

SILICON VALLEY

# REAL PRODUCERS®

CONNECTING. ELEVATING. INSPIRING.



**EUGENE  
KORSUNSKY**

Photo By Hyunah Jang

OCTOBER 2019





Covering You  
and the Ones  
You Love...

When it's not  
all sunshine  
and rainbows.

**Don Williams  
and Associates, Inc.  
Insurance Services**

Auto | Home | Life | Business

**The Right Insurance  
at the Right Time**

Don Williams and Associates,  
has been a trusted member of  
our community since 1961.

We are always nearby.

Most people are paying too  
much for the wrong insurance.  
Don't find out the hard way!

Contact us for a free quote.



Tyler & Brendan Williams  
Serving Your Community Since 1961



**Contact Brendan Williams**

408.402.3646 | [brendanbondwilliams@gmail.com](mailto:brendanbondwilliams@gmail.com) | [donwilliamsinsurance.com](http://donwilliamsinsurance.com)

Don Williams & Associates, Inc. | 17510 Farley Road West, Los Gatos, CA 95030 | License # 0338880



Heating Services



Plumbing Services



Air Conditioning Services



# OUR MISSION

is to provide finished work that lasts, is well-built, and meets or exceeds expectations. We constantly strive toward a very high standard of honesty and integrity, and we ensure that our employees adhere to this standard in every job they complete for our customers. Whether you need general maintenance or emergency services, you can count on us to solve your problems quickly.



650-257-2243 | [info@sphac.net](mailto:info@sphac.net) | [www.sphac.net](http://www.sphac.net)





**GORMAN**  
I N T E R I O R S  
*Making Decorating Dreams a Reality*

www.gormaninteriors.com | cindy@gromaninteriors.com | 408-623-5262

## INTEMPUS BUILDERS

With our extensive experience and real focus on customer satisfaction, we provide exceptional service for consumers and professionals.

- Increase ROI to Seller
- Give Seller an Opportunity to Flip Their House!
- Quick & Free Estimates
- Assisting to Make Property Ready For Sale
- Interior & Exterior Renovation
- Comprehensive Construction Work From Start to Finish
- Design & Build
- Repairs & Improvements to Maximize Investment
- Maintain Strict Quality Control Over Every Job
- Address Inspections With Quick Completion for a Smooth Sale
- Help Buyers Make Their Purchased Home Their Dream Home
- Referral Fees for Agents!
- Give Intempus Builders A Call



WWW.INTEMPUS.NET | CALL 408-320-5509

## OUTSTANDING VENDORS

### ARE YOU WORKING THE BEST IN THE BUSINESS?

Do you work with an **OUTSTANDING** vendor? Stagers, Property Managers, Loan Officers, Insurance, HVAC, Plumbers, Insurance Agents, Inspectors are just to name a few.

We want to hear about them. Real Producers is always looking for the best in the business that are working with Top REALTOR® to become our Partners and let us help them grow and stay top of mind with agents.

#### BELOW ARE A FEW TRAITS WE ARE LOOKING FOR IN OUR PARTNERS:

Great Communication | Working with Top Agents | Reliable & Professional | Excellent Customer Service  
Looking to Grow Their Business | Knowledgeable of their skill

**We want to meet them, shoot us their name, email and cell. Only the best of the best!**

## One size does not fit all.

Dream homes come in all shapes and sizes. So do the lending solutions from Opes Advisors. Our team has the relationships and experience to set up the real estate financing solutions that **help your clients reach their goals.**

**Call me today to schedule a complimentary evaluation.**



#### Bryan Russell

Branch Manager | Sr. Mortgage Advisor  
NMLS 229012

408.357.7812

408.655.5835 mobile

brussell@opesadvisors.com

*Help when you make  
the most important  
financial decisions  
of your life.*



A Division of Flagstar Bank

www.opesadvisors.com | 750 University Ave, Suite 275 | Los Gatos, CA 95032

Opes Advisors, A Division of Flagstar Bank | Member FDIC | Equal Housing Lender  
Programs for qualified borrowers. Subject to credit approval. Underwriting terms and conditions apply. Some restrictions may apply.



## INTEMPUS PROPERTY MANAGEMENT

Intempus Property Management is a full-service broker which specializes in asset management, acquisitions, and relationships.

- 24/7 Rental & Maintenance Support, Pro Maintenance Team
- Maximize Your Relationship With Investor / Buyer
- Complimentary Rental Analysis
- Seamless Transition From Purchase to Rental
- A Warm and Seamless Handoff for Investors





# TABLE OF CONTENTS



08

Meet the  
Team



09

Publisher's  
Note



15

Cover  
Story:  
Eugene  
Korsunky



20

Partner  
Spotlight:  
In-Health  
Clinic  
Jennifer  
Walker



25

Star on  
the Rise



30

Profile:  
Igor  
Reznikov



34

Profile:  
Mary  
Clark



40

An  
Industry  
Icon:  
Carol  
Burnett



44

Game  
Changer:  
Daniel  
Rumer

RP

If you are interested in contributing or nominating a REALTOR® for certain stories, please email us at [Mitch@SiliconValleyRealProducers.com](mailto:Mitch@SiliconValleyRealProducers.com).

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of N2 Publishing but remain solely those of the author(s). The publication contains paid advertisements by local companies. These companies are not endorsed or specifically recommended by N2 Publishing or the publisher. Therefore, neither N2 Publishing nor the publisher may be held liable or responsible for business practices of these companies. NOTE: When community events take place, photographers may be present to take photos for that event and they may be used in this publication.

PNC BANK

“PRE-APPROVED”  
SHOULD MEAN  
PRE-APPROVED.

An in-depth pre-approval process.  
A more predictable outcome.

The PNC pre-approval is underwritten by a PNC Bank mortgage professional. We walk your client through the entire application process. We perform a full credit review and, if approved, the result is a true commitment to lend. From the start.

Visit [pnc.com/agentalliance](http://pnc.com/agentalliance) to learn more or connect with a PNC Mortgage Loan Officer today.



Jeffrey M. Rhodes  
Mortgage Loan Officer  
NMLS# 582903

408-307-2215

[jrhodes@pnc.com](mailto:jrhodes@pnc.com)  
[pncmortgage.com/jeffrhodes](http://pncmortgage.com/jeffrhodes)



Pre-approvals are subject to property underwriting and appraisal. Borrower must satisfy pre-approval conditions outlined in commitment letter. Loan amount subject to property appraisal.

PNC is a registered service mark of The PNC Financial Services Group, Inc. ("PNC"). All loans are provided by PNC Bank, National Association, a subsidiary of PNC, and are subject to credit approval and property appraisal. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates, and fees are subject to change without notice.

©2019 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association.

MORT PDF 0619-0133-1284101



## MEET THE SILICON VALLEY REAL PRODUCERS TEAM



**Mitch Felix,**  
Founder & Publisher



**Amy Felix,**  
CFO



**Hyunah Jang,**  
Head Photographer



**Anita Barcsa,**  
Photographer



**Zach Cohen,**  
Head Writer



**Dave Danielson,**  
Writer



**Kasey Schefflin-Emrich,**  
Writer



**Nick Ingrisani,**  
Writer

# Turbulence



## publisher's note

By **Mitch Felix**

I'm writing these thoughts as I sit in the hotel room of a Hyatt miles from ORD in Chicago. It's the start of day 2 of a 3-day conference for Real Producers. Yesterday was a very special invitation reserved for the top 20 in the RP world, and I was invited.

I was on the first flight out of SJC and what was the start of a simple 4-hour direct flight became complicated by weather delays. It took over 5 hours for us to get in the air, and by the time we were ready for descent Chicago weather wasn't great, and the turbulence was unique. Worst ever. Oy. We landed with a bit of a story to share. It was a memorable flight.

A plane is off course 99% of the time. It corrects from the moment it leaves the ground until the moment it lands.

Nothing is as expected. And that is the expectation.

Real Producers has been a long journey, and I couldn't be here without the support of the top real estate agents and the business professionals who support you. Thank you.

Sometimes it feels like I am building the plane while it is flying.

To get here...both through my business journey as well as with my flight took some turbulence. Launching my first Real Producers market in 2017 was one of the hardest things I've ever done. It's even a lil odd to look back on those days and believe how challenging it was because of how great things are today. Can't we all remember

a time when something new didn't happen with the ease we expected? In my case, my previous successes were both my strength and my weakness. Only certain lessons from them would serve me, and I had to learn what would be applicable one idea at a time. It turns out the big ones hold true. Have gratitude. Contribute. Have an abundant mindset.

Mostly, I wrote this message because as I was on that plane yesterday, I found calm. I had an optimism that being off course was actually being on course.

*Stay flying.*

# Sign Gypsies®

Real Estate Agent Specials



**HOME SWEET HOME**

**Treat your new buyer to the Ultimate BIG Gift**  
**\$199 for a 3-day Welcome Home sign**  
**\$995 for a 5-pack and get the 6th FREE**

**Alert the Public of an upcoming OPEN HOUSE**  
**\$99 for one day**  
**\$50 for each additional day**  
**Buy 5 pack and get the 6th FREE**

**Contact Us Today!**  
**Judy Pfaff, Owner**  
**(408) 785-8755**  
**SignGypsiesSanJose@gmail.com**  
**Sign Gypsies-San Jose**  
*Serving San Jose and surrounding area*



**OPEN HOUSE SAT 12 5**



**REPS**  
Locally owned and operated since 1998

The Bay Area's premier marketing tools for Real Estate professionals!

Need more time to sell? REPS (Real Estate Promotional Services) has the experience and creative talent to get your projects done on a deadline. We will make your projects look great and get your message across clearly and concisely.

▶ Offer home buyers professional flyers that showcase your properties!

▶ Use one partner to produce all of your real estate marketing tools!

▶ Start your design projects today!

**Real Estate Promotional Services**  
 334 E. Campbell Avenue Suite B  
 Campbell, CA 95008

**Customer Service**  
 Telephone: **(408) 871-8586**  
[www.repsweb.com](http://www.repsweb.com)



**MARQUISE**  
Property Management, Inc.

RENTAL & LUXURY  
HOME MANAGEMENT  
IN THE BAY AREA



Home and Estate Management serving the Mid-Peninsula and South Bay Communities

Providing Efficient, Dependable and Economic solutions.

The Premier Property Management firm that offers a clear, proactive and personalized approach to create "The perfect match".

---

20 S Santa Cruz Ave, Suite 308, Los Gatos Ca 95030  
 408.354.0535 | [info@mpmsv.com](mailto:info@mpmsv.com) | [www.mpmsv.com](http://www.mpmsv.com)





# Whoever said looks don't count?

## You **WILL** Make More Money:

Staged homes sell for a minimum of 11% above the asking price and spend far less time on the market when compared to un-staged homes.

## Your House **WILL** Sell Faster:

The longer a property stays in the market, the lower the price it will attract.

## You **WILL** Receive A Positive Return on Your Investment:

1-3% investment on home staging yields an 8 - 10% return.

## Your Online Photos **WILL** Stand Out:

90% of potential home buyers start their property search on the internet. Staged homes increase visibility and potential buyers.



Visit our website to schedule your Free Consultation!

[www.stagethis.net](http://www.stagethis.net)

**Laurie M. Piazza**

[lpiazza@stagethis.net](mailto:lpiazza@stagethis.net) (408) 930-1986

## PREFERRED PARTNERS



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

### APPRAISALS - RESIDENTIAL

Solid Impressions Appraisals  
Eddie Davis  
(408) 823-0625  
SolidImpressions.com

### ARCHITECTURE

EPIC Architecture  
Amy Felix  
(925) 353-0363  
BuildEverythingEpic.com

### COMMERCIAL REAL ESTATE SPECIALIST

CSR Commercial Real Estate  
Jonathan G. Hanhan  
(510) 375-7575

Sperry Commercial Global Affiliates  
Atsuko Yube  
(408) 858-2169  
SperryCGA.com

### CONSTRUCTION

Intempus  
Eugene Korsunsky  
(408) 320-5504  
IntempusRealty.com

### GIFTS

Keep Spreading the Word Gifts  
Mitch Felix  
(408) 310-2280  
KeepSpreadingTheWord.com

### HARD MONEY LENDER

Triumph Capital Partners  
Joe Lima  
(408) 460-9054

### HEALTH AND MEDICAL

In-Health Clinic  
Jennifer Walker  
(408) 356-0273  
in-HC.com

### INFORMATION TECHNOLOGY

Scorpyon Tech Solutions  
Dominique Warner  
(415) 231-9625  
ScorpyonTech.com

### INSURANCE

Coverage Plus Insurance Agency  
(408) 626-7800  
  
Don Williams & Associates  
Tyler Williams  
(408) 402-3646  
DonWilliamsInsurance.com

Goosehead Insurance Agency  
Justin Turner  
(951) 965-4651

Laura Peterson Insurance & Financial Services, Inc  
Laura Peterson  
(408) 395-2900  
LauraPeterson.net

### INTERIOR DESIGN

Gorman Interiors  
Cindy Gorman  
(408) 623-5262  
GormanInteriors.com

### LANDSCAPE DESIGN

Better Landscape  
Steve Ashley  
(408) 841-9485  
BetterLandscape.com

Natural Bridges Landscaping  
David & Shesta Ross  
(408) 206-2606  
NaturalBridgesLandscaping.com

### LEAD GENERATION MARKETING

Baoss Digital  
Bao Le  
(408) 605-8923  
BaossDigital.com

### MARKETING

Aerial Canvas  
Brendan Hsu  
(650) 850-2431  
AerialCanvas.com

Beyond RE Marketing  
Chris Ricketts  
(510) 440-9153  
BeyondREMarketing.com

### MORTGAGE

Guaranteed Rate  
Nicole Santizo  
(408) 499-1270  
GuranteedRate.com/loan-expert/Nicole

Kal Financial  
Daniel Chalk  
(408) 401-3793

Opes Advisors  
Bryan Russell  
(408) 655-5835  
OpesAdvisors.com/about-us/our-team/bryan-russell/

Opes Advisors  
Bill Phillips  
(408) 993-9133

PNC Bank  
Jeff Rhodes  
(408) 307-2215

Tim Palacios  
(650) 450-2032

PREFERRED PARTNERS

MOVERS

Ace Relocation Systems Inc  
Pete Pfeilsticker  
(408) 309-9456  
AceRelocation.com

PAINTING

Ernie's Quality Painting  
Ernie Maldonado  
(408) 401-0006

PHOTOGRAPHY

Anita Barcsa Photography  
Anita Barcsa  
(650) 218-9606  
AnitaBarcsa.com

Hyunah Jang Photography  
Hyunah Jang  
(347) 840-1580  
HyunahJang.com

PLUMBING, HEATING & A/C

Shepherd's Plumbing, Heating,  
and A/C  
Bill Shepherd  
(650) 257-2243  
SPHAC.net

PROPERTY MANAGEMENT

Intempus  
Eugene Korsunsky  
(408) 320-5504  
IntempusRealty.com

Marquise Property Management  
Ursula Murray  
(408) 354-0535  
MPMSV.com

Presidential Property Management  
John Adams  
(408) 442-7690  
PresidentialPM.com

REAL ESTATE

PROMOTIONAL SERVICES

REPS  
Jeff Crowe  
(408) 871-8586  
REPSweb.com

REFERRAL AGENT

EPIC Realty  
Tina Alzaga  
(208) 391-3352  
Tina.HomesByEpic.org

SIGNS

Sign Gypsies - San Jose  
Judy Pfaff  
(408) 785-8755  
SignGypsies.com

STAGING & HOME DESIGN

Ambiance Design & Staging  
Ira Rajput  
(510) 579-0071  
AmbianceStaging.com

Encore Staging Services  
Vanessa Nielsen  
(408) 800-1566  
EncoreStagingServices.com

HomeScape Designs  
Sara Arlin  
(408) 460-1975  
HomeDesignScapes.com

Stage This! Stage That!  
Laurie Piazza  
(408) 930-1986  
StageThis.net



TRIUMPH  
CAPITAL PARTNERS

Enabling real estate investors and  
their growth with a fluid approach  
to the asset-backed private money  
lending industry.

Your go-to industry expert on Rehab,  
Bridge and Ground Up Construction  
loans for real estate investors.



Joe Lima  
Director of Originations

(408) 460-9054  
(877) 353-1099  
jlina@triumph.capital

REHAB  
Fix & Flip

Up to \$3.5M

SMALL BALANCE  
Commercial

Up to \$5M

BRIDGE  
Acquisition

Up to \$3.5M

GROUND UP  
Construction

Up to \$8M

Triumph Capital Partners, LLC, CFL License No. 60DBO-72340

BAOSS/DIGITAL

FIND OUT HOW WE CONSISTENTLY AND AUTOMATICALLY BOOK  
OUR REALTORS 2-4 NEW BUYER AND LISTING APPOINTMENTS  
EACH WEEK

FREE TRAINING!

THE SYSTEM THAT HELPED GENERATE OVER \$80M IN  
REAL ESTATE SALES IN 2018

HTTPS://GO.BAOSSDIGITAL.COM/CASE-STUDY



BAO LE  
BAO@BAOSSDIGITAL.COM  
(408) 475-8132  
WWW.BAOSSDIGITAL.COM



CERTIFIED  
RESIDENTIAL  
APPRAISER

SOLID  
IMPRESSIONS

Certified Residential Appraiser specializing  
in high-value and luxury properties.

Serving Santa Clara County and parts of  
Alameda and San Mateo Counties since 2001.

Our services include reports for  
Private Lending, Hard Money Lending, Pre Listing, Divorce, Separation Buy  
Out, Estate Appraisal, Probate, Date of Death, Tax Assessment Appeal,  
Small Income, 2-4 units, Trust, Retrospective Appraisals, Income Producing,  
Damages Appraisals, Cost to Cure Appraisals, Rural SFRs and more.

Solid Impressions Appraisals

1577 Timber Creek Dr | San Jose, CA 95131  
408-937-1029 | appraisals@solidimpressions.com  
www.solidimpressions.com

AMERICA'S BEST REAL ESTATE AGENTS

RECOGNIZED

BE PART OF THE NATIONAL REAL PRODUCERS MOVEMENT  
FOLLOW US ON INSTAGRAM TODAY



@realproducers





TOP LUXURY HOME STAGING



**ENCORE**  
staging services

The #1 preferred home staging company of top agents in Silicon Valley  
Give your listing the best chance for success with Encore Staging Services  
Contact Vanessa Nielsen to schedule a complimentary custom consultation today  
408.800.1566 text ok [EncoreStagingServices.com/Portfolio](https://EncoreStagingServices.com/Portfolio)

► cover story  
Photography by **Hyunah Jang**  
Written by **Zach Cohen**

**EUGENE  
KORSUNSKY**

**THE RENAISSANCE MAN**





Eugene Korsunsky has always been fascinated with real estate from the investment side. From a young age, he was enthralled to discover the answers to some of his biggest real estate investment questions: why to invest, how properties appreciate, and how to leverage investments.

The uncle of Eugene's wife has long owned a handful of rentals near Santa Clara. Eugene recalls their early conversations about real estate with a smile.

"I would sit there, and I would literally pester him: Why would you invest? How do you calculate your returns? Why would you buy this property versus another one? I would bug him every time we saw each other. He finally got fed up with it and said, 'You know what, If I give you some of my properties to manage, will you leave me alone and stop asking so many questions? I'll pay you \$500 per month.' It gave me a great opportunity to learn."

"He's still one of our clients, and I still come to him with questions," Eugene continues, "but he's paying a lot more than \$500 a month now."

#### FINDING HIS NICHE

After receiving his bachelor's degree, Eugene didn't go directly into the real estate industry. Instead, like many others in the Silicon Valley, he began building a career in the technology

world. Eugene held various business management roles and had a talent for delegating and negotiating in the world of Silicon Valley tech. Along the path, he decided to arm himself with a master's degree, and in 2010 successfully obtained his MBA from Keller Graduate School of Management.

Drawing on his rental management experience, Eugene and his future wife scraped together every penny they had to purchase their first investment property near Santa Clara University. Real estate was always in his vision, and even while holding demanding roles in tech, he continued to manage his uncle's properties, gaining valuable rental property operations experience.

Although his high tech career was on a strong growth path, when 2014 arrived, Eugene knew it would be a pivotal year. At this point, his side business managing properties had grown to about 65 doors, and he was closing about \$12 million a year in real estate sales. He and his wife agreed that a few months after the birth of their first child, when she returned from maternity leave, Eugene would look at leaving the high tech world and make real estate his full-time gig.





• • •

That moment came sooner than anticipated. Eugene recalls, “I was sitting in a meeting with my CEO and boss, talking about a project that is on the verge of losing money for the tenth time, my phone was blowing up with issues on my largest transaction to date, which was a \$3 million luxury home in Willow Glen. And I sat there and realized that the high tech role was going to cost me more money than it was worth.” Immediately after the meeting, Eugene called his wife and nervously they both agreed the time had come, so one month away from giving birth to their first child and with his wife on maternity leave, Eugene submitted his resignation notice and said goodbye to the high tech world for good.

“I am extremely proud and excited about where we came from and where we are today,” Eugene explains. By 2018, Intempus Realty had grown to have over 65 employees split across three companies, operating in two states, with over 1700 units under management and a sales pipeline of roughly \$75 million.

Eugene sets his goals high: his target is to have 2000 units under management by 2020 and own 1000 units himself by 2022. To date, the company’s slowest growth year was about 40% growth, with most years around 100%.

When asked about his proudest achievements, however, Eugene didn’t point to his growth or company statistics. Instead, he cited a great team of employees that have been created at Intempus, client success stories, and overall love he has for real estate.

“Most employees here, when they wake up in the morning, are happy to come to work. That’s one of my biggest accomplishments. There is a sense of energy at Intempus. People are happy here.”

#### AMAZON OF REAL ESTATE

During the grand opening ceremony for Intempus’ new office in San Jose, in front of the mayor of San Jose and a group of close clients, employees, and friends Eugene recalls telling everyone, “We want to be the Amazon for your real estate needs.”

One of the visions that Eugene and his business partner Michael Khesin have had is to be able to support a client’s needs from A-Z when it comes to taking care of their most valuable assets.

The pair have since started an additional business effort; in 2016 Intempus Builders was formed to be able to help their clients get their homes ready for the rental market, sales market, or help their clients with any of their construction and remodeling needs.

“  
I am extremely proud  
and excited about  
where we came from  
and where we are  
today.”

#### LEVERAGING MARKETS

In 2018, Eugene saw a need to provide his clients with an alternative investment model. While the Silicon Valley real estate market is one of the hottest in the world, Eugene has found that from an investment perspective, it’s not always the ripest for growth. With a steady view on how to best leverage his clients’ investments, Eugene has expanded his reach, extending the business to the mid-west. He formed a new entity called Intempus Real Estate Portfolio Management, a business unit focused on identifying high performing secondary markets, acquisition, and professional management.

“How do we position and leverage a real estate asset to its fullest potential?” Eugene questions. “The Bay Area is a fantastic market for appreciation. But it’s not the best market for cash flow. California appreciation historically has been 9%. That’s great when you sell.”

But for rental properties and investments? There are often better choices. In Indianapolis, Eugene has found an ideal cash flow and appreciation balance.

“I was able to find other alternative properties here [in California] to start. Condos and town homes, and other higher ROI properties. We help a lot of clients go out and purchase these types of properties,” Eugene recalls.



“But we haven’t been able to find properties that made as much financial sense [recently].”

Eugene explains that the numbers in Indiana just make more sense for the majority of his investment clients. While real estate costs are driven to all-time highs by primary residents and a booming economy in the Silicon Valley, the mid-west presents an alternative landscape.

“Here, there is a lot of emotion in it.... You build emotion into the acquisition. An investment property shouldn’t have that emotion,” Eugene says. “I’ve become desensitized in general. For me, it’s become an asset. I’m on the extreme, but the most successful investors are going to look at the details of the deal... as opposed to getting more emotionally attached to the property.”

When first starting this Indianapolis venture, Eugene quickly understood how vital good property management is and economies of scale. After almost running two properties into the ground with the aide of unprofessional local managers, Eugene decided to move a key employee to Indiana and start building his own local property management team. Through this exercise, he set up some milestone goals that he believes will be critical for

his success in these markets. His primary goal is to hit 1000 units under ownership/management before looking at the next market, which he hopes to enter by 2022.

As a San Jose local, Eugene grew up in the Cambrian neighborhood and attended Leigh High School. He loves his hometown as much as anyone else, but when it comes to real estate investment, he’s looking out for his clients’ financial interests, first and foremost. And as he found, other markets have been able to deliver better ROI for his clients.

#### HOME LIFE

Eugene’s home life is no less exciting than his fast-moving career. In the almost five years since he has left tech, Eugene, along with his wife Samantha, have bought and sold three homes, welcomed three handsome boys into their lives, and are awaiting the arrival of their first daughter, due in September of 2019.

As Eugene cites, there has been a lot of work, a lot of late nights, a lot of grind -- but he believes he is truly blessed with his career, his family, and the Intempus family that he and Mike have created.





# In Health Clinic and Light & Joy Acupuncture

**DR. JENNIFER WALKER**  
Integrated Health Care

“There have been grandmas’ remedies that have been around for thousands of years through acupuncture and traditional medicine. We wanted to integrate that. How can you use common sense health to make patients lives better?”

In 2010, Dr. Jennifer Walker and her husband, Dr. Ly Ho, opened In Health Clinic with a vision of providing good medicine and facilitating an active partnership between providers and patients. Together, they dreamed of creating an integrated health clinic. At In Health Clinic, they have accomplished just that.

Dr. Walker, Dr. Ho, and their Chinese medicine partner at Light & Joy Acupuncture, Yoevita Wrensch, LAc., believe that individualized health care gives the patient the power to create true health – in their body, mind, and spirit. The strength of integrated medicine is its potential to treat our whole health bodies. Our bodies are never static; they are constantly in motion, moving in and out of balance. Integrated medicine seeks to restore and maintain health. Both internal and external factors affect



us -- stress, food, daily habits, emotions, community, and genetics, to name a few. When we are in balance, our energy, digestion, sleep, and other body functions operate effectively.

At In Health Clinic and Light & Joy Acupuncture, Ly, Jennifer, and Yoevita treat acute symptoms, find root causes of health issues, and foster prevention and life skills to create wellness in our lives.

## Integrated Roots

“Our vision is about where we come from,” Dr. Walker explains. “Yoevita was born in Indonesia and grew up with Chinese medicine being part of life. I grew up at a farm and there was a similar thing. I remember getting a tummy ache and my grandma making a licorice tea. It was part of our life. I never thought about eastern versus western; it was just common sense medicine.”

Dr. Walker has a blog called Farm Girl Medicine, bringing common sense remedies and practicality to health through weekly doses of knowledge and insight.

At In Health Clinic and Light & Joy Acupuncture, there is also an understanding that each individual’s health is unique. As a result, they take the time to connect with their patients personally and individually. They recognize the strengths of both eastern and western medicine and leverage the benefits of both.

“Our dream was always to be an integrated clinic where patients can go and maybe not know the answer to their problem, and we can guide them to a practitioner in-house or even externally because we pride ourselves as being good referrers,” Dr. Walker explains. “We play well in the sandbox.”

## Integrated Health

“Our focus is family practice,” Dr. Walker explains. “That means we have extra training in pregnancy and pediatrics. A lot of clinics don’t want to deal with pregnancies or children under four. Everyone here can handle this, and enjoys it.”

Dr. Walker also notes that she sees a lot of injuries. In the Silicon Valley, the injuries often occur on the job, rather than while playing a sport.

“The most important message for busy real estate agents is that using common sense and integrating it with health so they can keep working, keeping standing all weekend, can be as simple as scheduling a massage or getting acupuncture to deal with pain in the busy season. Pain is not something you want to ignore, because it can be progressive. Our goal is to keep you in the game. Just like an athlete.”

Dr. Walker notes that her clinic is excellent in dealing with stress, neck pain, headaches, shoulder issues, low energy, hormones, and pregnancy.

After almost a decade, In Health Clinic and Light & Joy Acupuncture have solidified a local name for offering integrated health that can keep you balanced and ready to live life to its fullest potential.

**For more information, please visit [in-healthclinic.com](http://in-healthclinic.com) and [lightandjoyacupuncture.com](http://lightandjoyacupuncture.com).**

## FUN FACTS

**DR. YOEVITA WRENSCH:**

SHE LOVES GOOD QUALITY SOCKS.

**DR. LY HO:**

HE IS AN ULTRAMARATHONER WHO HAS NEVER RUN A MARATHON.

**DR. JENNIFER WALKER:**

YOU’LL OFTEN HEAR HER TALKING TO PATIENTS ABOUT GRASSROOTS REMEDIES. ONE OF HER FAVORITE TREATS IS BLACK LICORICE. AS SHE SAYS, “YOU CAN TAKE THE GIRL OUT OF THE FARM, BUT YOU CAN’T TAKE THE FARM OUT OF THE GIRL.”



# Realtors dream of the *Perfect Mortgage Advisor*

- *Great Listener*
- *Responsive Communicator*

- *Systems that Close on Time and Close Quickly*
- *Understands my Needs*

- *Client Pleaser*
- *Experienced Problem Solver*

- *Referral Partner*
- *My Clients Love Him*



## *Bill Phillips*

Mortgage Advisor — Managing Director  
NMLS #230295  
Opes Advisors, a Division of Flagstar Bank, FSB  
“Downtown Willow Glen”  
1100 Lincoln Ave., Suite 251  
San Jose, CA 95125  
Office: 408- 993-9133  
Cell: 408- 219-4134  
bphillips@opesadvisors.com



**“Where your dream  
comes true!”**

**100% closing rate  
for over 20 years**



**DON'T JUST EARN A CLIENT,  
RETAIN THEIR BUSINESS FOR LIFE!**

WE TURN GIFTS INTO LONG-TERM BRANDING OPPORTUNITIES.

[WWW.KEEPSPREADINGTHEWORD.COM](http://WWW.KEEPSPREADINGTHEWORD.COM)



**Give your home the  
protection it deserves.**

**L Peterson Ins and Fin Svc Inc**  
Laura Peterson, Agent  
Insurance Lic#: 0L42207  
16795 Lark Avenue  
Los Gatos, CA 95032  
Corner of Lark and Winchester off  
of Highway 17 in Los Gatos

Your home is where you make some of your  
best memories, and that's worth protecting.  
I'm here to help.  
**LET'S TALK TODAY.**



State Farm Fire and Casualty Company, State Farm General Insurance Company, Bloomington, IL  
State Farm Florida Insurance Company, Winter Haven, FL  
State Farm Lloyds, Richardson, TX

1708136



# TAKE THE TOUR!

## WIN MORE LISTINGS



TEXT EPIC409 to 88000 to DEMO NOW



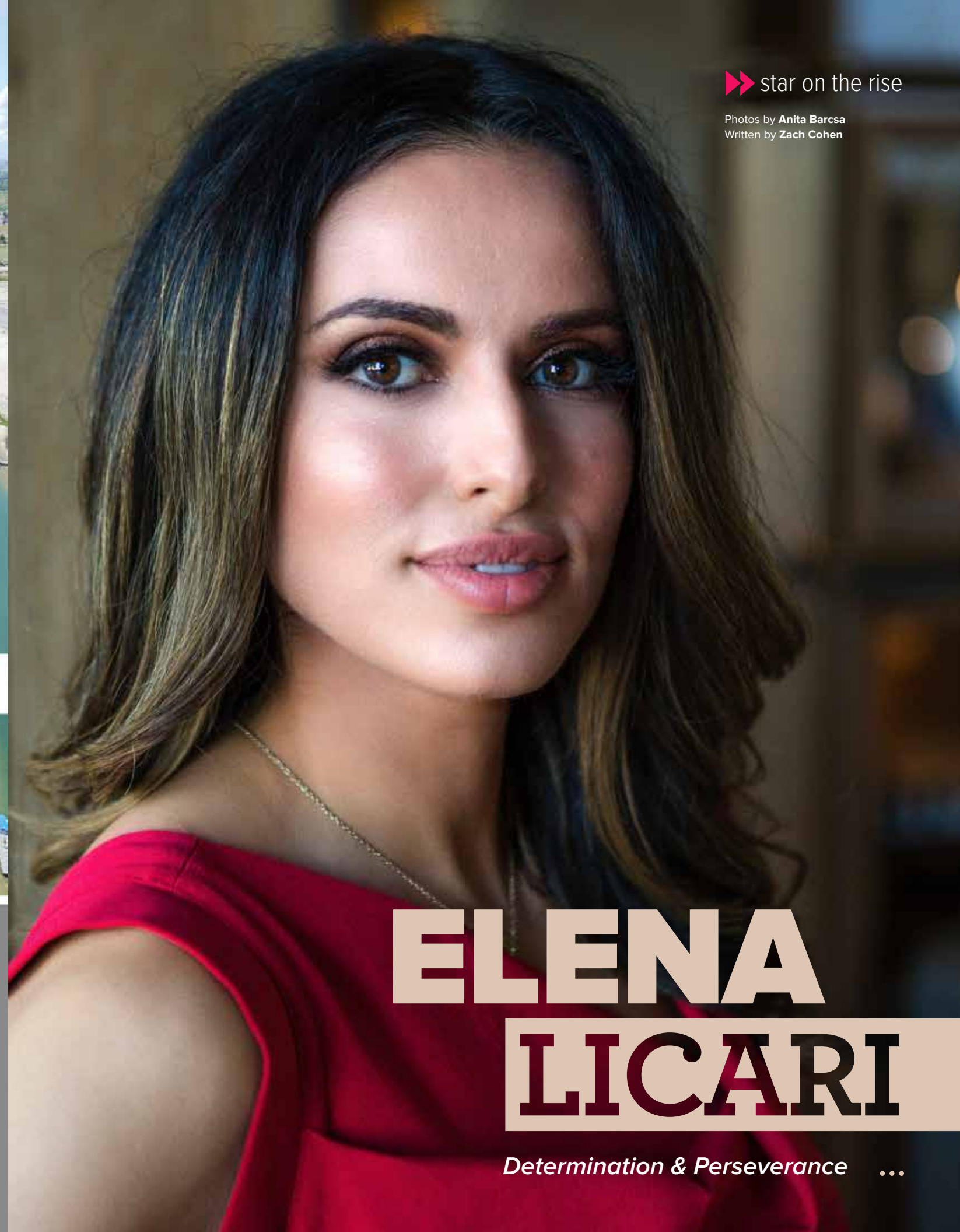
**TINA ALZAGA**

(208) 391-3352

3525 E. Longwing Ln.#110  
Meridian, ID, 83642

▶ star on the rise

Photos by **Anita Barcsa**  
Written by **Zach Cohen**



# ELENA LICARI

*Determination & Perseverance ...*



Elena Licari, a real estate agent with the Joe Velasco Group at Compass, is also a fire engineer for the City of San Jose. She has always been interested in real estate, but the decision to pursue it as a second job came about after meeting her husband, Tony, a builder, developer, and licensed general contractor with 20+ years of experience.

“When we met, he said, ‘Hey, I hope you’re ready for this crazy ride. I’m about to start remodeling this house that I’m in,’” Elena says. “I was all on board and helping him with demo and having fun. It really bought us closer together. It was really special to see that house come together.”

Elena realized she wanted to get into real estate when one of their agents was talking about comps.

“I wanted to know what a comp was and how to do it,” Elena says. “It dawned on me with my time schedule, ‘Why don’t I take on this role?’”

#### JOURNEY TO REAL ESTATE

Elena went on to obtain her real estate license and expressed her excitement about it to the people she worked with at the firehouse.

“Before I knew it, I had a couple of co-workers that asked me to help them buy and sell,” she says. “And then I had an amazing mentor, Tom Khorram, and that’s how I got into it.”

Elena began getting opportunities, started meeting people, and learned the value of doing open houses and networking.

“It’s interesting watching it all happen from the outside,” Tony says. “When she first started doing real estate, every company, brokerage, wanted her to be on their team.”

#### HARD WORK LEADS TO GOOD THINGS

Elena’s interest in real estate has since evolved into a deep passion for the field.

“It will be midnight, and I’ll have to pry myself away from work,” she says. “I’ll wake up ready to go. I’ve been so excited about real estate and all the stuff I have to do.”



Determination and perseverance have been key factors in Elena’s journey to becoming a firefighter and real estate agent. At 18 years old, after participating in a Middle College program for two years, she did an accelerated EMT program and found great mentorship, which jump-started her path. She then worked as an ER tech in an emergency room, went through the fire science program at College of San Mateo, volunteered for the Menlo Park Fire Department, attended paramedic school, started testing, and then was hired in the first class of 30 people off the list out of thousands who took the test at the San Jose Fire Department.

“It was extremely challenging,” Elena says. “I knew there was no option to fail. I was going to do it.”

That can-do attitude was also exhibited when she was younger, especially with her involvement in martial arts.

“That really gave me focus,” Elena says. “For the first time as a child, I found my own power and learned that if I worked hard, showed up, and was consistent, good things were going to happen to me.”

Elena went through the ranks and became a black belt when she was 16 years old. She also excelled in sports while in school; she went to the championships for cross-country and track, and wrestled.

“You went till you broke, and when you broke you made sure you didn’t give in,” she says. “And then you kept going. It was a physical and mental push.”

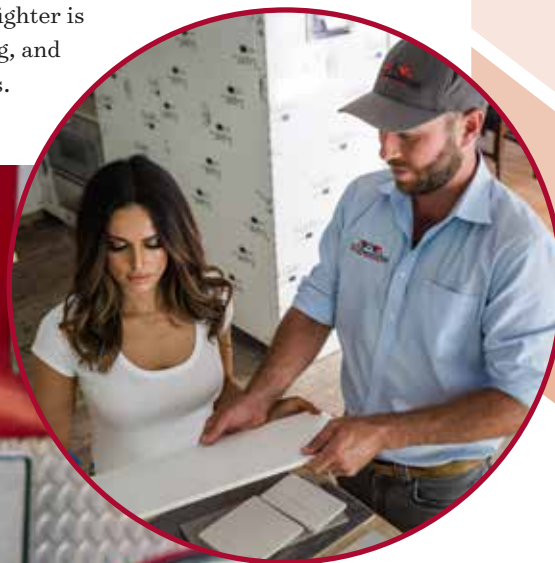
Elena’s strong work ethic was influenced by her parents. Elena and her family immigrated from Ukraine and left as refugees, having to seek asylum due to political reasons and the Chernobyl disaster. Her mother had gone through nursing school and also taught music, while her father, a civil engineer by trade, worked odds and ends jobs until they got back on their feet.

“They hustled,” Elena says. “From an early age, I saw that and learned that. I also had this feeling inside of me that I never wanted to ask my parents for money or things because of how hard they were working for it.”

#### REAL ESTATE SKILLS

In addition to a strong work ethic, Elena’s commitment to being a team player has helped her as a real estate agent.

“I’ve always liked collaboration,” she says. “That’s what I really love about being a part of a real estate team. The Joe Velasco Group ranked in the top 1% nationwide per the 2018 Wall Street Journal REAL Trends, and #177 out of 1.4 million agents based on sales volume. I am on a team of seven, so my clients get the support of seven agents. This allows me to successfully manage both of my careers while providing timely and quality service to my clients. Being a firefighter is incredibly rewarding, and I love helping others.”





...

One of the other beautiful things about this career is also that when I check in, it's for a 48 hours shift and then I am off for four days straight, allowing me to be off most week-ends. At times, when I check in to the firehouse, I can count on Joe and the team to respond to my clients while I save lives. I do the same when he goes on vacation with his family to Disneyland, saving his family life," Elena says with a laugh. "My team and I fully support each other."

"With my fire crew, we're always together. We're always collaborating. We're rolling up to a fire. We're all putting our brains together like, 'Hey look out for this. Look out for that. What's our task? What's our objective?'" The same goes for my real estate team – not only are you able to elevate yourself because you're constantly bouncing things off of each other, but you're always there for your client. You're able to help them in a different way because you have different perspectives."

Elena is also a great communicator.



"When communicating with clients or people... I always try to think of what way I need to be right now for them to understand what I'm saying or for me to communicate what I need effectively," she says.

#### THE POWER OF THOUGHT

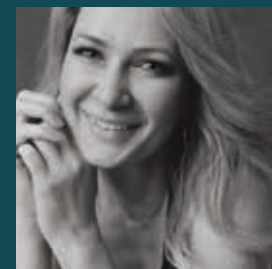
"Whenever trying something new, you have to step out of your comfort zone and expand your way of thinking. That is one of the things I love about embarking in real estate; you have to think quickly and be solution-oriented. This process also really reinforced my beliefs in the power of your thoughts. Everything starts with a thought and that thought is a powerful first step in creating what will happen in your reality."

"Whatever we declare that we are going to do, I just do it as if there is no opportunity to fail," Elena says. "I think about how is what I'm doing good energy and how is what I'm doing helping others. I love it just when I am able to make people smile. That always makes me really happy."



ANITA BARCSA  
PHOTOGRAPHY

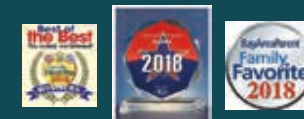
SPECIALIZING IN FAMILY, NEWBORN, CORPORATE  
HEADSHOTS & LIFESTYLE PHOTOGRAPHY



ANITA BARCSA

(650) 218-9606

ANITA@ANITABARCSA.COM • ANITABARCSA.COM



**kal financial**  
Your Dreams *Approved.*™

**Thinking about Purchasing a new home?  
Refinancing the current property you  
own? Need help getting financing to  
build your dream home?**

**Contact me today!**



**DANIEL CHALK**  
**Loan Officer**  
**NMLS # 1172439**  
**408-401-3793**  
**daniel@kalfinancial.com**  
**www.kalfinancial.com**

2542 South Bascom Ave, Ste. 130, Campbell, CA 95008  
Branch NMLS# 937156 | CORP NMLS #237341



American Financial Network, Inc., DBA Kal Financial, is licensed by the California Department of Business Oversight under the California Financing Law License (603J875) and holds a CA Bureau of Real Estate, Real Estate Broker's License (01317551) under Nationwide Mortgage Licensing System (NMLS), unique identifier of 937156. Broker is performing acts for which a license is required. Loans made or arranged pursuant to California Financing Law. Refer to www.nmlsconsumeraccess.org and input NMLS #237341 to see where American Financial Network, Inc. is a licensed lender. In all states, the principal licensed office of American Financial Network, Inc. is 10 Pointe Drive, Suite 330, Brea, CA 92821; Phone: (714) 831-4000 (NMLS ID#237341). This is not an offer for extension of credit or commitment to lend. All loans must satisfy company underwriting guidelines. Not all applicants qualify. Information and pricing are subject to change at any time and without notice. The content in this advertisement is for informational purposes only. Products not available in all areas.



# Igor Reznikov

## *Roll with the Punches*

profile

Photography by **Hyunah Jang**  
Written by **Jessica Frere**

*Igor Reznikov is a man of many strengths. However, the greatest of these might be his ability to roll with the punches.*

After graduating from the University of California, Berkeley in 2002, Igor began job hunting in an economy still reeling from the dot-com crash. While many job seekers struggled to find employment, he managed to leverage his economics degree to secure a position with 7-Eleven's corporate office. However, no amount of education could prepare him for his initial training role: Store Manager to a drastically underperforming Daly City franchise.

"There were drugs sold, there was a pawn shop, there was a homeless encampment in the back. There were just all sorts of bad things happening," Igor shares. "So 7-Eleven took the store away from the franchisee and said, 'Here you go.' This was my training without any structured program."

Despite its challenges, Igor quickly learned the ropes of convenience store management, survived his training period, and was promoted to District Manager of over

a dozen San Francisco Bay area 7-Eleven stores. He developed a knack for partnering with franchisees to increase their stores' sales and profitability. His role's flexible schedule (the better his assigned stores performed, the less he worked) was difficult to give up, and he remained with 7-Eleven for six years.

Eventually, with no local opportunities for upward mobility, Igor left 7-Eleven in pursuit of an entrepreneurial career. As a natural extension of his retail management skillset, he decided to acquire his real estate license and become a business broker, buying and selling convenience stores.

In 2009, he joined Business Team, the largest business brokerage firm on the west coast. However, once again, the economy was in a state of upheaval. As a result, the Small Business Administration (SBA) loans that are used for business financing disappeared. Despite relentless cold calling and ultimately securing 10 listings, Igor failed to make any sales by the end of his first year. Knowing it was time to change course, he came up with a life-altering plan.

"I thought, 'Since I already have my license, I should try out residential real estate.'"

Soon, he joined Zip Realty, since acquired by Realogy, largely due to their policy of reimbursing agents for all business expenses. He discovered that partnering with enthusiastic, first-time home buyers was a breath of fresh air compared to the stressful interactions he managed as a business broker. However, after witnessing his first client collect a 20% post-property purchase rebate, he began to question whether Zip's commission structure fit his needs.

"The rebate that my client got was more than the commission I earned from the sale," Igor laughs. "So that's when I learned exactly how their cut and all the fees work."

...



••• Soon afterward, he parted ways with ZipRealty in favor of a more lucrative gig. After several unconvincing conversations with area brokerages, Igor concluded that no opportunity could satisfy his long-term career goals quite like owning and operating his own business. So, in 2010, he launched RezRealty, a boutique, residential real estate brokerage.

As is often the case in real estate, Igor's first few years were slow (he only had three transactions his first year and five his second).

"At the time, I knew very little about how to grow the business and become successful," Igor explains. "I didn't know what I didn't know. Sometimes that helps, sometimes that hurts."

Slowly but surely, his naivety turned into expertise. By his fourth year in business, a stream of returning clients and referrals started pouring in, and they haven't stopped since. Today, in its eighth year, RezRealty is undoubtedly on an upward track. Last year alone Igor completed 30 transactions, which amounted to nearly a third of his brokerage's lifetime sales.

He attributes his success to two key decisions. The first was to accumulate a healthy nest egg to serve as a buffer during RezRealty's outset. This extra financial padding allowed him to focus on building positive client experiences during the business' early years, unlike many cash-strapped new agents who desperately need transactions.

"Being strapped financially creates a very different mentality, whether it's being pushy, or whether it's suggesting something that isn't truly in the best interest of your client," Igor

shares. "I've been very fortunate where I was never in that place to begin with. I always put my clients' interests ahead of my own. That's just what I'm supposed to do as an agent, and that's the foundation of my success."

Additionally, Igor has consciously placed honesty and authenticity at the core business. This shines through in many ways, from his refusal to engage in buyer-broker agreements ("If a buyer doesn't want to work with me, just let me know.") to his laid-back selling approach ("I don't rush people, and I'm not here to convince my buyers to buy a particular home. I'm here to educate them on the positives and negatives, so that they can then decide what makes sense for them.").

Judging from his success, it's not surprising that Igor has big plans, both professionally and personally, for 2019 and beyond. After working solo for years, he has hired his first administrative team member and plans on targeting more property listings. He also aims to spend more time with his wife and kids (a 3-year old daughter and an infant son) as well as renovate his own recent real estate purchase: a property four doors down from his current Campbell home.

With a promising, albeit busy, future on the horizon, Igor remains humble, hopeful, but mostly, thankful for the winding journey that led him to the entrepreneurial career he'd always dreamed of.

"I'm really happy that I ended up in real estate. It was a random path that got me here, but I really love what I do."

*"I'm really happy that I ended up in real estate. It was a random path that got me here, but I really love what I do."*





# The Offer Engineer

Mary Clark's Journey  
from Computer  
Engineer to  
Real Producer



▶▶ profile

Photography by  
Anita Barcsa  
Written by  
Jessica Frere

*If it wasn't for her passion for people, Mary Clark might easily have assumed her childhood dream profession: computer engineer. However, with a long-time history of consistently ranking in the top 1%-5% of local real estate agents, it's safe to say that she picked the right career path.*

As the daughter of an engineer, Mary, a Bay Area native, developed an interest in mathematics and technology at an early age. By the time she enrolled in school at Santa Clara University, only one college major seemed like a fitting progression: computer engineering, in keeping with the family tradition. However, when the time came for Mary to graduate, finding a job in her field of interest proved difficult.

"When I graduated from college, I was working with NASA. Soon after graduation, the dot-com bust completely blew up the industry," shares Mary. "I was living at home, similar to many of my classmates. When my parents started charging me rent to stay at home -- this incentivized me to go out there and get a job."

Desperate to jumpstart her career, Mary accepted an entry-level position at a Cupertino-based real estate brokerage. There, she was not only exposed to the ins and out of the local home buying and selling market but found an opportunity to utilize her technical prowess while simultaneously building meaningful connections and relationships with people. This combination, uncommon to most solitary, computer programming roles, intrigued her.

"I never really dreamed that I would be behind a computer programming day in and day out," says Mary. "So, it was an awesome way to interact with people in a meaningful way. I found it to be tremendously rewarding."

Confident that she possessed the multifaceted skill set needed to succeed as an agent, Mary obtained her real estate license in 2003. Since then, she has boasted a wildly successful career, most recently marked by a four-year, solo business venture (alongside her full-time assistant). While she credits many factors to her business's growth, three core personal strengths have proven the most influential. The first, Mary claims, is her analytical and detail-focused nature.

"In programming, every little syntax counts -- the periods versus the semicolons, on a very basic level," shares Mary. "I find myself transcribing the same detailed focus with clients and homes every day. There are so many details not to breeze over, whether it's preparing a house, the marketing of a home, or the particulars in a contract."

In addition, authentic relationship building comes naturally to Mary and is at the heart of her marketing strategy. Instead of approaching geographic farming or online advertising with a purely sales-driven mentality, she prioritizes making meaningful, no-strings-attached connections and, eventually, friendships, with prospective clients. This method, she says, has been fruitful, both professionally and personally.

"I love picking up the phone or dropping in to touch base with my sphere, just to show them I care," says Mary. "My style has always come from being a resource when needed and to not be high pressure. Popping by to say hello with a market update and letting them know that I am here for anything they might need, whether it's a home value update or reference for a vendor, has been my mission."

Furthermore, her knack for visualizing annual, "big picture" business goals, brought to life through vision boards, and then breaking them down into actionable tasks has also served as a springboard for her success. Prioritizing daily to-dos, rather than focusing on the overarching goal they ladder up to, has kept her stress and overwhelm to a minimum and spurred productivity.

"If you do the activities, the results will come," shares Mary.

With top-notch business acumen on her side, Mary plans to extend her success into the coming year and beyond. However, she aims to achieve it a little differently than before: growing her group by hiring additional team members, specifically administrative support.

"One of the things I have loved about real estate is the opportunity to be successful if you have the skill and desire. I have enjoyed working hard for success and would love the opportunity to expand my team and ability to service more. Maintaining the balance is always my goal, but sometimes challenging."

*"That's the one thing about this business. The sky is the limit, and it's everything of what you make it to be."*





*Mary prioritizes making meaningful, no-strings-attached connections and, eventually, friendships, with prospective clients.*



**PREMIER INTERIOR DESIGN & HOME STAGING**

- Complimentary First Design & Staging consultation
- Vacant and Occupied properties
- Upgrades and Improvements

**Ira Rajput | (510) 579-0071**  
**Payal Shah | (510) 366-3711**

**(925) 272-9047 | info@ambiancestaging.com**  
**www.ambiancestaging.com**

7066 Commerce Circle, Suite A | Pleasanton, CA 94588

**PRESIDENTIAL**  
PROPERTY MANAGEMENT

PROPERTY MANAGEMENT SERVICES FOR  
RESIDENTIAL & COMMERCIAL INVESTORS  
IN SILICON VALLEY

**LEASING**

**MAINTENANCE**

**ACCOUNTING**

ASK ABOUT OUR REALTOR  
REFERRAL PROGRAM

(408) 829-8155 WWW.PRESIDENTIALPM.COM

**HANHAN**  
COMMERCIAL GROUP

**COMMERCIAL  
REAL ESTATE  
SALES & LEASING**

OFFICE • INDUSTRIAL  
RETAIL • MULTIFAMILY

**CSR**  
COMMERCIAL  
REAL ESTATE SERVICES

**JONATHAN HANHAN**  
**408.909.0998**  
HANHANCRE.COM  
CALBRE# 01800203

Additional support, Mary hopes, will provide her with greater work-life balance and the flexibility to devote more energy to her myriad of extracurricular pastimes, including attending local yoga and Pilates classes, hiking with her two pet Chihuahuas, running long-distance races (she recently completed the Fort Ord Trail Run's 25K), and participating on a club soccer team.



In addition to an already jam-packed schedule, she is squeezing in time for one other significant, non-work activity: wedding planning. She recently got engaged to a fellow Realtor, and a summer 2019 wedding is planned.

Amidst a season of personal excitement, Mary plans to harness that same energy to mold and shape her blossoming business, propelling it forward into a new stage of growth and development.

"That's the one thing about this business. The sky is the limit, and it's everything of what you make it to be."

**DESIGN-BUILD ARCHITECTURAL FIRM**

**AMY FELIX 925.353.0363**





I eventually dropped off, while my friends became professionals. In their Thursday Magazine interviews they would say things like, "I need to date with Phil Chen, but he's gay." I will never forget that.

"I remember I took a few years off and when I was in college, I registered not working yet." Phil admits candidly. "I told my parents, 'I'm going to register this my whole life. I'm going to quit school and go pro.' But I never did it. And I am going to regret it my whole life. I was too young to enjoy or see what the potential would be."

Despite the sense of loss from a skateboarding career that never was, Phil's path has led him to great things: first, a career in fitness, and now, a blossoming real estate business. He still takes lessons from his early years on a skateboard with him every day.

With the nature of a skateboarder, Phil remains willing to take chances when the time is ripe. "I'm constantly rolling the dice and taking risks and chances. That's my nature. I'm not conservative with my money. I'm always going to take the leap of faith," he explains.

"The lesson I learned from skateboarding – it was discrimination. Living, sleeping, breathing what you do, it becomes natural and instinctive. In a little way, I got a taste of what being an elite athlete was like. I could go to sleep, dream a trick, and do it the next day. I tell my kids now, try to be the best at whatever you do."

In college, Phil dove into another

"But before I did that, I called out my credit cards to open my own gym and that's where I got the most training for real estate."

In the fitness world, Phil learned the service business. It was a natural segue to shift from personal fitness training to luxury real estate. "It's the same thing," Phil explains. "Fitness is an art backed by science. Real estate is an art backed by quantitative analysis."

During his years as a gym owner in the San Francisco financial district, Phil was also able to (unknowingly) begin to build his real estate client database. Phil's private personal training studio catered to Fortune 500 CEOs, bankers, lawyers, and other affluent clientele.

"I was just in my gym, working and hanging out," Phil says, tellingly. Eventually, some of Phil's clients became his business partners. "They would buy real estate, and I would manage it. I had no money back then. That's how I got my feet wet."

By 2006, Phil realized it was time to make a choice. With one foot in the fitness world and the other in the real estate world, his attention was divided. As he admits, "I was half-sitting [on real estate]."

"I had to choose. I took the leap of faith and got into real estate full time in '06."

In 2006, Phil experienced success, but the downturn of 2007 through 2009 would make him think twice about his decision to dive into real estate. "I thought, what am I doing? I thought, 'I'm not a realtor.'"

Phil opened his own boutique brokerage, Sybaris, without ever working for a larger brokerage, using the knowledge he accrued mainly on his own through his family's investments, observation, intuition, and experience. By 2010, he put himself on the map



as a top real estate agent in the highly competitive area of Hillsborough. "I had to choose. I took the leap of faith and got into real estate full time in '06."

In 2006, Phil experienced success, but the downturn of 2007 through 2009 would make him think twice about his decision to dive into real estate. "I thought, what am I doing? I thought, 'I'm not a realtor.'"

Phil opened his own boutique brokerage, Sybaris, without ever working for a larger brokerage, using the knowledge he accrued mainly on his own through his family's investments, observation, intuition, and experience. By 2010, he put himself on the map

of the first choice amongst so many talented agents in the Bay Area."

Phil says motivated by staying humble and continuously striving to improve in all aspects of his work. "I'm still hungry, so watch out."

of the first choice amongst so many talented agents in the Bay Area."

Phil says motivated by staying humble and continuously striving to improve in all aspects of his work. "I'm still hungry, so watch out."

## philCHEN

From the Street Skate to Real Estate Sales: Continuing to Take the Leap of Faith



## Want a copy of your article or full magazines that you were featured in?

**REPRINTS**  
What the heck is a reprint? A reprint is a four-page or eight-page, magazine-quality grade paper with your full article and photos and you on the COVER of the publication.

- WHY DO I NEED THOSE?**
- These reprints are a professional marketing tool that can help brand you, your team and/ or your business.
  - Use on listing appointments
  - Send out to friends and family
  - Sent to clients with your holiday greetings
  - Brokers, use when farming your favorite neighborhood

**WHAT IF I CHANGED COMPANIES OR NEED SOMETHING CORRECTED ON MY ARTICLE?**  
No worries! We can make any changes needed. We send you a proof, you approve it and they are sent to you via FedEx.

**WHO CAN BUY THESE?**  
The REALTOR® that was featured, the Broker or family. Anyone that wants to promote you.

**HOW DO I ORDER?**  
Email Mitch.Felix@RealProducersmag.com.



We treat patients from Pediatric to Geriatric and all of those in-between.

Contact us today to learn more about our Integrated Practice.  
408-356-0270 ♥ Info@In-HealthClinic.com



Moving you down the street or around the globe.  
RESIDENTIAL | CORPORATE | STORAGE

Call Eric Galpine for a **FREE**, no-obligation moving estimate!

Ready to Move?  
408-878-0007  
egalpine@acerelocation.com  
[www.AceRelocation.com](http://www.AceRelocation.com)

### BEYOND RE MARKETING

ONE SOURCE for All of Your Marketing Objectives:

- HDR, Dusk and Aerial Photography
- Single Property Website
- Custom Cinematic and Aerial Video
- Social Media Blasts
- 3D Matterport and 2D Floorplans
- Elite Print Marketing Materials
- Staging and Home Transformation
- Website Design

PHONE 510.440.9153

HDR, Dusk and Aerial Photography / Video

Packages Start at \$175

Each of our photographers has received hands-on training with Chris Ricketts, CEO of Beyond RE Marketing, and our drone work is FAA approved!

Schedule your photography appointment online at our website:  
[BeyondREMarketing.com](http://BeyondREMarketing.com)

## MAKE LIFE BETTER

BETTER LANDSCAPE

[WWW.BETTERLANDSCAPE.COM](http://WWW.BETTERLANDSCAPE.COM)  
408-841-9485 - LICENSE 851514



# CAROL BURNETT



► an industry icon

Photos by **Hyunah Jang** | Written by **Zach Cohen**

**“At the end of the day, when you drive home, where you go to is everything. You could just have had the worst, crummiest day. If you are in a place at the end of the day when you drive in, you love that flower garden, or maybe you’re in the city and love the buildings or the nearest Starbucks...that’s your soul, that’s what keeps you going.”**



**And so to be a part of homeownership in someone’s life, to think because of me, you love where you live, how great is that? That’s what keeps me going.”**

One of Silicon Valley’s most influential leaders, Carol Burnett, has carved out an illustrious career in real estate. Today, she leads Saratoga’s Compass office as Vice President and Managing Broker. Her team is recognized throughout the country as one of the top-producing offices.

Carol’s role revolves around training and guiding the top real estate agents in the business to success. Having been in the business for over four decades, she has a unique perspective on the shifts and transitions in the Silicon Valley real estate market

#### CARVING OUT A PATH IN A MAN’S WORLD

“I am from the era where most women who went to college were teachers or nurses,” Carol begins. “But I went to college thinking I didn’t want to be a teacher or nurse. I took Intro to Education...and I was done. It didn’t work for me.”

Carol quickly shifted to business administration — and found herself as the only woman in many of her classes. With the encouragement of her father, she continued on, forging a path for the many business-minded women to follow in her footsteps.

“I think, looking back, how naive I was. As I got to case study classes in my senior year, I looked around and saw I was the only girl. I was lucky that I never really focused on things like that. I knew what I wanted to do and pushed forward.”

After graduating from college, Carol got married and moved to San Francisco, where she ended up working for a real estate development company. She had no masterplan; she simply followed the road laid out in front of her. In her first taste of real estate, Carol helped to develop shopping centers throughout California and Hawaii.

“That was my intro to real estate. I didn’t have a license at that time because my work was in property management and financial packaging.”

#### WINDING HER WAY

“I got pregnant, and I quit,” Carol recalls.

And yet, she kept getting calls from industry connections to come back to work. Eventually, Carol took on real estate work again, part-time. But her plan was evident at the time: To be a mom and a community volunteer. Her career aspirations took a back seat.

“In the meantime, my brother went to work for CB Commercial. My dad, who had been in corporate America his whole life, retired and went into low key commercial real estate — small motels and office buildings. Now, my whole family was in real estate.”

In 1972, Carol and her family moved to Saratoga. By 1974, she was in real estate sales. A friend had introduced her to a local broker, and she decided to give it a shot.



“My kids were four and six when I started. They were little,” Carol explains. “It became lots of fun. It was an absolute fit for me. I was really lucky.”

**WORDS OF WISDOM FROM AN INDUSTRY ICON**

After more than four decades, Carol Burnett is still passionate about the work she does in the real estate industry. Her fire for helping others and running a dynamic business is as alive as ever. Her love for problem-solving and finding creative solutions offers her never-ending fulfillment.

“I think for me, first of all, let’s go way back. I love business. I am very stimulated by it. In grade school, I was always the one starting neighborhood businesses — selling flowers door-to-door, doing a little play and selling tickets. New ideas have always inspired me. I spent a lot of time with my dad. I would ask to go to work with him on the weekend to see what his office was like. I’m definitely stimulated by what’s going on in the world.”

“One of the things I’ve loved about real estate...it’s different every day. You get to work both inside and outside. You aren’t stuck in a cubicle all day long.”

“On the other hand, one of the challenges you have as a manager in real estate is that your product walks out the door every night and you hope it comes back. Truly.”

“What drives me now...I’m more intrigued by the agent piece and the grassroots problem-solving piece. That’s what I get to do all day long. Work with agents and figure out how to solve the situation...How can they do more? How can we help more people?”

An industry icon, Carol Burnett’s list of awards include the President’s

Award from the Los Gatos/Saratoga Board of REALTORS®, the Tribute to Women and Industry (TWIN) award by the YWCA (presented annually to 40 outstanding Silicon Valley women), and *The San Jose Business Journal* award acknowledging Carol as one of 50 Outstanding Silicon Valley Women in Business. She’s held numerous positions and chaired many committees in the Silicon Valley real estate organizations, including Secretary-Treasurer of the Silicon Valley Board of REALTORS® and a long-standing member of the PRDS Standard Forms Committee.

**Q&A WITH CAROL BURNETT**

**SVRP: When did you start your career in real estate?**

*Carol:* I worked for a real estate shopping center developer in San Francisco and in Marin County, beginning in the late ‘60s. I got my real estate license in 1974...and that’s when I began selling residential real estate in Saratoga and Silicon Valley.

**SVRP: What are you passionate about right now in your business?**

*Carol:* I’m passionate about helping both buyers and sellers: Every person deserves to own a home. If I can help with that, I feel very fulfilled... it’s an amazing feeling. Sellers have varied goals — to move up, to move down, to relocate (because of a job/to be near grandchildren). For me, it’s so exciting and rewarding to play a part in those decisions and to help them create the desired result.

**SVRP: What is your morning ritual? Evening ritual? Unplug ritual?**

*Carol:* For me, the most important part of my ritual happens at night. I work out (with a trainer), I create quiet time, I reflect on my day, and I make notes/lists on what I want to accomplish the next day. What I love about this routine is by “downloading” my brain (on paper) at night, I easily go to sleep...and, then, when I wake up, I’m somewhat on “autopi-



lot.” I don’t have to think about how to start my day because it is all written down. I wake up ready to go...high on energy!

**SVRP: How does real estate fit into your dreams and goals?**

*Carol:* Real estate definitely intertwines with my dreams and goals. It’s now a part of me. Even when I am traveling — in China, in Paris, in Italy, I find it fascinating to visit real estate offices and to find opportunities to visit individual properties.

**SVRP: What is your favorite place in the world?**

*Carol:* For me, the San Francisco Bay Area is my favorite place in the world. I feel so lucky to live and work here. Outside of the Bay Area, Italy is my favorite. One of my children is married to a girl from Italy, and they live in Milan. Italy is an amazing country!

**SVRP: Define success**

*Carol:* For me, “success” is first finding/creating an opportunity to do work that you love and, second, creating greatness at what you do! Having just watched the Masters (golf), when I think of the word “success,” the person who comes to mind is Tiger Woods...amazing!

**SVRP: What’s next?**

*Carol:* I don’t know...and I love that answer! I thrive on change...love to experience the new and the unknown.



Specializing in family portraits, headshots, maternity, wedding, corporate, & event photography



WWW.HYUNAHJANG.COM • 347-840-1580  
HJ@HYUNAHJANG.COM



# DANIEL RUMER

## Learning Through Experience

“My wife always asks me ‘Why do you change your own oil?’ Well, because I like to. It’s time-consuming, but I like to get down and do it myself. Everything I do, I do in a hands-on way.”

When he’s not working on his next homebrew or going for a joyride with one of the local car clubs, Daniel Rumer is focused on two things: his family and his career.

Like many real estate agents today, Daniel Rumer spearheaded his real estate business from a diverse marketing and sales background. After getting his degree in marketing from San Jose State, he got into door-to-door sales selling office supplies. While it was some of the hardest work he’d ever done, it did “lay down the foundation” for the rest of his career.



From there, Daniel moved to Whole Foods, where he ran a sales team of 12 people. He managed the buying and scheduling processes for two of their store locations in California. After his stint at Whole Foods, he worked for a distribution company and continued to hone his sales skills as a craft beer sales manager for high-end breweries, selling to both large and small companies.

Daniel’s career eventually reached a tipping point where he hit the ceiling of what was possible for his career at the distributor. He felt that there was more that he could provide to the world that extended beyond specific products.

Coincidentally, Daniel and his wife were working through the process of purchasing their first home. When they finally closed the deal and got the keys, Daniel realized how important buying a house is for your life. As far as life purchases go, there is nothing more meaningful. He got his real estate license shortly after the purchase, though it was years before he actually transitioned to the career full-time.

The early days were tough, but Daniel grinded through the hard times and leveraged his social network find his first clients. It was about six months before he got his first paycheck, but since then his business has been growing steadily. Three years into his career in 2019, he’s already tripled sales totals from his first year.

When asked about why he’s so passionate about real estate, here’s what Daniel had to say:

“I’m very family-oriented and I want to be a part of helping people have the opportunity to grow a family in a nice home. My goal is to accomplish what my clients are striving for. Buying a home isn’t something you do every day. It’s something that you’re putting a lot of your own hard-earned sweat, love, and tears into. So I’m a really good listener, and have a knack for finding what my clients are looking for and pinpointing it down.”

In addition, 90% of his clients are first-time home buyers and for Daniel, they’re the most exciting type of client to work with. He likes to be an integral part of the process for them, providing the support and motivation they need to find the perfect fit for their needs.

Looking into the future, Daniel is excited to continue to grow his business as his family grows along with it. He got married to his wife in 2012 and now

has a two-year-old daughter in the family. One of the perks of working in real estate that Daniel enjoys is flexibility. When his daughter was born he was able to take six months off to be with his family, calling the opportunity “a huge blessing.” But they haven’t changed their lifestyle much since bringing their daughter into the world. Instead, they just take her along for the ride in everything they do.

Beyond real estate, Daniel enjoys a plethora of hands-on activities to keep his mind sharp and relax after work. He’s been into cars since he was a kid and rebuilt his first car – a 1970 Chevy El Camino – with his dad when he was 16-years-old. Now he’s got a decked-out garage with all the tools and space he needs to work on his BMWs and Subaru. Daniel frequents local car meet-ups for inspiration and loves the relaxing allure of a scenic drive.

Cooking is another activity that Daniel uses to mellow out after a long day. Unlike his wife, who is more structured and organized in the kitchen, Daniel likes to freestyle with his cooking and let his creativity flow. No two dinners are the same when Daniel is in the kitchen. No matter what’s going on in his life, he likes to be involved in a direct and intimate way. It took quite a bit of persuading from his wife to convince him to hire a gardener to maintain their yard and pool, but he’s come to appreciate the help.

The future is looking bright for Daniel as he keeps his sights set on growth in the coming years.

“When you see what others have accomplished, you want to fill their shoes and follow suit as well. And that’s exactly what I’m looking to do.”





**GOOSEHEAD INSURANCE**

**GOOSEHEAD INSURANCE AGENCY**

Justin Turner 951.965.4651 Agent/Owner  
714.844.9205 mobile  
Lic #0F89647 fax



**WE PARTNER WITH THE BEST...**

**MetLife**  
MetLife Auto & Home

**Pacific Specialty**

**PROGRESSIVE**

**National General**

**FOREMOST**  
INSURANCE GROUP

**Safeco Insurance**

**QBE**

**CHUBB**

**UNIVERSAL**

**Encompass**

**INFINITY**  
Auto Insurance

**KEMPER**

**Nationwide**

**MERCURY**  
INSURANCE

**WHY GOOSEHEAD FOR HOME?**


- 20+ insurance companies
- We are able to shop around with multiple companies to get the best price
- Discounts for home buyers
- Multi-policy/Bundle, Alarm System discounts available
- Prior claims, brush or hazard areas, ok
- No home we can't insure
- We can provide proof of insurance to your lender in less than 15 mins

**WHY GOOSEHEAD FOR RENTERS?**

- As little as \$10/mo.
- Protect your personal belongings
- Protect jewelry, firearms, and other collectibles
- Get up to 20% off auto insurance by bundling
- Prior claims ok


**CALL TODAY FOR A QUOTE!**

Justin Turner  
951.965.4651  
justin.turner@goosehead.com  
[www.goosehead.com](http://www.goosehead.com)



**Homescape Designs**

Bay Area Staging and Interior Design



**AWARD WINNING REPUTATION**

**FAIR & COMPETITIVE PRICING**

**SOPHISTICATED STYLE WITH**

**ON-TREND FURNISHINGS & DÉCOR**

**CONTACT US TODAY FOR A COMPLIMENTARY QUICK QUOTE**

**(408) 460-1975 • SaraArlin@gmail.com**

# NATURAL BRIDGES LANDSCAPING - AS SEEN ON HGTV



"As a Realtor, I take a lot of pride in my home and feel that it reflects on me as a professional, so when we decided to invest in landscaping, we wanted to find the best!

Natural Bridges Landscaping impressed us with their team approach, attention to detail, and the caliber of their subcontractors. They guided us to make smart changes to the original plans and the final product is absolutely perfect!

I am incredibly grateful to have found them."

**KIRSTEN REILLY,**  
*Broker Associate, Compass*



**Natural Bridges**  
LANDSCAPING


**David Ross**  
408.206.8444 cell  
408.356.1240 office  
License #535214  
DavidRoss@NaturalBridgesLandscaping.com  
[www.naturalbridgeslandscaping.com](http://www.naturalbridgeslandscaping.com)

**As the Interior & Exterior Expert**

**Trust Ernie's Quality Painting for:**


**Quicker Sales • Higher Values**

**Improved Curb Appeals**



**ERNIE'S**  
Quality Painting

**408.401.0006**




- SATIN WOODS
- REFINISH DECKS
- REFINISH KITCHEN CABINETS
- MATCH TEXTURES
- MATCH COLORS
- INSTALL CROWN MOLDING AND BASEBOARD

**Let us know how we can help you!!**

**PARTNER YOURSELF WITH THE REAL PROFESSIONAL**

Who understands your client's needs from the perspective of a **Luxury Focused Agent.**



**SPErry**  
COMMERCIAL  
GLOBAL AFFILIATES

A Commercial Brokerage network that harnesses state-of-the-art technology combined with experienced market knowledge to deliver exceptional results.

**ATSUKO YUBE, CIPS**

MEMBER OF INSTITUTE FOR LUXURY HOME MARKETING | MEMBER OF THE LUXURY MARKETING COUNCIL | DIRECTOR OF JAPAN GROUP

[atsuko.yube@sperrycga.com](mailto:atsuko.yube@sperrycga.com) 19925 Stevens Creek Blvd, Suite 100  
408-858-2169 Direct Cupertino CA 95014  
CalBRE#: 01255893 9100 Wilshire Boulevard, Suite 880 West Tower  
[www.sperrycga.com](http://www.sperrycga.com) Beverly Hills, CA 90212-3434



**NICOLE SANTIZO** VP of Mortgage Lending

**Your time is money. Let's make it count.**

**100MM+ IN FUNDED LOANS\***  
CHAIRMAN'S CIRCLE

TIME-SAVING TECH • PERSONALIZED SERVICE • UNMATCHED EFFICIENCY

**Contact Nicole today for an elite mortgage experience.**

167 S. San Antonio Rd. Suite 16, Los Altos, CA 94022 | Cell: (408) 499-1270 | Rate.com/nicole  
Office: (650) 584-0958 | [nicole.santizo@rate.com](mailto:nicole.santizo@rate.com) **guaranteed Rate**

\*Source: \$102 million volume, or 133 loans funded with Guaranteed Rate according to internal loan production reports for 2018. Applicant subject to credit and underwriting approval. Not all applicants will be approved for financing. Receipt of application does not represent an approval for financing or interest rate guarantee. Restrictions may apply, contact Guaranteed Rate for current rates and for more information.

Equal Housing Lender NMLS ID: 982907 CA - CA DBO 982907 - CA DBO 982907 • NMLS ID #2611 (Nationwide Mortgage Licensing System [www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org)) CA - Licensed by the Department of Business Oversight, Division of Corporations under the California Residential Mortgage Lending Act Lic #4330699





PRSRT STD  
US POSTAGE PAID  
WILMINGTON, NC  
PERMIT NO. 40

CA\_Bay Area Real Producers

# AERIAL CANVAS

## REAL PRODUCERS PREMIER PACKAGE

\$1,200+

- HDR PHOTOS
- CINEMATIC HD VIDEO
- DRONE PHOTOS/VIDEO
- 3D 4K MATTERPORT
- DEDICATED LISTING WEBSITE
- AGENT INTRO/OUTRO
- 2X ZILLOW EXPOSURE
- NEXT-DAY TURNAROUND

—  —  
[WWW.AERIALCANVAS.COM/RP](http://WWW.AERIALCANVAS.COM/RP)  PW: 2019