a class at the gym on Monday, Wednesday, and Friday. The other days I will take a brisk morning walk". Block out the time in your calendar and follow through on this goal.

MINDSET SHIFT – Develop an internal locus of control. When you shift your mindset to an internal one, you no longer blame outside forces for happenings in your life. Stop blaming traffic, your boss, the weather, the economy, the test, other people. Developing an internal locus of control takes extreme ownership and responsibility. However, once you do this, you are empowered to be in control. We all get the same winds blown on us – it is how you set your sails that makes the difference.

EMOTIONAL INTELLIGENCE – Become aware of your emotions and your reactions to them. Are you aware of how you react when things happen to you? When something doesn't play out in your favor, do you boil over and blow up? Start to take notice of how you feel when things occur, and pause before you react. Train yourself to take this time to stop and analyze what has just occurred, then decide with your rational mind what an appropriate response is. Often it is not our initial reaction that is most appropriate. We often think that we are justified in our emotional reactions, as they satisfy us then and there in that moment. However, there can be lasting damage to us and others who were the target of your emotional reaction. Become aware by noticing the reflex to react, sit with the feeling, and let it pass without acting upon it.

SPIRITUAL GROWTH – Make time for silence and reflection. You schedule meetings with clients, make time for T-ball practice, set lunch dates, and schedule hair appointments. But do you block out time in your schedule for personal growth, spiritual reflection, and silence? In order to connect with oneself and develop a connection to your intuition as well as your higher power, you must make time for silence. Perhaps you achieve this with a nature walk with no electronics, meditate unaided or with a meditation app, journal uninterrupted, read a self-development book, or with prayer.

WELLNESS RESET PLAN – Each day for 30 days I will:

- Move everyday
- Take ownership
- Be aware of my reactions
- Make time for silence

NUTRITION DETOX PLAN – For 30 days I will avoid:

- Processed food
- Sugar
- Diet drinks
- Limit caffeine and alcohol intake

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



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By Dave Danielson

MIKE GAINES

The Hard Ride to Life's Crossroads — and Balanced Success



With a quick smile and gift for storytelling, Mike Gaines makes friends easily. He also creates results with a level of success many yearn for.

Mike is a real estate agent with Sereno Group in San Jose, specializing in the Willow Glen area. In fact, he's served as director of the Willow Glen Brokers Tours for years.

It's clear Mike's reached a sense of balance in life. But he says getting there wasn't easy.

CAREER SHIFT

In 1998, Mike and a friend owned a hot rod shop, building and restoring cars. When a real estate friend recruited him, something inside Mike clicked. "I literally gave my half of the shop to my partner and got my license," Mike remembers.

REDLINING REAL ESTATE

Mike pushed engine performance for car customers. Now his real estate world was pedal-to-the-metal, too. "My first year, I sold 17 houses. And I thought this is the greatest, easiest job in the world," Mike says.

Then things turned. "I fell into the classic traps," Mike recalls. "I worked hard, lived that life, ate, drank — did all you shouldn't do. After a while, my business suffered from my drinking." His body suffered, too. In 2011, he battled pancreatitis. Mike admits. "I had to make a change." Mike quit drinking and made changes at work. He resigned as an office manager and worked as an agent.

VOICE AT THE CROSSROADS

Despite Mike's changes, the road was rough. Things weren't going well at the office. It was a time of turmoil and uncertainty. Everything weighed on him as he walked across a busy rush-hour intersection one day. Something grabbed his attention — two bare feet. He saw a woman with blue eyes and a shaved head.

"I asked, 'Are you a monk?'" She said, "No, I'm a Buddhist nun."

She explained her mission was helping people and was passing through to help a stroke victim. She had a question for Mike. "Do you know the first noble truth about Buddhism?" Mike didn't.

"It's about stress," she said. "Your life is full of it. When you're born, it's a stressful event for you, your mother and your family. And during your entire life there are stresses ... and also when you die ... so managing that is a big part of life."

It was Friday at 4 p.m. The intersection was bustling. Mike was astounded at how this insightful stranger seemed to know what he was facing. He asked if there was anything she needed since she couldn't touch money and often relied on people for help.

"Her name was Metta," Mike remembers. "She liked tea and fruit drinks and needed a map." Mike offered to get the items. She said, "No, but if you ever see me again, know that I need these things." As Metta left, Mike ran to a store, bought the items, jumped into his car and caught up to her. Metta was thankful and had a question.

"She asked, 'Mike, what are you trying to do?'" I said, "I'm trying to be a good person." She looked at me and said, "You are a good person. No one stops and talks to me, asks me what I need or seeks me out to help. You've shown you're a good person."

Metta said a prayer for Mike, then she was on her way.

Later, Mike saw an email from the office. "It wasn't nice," Mike recalls. "And it was sent at exactly 4 p.m. — the same time Metta talked to me about stress. I knew there was a message there."

A NEW ROAD

Mike resigned, cleaned out his office and searched for work. In the meantime, he set up shop in a friend's restaurant.

He approached the Sereno Group, explaining how much he wanted to join them. But Mike's drinking had preceded him. The answer was no. Time passed. Again he approached the group. Again, they declined. Finally, for a third time, Mike asked, demonstrating his strong desire. This time, the answer was yes.

Mike started with the Sereno Group, he got professional help with his alcohol issues, and he rebuilt a strong reputation in the community.

HUMANITY WITH TECHNOLOGY

Mike embraces technology and its benefits for real estate — to a point.

"Phones can do virtually everything. I can find a house, write a contract and submit the deal in a few minutes," Mike says. "But we can become connected and disconnected at the same time."

Mike works to preserve what he calls the traditional parts of real estate, "like the energy from being in the office, the camaraderie, the ideas, the motivation. We're losing that, and that's something we're trying to balance in our company, to get you in the office as an agent, to get you some ideas — to spark something in you to say, 'Oh, that's a good idea. I'm going to call that person.'"

The battle between humanity and technology isn't new.

"There's always been talk about new programs, new apps, new somethings coming that would put us out of business," Mike says. "That's never happened because selling a home is an emotional experience. People need that personal, hands-on touch, that guidance, that assurance that everything's going to be OK."

A FUTURE OF PURPOSE

Today, Mike takes pride in helping homeowners with one of the biggest processes of their lives. He also mentors younger agents and heads a weekly marketing meeting with local industry professionals that he credits for helping to keep him on the right path.

"In my 52 years, I feel like I've lived 100," Mike smiles. "One of the keys is understanding our experiences and letting them guide us — to not repeat our mistakes."

Mike pauses and seems to recall the day his life reached a crossroads. "I believe you can have those a-ha moments in life — where suddenly you have a different perspective — something that changes your entire view."

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KIMBERLY LEAL



KELLER WILLIAMS
Year joined this company: 2004

Kimberly Leal's first career was in advertising and radio. After graduating from San Jose State University with a degree in business and a minor in journalism, Kimberly began her career on the business end of the radio broadcasting industry. She would go on to launch a new radio station in Colorado before returning to the Bay Area. She transitioned to other forms of advertising and marketing, spending time in traditional advertising, alternative press and daily newspapers.

After a couple of decades in the advertising and marketing world, Kimberly's life called for a change. "I got totally burnt out," Kimberly recalls. She had a newborn son and was struggling to balance work and family. "I figured I needed to have more joy in my life, as opposed to working so hard. I had a great job and made great money, but it just didn't matter."

Kimberly's best friend, Melissa Haugh, had moved on from advertising to the real estate business. Kimberly, however, had a solid resistance to real estate. "I grew up in real estate. My father and my uncle each owned a real estate company. At the time I thought it was the most horrible business," Kimberly quips.

Melissa convinced Kimberly to visit her office. "They were powerful business people. What I had remembered and experienced growing up with my family in the '60s and '70s ... it was nothing like that anymore."

Kimberly dove into real estate head-first, and the rest is history.

WORLD TRAVELERS

Kimberly and her family love traveling. They often vacation with Melissa and her family, as their sons are only eight months apart.



FUN FACT

"I love reading. I devour books."

PHILANTHROPIC INVOLVEMENT

Kimberly is involved with KW Cares and the 100 Women Charitable Foundation, along with various other women's and children's organizations.

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MICHAEL KALDANI

CSR REAL ESTATE SERVICES
Year joined this company: 2017



Michael Kaldani has taken a winding road on the way to the real estate industry. With two degrees – one in biology and one in chemistry – he was initially on the path to becoming a doctor. Michael taught microbiology and cellular biology at San Jose State before moving on to join his father's family business in the construction industry. With 15 years of experience working as a general contractor, he has a unique advantage as a real estate agent.

As Kaldani explains, general contracting and real estate go hand in hand. Home buyers often have questions that require the assistance and the expertise of a professional in the construction industry. When doing business with Michael, there's no need to go further; he can help his clients understand the construction side of home ownership on the spot. "In my heart, I knew this was the right direction. And it has paid off."

Going forward, Michael intends to use honesty, integrity and a willingness to learn as the pillars for continuing his early success. "There is always

something to learn," Michael explains. "I think you have to have a good background of knowledge to be confident when you are talking to people about real estate. You can't fake something that you've never known before ... you really have to know it."

READING MATERIAL

Michael reads philosophy and history in his free time. "It's amazing how relevant someone's thinking was 2,000 years ago ... I like to pick those people's brains."

FAMILY ROOTS

Michael's father immigrated to the United States from Iran.

DEFINING SUCCESS

"I will consider myself successful when people start reaching out to me a year later. A simple thank you. I've created a relationship, not just a paycheck."



FUN FACT

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Keith Walker

THE MIND OF AN ATHLETE

“This is a field of constant rejection and failure ... You’re failing a lot more than you’re succeeding. You have to be resilient. You have to have a really thick skin to start. You have to listen appropriately to your clients.”

For Keith Walker, real estate is the perfect outlet for his competitive nature and kind-hearted attitude. In over two decades in the business, he has refined his approach and channeled his competitive nature for the most honorable of goals: balance and client service. Listening is Keith’s antidote to failure; it’s through his expert listening skills that he finds success.

The heart of an athlete

Originally from Chicago, it wasn’t until after his 28th birthday that Keith moved to the Silicon Valley. While he’s still a Cubs fan 20 years later, the Bay Area is undoubtedly his home.

Keith’s father, James Walker, had been living in Silicon Valley since Keith was 4 years old. Originally, James worked for Apple, before retiring from the tech world in his 30s. He would eventually become a real estate agent – a path Keith would one day follow.

“All my education was in criminal law and psychology. I was trying to become a federal agent at the time,” Keith recalls. However, a back injury derailed

Keith’s dreams; he couldn’t pass the required physical. After bouncing around from job to job in Chicago, Keith decided to move out to California and give real estate a shot. “I didn’t know what I was getting into at the time,” he recalls with a laugh.

The mind of an athlete

Keith comes from a background in wrestling, jiu-jitsu, and judo. He’s an athlete by nature. “I knew it would be relevant in the world of being a federal agent, but being self-employed – I had no idea.”

Today, Keith credits what he learned on the mat with much of his business success. “I always grew up super competitive. My team is built on the ideals of athletes.” Coincidentally, many of Keith’s agents are also athletes. “They want to succeed, have drive, and know how to work with others,” he explains.



...

Success isn't about closing the most deals or "winning" every transaction. "Our vision and philosophy is teamwork and balance," Keith says. "I believe in being good to everybody and being fair to everybody." As a result, his team focuses not only on production but ethics, balance, and stability.

Balancing life

Keith was raised by a single mom in Chicago. His experience as a child impacts how he has raised his children. "My true drive is my kids," Keith explains. "I have three kids. To be able to put them in a position that they would never have to worry and to be a good role model - that drives me." Being able to attain stability for his family has been critical.

Keith's oldest son, Kris, just graduated from UC Santa Cruz and joined the Walker team earlier this year. After working on and off for his dad for



"I always grew up super competitive. My team is built on the ideals of athletes."

several summers, Kris joined what is now the family business. Keith's daughter Kayla is attending college at Missouri Baptist University and his youngest son Kyle is a senior in high school. "As I've gotten older, it's become more about balancing my life. Now I have a lot more balance. I try to travel and to take time off. People don't think it's possible in this industry, but I object. I'm a living example."

As a real estate agent, a father, and an authentic person, Keith Walker aims to go about each aspect of his life with care and with heart. "I believe in being self-aware. From the start of the day, I'm positive, grateful for what I have ... I want to have a happy soul," Keith explains.



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



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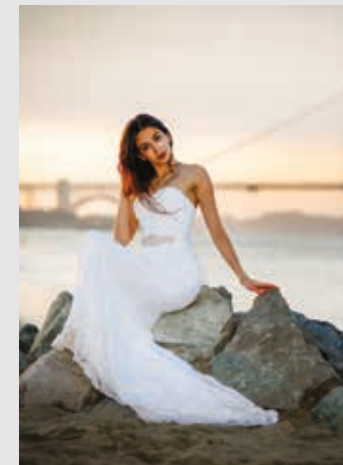


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Renna Shee

► cover story

By Zach Cohen



INSPIRING INCLUSIVITY

“The world has changed. It’s no longer just one simplistic set of norms; instead, it’s now a combination of cultures and experiences from all over the world. A connected global family. The U.S. community is changing too, and I want to inspire respect for people from different backgrounds and help to develop this global culture.” –Renna Shee

Renna Shee’s ambitions as a real estate agent are bold and heartwarming: to embrace the community that she lives in with open arms. As an immigrant herself, Renna has formed a deep connection with her home in the Bay Area.

“The Bay Area, in particular, is a melting pot,” she explains. “I see my role as adding to this community culture by helping families from all over the world that want to plant roots here. I love to see people from all different backgrounds collaborating and helping each other and forming unity within communities. I want a multicultural environment, where everyone can share and enjoy different cultures, experiences, and values.”

Born in Beijing

Renna was born and raised in the wonderful international city of Beijing. “You can see people come from all over,” she recalls. “My father was Shanghainese. He came over to Beijing when he was 19.” As a result, Renna learned the benefits of cultural mixing from an early age. China is a vast country, and the cultures in the north and south are quite different. “The people from the south, their

personality is different. My father is very meticulous. My mom was born in Beijing. She’s more big picture and straightforward.” Renna describes the people from the north as easygoing. “They can make friends with you in five minutes,” she says. People from the south “are very nice and tender, but they warm up slowly.” Renna notices that her personality incorporates qualities of both cultures, traits that she carries with her to this day.

Renna met her husband, Steve, in Beijing. He was raised in California, foreshadowing their family’s future together. “Everything is international now,” Renna explains. “I was born in China, and my husband is from the U.S. We met in Beijing; then after we got married, we moved to Singapore, then the U.S.”

After getting married, Renna and Steve moved to Singapore for Steve’s job as the vice president of Asia Pacific with Hewlett Packard. “By the time my eldest son was 5 years old, my husband wanted to be back in California because it’s the perfect place for kids to grow up,” Renna recalls. Twelve years ago, Renna and her family landed in the Bay Area.

...



A new home

“When I came to California, I wanted to set roots in the Bay Area,” Renna explains. “I had no family, no friends. My husband traveled a lot. The language part and lifestyle part I was figuring out myself. It’s a totally different culture.”

Renna would go on to understand American culture from neighbors and learn English through her own studies. “I struggled with that, but I also had a good time making friends. That’s the part I like. I find people here are very easy to work with. Especially the California culture; it’s close to my style. Before, I was shy because my English wasn’t perfect. But I realized – the neighbors, the teachers, the parents from school – they understand.”

After working for sohu.com as a fashion channel editor in Beijing and becoming a housewife in Singapore, Renna knew she wanted to begin a new career in the U.S. “I wanted to find something I really liked and enjoyed doing.”

Seven years ago, Renna launched her real estate career. She’s crystal clear on her intentions and the reasons she goes to work. “I’m not doing for a living, I’m doing it as a passion,” Renna states.

A true love for the Bay Area

Renna aims to support local community culture by helping families from all over the world that want to buy homes here. “I love to see people from all different backgrounds collaborating and helping each other and forming unity within communities. I

want a multicultural environment, where everyone can share and enjoy different cultures, experiences, and values.”

Renna’s spirit of generosity is unrelenting. She continues to support families in every corner of the world. She stays connected with a small group she helped form in Singapore that provides aid to children and families in India, Mongolia and all corners of Asia. While she hasn’t forgotten her roots in Asia, Renna’s spirit of generosity has fully extended to the community here in the U.S. Giving back to a community that has provided, and continues to provide her with so much is a pleasure.

“I love California. I love the Bay Area. I love the neighborhoods I work in. I want everyone to understand the true value of the Silicon Valley. It’s not just about Google and Facebook. It’s about an inclusive and welcoming community spirit.

“I felt that inclusivity myself when I moved here from China. I didn’t know a single person, but I found that people were very willing to listen to me even when I didn’t speak perfect English and that it was easy to make friends. The community almost felt familiar to me, even though I was so far from home.

“That’s really my goal for my career in real estate – to make every new buyer feel that they are a welcome addition to a diverse and inclusive community, and to continue developing this wonderful community culture.”



“

I felt that inclusivity myself when I moved here from China. I didn’t know a single person, but I found that people were very willing to listen to me even when I didn’t speak perfect English and that it was easy to make friends. The community almost felt familiar to me, even though I was so far from home.

”

TOP 150 STANDINGS

January 1 through August 31, 2018

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

#	Agent Name	Office Name
35	Nicholas French	Sereno Group
36	Gary Campi	Golden Gate Sotheby's International Realty
37	Steve Mccarrick	Coldwell Banker
38	Deepak H Chandani	Anthem Realty
39	Erdal Team	Sereno Group
40	Amar Realtor	Keller Williams Palo Alto
41	Bill Gorman	Coldwell Banker
42	Michael Galli	Alain Pinel Realtors
43	Annie Zhou	Image Real Estate
44	Royce H. Cablayan	Sereno Group
45	Frank Liu	Re/Max Gold
46	Lin Ning	Coldwell Banker
47	Kimberly Richman	Sereno Group
48	Al Moridi	Intero Real Estate - Cupertino
49	Robert Johnston	Marcus & Millichap
50	Yost Group	Coldwell Banker Res R E Srv

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53	Christy Giuliacci	Alain Pinel Realtors
54	Ducky Grabill	Sereno Group
55	Joe Velasco	Intero Real Estate Services
56	Eric Fischer-Colbrie	Intero Real Estate Services
57	Ryan Gowdy	Alain Pinel Realtors
58	Ying Liu	Coldwell Banker
59	Vivian Lee	Homeland Mortgage And Real Estate
60	Sophie Shen	Sv Capital Group Inc.
61	Jeff Peng	Maxreal
62	Karen Nelsen	Intero Real Estate
63	Greg Simpson	Kw Bay Area Estates
64	Diyar Essaid	Coldwell Banker
65	Lihong Zhong	Realty One Group - World Prop
66	Leslie Woods	Sereno Group
67	Satya Dasari	Keller Williams Realty - Cupertino
68	Jordan Mott	Intero Real Estate Services
69	Mandana Simai	Sereno Group
70	Xiaozhu Kang	Maxreal
71	Valerie Trang	Infiniti Real Estate
72	Jamie Pfister	Realty World Milestone
73	Erika Carrasco	Intero Real Estate Services
74	Alex Wang Group	Sereno Group
75	Theresa Couture	Coldwell Banker
76	Andy Wong	Sereno Group
77	Heng Quan	Bay One Real Estate Investment Corporation
78	Mary Tian	Maxreal
79	Vinicius Brasil	Keller Williams Realty - Cupertino
80	Sophia Xu	Keller Williams Palo Alto
81	Rebecca Yen	Coldwell Banker
82	Yoga Yang	Intero Real Estate Services
83	Mark Chiavetta	Coldwell Banker
84	Ziwei Wang	Sereno Group

#	Agent	Office Name
85	Adam & Wendy	Pacific Union International
86	Therese Swan	Alain Pinel Realtors
87	Rabia Alizai	Coldwell Banker
88	Raymond Ni	Green Valley Realty
89	William Chen	Faithful
90	Cici Wang	Legend Real Estate & Finance
91	Samit Shah	Intero Real Estate Services
92	Vivian Wang	Coldwell Banker
93	Cynthia Kodweis	Sereno Group
94	Andy Sweat	Kw Bay Area Estates
95	Igor Reznikov	Rezrealty
96	Kaiyu Ren	Keller Williams Palo Alto
97	Meesun Kang	Legacy Real Estate & Associate
98	John Faylor	Sereno Group
99	Pamela Culp	Alain Pinel Realtors
100	Aaron Derbacher	Keller Williams Realty

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TOP 150 STANDINGS

January 1 through August 31, 2018

#	Agent	Office Name
101	Shawn Luo	Aez Investment, Inc.
102	Heidi Herz	Alain Pinel Realtors
103	Brian Bernasconi	Sereno Group
104	Susan & Shawn	Coldwell Banker
105	Lisa Thompson	Intero Real Estate Services
106	Howard Bloom	Intero Real Estate Services
107	Yajnesh Rai	Keller Williams Realty
108	Cristina Martinez	Cristina Martinez
109	Chloe Mei	Keller Williams Realty - Cupertino
110	Andrew Sturtevant	Intelligent Buyer
111	Malik Husain	Intero Real Estate Services
112	Jessie Li	Intero Real Estate Services
113	Tim O'halloran	The O'halloran Group
114	Chad West Myers	Intero Real Estate Services
115	Julie Davis	Kw Bay Area Estates
116	Holly Barr	Sereno Group
117	Bin Zhou	Coldwell Banker
118	Suzanne O'brien	Intero Real Estate Services
119	Susanna Wong	Realty One Group - World Prop
120	Bower Cole Group	Alain Pinel Real Estate
121	Shuangshuang Liao	Coldwell Banker
122	Bret A. Maryon	Intero Real Estate Services
123	Daniel Xi	Coldwell Banker
124	Anson Ip	Maxreal
125	Rita Chao	Csr Real Estate Services
126	Dennis Loewen	Metis Real Estate
127	Elena Johal	Kw Bay Area Estates
128	Nicki Banucci	Kw Bay Area Estates
129	David Frazer	Coldwell Banker
130	Rabia Alizai	Intero Real Estate - Cupertino
131	Ruslin Paap	Intero Real Estate Services
132	Chaya Shahar	Referral Realty
133	Irene Suh	Elim Investment Company
134	Jim Myrick	Kw Bay Area Estates

#	Agent	Office Name
135	Roxy Laufer	Sereno Group
136	Jennifer Yi	Intero Real Estate - Cupertino
137	Linda Baker	Alain Pinel Realtors
138	Helen Chong	Haylen Group
139	Yasir Aladdin	Coldwell Banker
140	Tony Xu	Bay One Real Estate Investment Corporation
141	Mou Wong	168 Realty
142	Cathy Jackson	Sereno Group
143	Sandra Jamison	Tuscan Properties
144	Jinny Ahn	Coldwell Banker
145	Van Dahlen-Dunne Grp	Coldwell Banker
146	Todd Su	Realty World-Todd Su & Company
147	Quincy Virgilio	Coldwell Banker
148	Maggie Guo	Re/Max Santa Clara Valley
149	Matt Cossell	Kw Bay Area Estates
150	David Earley	Coldwell Banker Res. Broker

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KIRSTEN REILLY,
Broker Associate, Sereno Group



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