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While you're often the most talented real estate agent in your office, at our events, you are amongst your peers. I estimate, when including the results created by the owners & managers, that there was over \$100 billion in sales at the event. It was humbling.

The class was an all-star panel. We discussed the shifting markets and disruption. I moderated, and JP Moridi, Joe Velasco, Michael Nevis, Valerie Trang,

Brett Jennings & Zaid Hanna gave valuable insights. There were over 100 top agents in the room.

Check out the love we got on social media. It was solid.

There will be a "Silicon Valley Masterclass" event once a quarter.

We also have several social events throughout the year. Our Spring Fling will take place right around the time you get this magazine. It is at a venue unlike any other home I have ever seen.

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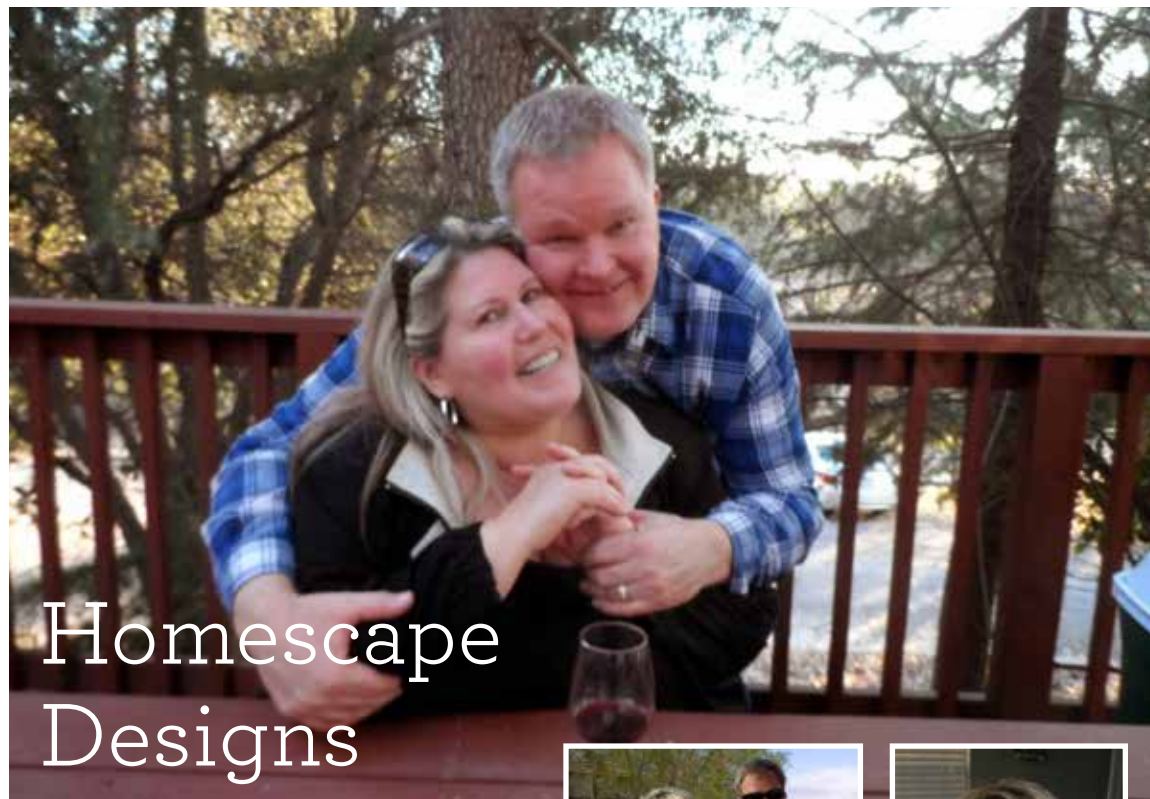
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STAGING SUCCESS BEHIND THE SCENES

By Dave Danielson

From community theater to the Oscars®, the job of putting on a winning production takes on a life of its own — a career of its own. That's what Sara Arlin has found.

As Owner and Principal Designer of Homescape Designs, she's not managing the latest musical production. But as an interior designer and staging expert, Sara and her team put properties in a favorable spotlight when it matters most.

AN UNLIKELY SCRIPT

Looking back, Sara was a bit hesitant about the start of her real estate staging story.

"I worked in high-tech marketing for about 16 years," she shares. "Then 15 years ago, I was selling my house and a broker walked through and said, 'Oh you must be a designer, because your home is so beautiful.'"

Although she wasn't a professional designer, the interest and desire to be creative in a different venue was definitely there.

"I always had creative design sensibilities and was interested in it. I helped friends and family refresh and decorate their homes," she says. "But I thought, 'how do you change direction after being in high tech for such a long time?' The thought of having my own business had never been in the forefront of my mind."

The broker planted a seed. And a friend nurtured it, suggesting Sara look into the expanding staging and redesign market. That was all the impetus Sara needed.

GETTING STARTED

She studied, earned her design and home staging certification, then launched Homescape Designs in 2006. Sara relied on her business acumen to set the foundation for embracing her new career. She continued her marketing job for a couple years while her new venture made a successful debut.

"Working with agents was a big stepping stone to figure out how the engagement process worked. But once I got started with a couple really good agents, we built a rapport. When you work with people you know, like and trust, word can spread quickly. Now almost all of my business is through referrals," she says.

She found her passion for everything from new construction to remodels.

"I started with interior design, then staging really came into focus about five years ago," she recalls. "Staging is quick turn; which generates daily income, so it rapidly became a big part of our business model. There's an instant-gratification quality to it, whereas design cycle times are drawn out."

As a lifelong Bay Area resident, Sara grew up in Cupertino. In recent years, she's helped organize the staging community — as President of the Silicon Valley Chapter of the Real Estate Staging Association.

The group holds monthly meetings that nurture the bonds of what Sara calls, "a close community."

"We pride ourselves on the quality of work we deliver and the overall service we provide. They always say good staging isn't cheap and cheap staging isn't good. And that definitely holds true," she points out. "Educating sellers and agents about the value of what staging brings and making it part of the overall marketing package is pivotal in selling for top dollar in our competitive real estate market."

The numbers give staging results rave reviews.

"Statistics show the return on investment for every dollar spent on staging is quite substantial," she explains. "That's why model homes are staged. People fall in love and connect with the emotional side of a fully staged home — especially people who have a hard time envisioning a space or how their furniture will work in the room. Plus staging is a powerful marketing tool many agents use to set their property apart from the competition."

PUTTING IT ALL TOGETHER

While her team prefers having a week's notice of a new property before staging, Sara says shorter turns are possible — though adequate time to prep is helpful especially during the height of the season.

"We start by phone with a lot of fact-finding," she says. "I want to know as much as I can about the property so I can provide a verbal estimate. After seeing hundreds of properties a year, we have a pretty good pulse on home layouts and their requirements."

Once the preliminary bid is accepted, Sara previews the property in person, sends a Letter of Agreement and locks in the staging date.

DOES PROPERTY SIZE PLAY A LARGE ROLE?

Yes, to a certain extent. A tremendous amount of time, thought, planning, and preparation go into every property Sara stages.

"Luxury and larger homes require more design prep time, given their size. But even in smaller homes, say 1,300 square feet, there are still individual rooms and decisions to be made to showcase the home to maximize its appeal," she explains.

BEYOND THE STAGE

When Sara isn't setting the stage for others, she and her husband, Terry Reiss, enjoy traveling—especially road trips. "You see so much more than in a plane," she explains. She also likes to shop to keep her pulse on trends.

She and Terry enjoy the region's rich wine offerings, enjoying wine tasting events, and the latest flavor to savor Terry has made as a wine hobbyist.

Sara also works with the Valle Monte League, which promotes mental health. In fact, she and one of her assistants design a tree each year for the organization's annual Christmas Tree Elegance fundraiser.

MOVING PARTS

Keeping up with staging demand is an expanding job.

"Managing demand can be challenging, but we figure out work-arounds or refer to one of our colleagues," Sara says. "Overhead is huge. We manage a large warehouse of items. And as we grow, the warehouse needs grow. We're constantly organizing and developing new systems to maintain organization and efficiency."

Looking ahead, Sara plans on adding warehouse space, bringing on more people and refining systems.

"Day after day throughout the region, Homescape Designs produces breathtaking performances for every style of home, whether it's helping a client to stage their home to sell, or partnering with a client to help them design or remodel their existing home," Sara smiles. "I can't express how amazing it is to know on some level that we're changing someone's life every day in some way."



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FRAN PAPAPIETRO

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RIGHT PLACE, RIGHT TIME, RIGHT WORK ETHIC

“I’m passionate about making meaningful connections so my clients can create the lifestyle they really want. To deliver that, it takes an unwavering focus with perspective and sensitivity.”

For Fran Papapietro, passion and preparedness are the cornerstones for her work as a real estate agent.

Combining her experiences in tech sales with her attunement to where life is directing her, Fran has carved out an impressive corporate relocation niche. Her innate ability to build relationships is matched with a life-long drive for learning, and Fran’s success is centered around balancing work with carving out time for her family.

HER RELOCATION EXPERIENCE STARTED EARLY

Fran’s father was a Navy Chaplain. Like many military families, they moved around. A lot.

In one year, they moved 17 times. When she was eight, Fran’s family settled in Irvine, CA, where she met her best friend, Alexis. Their friendship would prove fateful. Inseparable, they stayed at each other’s homes often. Fran learned from Alexis’s mother, a career home builder sales agent, who was selling amidst the Laguna Niguel housing development boom in the mid-1980s.

While few children dream of a career in real estate, Fran was the exception. “When I stayed with Alexis and her mom,” she recounts, “we would go hang out in the tract home sales office

...





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and play real estate agent. Often multiple families at a time would stop by wanting to buy houses, and there were only two sales agents in the office. We listened to the prospective buyers' questions and realized we knew the answers. We became de facto real estate agents then. And I still love it today."

Looking back, Fran seized the opportunity to learn the trade at a young age. Real estate was exciting and fun. Later on, these experiences would guide her away from a successful career in software sales in Silicon Valley. "I felt really out of control of my own destiny. I actually had the better software product in most cases, the better presentation, the better business case. But my competitor's executive team was incredibly well connected. I kept losing because they had better relationships with clients."

BEING THE STAR OF HER LIFE

A semi-professional ballerina in her youth, Fran found freedom from shyness and self-doubt on the stage. When she began her career in real estate, she found that same courage and independent streak. Fran connects the dots between dancing and selling. "I was painfully shy as a child. And yet, in that arena of that realty office, that shyness went away, just as it had on the stage."

Ever the eager student, Fran sought the mentorship of Royce Cablayan, the agent who served Fran and her husband when they

bought their first house. Fran told Royce, "I want to become a Realtor, but I'm only going to do it if I can work for you." For seven years, Fran had her mentor in Royce and his team; the first act of her real estate career was in full swing.

She worked at the craft of real estate with the same dedication of a decorated ballerina. "The first three years, I did open houses on Saturday and Sunday, every weekend... three years straight." Fran recounts the sacrifices. "I missed birthday parties, weddings, funerals. I missed everything. But I did very well and that three-year period gave me an incredible foundation for the business I have today."

In 2010, Fran had the opportunity to leave her comfort zone with Coldwell Banker. She then joined Sereno Group when it was barely four years old, and focused on the corporate relocation portion of her business. As she found her new niche, it's difficult not to see the ways the universe conspired to prepare Fran to merge her corporate and real estate experiences into a life-changing opportunity. It didn't hurt that Fran has the work ethic and unique skills needed to capitalize on every circumstance. At Sereno Group, she found her next mentor, Lisa Williams. Through her guidance and collaboration, Fran further developed her niche in relocation and helping Bay Area executives buy and sell their homes.

A STAR FINDS BALANCE

As her children continue to grow up, Fran has sought a work-life balance to maximize her time and presence with her family. Some wistfulness comes in her remembering. "I put business first for a long time, ahead of a lot of things." All the work has been worth it; she feeds her soul with quality time with her family, volunteering at her children's school, and being a steady presence for her son and daughter.

Fran's displays of self-awareness and perspective are striking. "As I age, I recognize that I won't live forever. So what do I want my legacy to be?"

WORK BEHIND THE SCENES

Not a one-woman show, Fran credits a whole community for her success. She credits her super-assistant, Tamika, for being able to find balance. "She really is my other half. We finish each other's sentences. She works like I work."

Fran lavishes compliments down on her past and present mentors, her clients who are like family, and her blood-family for her success. If Fran were to tell it, it sounds like all of this happened to her. But maybe that's what success looks like – preparedness meeting opportunity.

game changer ◀◀

OWEN HALLIDAY

LEADING WITH AUTHENTICITY

By Zach Cohen

“Be true to yourself and don’t try to be who you think you’re supposed to be. It’s not going to hold up. Be who you are. If that doesn’t work, that’s okay.”



In his almost six decades living in Los Altos, Owen Halliday has woven himself into an integral part of the fabric of the community. After a stint at Stanford, where he graduated with a degree in human biology, Owen returned home to Los Altos where he’s gotten married, raised a family, and spanned three careers. Owen knows and understands his beloved Silicon Valley community from all directions.

“I moved here in 1962. The town was just like this. Los Altos was Los Altos. [Today] it’s bigger, more high-tech, fancier, but it hasn’t changed that dramatically... People are still about families, education, and working hard. In many ways, it hasn’t changed.”

After over 20 years in retail management and a short stint working in the non-profit world, Owen found real estate to be a perfect match. Although Owen speaks highly of his years in high-end, specialty retail and his time on the Board of Directors for the local Humane Society, he knows that real estate found him exactly when it was meant to.

“I went into real estate, and never looked back. It’s been great,” Owen says. “I was able to control my own destiny. You can live and die by your own sword. You can be successful if you work at it, and not if you don’t.”

One throughline that has carried Owen across all periods of his working life has been his role as a community builder. He’s a natural community advocate, and his love for helping others has

furthered his success in real estate. And while Owen admits taking the plunge (specifically, working off commission for the first time in his life) was scary, he’s glad he did.

TAKING THE PLUNGE

“It’s one of those things that not knowing what you don’t know going in was probably a good thing. It’s very tough in this area. If I had known how hard it was going to be...” Owen drifts off into what-might-have-been. “But it worked.”

“I’ve lived in the area a long time, so it was natural. I feel like I know everybody and been on every street and every house.”

Looking back on his early days, Owen reminds us of a brilliantly simple piece of advice: “To begin, you just have to do the work.”

And again, more clearly: “To begin, begin.”

Owen recalls that it took eight years until he felt entirely comfortable in real estate -- stable in his business, certain that the next deal was on its way. “Every year I was a little bit worried,” he recalls. “Every time you close a deal, you’re unemployed. The money was coming in, but it was also flowing out.”

But after a few years, Owen was able to build the momentum -- and the self-confidence -- to relax.

“Today I tell agents, ‘It will come.’”

LIVING BY HIS WORD

“If you don’t know the answer, don’t fake it.”

Owen’s clear focus on authenticity is apparent in his approach. He preaches balance, boundaries, and integrity both in his work and out of the office.

“Balance -- it’s very hard,” Owen reflects. “The people who do it best make those boundaries very black and white. When it’s grey, it’s hard.”

Owen recalls a story a fellow agent told him years ago: This agent, while interviewing for a listing, made a request of his prospective client. He asked that if the client didn’t choose him, he still receive a call to let him know why.

When the seller called to bear the news of rejection, he said, “You were going on vacation, and I wanted someone that’s going to be around.” In response, the agent canceled his vacation, accepted the listing and proceeded to sell the home.

“That’s an example of how not to draw the line, but it’s an example of the challenges we face,” Owen says. “It’s about balance.”

With his two girls grown and living on their own, Owen has collected a host of activities that help settle his mind and keep him focused. Gardening and caring for his animals (he and his wife have adopted three dogs, five cats, and a host of chickens, rabbits, and guinea pigs)

“There’s something about going out and picking your own tomatoes. It just doesn’t get any better. Picking your fresh herbs. We love to cook, entertain. That gives a real sense of groundedness.

“We all need things that clear our minds,” he says.

As the Sereno Group Los Altos Office Sales Manager, Owen Halliday has continued to position himself as one of Wall Street Journal’s RealTrends Top .001%. He’s accumulated personal sales in excess of \$250 million.



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KALENA MASCHING

A Tailored Approach

From childhood, it was clear that Kalena Masching was destined for a career in real estate. While neighboring children busied themselves with games and playdates, she could be found peddling her bicycle to nearby Palo Alto open houses, ogling at her favorite property features.

“I would come home, and I would be like, ‘Oh, I saw this bay window and that would be gorgeous, but we have an Eichler and Eichlers are floor to ceiling,’” Kalena recalls. “My mom was just looking at me like, ‘I’m sorry, who are you?’”

As she grew, so did her interests. Throughout school, learning came naturally to Kalena, but she found it difficult to focus on one subject for too long. As a result, she explored a variety of topic areas and extracurricular activities, including theater, sign language courses, and musical instruments lessons.

Eventually, however, she became transfixed by one of her chief interests: fashion. Feeling that the industry’s constantly evolving nature could capture her attention for the long haul, Kalena enrolled in college at San Francisco’s Fashion Institute of Design and Merchandising.

Through her classes, she discovered that she had a knack for fashion styling and decided to pursue a career as a personal shopper. She loved partnering with clients, particularly busy CEOs or individuals with fitting challenges, to discover their style preferences and assemble figure-flattering outfits or revamp existing wardrobes.

However, as time passed, Kalena began to question her career choice. While she still enjoyed putting her fashion expertise to daily use, she recognized that her favorite aspect of her job had less to do with styling and more to do with delivering personalized client experiences.

“What I think I found myself loving more was listening to someone’s wants and needs and then putting them together in a way that they may not have been able to do themselves.”





... It was this realization that rekindled her childhood love of real estate. With ample experience tapping into clients' desires and crafting bespoke solutions to their needs, Kalena felt confident that her skill set would easily translate to a career as a real estate agent. Soon, with the encouragement of a supportive aunt-in-law, she enrolled in real estate classes, got straight As in each course, and passed the California Real Estate License Exam on her first try, something she was told rarely happens.

Fast forward eight years later, and it's clear that Kalena made the right decision. After spending her first four years as a Keller Williams agent, she changed course and joined Redfin's Palo Alto team in 2014, where she has been ever since. Here, she has thrived as a result of Redfin's positive company culture, emphasis on strong client relationships, and unique organizational structure. Specifically, Redfin's team-centric approach to project management and skilled transaction coordinators have allowed Kalena to spend less time juggling her day-to-day logistics and more time focusing on what she does best: buying and selling homes. As a result, her business has boomed (she generated \$40 million in revenue this year and \$36 million last year).

In addition to her supportive brokerage partnership, Kalena attributes her success to two key practices. First, she strives to maintain a healthy work-life balance (something she's perfected as a seasoned agent) and carves out time each day to unplug and focus on personal activities. For instance, each morning before the workday begins, Kalena blocks off time to sip her coffee (she drinks six cups each day!), exercise, and bond with her two cats. Similarly, unless she's in the middle of time-sensitive negotia-

tions, she reserves 7:00pm through 9:00pm for non-work interests, like playing in a local softball league, cooking, spending time with family, and playing in a rock band.

The key to making it work? She candidly shares her schedule and availability with new clients to ensure that their communication expectations align. So far, her straightforward style has been a game changer, both personally and professionally.

"I actually had more free time doing more business (this year) because I felt like I had earned the privilege to have boundaries," Kalena shares.

She also looks to the age-old golden rule 'treat others the way you would like to be treated' as her business guidepost. By scheduling weekly meetings (or manicure sessions) with clients, encouraging families to bring their children along to open houses, and approaching each business transaction with integrity, Kalena has cultivated a shining reputation within the Palo Alto real estate scene (her average 4.8/5.0 customer review stars on Redfin's website are a testament to this). What's more, her steady stream of repeat and referral clients prove that even today, kindness, respect, and tailored service don't go unnoticed.

"What I feel is that if you do the work and you're out there treating people correctly, and you're doing work the right way, that's going to come back to you," Kalena says.

From the looks of things, it has in spades.




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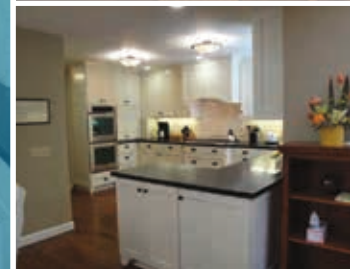
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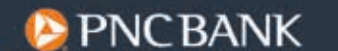
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By Dave Danielson
Photos by Hyunah Jang



SUZANNA MARTINEZ

A Dynamic Difference

Every child is unique. And it doesn't take long for each of us to demonstrate our personality — those qualities that make us individuals. Suzanna Martinez was three years old when her mother saw the qualities that made her daughter special.

“My mom said she could just see it in the way I walked, the way I looked and talked and the kind of clothes I wanted to wear all of the time,” Suzanna smiles. “She said she knew that I was different.”

Suzanna's dynamic difference continues to make an impact on people today. In her first full year as a real estate agent, she has taken her place as one of the region's true rising stars.

EYES ON THE FUTURE

Achieving goals begins with setting them — with having a vision for what life can be. As a child, Suzanna had her eyes set on her future.

“I grew up in low-income housing,” she recalls. “I went to Independence High School. At a young age, I remember stepping outside and looking at where I was. I knew I wanted more.”

With a hunger to achieve, Suzanna graduated in 1992 from the University of California at San Diego with an economics degree.

Suzanna entered the financial services industry, but after a year or so, she realized it wasn't exactly what she wanted. In 1996, she joined the world of semiconductor marketing. She had a flair for the work, so with her cousin and then business partner, Suzette Juico, they started their own marketing

and public relations firm in 1998. For several years, she worked extensively with the dot-com and network world and then later transitioned to event management. In 2003, she went into consulting while she raised her children.

In 2014, Suzanna was handling marketing for WDB Funding. Here, during her conversations with company founder Andy Pollock, she experienced the moment that set her on her real estate path.

“We did nationwide private money lending. I went with Andy to private money meetings,” she remembers. Andy had a message for her.

“Andy said, ‘Suzanna, your likability factor is high. I walk in the room. I've been in this business forever. People know who I am as a mortgage banker. But everyone wants to talk to you. You genuinely care about people. You have to do something bigger than marketing. You're a great salesperson, I can tell.’”

Suzanna was flattered at her mentor's message. She was nervous, too. But Andy took her under his wing, promising to teach her. Suzanna moved forward. Soon, she had her license, built a record of success, and kept learning.

“I really engaged in the market,” she says. “I went to every economics event you can imagine and every broker meeting.”



OPENING THE DOOR TO A DREAM

In late 2016, it was time for a new chapter — and Suzanna's entry into the world of real estate she had dreamt of. She started as a receptionist with Keller Williams at the Bay Area Estates office in Los Gatos.

At the time, Suzanna was going through a divorce.

“When you're in a situation like that, you don't always see light at the end of the tunnel. You have to surround yourself with people and a culture that believes in you and know that you're going to get out of the situation. That's what I had ... a family at Keller Williams,” she explains.

Suzanna put her energy into helping the office with marketing and event management activities, drawing on years of prior skills and experience.

Managing Broker, Mark von Kaenel, noticed her efforts — and her potential.

“Mark is a mentor of mine and always has my back. I remember even when I was a receptionist, and we would walk out of the office at the end of the day together, Mark would say to me, ‘Suzanna, what are you doing? This is a no-brainer. You need to be a REALTOR®,’” she smiles. “So he already knew my path before I knew it.”

Suzanna had what she calls “some fear and some limiting beliefs” at the time. But she also had Mark's belief in her.

Mark sponsored Suzanna. She worked through Executive Programs training to prepare for her new role as an agent.

“When I got to that point where I was ready, it was just like full on,” she says.

Suzanna's tagline is “Making a difference in people's lives, one real estate transaction at a time.” She's doing just that.

In April 2017, Suzanna had completed her preparation and started work as an agent. In just eight months working with her team partner Sam Fotopoulos, she recorded an impressive \$10 million volume. Helping people sell, buy, and invest in real estate is her passion.

Suzanna continues to grow and learn — listening to Matt Aitchison's podcasts in her car, attending meetings and listening. Suzanna strives to be the best version of herself every day and her ‘big why’ is her kids.

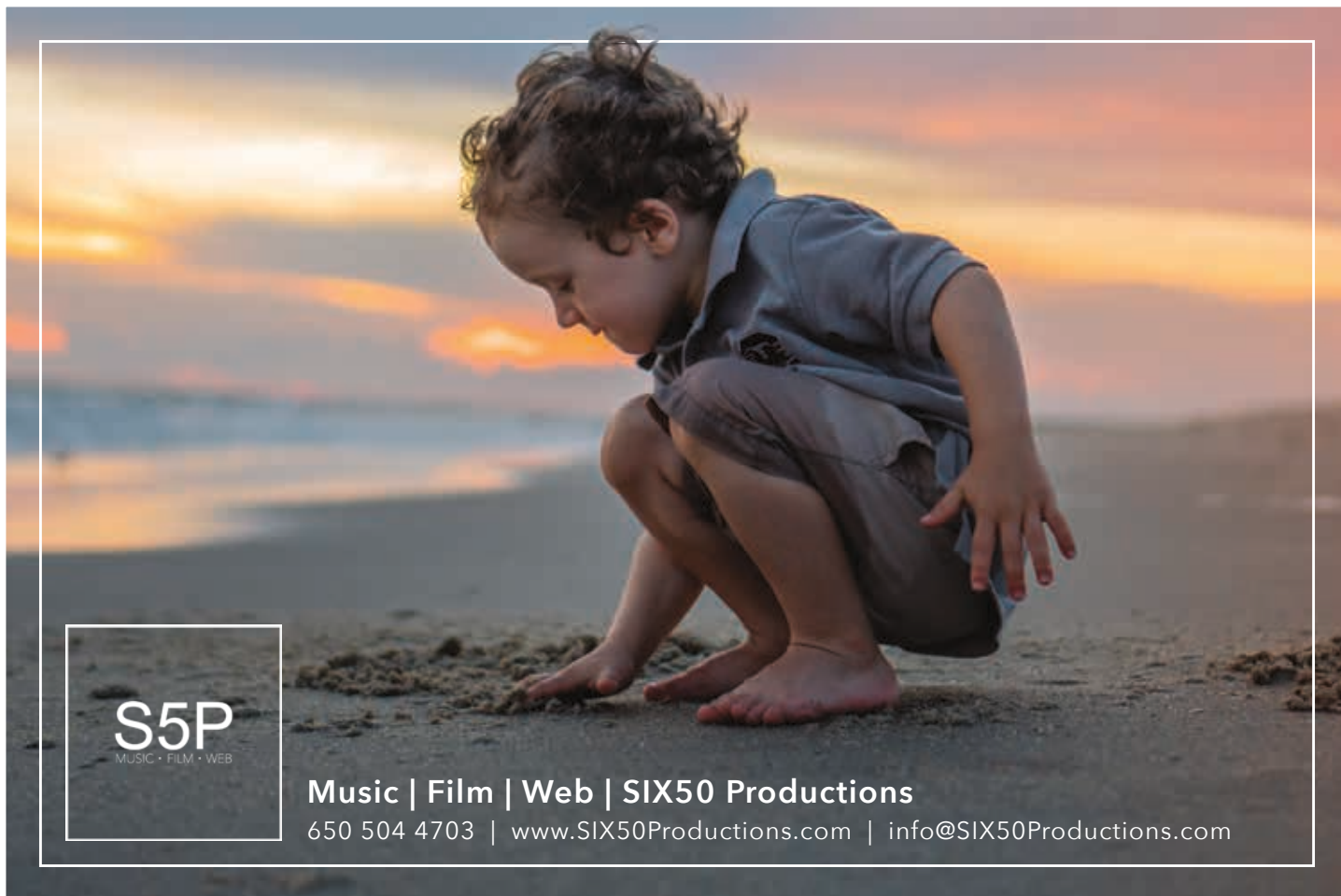
“I'm a big believer that you have to invest in yourself and work on yourself constantly. And failures are probably the best things that happen in life,” she emphasizes. “I've had my share of challenges in life, and I've learned from every single one of those. I am who I am today, and I feel that I probably am the best version of myself today because of those challenges.”

LIFE'S LESSONS

“When I was younger I was so money-driven. As you get in the different seasons of your life, you start thinking about things differently. For me it's about contribution and how I'm going to go out there to sell more houses so that I can help more people,” she explains. “I'm Latina. My parents are on a fixed income. And I just want to be able to do better to be able to help them and leave a legacy for my children.”

Today, Suzanna's twins are 17. And Jade and Devon continue to benefit from their mother's shining example — her dynamic difference.

“I have this conversation with my kids all of the time,” she says. “I tell them, ‘You're going to break down, get broken down, and you're going to fall. Get up and keep pushing forward. Make a positive impact on people's lives. That's what I've done and will continue to do.’”



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JIM HOLT

By Zach Cohen

Jim Holt began his career in real estate in 2006. After studying computer science and math at Stanford, Jim realized a career in computer programming was not for him. While working as the Bar Manager at Trader Vics and playing volleyball, he was searching for a career; real estate caught his interest. He went to work in the Sunnyvale office at Coldwell Banker, where he was mentored by seasoned pros.

Two years later, Jim stumbled upon Redfin, which was, at the time, a young Seattle startup disrupting the real estate industry with its digital platform that presented inventory via maps instead of lists. The tech-savvy Holt loved what he saw. He made the move to Redfin when they expanded to the Bay Area. Closing 70 to 80 transactions in his first year, he quickly became one of their star agents. At the end of his second year at Redfin, Jim was one of the top 100 agents in the USA.



Jim eventually got burnt out with the pace of work for Redfin. He made the move to Keller Williams and innovated the team model in 2010. He and his team recently made the transition to help open the Compass office in Los Gatos. With a booming business built mainly on referrals, Jim created a client loyalty program to fuel his lead generation model. He treats each client as if, "it was his mother coming to him to buy a house." He asks them "What's your situation?" He then advises them honestly.

Jim focuses on winning relationships rather than winning transactions, and his success stems from a combination of his innovative spirit, integrity, ability to develop relationships based on trust, gratitude and a commitment to service.



FUN FACT

Jim played serious recreational volleyball out of college. His true passion is travel, and he has traveled to over 50 countries.

BOOMING SIDE BUSINESS

Holt is putting his tech background and entrepreneurial spirit to use with his side startup, My Loyalty Squad. Each quarter Holt and his cohorts create custom-built gift boxes with items he thinks his members will love and use. His startup is set to be booming.

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Sunita Merchia

DANCING WITH THE PEOPLE





“My husband and kids have been the most supportive piece of this whole thing.”

“God comes in every form... God exists in my car, in my home. But the one place I believe God truly exists is in the person who is in front of me that I am talking to. Because if I am not being honest and respectful of the person in front of me, that is where I am doing an injustice to the word God.”

Growing up in India, Sunita’s grandfather was her greatest inspiration. He began his career as an accountant for a brick plant where home-building materials were manufactured and eventually took over the business, growing it to an empire of ten brick plants.

“Even after having ten manufacturing plants - he always remained humble,” Sunita reflects. “He still rode his bike around. That keeps you to your roots. It reminds you where you come from, who you are.”

In life and in business, Sunita seeks to incorporate the lessons her grandfather taught her. Coincidentally, she too is helping others build homes for a living. And like her grandfather, she carries a great sense of humility. “I still drive my minivan,” she says.

“I enjoy being who I am. Dancing with the people. Talking to people. Being with people is where my happiness comes from.”

When Sunita came to the United States, she left her work in sales consulting behind. For many years, she worked in her husband’s consulting business, handling contract negotiations and paperwork, alongside raising her four children.

“It kept me on my feet, knowing how to juggle things around,” Sunita explains. It’s a skill that has undoubtedly come in handy in real estate.

As her children started growing older, Sunita began to revisit her own career aspirations. She didn’t want to be stuck in an environment where she wasn’t working. “I went out and looked in the world, thought and thought, ‘What am I good at?’ [I am knowledgeable about] how the economy works. I have business attributes. I know how to be honest with people, and have negotiation skills.”

In 2012, her search would lead her to obtain her real estate license. And in only six short years, she would confidently build a top 1% business.

BREAKING BARRIERS

“My goal was to break the barriers and reach for the top,” Sunita declares.

In her first year, Sunita closed more than 20 transactions and won Rookie of the Year. And her success didn’t stop there. She’s continued growing her business year in and year out. “What I’ve done in the last 6 or 7 years is just the start.”

After six years in real estate, Sunita decided to take a step back and reevaluate the future of her business in 2018. Adding a sense of spaciousness to her life has allowed her to regain a clear vision of what exactly she is after. She took time to visit with friends and family, trained for and ran two marathons, and formulated a new business plan.

“I’m in a transition mode, zoning which areas I’ll be working in,” Sunita says. “My husband and kids have been the most supportive piece of this whole thing.”

BUILDING A LIFE IN CALIFORNIA

In 1997, Sunita immigrated to the United States, living in multiple states before settling in sunny California with her husband, Raj.

Sunita comes from a business background, gaining experience in the family businesses and on her own in economics and sales consulting.

“[My family’s business] gave me inspiration,” Sunita says. “The sky’s the limit when you put your effort into something. Nothing can stop you as long as you keep doing the right thing and are persistent.”

As she looks ahead, Sunita is reminding herself to put first things first. Coming from India, where a culture of living more intimately with family and friends is still alive and well, Sunita continually reminds herself that it’s the people in her life that make everything she does worth the effort.

Looking ahead, she has big plans. And yet, she’s not in a rush. With balance and an appreciation for those people standing right in front of her, Sunita serves the world with a sense of great humility and appreciation.

“How do I do this all? The same way that I ran a marathon - a step at a time.”



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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) and how our corporate giving program brings hope to the hopeless (n2gives.com).



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TOP 200 STANDINGS

Rankings January 1, 2019 - March 31, 2019

#	Agent	Office Name
1	Deleon Team	Deleon Realty
2	David Troyer	Intero
3	Andy Tse	Intero
4	David Lillo	Dpl Real Estate
5	Ducky Grabill	Sereno Group
6	Ryan Gowdy	Compass
7	Mary Tan	Coldwell Banker
8	Coco Tan	Keller Williams
9	The Hanna Group	Intero
10	Julie Wyss	Keller Williams
11	George Montanari	Compass
12	Donald Knight	Coldwell Banker
13	Mei Ling	Sereno Group
14	Anson Ip	Keller Williams
15	Bill Gorman	Coldwell Banker
16	Shawn Ansari	Compass
17	Connie Miller	Compass
18	Andy Sweat	Keller Williams
19	Rebecca Yen	Coldwell Banker
20	Royce H. Cablayan	Sereno Group
21	Greg Simpson	Keller Williams
22	John W. King	Keller Williams
23	Juliana Lee	Keller Williams
24	Steve Mccarrick	Coldwell Banker
25	Kathy Bridgman	Compass
26	Nevis And Ardizzone	Compass
27	Rigo Bracamontes	Intero
28	Amy A. Mccafferty	Compass
29	Denise Simons	Compass
30	Alex Wang Group	Sereno Group
31	Angie Cocke	Century 21 M & M
32	Mark Burns	Referral Realty
33	William Lister	Coldwell Banker
34	Nicki Banucci	Keller Williams

#	Agent Name	Office Name
35	Dennis Loewen	Metis Real Estate
36	Kathi Hammill	Compass
37	Roy Moses	Coldwell Banker
38	Mike Strouf	Intero
39	Nancy Carlson	Intero
40	Sophie Tsang	Compass
41	Friess & Orlita Team	Compass
42	Minhua Jin	Coldwell Banker
43	Tom Martin	Golden Gate Sotheby's International Realty
44	Samit Shah	Intero
45	Jennifer Paulson	Sereno Group
46	Dominic Nicoli	Intero
47	Brian Bernasconi	Sereno Group
48	Ivan Margaretich	Intero
49	Vivian Lee	Homeland Mortgage And Real Estate
50	Al Moridi	Intero

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TOP 200 STANDINGS

Rankings January 1, 2019 - March 31, 2019

#	Agent	Office Name
51	Chuck Gillooley	Compass
52	Brett Jennings Group	Real Estate Experts
53	Mitchell Zurich	Marcus & Millichap
54	Sherry Hitchcock	Compass
55	Michael Kenyon	Keller Williams
56	Eric Fischer-Colbrie	Intero
57	Joe Velasco	Compass
58	Timothy Foy	Midtown Realty
59	Dave Clark	Keller Williams
60	Alana Lam	Intero
61	Rabia Alizai	Coldwell Banker
62	David Welton	Compass
63	Cathy Jackson	Sereno Group
64	Dana Van Hulsen	Compass
65	Rick Smith	Windermere Silicon Valley
66	Lori Buecheler	Compass
67	Brad Gill	Nexthome Lifestyles
68	Matthew Swenson	Compass
69	Sandie Hernandez	BMC Realty Advisors
70	Andrew Buchanan	Keller Williams
71	Ron Evans	Keller Williams
72	Tam Nguyen	Php Group, Inc
73	Mike D'ambrosio	Intero
74	Kerry Sexton	Compass
75	Vicky Li	Coldwell Banker
76	Leon Le	Pacificwide Real Estate & Mortgage
77	Kimberly Nicholson	Coldwell Banker
78	Joseph Yen	Compass
79	Rebecca Lin	Maxreal
80	Patty Filice	Intero
81	William Chen	Faithful
82	Alex Budka	Atlantis Properties
83	Jessa Walsh	Intero
84	Hiep K. Nguyen	Intero

#	Agent	Office Name
85	Morgan Lashley	Morgan Lashley
86	Kathleen Pasin	Sereno Group
87	Theresa Couture	Coldwell Banker
88	Carol Sangster	Compass
89	Mark Chiavetta	Coldwell Banker
90	Bret A. Maryon	Intero
91	Kevin F. Garvey	Realty World
92	Marty Brill	Intero
93	Kimberly Richman	Compass
94	Marc Roos	Sereno Group
95	Susan Kramer	Intero
96	Joseph Messineo	Wonderful Life Real Estate
97	Jennifer Pollock	Compass
98	Mou Wong	168 Realty
99	Therese Swan	Compass
100	Shin J Kim	Keller Williams

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TOP 200 STANDINGS

Rankings January 1, 2019 - March 31, 2019

#	Agent	Office Name
101	Ileen Pham	Intero
102	Devonna Meyer	Coldwell Banker
103	Monique Lombardelli	Modern Homes Realty
104	Heidi Herz	Compass
105	Kim Abelite	Glenmere Properties Inc
106	Todd Su	Realty World
107	Susan Merani	Keller Williams
108	Michael Mendenhall	Keller Williams
109	Lisa Sgarlato	Compass
110	David & Sunny	Compass
111	Mario Ramirez	Keller Williams
112	Drew Doran	Compass
113	Holly Barr	Sereno Group
114	Grace Tsang	Intero
115	Vinicius Brasil	Keller Williams
116	Cole And Riese	Coldwell Banker
117	Jason Muth	Sereno Group
118	Ruslin Paap	Intero
119	Jordan Mott	Intero
120	Brian Chancellor	Sereno Group
121	Phillip Ralph	Intero
122	Ed Wu	Wec & Associates
123	Lorie Gillespie	Intero
124	John Forsyth James	Compass
125	David Giamb Bruno	Keller Williams
126	Jackie Jones	Coldwell Banker
127	Lee Schmidt	Realty World
128	Jaleh Taghipour	Intero
129	Suzanne M. Hunter	Intero
130	Myron Von Raesfeld	Windermere Silicon Valley
131	Mark Von Kaenel	Keller Williams
132	Shuang Li	Coldwell Banker
133	Kenn Callahan	Coldwell Banker
134	Karen Smith	Coldwell Banker

#	Agent	Office Name
135	Valerie Mein	Intero
136	Jordan Shea	Intero
137	Anita Hunter	Compass
138	Jenny Huang	Coldwell Banker
139	Ginger Willson	Gillmore & Associates
140	Tim Anderson	Sereno Group
141	Ron Mason	Coldwell Banker
142	Faris-Taylor Team	Intero
143	Xin Jiang	Compass
144	Eileen Bosch	Compass
145	Michael Riese	Coldwell Banker
146	Bonafede Team	CSR Real Estate Services
147	Jerry Strebog	Bayview Residential
148	Greg Stange	Compass
149	Malik Husain	Intero
150	Paul Yang	Compass

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Rankings January 1, 2019 - March 31, 2019

#	Agent	Office Name
151	Cathy Lin	Transamarco Realty
152	The Jamison Team	Tuscana Properties
153	Lorraine Boeggeman	Coldwell Banker
154	Bill Robertson	Coldwell Banker
155	Paul Middione	The Property Network
156	Joy Mamaril	Intero
157	Enrique Medellin	Paramount Realty Group
158	Alejandro Perez-Munoz	I Heart Real Estate, Inc.
159	Evan Huynh	Keller Williams
160	Mary Ann Brown	Intero
161	Charles Fuery	Stanford Property & Finance
162	Grace Pei	Compass
163	Eddie Oberoi	Intero
164	Mark & Jason	Sereno Group
165	Bower Cole Group	Compass
166	Ric Parker	Coldwell Banker
167	Carolyn Botts	Compass
168	Pat & Cathy	Sereno Group
169	Lauson Fargher	Realcom Associates
170	Lynne Mercer, Crs	Compass
171	Jose Duarte	Intero
172	Phil Costanza	Re/Max Santa Clara Valley
173	Mike Uhri	Coldwell Banker
174	Molly Foy Rich	Midtown Realty
175	Erik Mitlo	Intero
176	Debbie Adamo	Coldwell Banker
177	Tom Yore	Keller Williams
178	Nicole Emanuel	Coldwell Banker
179	Lynne Olenak	Sereno Group
180	Amanda Vang	Keller Williams
181	Gary Palacios	Intero
182	Annie Liou	Intero
183	Cheryl Okuno	Compass
184	Kraig Constantino	Intero

#	Agent	Office Name
185	Timothy Toan Chau	Keller Williams
186	Michael Bui	Equity One Real Estate
187	Erdal Swartz Team	Sereno Group
188	Ryan Larocca	Keller Williams
189	Edna & Debbie	Compass
190	Brittany Walker	Coldwell Banker
191	Melinda Gedryn	Coldwell Banker
192	David Lewis Group	Sereno Group
193	Heather E. Lange	Intero
194	Kennedy Ngo	Interbay Real Estates Services
195	Donald Hutchison	Sunset View Properties
196	Randy Pertner	Coldwell Banker
197	Barton Call	Sereno Group
198	Ady Wunderman	Realty Ventures
199	Nalini Aiyagari	Coldwell Banker
200	Richard White	Sereno Group

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The advertisement for Gorman Interiors features a collage of interior design photos. On the left, there's a living room with a light-colored sofa and a coffee table. In the center, a circular portrait of a woman with glasses is overlaid on a kitchen photo. To the right, there's a bedroom with a bed and a nightstand. Below the photos is the company logo, which consists of the word 'GORMAN' in large, colorful letters above the word 'INTERIORS' in a smaller font. Underneath the logo is the tagline 'Making Decorating Dreams a Reality'. At the bottom of the ad, the website 'www.gormaninteriors.com', email 'cindy@gormaninteriors.com', and phone number '408-623-5262' are listed.

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KIRSTEN REILLY,
Broker Associate, Sereno Group

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