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MEET THE SOUTH ORANGE COUNTY REAL PRODUCERS TEAM



Michele Kader
Owner/Publisher



Andrew Bramasco
Photographer



Luke Kostka
*Social Media
& Video Marketing*



Chris Menezes
Writer



Alysha Garner
Account Manager



Thomas Pellicer
Event Photographer

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►► publisher's note

THE REAL PRODUCER'S MOVEMENT IS GROWING

Welcome to the South Orange County Real Producers community! Our purpose is to inform and inspire South OC's Top REALTORS® and to celebrate your lives and careers by telling your stories. We do this by featuring agents, all who are nominated by you. As we grow, we will continue to add fresh content on a social and business level.

As most of our readers know, in real estate, it's more than just closing a sale. It's also about new relationships – especially if you want to build long-lasting clients. This also holds true for many real estate agents who have expressed to us how important it is to have strong relationships with other agents, and how that can impact the growth of their business.

We are pleased and excited to provide this platform, free of charge to you, where those relationships can be fostered through this monthly magazine as well as at our quarterly events. Being a part of this community means you are the best of the best, and honestly, we feel you should be celebrated for that!

By now, many of you have either met me or we have become indirectly acquainted through this platform or by word of mouth. I am eager to meet each and every one of you! Please reach out to me with ideas, nominations or simply a conversation.

Thank you again to our business partners. Without your support, this magazine would not be possible. Also, thank you to the many REALTORS® who contribute to and collaborate with South OC Real Producers. We admire your respect and love for the community and your industry. This platform would not exist without you!

Be sure to follow us on Instagram @realproducerssouthoc and Facebook: Real Producers South OC.



Michele Kader
Owner/Publisher
Real Producers South OC
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FAQ



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About the Magazine

We realize that Real Producers is a new concept here in South Orange County, and some of you may be wondering what it's all about. That is why we have created a "FAQ's About This Magazine" page. Here we will answer the most commonly asked questions around the country regarding our program. My door is always open to discuss anything regarding this community - this publication is 100 percent designed to be your voice!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in South Orange County. We pulled the MLS numbers (by volume) from August 1, 2018-August 1, 2019, in the South OC area. We cut the list off at #500, and the distribution was born. For this year's list, the minimum production level for our group is on pace for over \$7 million in 2019. The list will reset in August 2020 for next year and continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple - every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention, because we don't know everyone's story, so we need your help to learn about them. A nom-

ination currently looks like this: you email us at michele.kader@realproducersmag.com with the subject line, "Nomination: (Name of Nominee)," and explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told - perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview and for our photographers to schedule a photoshoot.

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of real producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every

single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best agents in the area, but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top REALTORS®, please let us know! Send an email to michele.kader@realproducersmag.com.



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Written by:
Chris Menezes

Photography by:
Andrew Bramasco

QUALITY FIRST

TERMITE & PEST CONTROL

JEFF OLIVA

As the new owner of Quality First Termite and Pest Control, Jeff Oliva is committed to not only upholding, but also surpassing the company's 20-year history of placing quality first. "Where Quality comes First is our motto, because we care about every home as if it were our mother's home," says Jeff. "Our crew techs are some of the best wood workers in the industry, and we care about the work we complete."

Specializing in free escrow inspections throughout Southern California, Quality First Termite and Pest Control offers several treatment options to get rid of termites and pests. They can also complete structural repairs that the home may need, including dry rot and fungus repair, roof repair, patio and deck repair, drywall repair, doors and windows repair, and of course, termite repair. By compiling a detailed report on inspection, they aim to leave no stone unturned in communicating the exact condition of the home.

"We enjoy helping people fix their homes and keeping them in good standing. Homes are a big investment and helping people keep the value of their home up is important. We also enjoy relieving them of their pest control worries by keeping the creepy crawlers away," says Jeff.

From the time he was 10-years-old, Jeff has loved building things and working with tools. His father worked in construction his whole life and his grandfather owned a blueprint shop in Costa Mesa back in the late '70s and '80s. He always looked up to them and wanted to own his own business one day.

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• • •

After finishing school in Texas, Jeff moved back to California in 1999 and began working in the termite industry. “I was fortunate enough to be welcomed into the industry and trained by the best,” he says. Jeff started working for the previous owner of Quality First Termite and Pest Control, Randy Dannettele, in 2005, and started learning the ins-and-outs of the industry. Upon retiring in 2018, Randy gave Jeff the opportunity to purchase the company and fulfill his childhood dream.

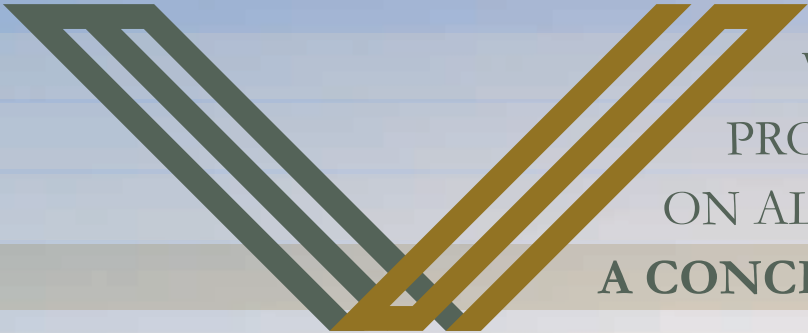
Driven by a deep desire to help people and provide the absolute best service in the industry, Jeff’s number one goal is ensuring that every real estate transaction they are involved with goes as smooth as possible for all parties involved.



“Let’s face it, nobody enjoys spending money on termite repairs, especially when selling a home. We are very easy to work with and are here to make life easier. We stand behind our work with a solid warranty as well. I want to be remembered for providing solutions, not excuses,” says Jeff.

With a long history in the industry, Jeff has seen and kept up with many changes, including using chemicals that are more effective and less harmful to humans and the environment. He has also seen many changes in real estate regarding termite inspections and clearance. “It may not be required to perform termite work on an escrow transaction, but we still recommend getting a free inspection in order to know what kind of termite damage/activity may be present. Knowing these numbers beforehand is crucial for negotiation,” says Jeff.

When not working, Jeff enjoys being with his wife, Tamara, and two sons, Landon (9) and Logan (6). They enjoy the local beaches, hiking, camping, fishing, skateboarding and putting together LEGO sets as a family. A lover of art, Jeff also enjoys drawing, crafting, and sculpting.



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BREE HUGHES

GOING
ALL
IN

» rising star

Written by: **Chris Menezes**
Photography by: **Andrew Bramasco**

Bree Hughes has never been afraid to take a risk. Perhaps it's because she grew up around card tables in Las Vegas, or maybe it's the entrepreneurial spirit that has always burned inside of her. Whatever the case, her ability to recognize opportunities and charge into them has produced profound success, even before she set her sights on a real estate career.

Both Bree's competitive nature and willingness to go-all-in was cultivated throughout her childhood as a competitive roller blader. She watched her parents become self-made entrepreneurs through real estate and grew up surrounded by the business. Her mother was a residential REALTOR® and her father is still a commercial developer. While Bree wanted to follow in their footsteps as business owners, and even obtained her real estate license in 2003 to help with the family business, she ultimately decided to carve her own path instead.

Bree started her professional career as an intern for Live Nation after graduating from UCSB. Through a series of fortunate events, Bree was able to capitalize on several opportune moments to acquire more responsibility, move into higher positions, and work her way up to executive producer of the special events division in less than two years. However, when

the executives in New York were not willing to adequately compensate her for running the division and expressed complacency about the special events department, she decided to part ways

and open her own marketing agency in San Francisco.

Over the course of the next 13 years, Bree grew her client list to include companies like Activision, Adobe, Cisco, and Intuit. She traveled all over the world, putting on events, and worked with bands like Kiss and Stevie Wonder. In fact, when she got Stevie Wonder to play at the wedding of a Fortune 500 Executive, it was the first show he played since his mother had died and he was considering leaving the music business. He enjoyed playing at the wedding so much however that he began touring again shortly after.

By 28-years-old, Bree was making over a million dollars annually running her business. In 2009, she decided to take a sabbatical however, and passed all her clients to a free-

lance producer she worked with, to travel for a year and attend business school at Vanderbilt University in Nashville, TN. Before moving to Nashville, however, she met her husband, Tim Hughes, and spent the next two years figuring out how to get back to San Clemente to be with him. . . .



...

As Bree was finishing up school in 2012, she and Tim purchased their first home in Southeast San Clemente. After graduating, she took a banking position at Credit Suisse long enough to remember that she was not made for corporate America and hated working for other people. She had maintained contact with the freelance producer who took the helm of her marketing agency, and was able to re-partner with her and jump back into the business.

By the end of 2016, Bree was traveling to San Francisco nearly every week to service her clients and keep her business running. With a 1-year-old at home and plans to have more kids, Bree knew she couldn't sustain all that traveling for long. She wanted to establish roots in her local community and raise a family. The breaking point came in October of 2017 when she tragically endured a miscarriage and had to get on a plane the very next day and head to San Francisco.

"I decided at that moment that I was done with that lifestyle and that I wanted to focus on a local career in San Clemente, where I could have better balance, put my kids to bed every night and never get on a plane for work ever again," says Bree.

As Bree considered her options, she realized that a career in real estate would provide her everything she was looking for—flexibility, unlimited earning potential, and an opportunity to involve herself within the community. Having already obtained a license, Bree reconnected with her roots and entered the real estate industry in 2017. She immediately began building her business and made it into the Top 10% of Douglas Elliman Agents the following year. She has already closed 22 transactions this year and is well positioned to be one of the top 10 agents in San Clemente.

Bree is grateful to not only be able to build a local business in the same



town as her family, but to also be able to tuck her kids into bed every night and have the ability to be there for them no matter what.

Bree's son, George, is 4-years-old, and her daughter, Sadie, is 2. George loves doing art projects with Tim, who is a nuclear engineer by trade and artist by choice, and loves to cook with Bree. As a family, they enjoy going to the beach, riding their electric bikes around town and going to music festivals.

While Bree is focused on building her business, providing for her family, and spending as much quality time with her kids as possible, she hopes to one day get back to some of the things she once enjoyed, like playing volleyball, snowboarding, and traveling. For now, however, enjoying a full life in San Clementine is all she needs.



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Written by:
Chris Menezes

Photography by:
Andrew Bramasco

making a difference

PAIGE McDANIEL & CARRIE GILMORE

Valiant Women and Children's Hospitals of Orange County

The stars aligned in 2008 when Paige McDaniel and Carrie Gilmore first met while volunteering. They instantly connected on several levels. Not only were both of their husbands local firemen, but they also both shared a profound passion for real estate and giving back to Ladera Ranch and Talega, the communities in which they lived and worked as REALTORS®.

On that fateful day of volunteering for the Children's Hospitals of Orange County (CHOC) Tinkerbell Guild, an organization of South Orange County where women
22 • October 2019

raise funds for CHOC Hospital and its various needs, Paige and Carrie met and coordinated the filling up of the Treasure Chest for Sick Children in the ER and Long Term Stay at Mission Viejo Hospital. They worked together so well that they decided to join forces in their real estate careers that same year and form The McDaniel Gilmore Group.

While they still volunteer their time with CHOC Orange to provide meals for families whose kids are in the ICU and Cancer Long Term Care as well as filling up the Treasure Chest, they most recently became involved with and became members of Valiant Women, which helps raise funds for Women's Health at Mission Hospital. Carolyn Mower, who is a member of the McDaniel and Gilmore Group and the Chairperson for Valiant Women, introduced Paige and Carrie to the organization in 2017.

In order to ensure that women of all ages receive quality health care, Valiant Women have helped to raise funds for Breast Imaging Machines, the Women's Health Center, the New Cancer Center currently being built, and support the education of the Nursing Community within Mission Hospital. Over the next five years, Valiant Women are dedicated to raising 1.6 million.



"Mission Hospital is not only in our backyard, but we have clients and close friends who are also mothers in our communities. We all live and celebrate life together, raising our children together. It only seems fitting to work with local charities that impact our lives and the communities in which we live," says Paige.

This blending of personal and professional worlds became even more real last year when a fellow Fire Captain's Wife they know had an aneurysm in Mission Viejo. Luckily her Firefighter husband was home at the time and recognized she was having a seizure. He called 911 immediately. She was transported to Mission Hospital and she was there for a significant time in the ICU, receiving numerous surgeries, therapies and treatment. She was then recognized this past year by Valiant Women as one of their Patient Hero's at the Annual Fashion Show and Luncheon held every spring at the Monarch Beach Resort. Today we are happy to say she is thriving!

"It is through many of the programs and pieces of equipment that Valiant Women has contributed to the hospital that she was able to receive the highest quality care right here locally. She is doing much better today, and more importantly, is HERE with us today," says Carrie.



On a sadder note, Paige and Carrie have had many clients and friends whose children have been admitted to CHOC for various reasons and illnesses, the most challenging being cancer. "We have held hands, walked by their side and lifted up these families while they have received treatment at our local CHOC Hospital. The work that Mission Hospital and CHOC do is so incredible and we feel extremely blessed to be a part of both," says Paige.

With five children between the two of them, Paige and Carrie feel a real responsibility to support CHOC and all that they do. Paige has three daughters, Mackenzie (10), Molly (8), and Shelby (6), who are passionate about swimming and competitive sports, while Carrie has two sons, Cooper (10) and Brody (6), who play baseball, football and soccer.

Paige, like her daughters, had a passion for swimming growing up. An All-American student-athlete, she attended the University of Southern California on a full-ride scholarship as a member of the USC Women's Swimming and Diving Team. After a short stint in Public Affairs in Austin, TX, she returned to USC and became the assistant coach of the men's and women's swim team. While coaching at USC, she obtained her Master's degree in Management and Marketing. She then rolled her coaching career into real estate and combined her two passions—management and real estate.

Carrie was an Executive with the NFL and Sony PlayStation in Public Relations before entering Real Estate. She had a real passion for her career within the Sports Industry where she worked for over a decade with some of the top professional



athletes and celebrities within the industry, but while being on the road at every major sporting event was quite an experience, she traveled quite extensively, and the long hours and traveling became less conducive to their family. She already had her Real Estate License and decided to take a leap of faith and make the transition. With a lot of hard work and persistence, Carrie and Paige were able to form The McDaniel Gilmore Group, and become intricate parts within their community.

"Being involved with CHOC and Valiant Women of Mission Hospital has enriched our lives in so many ways," says Carrie. "I feel so humbled to be part of two organizations that are so close to our hearts. Paige and I and our families are so blessed to be thriving and healthy and live and work in this beautiful place, Orange County, we get to call home."

Paige and Carrie encourage anyone who is interested in helping them make a difference with these organizations to contact them through www.McDanielGilmoreGroup.com. You can donate resources like new toys, clothing, etc. to go towards their CHOC donations, or support their annual Fashion Show for Valiant Women, or even become members like them.

►► top producer

Written by: **Chris Menezes**
Photography by: **Andrew Bramasco**

BRAD FELDMAN

Choosing the Constructive Path

“

I believe every challenge in life creates two separate paths, one that serves you and one that can hinder you. It's up to you to choose which path you take,”

says Brad Feldman of the Brad Feldman Team and Douglas Elliman Real Estate.

Like most people, Brad has encountered his share of challenges in life. Just last year, his father passed away after being disabled for 14-years. However, his ability to find the inherent lessons within each hardship enables him to always come out on the other side better than when entering. For example, Brad says his father's passing brought him closer to his family and taught him how precious life is.

Brad also credits his father for passing on his drive in business and life. An innovator in the compound pharmacy industry, Brad's father owned a successful compound pharmacy in Newport Beach and taught Brad the value of not only working hard, but also working with high ethics. From a young age, Brad learned the importance of treating people right, and since then, it's been the cornerstone of all of his business endeavors.

Brad started his first business in high school, walking door to door in Nellie Gail Ranch, the neighborhood he grew up in, offering to clean his neighbors' windows. What started as a one-man job turned into a larger operation involving many of his friends growing the busi-

ness. Interestingly enough, Brad focuses much of his real estate business in Nellie Gail Ranch today. It seems he never actually stopped serving the neighborhood.

He did take a hiatus however, in his early twenties, working as an Electrician's apprentice while going to school in the evenings. He was about to join the electrical union when a friend of his, one of Tom Ferry's top speakers, offered him a job at the Mike Ferry Organization, selling real estate coaching programs and business development services.

“After working for a real estate training company, I saw the parallels from my window cleaning business at 17-years-old and building a real estate business within a neighborhood,” says Brad.

Brad decided to enter the mortgage industry from there, and a year later, obtained his real estate license. He continued doing mortgages while selling homes for about 1.5 years, and then went full-time at the end of 2005. He formed a business partnership in 2009 and in 2012 established The Brad Feldman Group and began building his team. ...





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“The real estate industry has given me amazing opportunities. It’s been extremely rewarding. Every time I sell a home it’s rewarding,” he says.

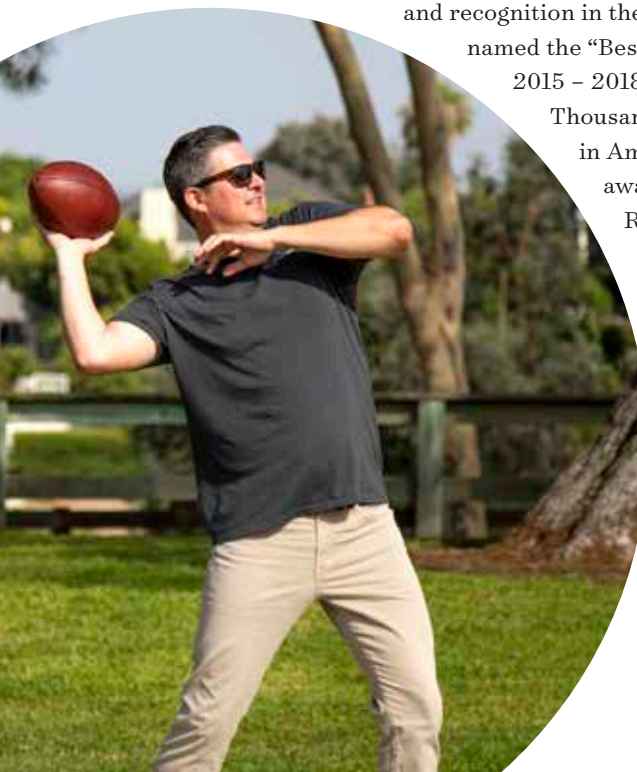
Brad’s passion for helping his clients navigate through the challenges of a transaction has brought him much success and recognition in the industry, including being named the “Best of Laguna Beach” from 2015 – 2018, a REAL Trends “The Thousand,” and REAL Trends “Best in America,” and “Top Agent” awards for Douglas Elliman Real Estate in 2017 and 2018.

Just last year, Brad was offered a position within Douglas Elliman Real Estate to manage three of their South Orange County offices. “Having the opportunity to help build the Elliman brand in Orange County is truly an amazing experience. One of my greatest

passions is helping people. It’s incredibly rewarding to see the impact and influence that I have on an agent’s career, whether increasing production, team building or helping agents find balance in their lives,” he says.

Brad balances his life by spending as much time as he can with his two kids—Avery (13) and Gavin (11). He also loves exercising, yoga, camping, traveling, and music. A guitarist who also enjoys playing the drums, and piano, Brad was extremely passionate about music when he was younger. He is also a master practitioner in Neuro Linguistic Programming (NLP), having studied NLP since starting in the sales business, and obtaining his license last year.

“Being successful selling real estate is a combination of hard work, dedication and keeping your eye on the goal,” says Brad. “Understand your vision and create the plan to make it happen. Great processes drive great results so the more you build your processes, the better the experience will be for your customers. And remember to have to fun. Life is too short to not have fun.”



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