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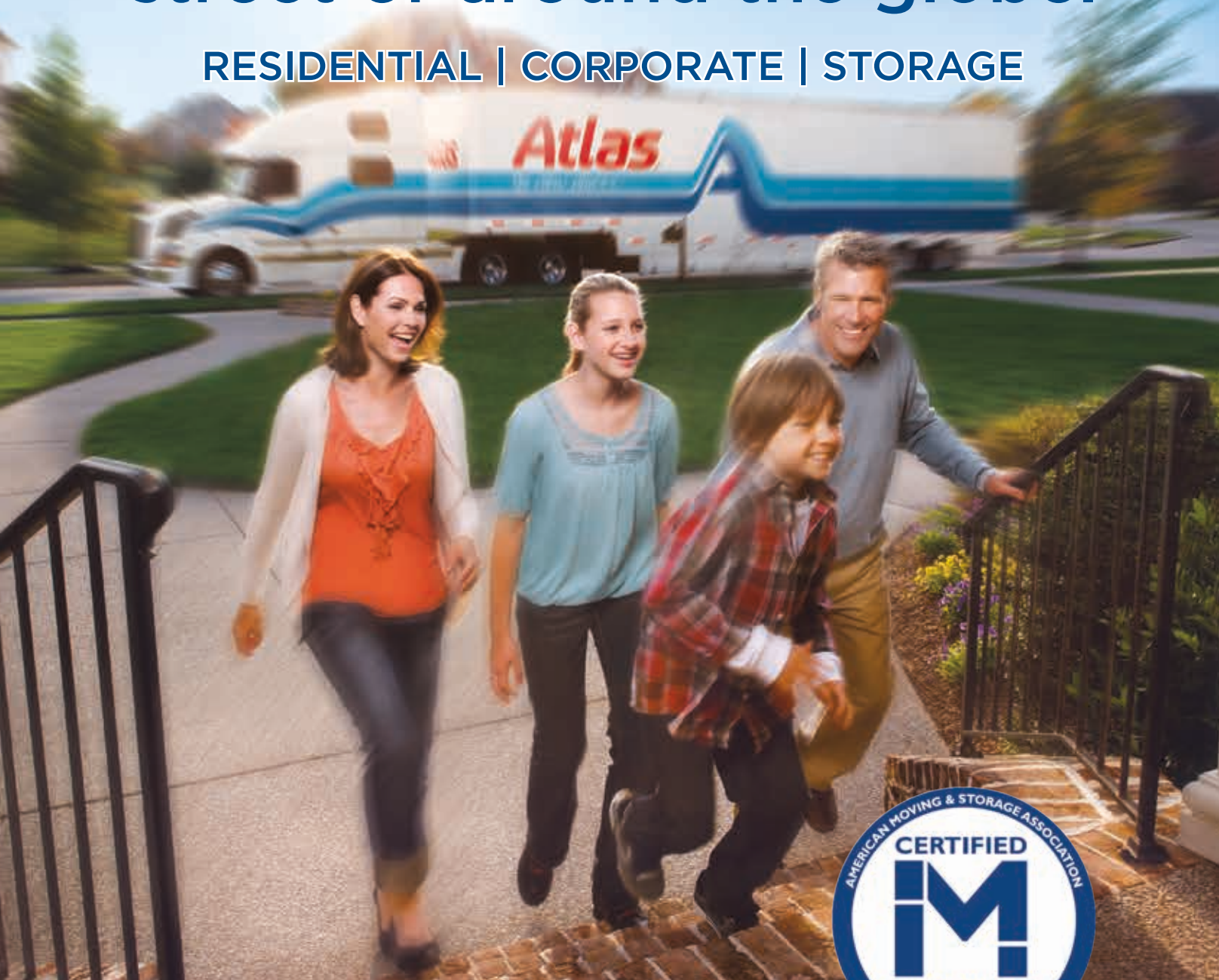
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## MEET THE SILICON VALLEY REAL PRODUCERS TEAM



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▶ publisher's note

# Our Anniversary

*"The price of anything is the amount of life you exchange for it." - Thoreau*

Real Producer Family,

I've given one year of my life to go all in on people I believe in deeply.

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What this letter is about is the other story. The one about the car accident on June 29th, 2018.

Approximately two weeks after the first issue of the Silicon Valley Real Producers publication hit mailboxes I was involved in a four-car accident. I was in a ride-share, and that vehicle was rear-ended. The car I was in took the impact and then slammed into the car ahead of us - setting off a chain reaction.

Upon impact, my head was thrown backward and struck the car seat. Hard.

I have a lot to share about what I learned from that point forward. That's why I am writing this publica-

tion note. I wasn't prepared for this accident. I wasn't ready for the next year of my life.

I had some challenges figuring out the path forward.

I was diagnosed with Post-Concussion Syndrome. It's a real thing. The NFL awarded a huge settlement to its players.

I lost my short term memory. No film was running. Nothing.

If you Google PCS you'll find a list of symptoms. I had them all.

In the weeks following the accident I was told to sleep. I pushed instead. I was always looking for the line between work and exhaustion. I'd often go too far and need massive blocks of sleep to recover. My critical thinking ability was way off...my cognitive therapist put a piece of paper with triangles in front of me. She asked me to count them. Easy. "There are 12," I said. It turns out there were 13. She put a maze in front of me..." find the path with your pencil without lifting it." I was unable to.

I couldn't read or type properly. I'd miss entire words. I'd lose my point.

My energy level... one day I worked for 3 hours, and then I slept for 19 hours. 19 hours. That's been my life for the last year. Work. Sleep. Work. Sleep.

Oscillating between my goals and my recovery.

Today... My vision is impaired. My eyes still start to tingle when I work on my computer.

My ears ring. All the time...yea. Not great.

The interesting thing about these symptoms is that having to cope with them over the last year becomes a relationship.

I know them intimately.

I started to approach each one pragmatically.

I won't go into details but there is a path forward from each challenge.

You inspired me. Your stories became my inspiration.

I gave everything I had left to build this platform. I went all in. "I guess the question is was it worth it? YES

I recently heard "don't take it personally" during a passionate exchange (argument). I replied..."this is my entire life right now...it is personal."

I did it for my wife. I did it for me. And I did it for you.

Thank you for participating.



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▶ profile

By Zach Cohen  
Photos By Hyunah Jang

# samit SHAH



## ON THE PATH OF SELF STUDY

*"I have this vision of looking at the business or client in a different manner. People see that. When we serve when we do business, people recognize that."*

Samit Shah arrived in the United States from India in 1991 to attend college, and it wasn't until 2012 that he closed his first real estate transaction. For Samit, real estate is a third career; he's built and run two companies before devoting himself to real estate full-time.

### On the Path

After graduating from San Jose State University, Samit extended his education by attending pharmacy school at the University of the Pacific in Stockton. He worked in a hospital for a short period but quickly discovered that it wasn't aligned with his path forward.

"So I started a business selling medical equipment," Samit shares. "X-rays, CT scans, ultrasound, MRIs. I was exporting from here to India and selling equipment over there."

Due to challenges around customs regulations, Samit eventually shifted gears, leaving medical equipment sales behind and beginning a second business in data management and medical transcriptions. "We take voice data from doctors here, send it to India, create reports overnight, and it comes back."

That was in 2000; in nine short years, Samit had graduated from San Jose State, went to pharmacy school, and started two businesses. He would go on to grow his medical transcriptions

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business to over 150 employees managing transcriptions for over 80 facilities.

Samit still overlooks his medical transcriptions business today, but his passions have evolved. Today, it's real estate full throttle.

"My business was so automated, on such cruise control," Samit says. "I had so much time at hand. I wanted to do something that I could utilize my time and hold flexibility as well." Samit also has an eye on the future. He's well aware of the growing technological advances in voice recognition software, and the transcription business has already started to enter a slow decline.

But largely, his decision is about passion and effectiveness. "I wanted to utilize my time efficiently," Samit repeats.

**A Real (Estate) Calling**

Samit's uncle was a real estate agent, inspiring him to look deeper into the profession. After determining it was a good fit, he made the plunge.



"And, it started fabulously," Samit says. "So this is becoming my 100% business."

"My first year I sold maybe two houses, one for my sister and one for my cousin," Samit adds with a hearty laugh. While he was primarily working with buyers during the first few years, Samit has shifted his focus to becoming a listing agent. Today, around 60% of his business comes from listings.

"All top producers are listing agents," he says. "I did a lot of geo-farming. My approach is multilayered marketing. I'm geographically focused."

It took until 2018 for Samit to begin to build out a team, an intentional decision to act with patience.

"I was hesitant because I didn't want to manage people. I was doing well on my own," Samit explains. "I took my time, and I'm still taking my time. I'm slow because I want people who can stay with me for a long time and provide value."

**Self Study and Introspection**

"I am passionate. I enjoy what I do. I think all successful people love what they do. Otherwise, they wouldn't be successful." Samit's passion extends far beyond his real estate business. He's a family man (he has a wife and a 16-years old daughter), an outdoorsman, and spiritual seeker. For over 25 years Samit has been involved with the movement of Swadhyay, meaning the study of self for the spiritual quest – the way of living, way of thinking, and way of worship.

Samit dedicates both his time and his resources to the movement. "This has shown me a path in personal and professional life," Samit says.

For Samit, his greatest asset both in and outside of the business world is his name. The decisions he makes are not always based on money; they are based on credibility, honor, and longevity. "I only think about the client's best interest and nothing else. It's nothing for today or tomorrow; it's years down the road, that your name should be there."

"I want to create my personal value in such a way that even if I don't have money, business, personal possessions or power, people know that I am a nice guy and they want to be associated with me. That's how I want to be known."

# Chris TRAPANI



## 1% FOR GOOD

"I'll call it providence or serendipity. It's the sort of experience we may only read and wonder about; if you risk all that you have for what you believe, then who and what you need will show up, and only just in the nick of time. When we read such provocative thoughts, our natural inclination is to doubt. The coward inside all of us wants to say, 'Only in books and stories, this can't really be true.' Yet,

in order to realize and experience the truth, we must have the courage to take that first step in faith. I call that point between doubt and decisive action, 'the faith gap.' Each time you fill this faith gap by following your calling, which is seemingly always in the face of fear and doubt, the more your belief will strengthen like a muscle."

Chris Trapani grew up in Saratoga and followed in the footsteps of a long line of Silicon Valley entrepreneurs. His grandfather was a real estate broker in the Willow Glen area of San Jose from the late 1940s until his passing in the early 1980s. His father, Marko, was a worldwide leader in insurance sales and pioneer of the card room industry, introducing the now mainstream Texas Hold 'Em in Palo Alto, California around 1974.

In 1990, at the age of 24, Chris launched his own entrepreneurial career in real estate sales, and by

the age of 33, he led one of the top-ranked real estate offices in the country. At 35 he became Coldwell Banker/NRT's youngest president in the nation, overseeing it's Silicon Valley and Coastal Regions.

By 2006, Chris found himself seeking something more meaningful. He reflects, "At this time, Ryan Iwanaga and I peeled away from our former company. There were a lot of wonderful people, tremendous experiences and relationships there, but we were hungry for something more organic, with a hyperlocal sensibility, and with a soul."



### Finding His Calling

Admittedly, Chris and Ryan weren't quite able to articulate precisely what it was they were setting out to do early on. Still, they felt the need for something fresh and a longing to bring back the days of locally focused, community-minded businesses that didn't prioritize the bottom line above all else. They were intrigued with the progressive (at that time) idea of how a for-profit business might make a positive social impact.

"Much like today, there was a great deal of real estate brokerage consolidation in the late '90s," Chris recalls. "Many of the most prominent, family-owned brokerages were acquired. This ultimately resulted in unmanageable challenges and disconnects within those aggregated companies, specifically between the massive firms, their agents and the community. Sereno Group's priority system was in complete contrast in that we took a socially responsible approach, rather than a classic for-profit business philosophy. Turns out this res-

onated with a good number of like-minded agents and is more relevant today than ever."

Chris and Ryan met as kids in 1976 on rural Sobeys Road in Saratoga. Now they came together 40 years later with a collective dream and spirit. "We were seeking to create a business with a different purpose and soul, and search out the meaning through the business. We truly believed business success would simply be a by-product of our purpose, and it's been exactly that."

"Real estate just happened to be the business we were in," Chris continues. "To set out in pursuit of making meaning versus making money can create magic within any business. One of our early reads was *The Art of the Start* by Guy Kawasaki. In that book, he introduced us to the idea that creating a substantial business happens by setting out to make meaning, not money. That idea deeply resonated with us and we've had to be intentional about keeping our hearts and focus on this objective."





1% for Good at Live Oak Adult Services Day Care in Willow Glen

In 2006, Chris and Ryan brought their vision to life and began the journey to create Sereno Group. With 27 fearless agents, they opened their doors in Los Gatos. Inspiration and excitement were high, but they still needed something more that offered tangible evidence of the purpose they sought.

**Inspiration Strikes**

“I was at Border’s bookstore in downtown Los Gatos,” says Chris. “I’m in the business section, scanning all the books, seeking something, anything, to jump out or speak to me in a considerable way.”

That something was a surfer on the cover of *Let My People Go Surfing*, by Patagonia founder Yvon

Chouinard. A surfer himself, it caught Chris’s attention, as he wondered, “Why is there a surfing book in the business section?”

“At that moment, I could never have imagined the depth of what was there. I reached for the book as I noted it’s bright, orange backing which read: *The Education of a Reluctant Businessman*. I dove into the introduction, and then down a paragraph, Yvon begins talking about how often business priorities can be really short-term and actually do harm to people and the environment. Basically, it becomes a focus on profits at any cost. “Referring to the very short term, bottom-line, profit-driven mentality we challenged ourselves to work away from,” says Chris.

“I was reading this, and Yvon starts talking about how a company can do a lot of good things, employ people, enrich people’s lives and make a profit, and without losing its soul. I was like, ‘What?!’ I never heard of a business being described as having a soul, but I wanted to understand every aspect of its meaning. This was a concept I wanted to embrace and believe in well before I ever read those actual words, but we had no proven example to follow where this had ever been done sustainably before.”

As if struck by lightning, chills ran through Chris as he realized that Yvon Chouinard’s example was perfectly aligned with their vision of quality, sustainability, giving back, and community focus. It was, basically, leading an examined life, which Yvon himself admits, “can be a pain in the ass.”

“How can we create a socially conscious culture, be people and community-focused, create an impressive, sustainable business, make a profit, and not lose our soul?” It’s a big question, yet Chris knew there must be an answer.

“I sprinted back to the office with this book and said to Ryan, ‘This is our path. This is the guide for our journey.’”

**Bringing the Vision to Life**

Chris and Ryan have since bought thousands of copies of *Let My People Go Surfing*. They traveled down to Ventura to meet with Yvon after corresponding through handwritten letters. “He was as humble as they come,” Chris says. The ideas presented by Yvon offered a path that allowed them to create what would ultimately become Sereno Group philanthropic entity, 1% for Good.

In 2002, Yvon had co-founded the organization 1% for the Planet. “Their idea was to give 1% of gross revenues to environmental causes,” Chris explains. “Their idea was to create a transferable philosophy that other businesses could emulate. They did it to create awareness, make an impact, and influence other businesses to look at their ‘why’ for being in business in the first place. We love and embrace this idea still today.”

“That really struck a chord in us. We thought, ‘Huh, could we figure out a way to take 1% of our gross commissions and apply that in similar ways?’”

Yvon invited Chris and Sereno Group to join him in 1% for the Planet, but after careful consideration, Chris and his team decided to broaden the scope of their program. “We thought about that, and while environmental issues are critically important to us, we felt if our agents have control and flexibility in where the funds go, it would be more collaborative, fluid and organic.”

With vision and clarity, 1% for Good was born.

“My fearful, old-school business mind attempted to take back control, thinking, ‘I didn’t even run these numbers yet (how it would impact our profit and loss statement donating 1% of gross commissions -- meaning both the agents and Sereno Group contribute their respective share). I don’t know how this is ever going to pencil,’” Chris recalls. “I was questioning it a little bit, but then I thought, ‘Let it go, let it go, man. This is what we set out to do. Just trust.’”

**1% for Good**

“It’s incredibly hyperlocal. Often times, it’s the biggest checks these groups have seen,” Chris says.

In an effort to support the best of the community, Sereno Group pledged to give 1% of their gross commissions to charitable or community-minded groups committed to making a positive difference in local communities. The organizations are chosen by the local agent teams and offices each quarter.

“For the last five or six years, we have been a top 50 corporate giver in Silicon Valley,” Chris says. “For a company our size, a modest size, and considering the space we’re in, that we’re among some titans of industry, that makes me really proud. That’s one ranking that matters most to us. In 10-20 years or so, no one will remember the names of the agents or firms which sold millions or billions in real estate. However, people will remember the impact programs such as 1% for Good had. If we can move the needle by helping others, influencing even one more person or business to prioritize people and community over profits, then we have done what we set out to do.”

“It’s adding up. We now give \$500,000 to \$600,000 a year. Our goal is to eclipse \$1 million a year in giving by 2024. When I look at the impact of that money, I think that’s pretty remarkable and humbling. To date, we have donated over \$2.5 million and counting.”



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Written by Briant Wells

# MATT TENCZAR



## Matt Tenczar, Alain Pinel Realtors Quotes

On the parade in Luxembourg. “It’s provided me with a love for this country that we just don’t see stateside. Back then, the parade had 10-story buildings draped with American flags everywhere. I was never prouder to be an American than at that time.”

“We are paid well. If I was selling a home and was hiring an agent, I would expect a lot from them. I would expect to personally talk with them and not a surrogate. I am very personable and hands on. Whether you are the client or the Realtor, you will always deal with me. Always.”

## Beyond Real Estate: Matt Tenczar’s Family Is His Success

### Humble Beginnings

If there were one word to describe Matt Tenczar, it would be service. Matt found at a very young age that he enjoyed serving others. In his youth, he enjoyed playing sports -- soccer, baseball, water polo, and competitive swimming. At the age of 16, Matt discovered his enjoyment of serving others when a parent of an 8u boys soccer team needed help coaching his team. None of the other parents were available to help, so Matt volunteered. As the season progressed the head coach for the team relied more on Matt and soon he became the head coach.

His leadership took these boys to the semi-finals of the state championship.

This was the beginning of Matt’s dedication to serving others.

Shortly after High School, at the age of 19, Matt started his first career working for a home improvement company called Pay ‘n Pak. Within his first 6 months, he was promoted to the sales floor where he designed kitchens and bathrooms. Matt quickly became one of the best salesmen in the company and often jokes that he was the best toilet salesman in San Jose. Matt’s success and dedication were soon recognized by the CEO, and he was presented the “Selling is Service” award. This award was the highest honor the company offered, and Matt was the youngest person ever to have received it.

### A (Higher) Patriotic Duty

Matt joined the Air Force with a determination and a plan. He recalls walking into the recruiter’s office and saying, “If you can get me these three things I will join right away: First, I want to work on or near the planes. Second, I want to work in electronics. And third, I want to go overseas.” The recruiter came back and said, “I got you a spot on the flight line to work as a weapons systems specialist, and you will be stationed in Germany.”

Matt signed the papers and two days later, he was on his way to boot camp. From there he went to Colorado before finally being stationed in Germany. About a year later, Matt again stepped forward and volunteered to be deployed to Spain to participate in Desert Shield and Desert Storm.

One of Matt’s fondest memories of his service was how grateful and proud he felt to be an American. This took place in Luxembourg’s annual military parade to celebrate George Patton’s birthday. “It was so unbelievable to be in a foreign country with American flags draped on all of the buildings and people cheering all around me. It makes me cry even today. We are such a greater country than people give us credit for.”

Matt is very nostalgic about his time in Europe, marching in the parade, experiencing the before and after of the Berlin Wall, and enjoying the 100th anniversary of the Eifel Tower:

Matt’s time in Europe afforded him a newfound reverence for America and the value of teamwork. The transition from military to civilian life was difficult as Matt missed the camaraderie and routine that defined his military service.

After five years of serving his country, Matt’s mom suggested he go into real estate. He got his license during the transition time back into civilian life and joined his mother, a top-producing real estate agent in her own right. They formed The Tenczar Team and would work together for the next 20 years, becoming one of the most formidable real estate teams in the San Jose area.

Transitioning from military life to civilian life selling real estate was not easy. Matt soon realized that life in real estate could be void of teamwork and mentorship. Even though he worked with his mother, he sought out the assistance of other agents in order to learn more about the real estate business. He recalls asking other agents questions about how they would write a contract, and not one person would sit with him for even a minute to answer his questions. His coaching, management, and military experience showed him that cooperation and teamwork is the best way to work and vowed never to do that to anyone else.

“My door is always open, and I will do anything I can to help any fellow Realtor, any time.” This philosophy has been a part of Matt’s business for many years. “Helping and serving others is what I love to do.”

### Family Comes First

Matt is a family man, first and foremost. Married for over 23 years, he has a wife and four kids and is proud that his eldest daughter is attending college now. He’s sacrificed business opportunities by putting his family first, almost always making it home for dinner.

Matt expressed that he loves selling real estate and said that real estate is a very demanding business. “There are times when you must work 12 to 15 hours a day, and sometimes your family must be patient. But even as demanding as it can be, it is also very flexible,” Matt says. This flexibility allowed Matt to spend a lot of time with his kids, volunteering as a Scout leader with his son and participating in Adventure Guides with his daughters. “Those were great years.”

Recently, Matt’s son was diagnosed with cancer. This diagnosis firmly cemented Matt’s belief that putting his family first is one of the most important things a person can do. He is extremely grateful for his real estate career and the flexibility that it affords.

Matt explained how watching his son battle cancer has been a real eye-opening experience. His son’s strength and determination have shown him what a real superhero looks like.

“Selling real estate is hard but battling cancer is even harder. My son is my superhero,” Matt says. This battle has been hard on Matt’s family, and he thanks God every day for them.

“I would encourage any agent not to sacrifice your family for the business. Miss out. Sell one or two fewer houses. Make sure that your family comes first. That is what I want people to be aware of. You can sell \$100 million in a year, but if you don’t have your family, none of it matters. I am not the \$100 million producer, but I have my family, and that’s more important.”

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# KIM RICHMAN

By Kasey Schefflin-Emrich

Since 1990, Kim Richman has been associated with some of the area's most prestigious real estate brokerages, both as a sales associate and manager. In almost three decades in real estate, Kim has put together quite the resume. She's been recognized as a top 1% agent in Santa Clara County and was named America's Best Real Estate Agents by RealTrends from 2014-2018.

A Silicon Valley native, Kim gained her first sales experience as a jeweler. At 16 years old she landed her first job, and with hard work and a passion for helping others, eventually became the manager of her own store at just 26. Kim's transition to real estate began in 1989 following comments made by one her co-workers.

"My assistant manager drug me off to real estate school saying, 'You've done all you can possibly do here in the jewelry business. You need to be selling million dollar houses!' She was right."

One of Kim's many responsibilities during her time in real estate management has involved recruiting agents. "An agent's success is not predicated on whether they like people or houses, although that's a plus. It's their business acumen and their work ethic that determine their success. Real estate is a very unstructured business, which is why so many people flock to it. They want the freedom of calling their own hours and shots. But it's that freedom that can also be their demise. If they don't treat it like a business with the focus of a real job, they are not going to make it."

With kindness, enthusiasm, and keen business sense, Kim has positioned herself as an invaluable asset to clients and the real estate community alike. At the beginning of her real estate career, Kim said she "was very enamored with the players in real

estate and the people they serve," and the feeling still rings true years later.

"I love what I do," Kim said. "It's more about the people than anything else."

#### FAVORITE SAYING

Kim has lived by the old saying of "Don't ever judge a book by its cover."

"I learned that in the jewelry business. My best clients, my biggest spenders would walk in wearing overalls."

#### GIVING BACK

Kim is a huge supporter of the schools and many other local charities and organizations in the Silicon Valley. She donated over \$40,000 and 70 hours in 2018 alone. But the coup de gras was a service trip that she and her family took last summer to Peru, where they built greenhouses for the villagers with The Andean Alliance for Sustainable Development. "Every night my children thanked me for the amazing experience."

#### TAKING A BREAK

In Kim's downtime she likes to work out, hike, snow ski, travel and spend time with family and friends.



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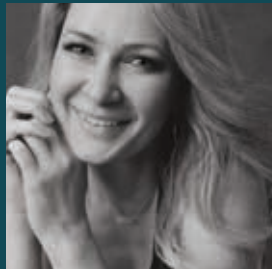
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From the beginning, Amy Felix has had the drive to build things that help others.

Now, as head of EPIC (Empower People Impact Cultures), Amy draws on her sense of curiosity, creativity, and abundance to construct a better world.

#### **EARLY BLUEPRINTS**

Amy has always had a good idea of her direction. “When I was little, I didn’t really know the word architect, but I loved buildings. My mom and I visited model homes,” Amy remembers. “I loved the buildings and all the designs. It fascinated me. At the same time, I always wanted to run my own business.”

She took action.

“As a six-year-old, I did drawings for my family and charged them a nickel or quarter for them,” she smiles. “Then, when I was 12, a neighbor and I created our own neighborhood newspaper and sold little subscriptions. And I had a lemonade stand, too.”

Amy’s entrepreneurial side continued. At 18, she entered sales with Cutco — a pursuit she enjoyed while earning her architectural degree at Rensselaer Polytechnic Institute in Troy, NY. During a couple of college summers, Amy lived on the island of ...



•••

Guam, running a Cutco branch office there — an experience that taught her a lot about business.

After college, Amy began her architecture career and completed her first Ironman. During the first four years, she worked at a couple of architectural firms, where she continued to learn and hone her talents.

While she enjoyed the experience, Amy says, “I felt like I wasn’t learning how to really build. Even though I was close to getting my architect’s license, I thought even if I got the official architect label, it wasn’t going to be what I wanted, unless I knew how to actually build.”

**PUTTING IT TOGETHER**

Amy went to work for a home builder and became fully immersed in the building process.

“It was amazing. I was able to get on a job site at the very beginning when it was literally dirt,” Amy recalls. “And that had always been my goal to see a project go from dirt to people living in it. I totally hit my goal and learned so much. I made a lot of friends on the construction side. And my favorite subcontractor was our concrete company,” Amy points out.

Soon, Conco recruited Amy, and she went to work with them -- and continues her work there today.

“They’re really awesome,” she marvels. “They’re very progressive with technology. Part of what I do is overseeing all the 3D modeling used on the estimating and construction management side. I also am the one in charge of coordinating all the design-build projects, which is a unique opportunity I love.”

**BUILDING PRODUCER**

Three years ago, Amy founded EPIC. In the process, her leading role at EPIC is one she calls a Building Producer.

“It’s like a movie producer — someone who’s directing and coordinating. That’s where I come in,” Amy explains. “Yes, I’m trained and licensed as an architect. I have some understanding of engineering concepts, and I have field experience as a construction manager. But my strength, and what EPIC does best, is we’re a production company. I always see architects, engineers, and contractors looking to someone else to make the decision. Not me. I’m the opposite. I take responsibility for fully



coordinating with everyone involved and produce a well-executed building .”

EPIC provides traditional architecture & entitlement services for ground-up construction projects, peer reviews, and innovative 3D production models.

“We’re problem solvers. We really like to bridge the gap,” Amy emphasizes. “This industry has a lot of great, really smart people ... but I’m interested in them



talking more to each other — making it more of one voice and one plan.”

EPIC has developed several projects that give back. Amy’s current favorite project is one with a church. In fact, Amy just started a partner foundation for EPIC so that a percentage of each dollar earned goes towards causes she’s passionate about.

As Amy says, “I’m very socially driven. If I can find a way to be even five to ten percent more efficient with some projects, I could channel that money toward good causes and have a really great social impact.”

**PERFECTLY JOINED**

A foundational, positive impact on Amy’s life is her marriage to Real Producers Publisher Mitch Felix. The two met when they were with Cutco years ago, and were married last August.

“I feel so lucky that we get along in so many different ways. We have a very good business relationship. Even before we were dating, we were co-workers and friends in sales. We talked about strategy or philosophy together,” Amy smiles. “It’s such a nice treat, really, to know that we support each other so strongly.”

Amy looks forward to the future and her evolving role as a Building Producer.

“Right now, there’s so much innovation, and there’s a lot of opportunities,” Amy says. “There are still so many things in the way buildings are designed and built that are the same as decades ago. I just want to make a positive impact in the world.”

With a fresh perspective, Amy Felix is building ... and making a difference that promises to be — EPIC.

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# Jennifer Yi



...



# THE MINDSET OF SUCCESS

By Zach Cohen  
Photos by Hyunah Jang

*“We are, as human beings, one of the only species that still have their parents’ protection once we are born. Other species are born and run. We get used to those protections. We’re not willing to move forward ourselves. We have to be able to break through that comfort zone... Our limited self-belief is what stops us from moving forward and being successful.”*

Eighteen years ago, Jennifer Yi landed in the United States from her home country of Taiwan with two suitcases in hand. She planned to stay in California for a month, take classes in English, and return home.

That was over 20 years ago.

While taking ESL classes, Jennifer became enamored by the learning process. She expressed

interest in taking courses on more than just language and ended up enrolling in computer classes in Sacramento. Jennifer would end up staying in the US, where she completed a degree in IT and built a career in the technology industry.

“It was a really fun journey that I didn’t expect, didn’t plan. I just walked along the way. I think I was blessed from God,” Jennifer explains.

18+ years later, here she is, thriving in Silicon Valley.

## The Mindset of Success

After a successful career in IT, Jennifer ended up at home with a challenging bout of physical ailments. When she was ready to return to work, she decided that real estate was her path forward. She was primed for a change.

“Real estate has been a passion since I was little,” Jennifer recalls. “This is the work I really wanted.”

“There’s a lot of negativity out there. How I can break through those obstacles and move even further, higher?”

## Building the Foundation

Each morning, Jennifer begins with a set of affirmations.

“In reality, everyone can achieve greatness,” Jennifer explains. “We have the potential. By changing your mindset, you can change everything.”

Coming from an immigrant who began in the business four short years ago, Jennifer’s outlook is particularly inspiring. She’s a lifetime learner, a self-proclaimed seminar junkie.

She’s also acutely focused on giving back, both inside and outside of the real estate business. In an effort to share the gifts she’s so grateful to have obtained, Jennifer supports children around the world.

“America is a rich country,” Jennifer explains. “Seriously. We are in heaven, and a lot of Americans don’t know. If you ever look around the world and see the kids, the type of environment they grew up in - they are still happy. I need to support those kids. Growing up in Asia, I know they need help.

“God created this earth for everybody to share. People think we own it. But you don’t own anything. There is nothing you can own.”

After a challenging first year, Jennifer has steadily increased her business each of the past four years. In 2017, she closed 25 transactions.

“Never give up,” she proclaims. “I had many challenging experiences being an immigrant and starting in this business. I cried the first year. There’s a lot of rejection in this business. But I told myself if I don’t go back I will never get up again. So I went back. It’s all about the mindset. How you handle the objections and get through obstacles.”

Jennifer credits her mindset for the success she’s achieved. By incorporating lessons learned from the greats such as Tony Robbins, Jennifer has found that the path to success originates from within.

“I’m a learner. Real estate isn’t about money for me. It’s about self-growth, and how I can challenge myself. I’ve grown tremendously. The sky is the limit. I want to continue to challenge myself. Every day I’m filling my mind with a positive thought.

Jennifer works to consistently apply these concepts of contribution to her real estate business. She treats her clients with heart. She doesn’t push anyone to make a decision. “My job is to provide them with information. They are the decision maker,” she explains.

## Vision of Growth

“I’m never satisfied. I still have a lot of things to learn and goals to reach. There is no limit for me to grow,” she explains. “The numbers are the challenge for me, but not the ultimate goal.”

Four years into her real estate journey, Jennifer is as adamant as ever about achieving success. And yet, she is able to look beyond the numerical measurements of success. For Jennifer, joy is the ultimate objective.

“Life is unpredictable. You have to be happy every day with what you have.”

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Brendan Hsu and his team from Aerial Canvas provided photography & video support



Jonathan Hanhan and CSR Commerical awarded a bottle of 2016 Daou Soul of a Lion magnum





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# WAYS A COMPANY CAN SPEND \$3 MILLION:



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**UPGRADE THE OFFICE WITH FANCY FURNITURE AND GADGETS**



**GIVE THE C-SUITE A NICE RAISE**



**ENABLE THE RESCUE OF THOUSANDS OF HUMAN TRAFFICKING VICTIMS WORLDWIDE**

For N2 Publishing, the company that brings you this publication, how to spend \$3 million is a no-brainer. Since 2016, we've donated 2% of our revenue to deserving nonprofits that, through unparalleled expertise and dedication, both prevent the slavery of men, women, and children and rescue current victims of sex trafficking and forced labor around the globe. Our latest giving amount, gifted to our nonprofit partners in December of 2018, is \$3 million.

**This brings N2's lifetime giving amount to more than \$8 million.**

While it could be tempting to spend that money elsewhere, being part of the fight against human trafficking is some of the most important work we could ever do. At the heart of N2 Publishing is a passion for enabling people – our team members who help us give and the human trafficking victims who receive – to live better, more fulfilling lives. N2's giving program, known as

N2GIVES, allows us to do this on a global scale. Because of N2's financial support, worthy organizations around the world are able to rescue thousands of trafficking victims, giving them hope for a new future and reminding them their lives have value and tremendous worth.

We owe a giant thank you to our readers, advertisers, and team members who made this gift possible. Like most businesses, we owe any success to the people we work with and, in our case, much of that "success" is found in the difference we make in the lives of trafficking victims. That would not be possible without the loyalty of readers, the support of advertising partners, and the hard work of our team members.

Visit us online to learn more about the company behind this publication ([n2pub.com](http://n2pub.com)) and how our corporate giving program brings hope to the hopeless ([n2gives.com](http://n2gives.com)).

# TOP 200 STANDINGS

Rankings January 1, 2019 - April 30, 2019

#	Agent	Office Name
1	Deleon Team	Deleon Realty
2	Andy Tse	Intero
3	The Hanna Group	Intero
4	David Troyer	Intero
5	David Lillo	DPL Real Estate
6	Robert Johnston	Marcus & Millichap
7	Ducky Grabill	Sereno Group
8	Boyenga Team	Compass
9	Bill Gorman	Coldwell Banker
10	Mary Tan	Coldwell Banker
11	Valerie Mein	Intero
12	Ryan Gowdy	Compass
13	Xin Jiang	Compass
14	Marc Roos	Sereno Group
15	David Welton	Compass
16	Kathy Bridgman	Compass
17	Ying Liu	Intero
18	Mini Kalkat	Intero
19	Mei Ling	Sereno Group
20	Steve Mccarrick	Coldwell Banker
21	Coco Tan	Keller Williams Realty
22	Greg Simpson	KW Bay Area Estates
23	Royce H. Cablayan	Sereno Group
24	Juliana Lee	Keller Williams Palo Alto
25	William Lister	Coldwell Banker
26	Young Platinum Group	Golden Gate Sotheby's Internat
27	Al Moridi	Intero
28	Anson Ip	KW Bay Area Estates
29	Amy A. Mccafferty	Compass
30	Andy Sweat	KW Bay Area Estates
31	Nevis And Ardizzone	Compass
32	Rebecca Yen	Coldwell Banker
33	George Montanari	Compass
34	Therese Swan	Compass

#	Agent Name	Office Name
35	Angie Cocke	Century 21 M & M And Assoc.
36	Erdal Swartz Team	Sereno Group
37	Greg Celotti	Compass
38	Julie Wyss	KW Bay Area Estates
39	Mark Chiavetta	Coldwell Banker
40	Jordan Mott	Intero
41	John W. King	Keller Williams Palo Alto
42	Bret A. Maryon	Intero
43	Donald Knight	Coldwell Banker
44	Dominic Nicoli	Intero
45	Jessie Li	Intero
46	Connie Miller	Compass
47	Dave Clark	Keller Williams Realty
48	Nancy Goldcamp	Coldwell Banker
49	Mike Strouf	Intero
50	Michael Huang	Coldwell Banker

**Disclaimer:** Ranking information is supplied by a third-party and is based on reported numbers in Santa Clara County only. It is provided solely as a complimentary service and is believed to be accurate but is not guaranteed by Silicon Valley Real Producers, SCCAOR, or N2 Publishing.”

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N2 Publishing – the company behind every Real Producers magazine – believes in a future where everyone is free. This year, we donated 2% of our revenue, or \$3 million, to support nonprofits that rescue and rehabilitate victims of sex slavery and forced labor. And it was only possible because of the support of our industry partners and engaged readers. **Because of you.**

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# TOP 200 STANDINGS

Rankings January 1, 2019 - April 30, 2019

#	Agent	Office Name
51	Rebecca Lin	Maxreal
52	Lan L. Bowling	Keller Williams Palo Alto
53	Joe Velasco	Compass
54	Mark Burns	Referral Realty
55	Shawn Ansari	Compass
56	Mitchell Zurich	Marcus & Millichap
57	Christina Khosrowabadi	Realty One Group Infinity
58	Rigo Bracamontes	Intero R E Services
59	Minhua Jin	Coldwell Banker
60	Kiersten Ligeti	Compass
61	The Resolve Group	Compass
62	Perry Group	Sereno Group
63	Rabia Alizai	Coldwell Banker
64	Vinicius Brasil	Keller Williams Realty
65	Eric Fischer-Colbrie	Intero
66	Alex Wang Group	Sereno Group
67	Alana Lam	Intero
68	Lynn Burnett North	Compass
69	Amanda Vang	KW Silicon City
70	Jennifer Paulson	Sereno Group
71	Dennis Loewen	Metis Real Estate
72	Nicki Banucci	KW Bay Area Estates
73	Denise Simons	Compass
74	Sophie Tsang	Compass
75	Anita Hunter	Compass
76	Michael Mendenhall	Keller Williams Realty
77	Tom Martin	Golden Gate Sotheby's International Realty
78	Samit Shah	Intero
79	Matthew Swenson	Compass
80	Sophie Ravel	Keller Williams Palo Alto
81	Brad Gill	Nexthome Lifestyles
82	Rick Bell	Compass
83	Cole And Riese	Coldwell Banker
84	Chuck Gillooley	Compass

#	Agent	Office Name
85	Sherry Bucolo	Compass
86	Nancy Carlson	Intero
87	Holly Barr	Sereno Group
88	Renna Shee	Intero
89	Brian Bernasconi	Sereno Group
90	Bogard-Tanigami Team	Compass
91	Kathi Hammill	Compass
92	Julie Wyss	Compass
93	Cynthia Kodweis	Sereno Group
94	Tam Nguyen	PHP Group, Inc
95	Cathy Jackson	Sereno Group
96	Jim & Jimmy Nappo	Compass
97	Jordan Shea	Intero
98	Friess & Orlita Team	Compass
99	Patty Filice	Intero Real Estate
100	Kei Group	Compass

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# TOP 200 STANDINGS

Rankings January 1, 2019 - April 30, 2019

#	Agent	Office Name
101	Eddie Oberoi	Intero
102	Timothy Foy	Midtown Realty
103	Lisa Thompson	Intero
104	Kimberly Richman	Compass
105	Theresa Couture	Coldwell Banker
106	Nakul Kapoor	Intero
107	Monique Lombardelli	Modern Homes Realty
108	Daniel Gluhaich	Intero Real Estate
109	Michael Bui	Equity One Real Estate
110	Karen Nelsen	Intero Real Estate
111	Kenn Callahan	Coldwell Banker
112	Tim Anderson	Sereno Group
113	Devonna Meyer	Coldwell Banker
114	Ivan Margaretich	Intero
115	Carol Sangster	Compass
116	Rick Smith	Windermere Silicon Valley
117	Jaleh Taghipour	Intero
118	The Jamison Team	Tuscan Properties
119	Susan Hu	Intero
120	Caroline Dinsmore	Compass
121	Mike D'ambrosio	Intero
122	Kerry Sexton	Compass
123	Enrique Medellin	Paramount Realty Group
124	Bonafede Team	CSR Real Estate Services
125	Kim Abelite	Glenmere Properties Inc
126	Marcie Soderquist	Coldwell Banker
127	Ron Mason	Coldwell Banker
128	Kevin F. Garvey	Realty World - Kevin F. Garvey,
129	David Giambruno	KW Bay Area Estates
130	Bower Cole Group	Compass
131	Lee Schmidt	Realty World- South County
132	Sandie Hernandez	BMC Realty Advisors, Inc
133	Mario Ramirez	KW Bay Area Estates
134	Marty Brill	Intero

#	Agent	Office Name
135	Mou Wong	168 Realty
136	Brett Jennings Group	Real Estate Experts
137	Ryan Larocca	KW Bay Area Estates
138	Jessa Walsh	Intero
139	Joshua L. Anderson	Family First Real Estate Services
140	David & Sunny	Compass
141	Tom Yore	KW Bay Area Estates
142	Lorie Gillespie	Intero
143	Pamela Culp	Compass
144	Lori Muscat	Transpac Real Estate Company
145	David Azimi	Intero
146	Myron Von Raesfeld	Windermere Silicon Valley
147	Andrew Buchanan	KW Bay Area Estates
148	Grant,Griffith&jones	Intero
149	Kimberly Connor	Intero
150	Linda Baker	Compass

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Rankings January 1, 2019 - April 30, 2019

#	Agent	Office Name
151	John Forsyth James	Compass
152	Todd Su	Realty World-Todd Su & Company
153	Rodger Shaheen	Coldwell Banker
154	David Lindsay	Coldwell Banker
155	Sophie Shen	SV Capital Group Inc.
156	Malik Husain	Intero
157	Kimberly Nicholson	Coldwell Banker
158	Lauson Fargher	Realcom Associates
159	Shelly Roberson	Compass
160	David Frazer	Coldwell Banker
161	Shuang Li	Coldwell Banker
162	Debbie Adamo	Coldwell Banker
163	Drew Doran	Compass
164	Peter Suess	Compass
165	Debbie I. Giordano	Master Brokers
166	Mike Gaines	Sereno Group
167	Mary Ann Wallace	Intero
168	Rachel Pham	Coldwell Banker
169	Michele Harkov	Compass
170	Susan Fixsen	Pacific Oak Real Estate Services
171	Paul Middione	The Property Network
172	Jackie Jones	Coldwell Banker
173	Dennis Lunder	Dennis A. Lunder, Broker
174	Howard Bloom	Intero
175	Jason Muth	Sereno Group
176	Greg Stange	Compass
177	Kirsty M. Duncan	Sereno Group
178	Alejandro Perez-Munoz	I Heart Real Estate, Inc.
179	Diane Loverde	D & F Properties
180	Faris-Taylor Team	Intero
181	Joseph Messineo	Wonderful Life Real Estate
182	Ginger Willson	Gary G. Gillmor, Broker
183	Nicole Emanuel	Coldwell Banker
184	Joy Mamaril	Intero

#	Agent	Office Name
185	Matthew Tenczar	Compass
186	Ric Parker	Coldwell Banker
187	Heidi Herz	Compass
188	Melinda Gedryn	Coldwell Banker
189	Gary Palacios	Intero Real Estate
190	Kennedy Ngo	Interbay Real Estates Services
191	Jose Duarte	Intero
192	Brian Kiernan	Coldwell Banker
193	Erik Mitto	Intero
194	Ruslin Paap	Intero
195	Kathy Low	Coldwell Banker The Profession
196	Shelley Canario	Re/Max Realty Partners
197	Mark Von Kaenel	KW Bay Area Estates
198	Edna & Debbie	Compass
199	Timothy Toan Chau	KW Silicon City
200	Daryll Canlas	Coldwell Banker

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The advertisement for GORMAN INTERIORS features a collage of interior design photos. The top row shows a living room with a sofa and coffee table, a modern kitchen with white cabinets, and a bedroom with a bed and dresser. The bottom row shows a living room with a leather sofa and a circular portrait of a woman. The logo for GORMAN INTERIORS is prominently displayed in the center, with the tagline "Making Decorating Dreams a Reality". At the bottom, the website and contact information are provided.

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Broker Associate, Compass



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