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Publisher's **NOTE**

1. When a business affiliate thrives the world around them thrives too. Family, church, community, clients, colleagues, team, passions, sphere, prospects, strangers, themselves and their future for their family.
2. \$3,000,000. I'm having a daughter. I am disgusted by what I am learning about childhood trafficking. This is a reality in 2019. We donate 2% of revenue to enable the rescue of thousands of childhood trafficking victims worldwide. \$3,000,000 from N2GIVES so far.
3. The top real estate agents here participate. My goal to build a community of reciprocity is a passion. It started years ago and continues to grow one relationship at a time.

Warm regards,
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Written by Dave Danielson | Photos Hyunah Jang



JONANTHAN — HANHAN

REPUTATION FOR RESULTS

Jonathan Hanhan is Senior Vice President at CSR Commercial Real Estate Services. While he's proud of the results that he and his team achieve on behalf of their clients, he's equally as proud of the way they work to reach those goals while building a true, positive reputation for results.

"Unfortunately, the commercial side of real estate hasn't always had the best reputation," he says. "But that drives us to be the best we can be. It's very important to us that we be the example that changes the way commercial real estate is done."

Serving as a Reliable Resource

Decisions begin and end with the client's best interests at the forefront.

"We're completely obsessed with client satisfaction," Jonathan explains. "So we are very transparent, and we want to help our clients get what they truly want."

Jonathan and his teammates learned the way commercial real estate should be done from CSR head Brian Bonafede.

"Brian started CSR when I was in high school. I remember I started working here when I was 17," Jonathan recalls. "I started doing real estate in high school, and my first client was my PE teacher. I helped him buy three investment properties and completed all three of his mortgages. That spring-boarded my career. I'll never forget him because he took a chance on me."

By the time he was 19, Jonathan had been promoted and led the company's mortgage division, including overseeing 55 loan agents. Soon, annual company volume tripled — from 100 loans to more than 300 loans annually.

Today, CSR's Commercial division has 15 team members and is one of the largest independently owned commercial brokerages in the Silicon Valley.

LISTENING, LEARNING AND LEADING

Beyond the numbers, Jonathan has a passion for what he does.

"Every day is brand new. I really enjoy the opportunity to go out and meet new people and to help business owners achieve their goals. We focus on sales and leasing of office, industrial and retail properties," he explains. "The way I do business is very consultative. And I think that really begins with listening very deeply and letting them talk about their business and their goals and how their personal lives tie together and then helping them nail down the end goal of what they're trying to hit. You have to tell me what you want, and I will do my best to help you hit it."

In many ways, his clients' business becomes Jonathan's passion.

As he says, "I'm fascinated by life stories and the areas each of my clients is in, whether it's a new restaurant with a cool new menu, or new ways of delivering on something that's been around for a while."

...



“I THINK IT’S REALLY ALL ABOUT WORKING HARD TO ACHIEVE A TRUE LEVEL OF HAPPINESS FOR THOSE AROUND US.”

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Like many in real estate, Jonathan and CSR have built much of their success on referrals. They understand the impact those have. And they place an extreme emphasis on upholding the trust that has been placed in them.

“When we receive a referral, we take that very seriously. If we don’t do well in our role, it can hurt the relationship if the referral doesn’t go right,” he points out. “Those who refer business to us can have real comfort knowing we work exclusively in the commercial side, and that we will do whatever it takes to knock it out of the park for their clients. Not only that, but we will keep our referring partners up to date on the progress of that deal along the way.”

When it comes to defining success, Jonathan points to the CSR approach to serving its clients and their needs.

“I think it’s really all about working hard to achieve a true level of happiness for those around us,” he says.

CREATING COMMERCIAL SUCCESS WITH PERSONAL EXCELLENCE

With each consultation and each transaction, the lasting impact begins with an honest, personal touch that’s built on listening, understanding and striving to achieve excellence every step along the way.

“When I think about the experience we provide to our clients, I really want them to come away from that experience feeling heard and understood correctly,” Jonathan emphasizes. “I want to know without a doubt what my clients want and what’s important to them. I want them to be able to say, ‘This guy understands what I want, and he has only my best interests in mind.’ I don’t make people feel like they’re being forced into making a decision to sell or lease. I want them to feel heard and walk away, knowing I am only going to do what is absolutely going to meet their goals in the space they want to buy, lease or sell.”

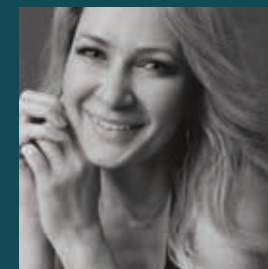
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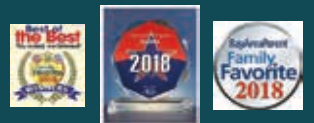
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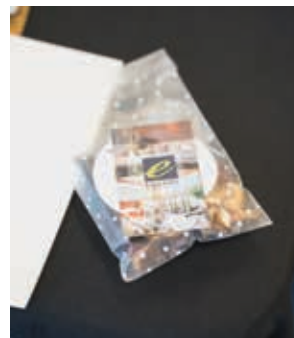
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On October 28th, Real Producers and Partners converged on a venue in Santa Clara to work on their 2020 goals together. The highlight was guest speaker Amy Felix, who shared her story of finishing an Ironman and what she learned about taking big goals and making them smaller and more manageable. The group networked in an interactive setting. In 2020, relationships matter more than ever...it was a chance to explore the way we plan our year and the emphasis we give to the people who help us reach our potential.



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Daunielle Doughty

The Locals Team

profile ◀◀

Written by: Dave Danielson
Photos by: Hyunah Jang



As a leading real estate agent with Coldwell Banker in San Jose, Daunielle Doughty has a big-picture perspective on the balance she needs in her life to give her best — to both her work and the rest of her life.

As she admits, it hasn't always been that easy.

“As a student at UC Santa Barbara, I was totally driven,” she smiles. “I had two jobs and was doing school. A lot of my friends were on the five-year path; I did the four-year path. I look back and part of me wishes I had done the five-year path. I could have had longer to enjoy the beach.”

A Running Start

Upon leaving college, Daunielle entered the banking industry. It seemed to be a natural fit — especially the opportunities she took to get out and about in the community.

As she says, “On my free hours during the day, I would walk out and visit businesses, trying to open business accounts. We got bonuses for that. And so I started putting myself in the sales category.”

After a couple of years, Daunielle moved to Davis for a year. Soon, she moved back to the Bay Area and a spot in a new industry.

“When I moved back, I got into office furniture through my dad's friends. It was during the dot-com boom,” she remembers. “I would go out and sell cubicle systems to companies that had three people. And then six months later, they had a couple hundred people.”

Again, sales seemed to be a common denominator for Daunielle. Then the dot-com bust hit and Daunielle took a new path.

Big-Picture Perspective



“I THINK TEAMS ARE THE WAVE OF THE FUTURE. IF YOU’RE LOOKING TO GROW, YOU NEED PARTNERS TO HELP EACH OTHER OUT. I LIKE OPPORTUNITIES TO PARTNER WITH OTHER AGENTS. CLIENTS HAVE ALL OF US, AND WE CAN WORK TOGETHER.”



“I went back to school and studied hospitality management because I like throwing parties, and I thought maybe I wanted to get into the hotel industry and possibly work as an event planner,” she says.

Again, the unexpected happened with September 11, 2001.

“At that point, the whole hotel industry just shut down,” Daunielle says. “I had a two-week ticket to go to Australia to visit some friends who I had met while I had been backpacking in Europe in the past. I turned that into like a six-month visa.”

Career Path Home

After enjoying a memorable time down under, Daunielle returned to the States.

“I came home had no clue what to do. And one of my cousins was in real estate,” she remembers.

If you think Daunielle’s cousin recruited her to join the industry, think again.

“She kept trying to persuade me against going into real estate. And I kind of know why now,” she smiles. “When people tell me they think a career in real estate is easy, it’s part-time, and you make a ton of money, I lay it out for them and say it’s a great job. But if you’re truly a successful full-time agent, you’re really working 24/7.”

Daunielle was 26 when she got her license, and she started with Prudential.

“I was with Prudential for about nine months when my lender at the time told me about this up-and-coming company called Intero,” Daunielle recalls.

She met with the firm, and the decision was easy. She made the move over and started in the Meridian Intero office. As time passed, Daunielle has continued to grow and succeed through her tireless brand of service for her clients.

Teamwork and Individual Effort

“The last couple of years have been great and very active. I had worked on the Boyenga Team and really enjoyed working with Janelle and Eric Boyenga,” she says. “They’d go on vacation, and I’d cover for them. And I’d go on vacation, and they would cover for me. Their business exploded. Eric is a true marketing extraordinaire.”

In the process, Daunielle balanced her teamwork with building her own brand in the business.

“I was working with them the last couple years, and over the years started to do a little more separately just because I had so much business on my end,” Daunielle says. Daunielle’s business continued to grow as a result of her strong relationships with past clients, consistency in staying in touch with them, and client appreciation parties.”

Last year, Janelle and Eric moved to Compass, and Daunielle made the move to Coldwell Banker. Since then, Daunielle has worked on a new business focus.

“Since last year, I’ve been kind of focusing on branding myself. It was a blast the first time my name came out for sales, since my name had always been under Janelle and Eric,” she smiles.

“It’s funny. When I left the team, I was actually hoping for a little free time,” she explains. “But I was surprised that it has just kept going. So I feel a little more empowered.”

While she found fast success working independently, Daunielle is a big believer in the team model.

“I think teams are the wave of the future. If you’re looking to grow, you need partners to help each other out. I like opportunities to partner with other agents. Clients have all of us, and we can work together. While we work for a paycheck, I’m about collaboration. I want to make sure that the clients are happy.”

In the last few months, Daunielle’s vision of building a new time has come to life. She’s partnered with Carrie Caggiano and Kathie Kingston to form The Locals Team. All three women are native to the Bay Area, and together they bring almost six decades of experience in real estate.

Balanced Approach

While she balances independence and teamwork, Daunielle also has learned to take more time for herself, her partner, Mike, his two children, and their pets — the balance she needs so she can be at her best.

“For years, I worked 24/7, seven days a week. I was driven to be successful, driven to make my clients happy. Now I’m focusing on being there for my clients making them happy, but also working smarter and taking more personal time,” Daunielle emphasizes.

es. “Working out is key because you do need to release your stress somehow. I do heavy weight lifting, running, spinning and hiking. And I also enjoy some alone time with a science fiction book to get out of this world.”

As she says, balance isn’t just healthy. It leads to success.

“What you give you get,” Daunielle points out. “With balance comes focus. I’ve been more present with the clients. And I think that’s the way to build a really strong business.”



JANUARY - JUNE

▶ year end review part 1

Photos by Hyunah Jang



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▶▶ star on the rise

Written by **Dave Danielson**
Photos by **Hyunah Jang**

Everyone has their own path to the future. While some accidentally find their career, others like Compass real estate agent Mindy Ni design their own future — and, in turn, their future destiny.

EARLY PLANS

Born in Chongqing, China, Mindy literally grew up learning all about what it took to design for the future. That's because her father is immersed in the industry there.

“My dad’s work has always been very related to the industry. That’s because, through his career, he has served as half-architect and half-contractor in our hometown. He has his own firm there.”

Her father’s vocation matched Mindy’s interests to a tee.

“Sometimes when my dad had big projects, he would come to me and ask me for my opinions on his ideas when I was in high school,” Mindy remembers. “I really liked architecture and design. So that was the main reason why I chose architecture as my college major. I enjoyed studying it, and I took the hard courses.”

MINDY
NI

DESIGNING HER

DESTINY



...

Mindy put her architectural ambitions to work as a student. By the end of her sophomore year, she ranked among the top 10 students in her class of 160 students.

but it was painful for me and my husband as we needed to be separated again if I would have accepted that offer.”

So Mindy started revising her plans, and looked for other paths that matched her interests.

DEVELOPING DESIGNS

While in Florida as a student, Mindy continued refining her plans with someone very special.

“My boyfriend was there in Florida with me. He was also a student. During my last semester in college, he proposed to me,” she smiles.

The two were married at the end of 2016 and moved to California in early 2017. Mindy’s husband soon started his career in the high-tech sector, so life in Silicon Valley made a lot of sense. At the same time, Mindy continued searching for her next steps in her expected career as an architect.

The thing was, those steps were hard to come by.

“There were very few available architecture jobs nearby,” Mindy recalls. “I got my first offer from San Diego,

“I get a chance to help clients build their dream homes. I help my buyers with their remodeling and renovation projects.”

”

Going through the experience of working with the agent and looking at homes, Mindy discovered a way that she could channel her love of homes and knowledge of construction into her career with real estate.

“So I decided to get my license. It took a while because I was in a computer engineering graduate program at the same time,” Mindy says. “I passed my real estate exam in October 2017 and got my license in November. One of the things I like

“My husband supported me a lot during that time. He didn’t want me to just find a job. He wanted me to explore the possibilities and find something that I would like,” Mindy says.

THE FUTURE TAKES FORM

“While I was trying to figure out what I was going to do in the future, we were in the process of looking for a house and worked with a local agent,” Mindy says. “She was very good.”

about real estate is that it is very similar to architecture. In architecture, my job was to design the dream house for my clients, and as a real estate agent, I’m able to help my clients find their dream house.”

But that’s just the start.

“I get a chance to help clients build their dream homes. I help my buyers with their remodeling and renovation projects,” she says. “I don’t disappear from their lives after closing. I become friends with them. And I think that’s why I get a lot of referrals. I care about them, and I am kind to all of my clients. I’m not trying to just get a deal done.”

Her caring professionalism has helped Mindy make an impressive transition into real estate. In fact, during her first year in the business last year, she completed an astounding 36 transactions.

ENHANCING CLIENT TRUST

For Mindy, a big part of the way she cares for her clients begins with honesty.

“If my clients are looking at a home that isn’t the best choice for them, I will tell them and give them my opinion,” Mindy points out. “I’m about helping them find a home that aligns with their plans. People can tell if you care about them.”

As Mindy says, the sense of trust she builds with her clients extends beyond to life.

“Even when transactions are closed, the relationships we build go on. One of the reasons I love this job is that I have the opportunity to make new friends. I’ve had the chance to make a lot of friends with my clients,” Mindy smiles. “My family traveled with some of my friends to Lake Tahoe last Thanksgiving. We had parties with them, and when we were away, they watched our dogs. This past April, I even became the legal witness for the marriage of two of my clients who have become my friends.”

It’s clear to see that Mindy is designing her destiny and reaching success through the deep care she gives her clients.



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▶▶ cover story

“From Old Magazines to Cover Stories, Greg Simpson and the Pursuit of Passion”



GREG Simpson

Photos by Hyunah Jang
Written by Briant Wells



•••

“What am I going to do when I grow up?” It’s a question many of us had asked ourselves when we were 14, 18, maybe 22 - but Greg Simpson found himself pondering this earnest question fourteen years into a wildly successful tech sales career.

In hindsight, entering the world of real estate seems like a natural evolution for one of the Silicon Valley’s best. From quitting one of Silicon Valley’s biggest tech firms in 2004 to being one of the top 50 producers in the area, Greg’s penchant for sales began with some door knocking, old magazines, and a ten-year-old’s desire to hustle.

Becoming The Sale

Greg didn’t so much as become a salesman; he naturally assumed a sales identity. Around eight years old, while traveling with his magazine-selling step-father to moto-x and boat races in the ‘70s, young Greg would hawk three-months-old magazines for a quarter. Motorhome door to party tent, he’d get the warm lead and send them to his dad for the full subscriptions.

Greg credits these childhood experiences for his comfort and enjoyment in listing appointments. “My favorite thing to do is listing appointments,” Greg explains, “But it’s sometimes uncomfortable because you’ve got to talk about your accolades, and I don’t like doing that.”

Greg doesn’t care to flex his top 50 ranking or his revenue totals. The only revenue he cares about is that first 25-cent commission that got him hooked on sales.

“People have told me that I am lucky.

I think that consistent hard work puts you in the path for opportunity, which to some may make it look like luck.”



Taking the Leap

Greg knows all about risk. Married with two beautiful children under four years old, Greg decided to leave his successful tech sales job and his corner office to pursue a career in residential real estate. At a “monumental family dinner,” Greg remembers telling family friend, and Orange County real estate broker, Joel Cashell: “I don’t love what I do. What am I going to do when I grow up?” Joel simply responded, “You need to be in residential real estate.”

Three months later, Greg had his license, joined Intero, worked his last day at his old job, and snagged a luxury listing with one of his previous coworkers. That coworker chose a rookie agent because, as he said to Greg, “You’re the best sales guy I’ve ever met.” A second listing in his first month came from within his sphere of influence of the 100 people in his contact list.

And what has Greg’s 15 years in real estate provided? We can look at his track record for evidence (believe us, it’s there), or we can take his word for it: “I love it. I get up every morning and know my purpose.”

Success Through Relationships

Greg credits much of his success to his ability to build and maintain relationships. Whether he was remaining authentic and transparent in a room full of Ph.D. scientists when he was a tech salesman or helping a client by babysitting their children, Greg is passionate about people. Sales is simply a happy by-product of his people skills.

“If they know you, they’ll say hello,” Greg begins his favorite axiom. “If they like you, they’ll go to dinner and have a drink with you. But only if they trust you, they’ll let you sell their home.”

That trust is what Greg relishes. He prides himself in remaining authentic and having high ethical standards through every situation. His results and his reputation are the results of placing people above profits: “Just focus on delivering the best possible service and results for people, the money will follow.” When asking Greg about his rankings, he gets a bit uncomfortable and states, “I’d rather have other people talk about them than me.”

No “I” in Team

While every team needs a leader, no team can win without cooperation and mutual support from its members. Balanced work and home life are one of the hardest things for many real estate agents and entrepreneurs. It appears that Greg has mastered this asset. He has a long term trusted assistant who is instrumental in allowing him to focus on delivering a concierge level of service to his clients while maintaining an overall balance in his life.

A certain calmness and serenity exude from Greg when talking about his balance between work and home. His advice for achieving work-life harmony? “Having a supportive partner is essential.” Lisa understands what it takes for Greg to run efficiently on all cylinders. “Lisa has never wavered on

her support and understanding of my crazy real estate schedule and lifestyle. I have a terrific life, an amazing wife and two beautiful kids...I am a very fortunate man.”

Life experience has allowed Greg to master his trade. A foundation of top-notch local market knowledge layered with honed sales and relationship skills may seem to come naturally to Greg, but years of dedicated focus and hard work play an integral role.

“People have told me that I am lucky. I think that consistent hard work puts you in the path for opportunity, which to some may make it look like luck.”

Greg began his real estate career with Intero in 2004. He was awarded “Rookie of the Year” out of 2000 agents at Intero and just a few years later “Chairman’s Circle” for being a top 1% producer nationwide at Intero. After ten years, he moved over to Keller Williams. Greg has been the #1 Individual Agent for Keller Williams Luxury Division the past two years and was the #5 Individual Agent for Keller Williams International. He currently sits in the top 50 of all agents in the Silicon Valley.



MARY CLARK

competitions are fun ◀◀

COMPETITION WINNER



Mary Clark is the winner of the competition launched at the Real Producers Powerhouse Goal Setting Workshop. She earned a \$250 Cutco Gift Certificate and this page in both publications. Thank you, Mary, for your participation. We could not do what we do without agents introducing us to the best vendor businesses in the area.

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