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THE REAL PRODUCER'S MOVEMENT IS GROWING

► publisher's note

Welcome to the South Orange County Real Producers community! It is my honor to serve you all by bringing educational and inspirational energy to celebrate what has made you truly the cream of the crop in the South OC real estate market. I look forward to highlighting your accomplishments, encouraging your dreams, and delivering recognition for your continued excellence in serving your clients.



Real Producers started as an idea in 2015 and is spreading across the nation like wildfire. We are now in 90 cities and changing the way the real estate community interacts across America. As we embark on this journey in South OC, I promise to create platforms to connect and forums to recognize and celebrate what makes each and every one of you an icon. In the years to come, I hope to get to know you on a personal level and understand what has led to your success. I look forward to celebrating you at our events, providing tools to help you grow your business, and representing your passion for excellence in this dynamic industry we all share.

Here are some quick facts about Real Producers:

Distribution: This magazine is sent free of charge to the top 500 agents in the South OC area MLS by volume. Within this region, there are over 13,000 agents and you all in this elite group are the cream of the crop. You are remarkable and just to be in this group is truly a badge of honor!

Content: This is all about you, the South OC real estate community. We'll do personal and unique stories on members in this community giving you a platform to inspire others. As we grow we'll add fresh content fo-

cused entirely on you. In the coming months we will be adding a "REALTOR® Question of The Month," as well as other interesting content. It costs absolutely nothing for a REALTOR® to be in a story and we are always taking nominations for REALTORS® who are worth celebrating.

Our Partners: Anyone listed as a "preferred partner" in the front of this magazine is a part of this community. They will have an ad in every issue, attend our 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. If you are looking to add to your arsenal of incredible vendors, look no further.

Events: Along with the magazine, we will host various free events where we, the best-of-the-best, get together at reputable local venues to rub elbows, mastermind, have a good time, and make a better South OC community. We will communicate information about the events through the magazine, e-mails, and social media.

Contribution: If you are interested in contributing, nominating REALTORS® for certain features, know of top-notch affiliate partners who should be a part of our community, or would simply like to network, please e-mail or call me at any time as I look forward to hearing from all of you! I'd like to personally thank all of our business sponsors who partnered with us, as well as the many REALTORS® who helped bring South OC Real Producers to life. We would not exist without you. I appreciate you all, and I'll see you at the launch party!

Michele Kader
Owner/Publisher
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Meet Real Producer Partner: **Versal Escrow** Sandy Vietro and Christopher Keahey



SANDY VIETRO

An Orange County native, a member of the Laguna Beach board of Realtors, Pacific West of Realtors, California Association of Realtors, and National Association of Realtors, Orange County as her territory, she became a frequent attendee at numerous Real Estate functions where she met the top management.

I'm thrilled to be working with an elite class of professionals. After years

of selling Real Estate made me realize that my place in the world is not behind a desk but in front of people. Sales is the perfect fit!

Visiting local Real Estate Offices to create, protect and maximize relationships through superior service.

Versal Escrow Services is a rare find in the escrow community because of the leadership, dedication and delivering the highest levels of customer service. Connecting with Real Estate professionals and providing them with this valuable information is immensely gratifying.

Sandy saves room in her busy life for her other passions, friends & family, and is happiest in the company of her three French Bulldogs, Mia, Isabella and Giana.

She also lends her support to the Humane Society and Second Harvest Food Bank.

Sandy can be reached at: (714) 267-7890



CHRISTOPHER KEAHEY

Chris Keahey has been an active Escrow Officer in the community for 20+ years. He's well versed in Residential Re-Sales, Commercial and Short Sales.

With a reputation of immediate service, integrity and accuracy, Chris has processed hundreds of transactions while staying true to his core values and helping clients through their escrow with true professionalism.

Chris is determined to give the best service and undivided attention he believes his clients deserve. You can expect Chris to handle the details of your transaction with an accurate and up to date knowledge of the industry. A veteran in the business since 1996 and a graduate of UCI Chris enjoys spending time with his family. He and his 6 year old daughter are involved in the Adventure Guides program.

Christopher can be reached at: (949) 632-8641



partner spotlight ◀◀

Amerispec

JUSTIN WOODFORD

Written By: **Haley VanBellingham**
Photography: **Andrew Bramasco**

Justin Woodford, Chief Operations Officer and Co-Owner of AmeriSpec Orange Coast Home Inspection Service, Inc. is more than just a leader in his trade, he is a value-driven individual that sets the standard for conduct in the industry.

Since its founding in 1987 by Justin's parents, Jim and Donna Woodford, AmeriSpec has retained its family-oriented nature and its devotion to trustworthy service.

Having grown from a single franchise to over two hundred and fifty locations throughout the U.S. and Canada, the Orange County branch has maintained a spot at the top of the network, under Justin's leadership.

Justin wasn't just handed the keys to the family business, he had to earn them. At fourteen he entered the industry, and at sixteen became respon-

sible for the task of changing locks after each inspection.

Justin battled the stigma of being young in the business by proving himself reliable and trustworthy. His dedication paid off, and at eighteen he was ready for training.

"I graduated high school on Thursday and started learning home inspections on Monday morning," Justin said. Justin worked hard to defeat any doubt seasoned real estate agents and home owners had about his age.

"It got me really able to sell myself and get out there and show people this is why I'm different, this is what makes me a good home inspector."

In 2000 Justin really took the reins and helped his family's company endure hardship during a major recession in 2005-2008, which created downsizing.

Since then, Justin has excelled at rebuilding, and the family-like feel of AmeriSpec has led to the retention of several long-term

employees as well as bringing on new team members that share Justin's value in integrity.

Justin discussed the assets of having a team of eight. In high value homes over twenty thousand square feet that might take other inspectors multiple days, Justin's team can conquer the home with a thorough inspection in just a few hours.

What's more, AmeriSpec is able to stand behind their work.

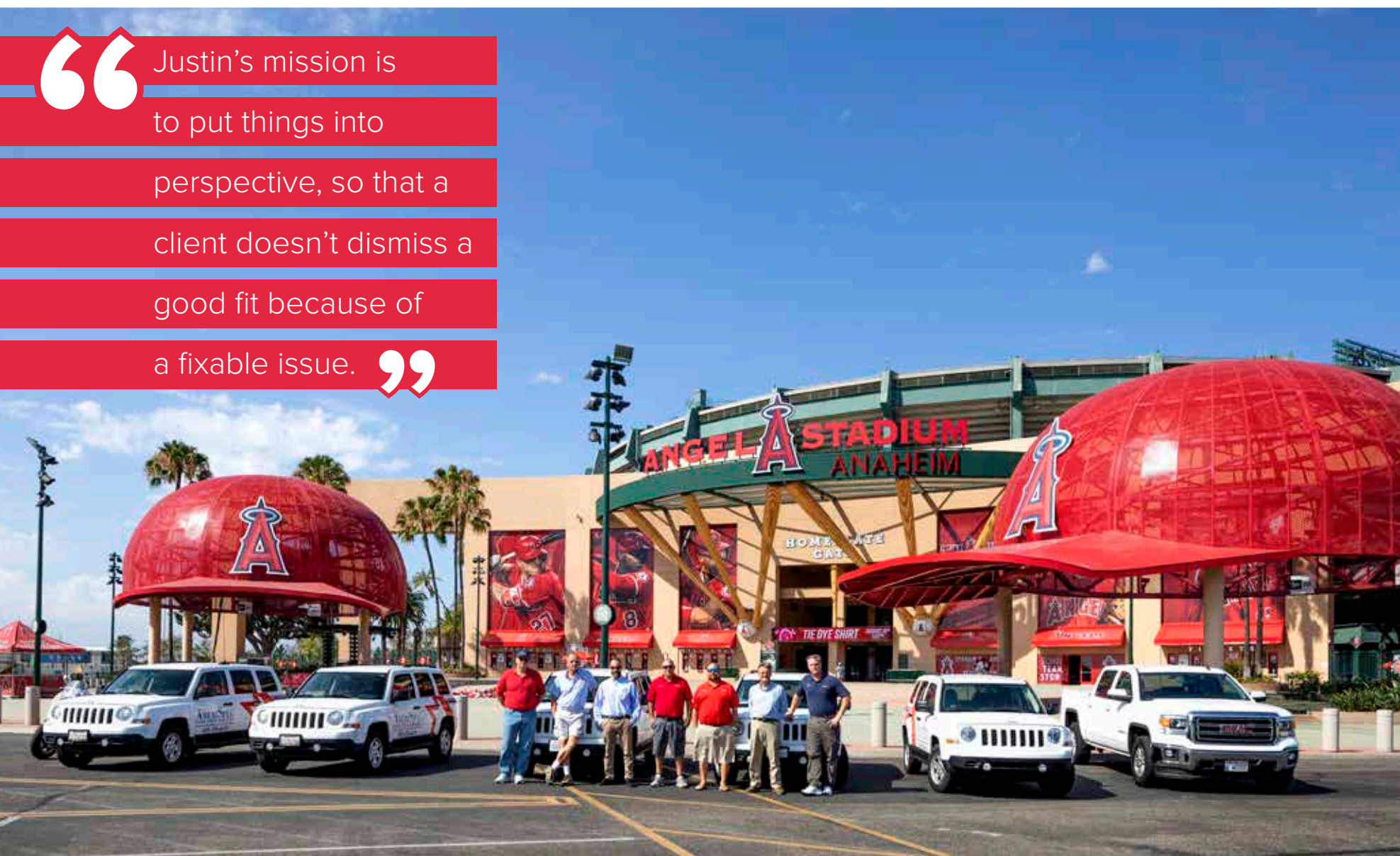
"If my guy goes out and doesn't see something, which is within the standards of practice, then we will either fix it or replace it. No questions asked," said Justin. "The fact that we are a larger firm gives me the ability to do that, so that I can have that kind of confidence that my guys are going to do a good job."

The team prides themselves on checking every component from foundation to roof, including all major systems, every door, window and out-

...

“

Justin's mission is to put things into perspective, so that a client doesn't dismiss a good fit because of a fixable issue. ”



...

let (that is accessible). They are efficient because they know what they're looking for.

"In those 30-plus years of business, we've performed over one hundred and fifty thousand home inspections in the Orange County area alone."

Justin isn't done learning, and neither is his team.

"What differentiates us is our training." Each team member is required to undergo a four to six-month training process with a master inspector. "During that time, not only are they learning what to look for, but they're also learning how to communicate their findings to the client, which is important for real estate agents."

Justin has three master inspectors at the office, who have over 20 years of experience and have performed over 15000 home inspections each.

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Employees like Connie Buser, who have been with the office since 1997, reflect a retention that comes from the positive work environment of the company. Justin attributes some of the tools of successful workplace culture and leadership to lessons gleaned from his parents.

"He [my father] was able to teach me how to become a business man. He taught me the ability to not take things personally when a customer is upset," said Justin. "They're not mad at you. They're mad at the situation and that's how I address it. They taught me humility in the business. We have grown to be a pretty good size operation but we're still a Mom and Pop business. So we really are a big family."

When not with his AmeriSpec family, Justin comes home to two children, son, George (8) and daughter, Dublyn (5).

Justin coaches his son's little league teams and attends his daughter's soccer games and dance recitals. Last Spring George's team won a championship in their division. The family has

season tickets to the Angel's and love being in attendance. Outside of baseball, Justin enjoys traveling with his family, as well as deep sea fishing and golfing.

Justin's work-life balance may be a factor in his level-headed perspective. He hopes to bring on more inspectors to the team that share this understanding. Justin's mission is to put things into perspective, so that a client doesn't dismiss a good fit because of a fixable issue.

"Our guys are honest and ethical first and foremost. We tell the people what they're purchasing but we don't blow things out of proportion. We just put things in their proper perspective. A lot of times, for example, you go in and the water heater is shot, that's a big-ticket item. But in comparison to the purchase of a home it's a drop in the bucket."

The company's Yelp reviews, NPS scores, and other reviews for professionalism reflect their business practices. Now a household name, Justin retains client-first values and passion for the business that makes AmeriSpec Orange Coast a leader in the industry.

Justin can be reached at **949.795.1505**



www.realproducersmag.com • 17

EDGAR

SCHOLTE

► rising star

Written By: **Haley VanBellingham**
Photography: **Andrew Bramasco**



For Edgar Scholte, REALTOR® at RE/MAX Crown Realty, assimilation to the United States was never a barrier. A native of Holland, Edgar didn't allow anything to come in his way of achieving his goals. He continues to make strides toward success while retaining a passion for working face-to-face with people.

Edgar has only been in the United States for six years and in that time has surpassed all expectations in the growth of his career. So how did it begin?

“My wife asked me, if you go to the United States, what do you want to do?” Edgar said. He told her, “You know what, if I choose a new life, and a whole new direction, why wouldn't I also choose a completely new career? Let's just try real estate and see how it goes.”

Edgar never envisioned himself moving to the U.S. until he met his wife, Jessica, born and raised in California. While traveling in Holland, Jessica's grandmother passed away. Edgar met her in the church where she was mourning and helped her find her way home amongst the unfamiliar streets.

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“I asked her out,” said Edgar, “and before you know it, four months later, I was introduced to her family, and fourteen months after that we were married.” The two lived in Holland for five years, Edgar maintaining his position as police officer and detective.

They both agreed that they'd move back to the U.S. but there was still a learning curve in entering the industry, not to mention arrival in a place without Edgar's network of family and friends.

He remembers tearing up the food stamps he received upon arrival, determined to find success through his own efforts. Edgar hit the ground running, passing the exam and starting work in the industry a month after arriving in the U.S.

“I started working about six weeks later. And the interesting part is when I came across the border, I didn't have any friends.



I didn't have any school buddies. I didn't have any family members. And so, I had to really start from scratch without any possible referrals or anything of that kind.”

What Edgar did have was motivation, dedication and good advice. “When I started with Century 21 the manager said, ‘You know, you have no money to put into marketing. I think the best, effective way for you to get your business going is go from door to door.’”

Edgar jump-started his career through door-knocking and hasn't stopped since.

“I went from door to door every single day four hours a day, six days a week just pounding the pavement. Suddenly I started selling twenty-two homes a year and became the number one agent in the office at Century 21.”

Edgar has since transitioned to RE/MAX, maintaining his perseverance in door knocking and attributing success to the face-to-face connections he makes every day.

“I do believe that it's one of the most effective ways, at least for me. It's a little bit of a lost art because nowadays it's Facebook and digital marketing and trying to get your face in front of millions of people,” Edgar said. “Being a door knocker is that old-school and actually the most creative way to run your business right now.”

For Edgar, it's not just showing up every day, it's what he brings to the table. His reputable skills as a police officer and his genuine desire to help people, make him skilled at the job of REALTOR®.

What sets Edgar apart, though, is his ability to relate to clients who have trepidation about buying or selling.

“I do understand what it means to make a big move,” said Edgar. But when that worry sets in, he is able to speak from positive experience. “I'm a strong believer that happiness is within yourself no matter where you are; I share that with people.”

The outcome is bright, “Pretty much every single person that I talked to two months after they moved, will say ‘you

know I'm happy that I did it' or ‘I should have done it early in life.’”

Edgar's own move was successful in part because of the connections he formed through his career. While he misses his two brothers and parents in Holland, he feels that California is his home. Now a father to an 18-month-old son, Edgar is happy for the security and flexibility real estate allows.

Edgar is hoping that his hard work in the field will leave an admirable legacy.

“I want people to remember me as being honest.”

For Edgar, being people-oriented, ethical and willing to take risks has led to his success.

“If there is something you know you have the solution to and can make it happen for those clients I think that is key to me. And then the rest will follow.”





Written By:
Haley VanBellingham

Photography:
Andrew Bramasco

JACKIE & DREW ROWAN



Family-oriented and dedicated to paving the road for others, Jackie and Drew Rowan, Realtors® at RE/MAX Coastal Homes are making a real difference for those affected by cancer.

Since the start of their real estate career, in 1996, Jackie and Drew were always involved in charitable organizations that directly benefited their two children. Throughout Jenna and Weston's childhood, Jackie and Drew coached for The Boys and Girls Club, AYSO teams, Capistrano Valley Assisteens- serving with Jenna as Senior Center Chairs and volunteering for Weston's swim clubs and teams as he followed his passion for competitive swimming.

On Christmas day of 2015, everything changed for the Rowan family. Weston was Diagnosed with stage-four non-Hodgkin's lymphoma, and his plans for a division one scholarship in swimming were derailed.

He was on the block at National's in Austin, Texas in Nov. 2015 when the family first realized something was wrong. His dreams of being an Olympian and attending Stanford or the University of Southern California were put on hold as the family strove for answers and treatment.

"We didn't know if he would ever swim again," said Jackie, "but that wasn't a big priority. We just wanted him to get healthy again and keep living."

As the family struggled to stay afloat during Weston's seven-month battle with intensive chemo treatments necessary to battle stage 4 Burkitts Lym-

phoma, they encountered overwhelming support from their community and CHOC Childrens.

"Cancer is the worst club in the world, with the best people you'd ever want to meet in it. And so, going through that, we met these incredible heroes, people and foundations that we've really dedicated the rest of our lives to."

Weston is in his third year of remission, and so his family has more time and energy to devote to charitable work that will benefit others facing the disease.

While Jackie held the front line at the hospital during Weston's treatment, Weston's sister, Jenna, worked non-stop to create a non-for-profit in Weston's honor, called Weston's Warriors.

Jackie hopes that the organization will hit the ground running when Weston reaches full recovery, but for now she devotes her time to giving back to the three organizations that were life changing in the family's battle: The Gold Rush Cure Foundation, Cancer for College and the Children's Hospital of Orange County (CHOC).

This year at the CHOC Walk on Aug 11, 2019, the Rowan family, their cancer family and friends came together and walked with Ella Boyle and Brave Boyle- a cancer survivor Weston went through treatment at the same time with, as Weston's Warriors to raise awareness and funding for the hospital. Over its 29 year history, this annual event has raised more than 35 million for CHOC Childrens and CHOC at Mission Hospital. The CHOC Walk is the largest and most unique pediatric fundraiser in the nation.



"We have the foundation of Weston's Warriors," Jackie said, "that we're going to move forward with as he (Weston) gets better and better and moves further away from this life-threatening illness."

Weston's hopefulness is inspiring to all. He was awarded the Valentine Courage Award as a senior in high school through Kimberly Valentine Poska who he still keeps involved with and aims to give back to.

"He realizes that you have to do life on life's terms, cancer survivor or not," said Jackie. "Pain is temporary but quitting lasts forever." That is Weston's motto and he lives by it.

Cancer for College, an organization that awarded Weston a scholarship towards UCSB through Cherryhawk18 and the Richardson family continues to make a huge impact on our lives. The organization, founded by Craig Pollard, a two-time cancer survivor, is important to Jackie because she believes people should have the same opportunities in life, despite any diagnosis.

The Gold Rush Cure Foundation is another organization close to heart. Founded by Sandy Barker in honor of her son Christian, Jackie describes Sandy as her "angel on earth."

"Sandy came to our house with this pot of gold for Weston," Jackie said. "All of a sudden we get a knock on our door at the lowest point of Weston's treatment with these amazing gifts and inspiration for Weston. After I met Sandy, I started believing that maybe we were going to be OK, maybe Weston was going to get better. Maybe we were going to see the light at the end of this awful tunnel we were in."

Now Jackie helps Sandy and The Gold Rush Cure however she is able to and volunteers for their annual yearly silent auction and tribute to Gold Rush Cure Foundation Cancer Heroes that are honored every year there. Jackie's goal is to lift others up in the way that she experienced support.

"I would say that that's one of the

most important things and the thing that I'm most proud of... I've been able to give others a little ray of hope. To let them know that they are stronger than they know and are going to get through this."

While Weston still overcomes health issues as a result of chemotherapy, he lives life to the fullest, studying communications and sports analytics at UC Santa Barbara, where he pursues his passion of swimming for a division one team.

Jackie is amazed at her son's perseverance and the how San Clemente and the Cancer community came together on his behalf.

"Hot meals were on our doorstep every night during Weston's treatment and the city of San Clemente came together to love and support Weston and our family."

"Moving forward," she said, "the goal for the Rowan family is to give back to all these people that have given us so much love unconditionally."

And that's what Jackie and Drew Rowan do, with the help of family and friends, give back to families in need facing life threatening illnesses.



HELENA & SHAWN NOONAN

Written by: **Haley VanBellingham**
Photography by: **Andrew Bramasco**

Helena and husband Shawn of the Noonan Team at Keller Williams exemplify partnership success through organic business growth, collaborating personal attributes and unwavering respect for one another and their industry.

The Noonan team is the perfect balance of negotiation and management, with a passion for everything they do.

Helena, a native of Brazil, is responsible for the team's successful start. Never one for billboards, Helena preferred face-to-face contact and getting to know people on a personal level.

Her method? "A lot of soul and hard work."

"...we built what we have today," Helena said, "little by little, with very basic things through relationships in the area that we live in."

When Helena entered the field, her persistence allowed her the opportunity to sell many foreclosure homes. Later, the team transitioned to standard real estate in 2013 and began to solidify their partnership.

Helena did the ground work, attending open houses and door knocking, and with her success came an opportunity for Shawn to take over the business side of the team.

Now Helena had an opportunity to focus on the portion of real estate that she enjoys best, personal contact with clients and negotiation.

Before real estate, both Shawn and Helena had very different career backgrounds.



Helena worked as an airline flight attendant and owned a fashion business but left both when her career as a REALTOR® began to take off. Making her start in Miami Beach, Helena forged the way in her career, landing in Orange County.

Before partnering with Helena, Shawn was on a different track as well. Working in physical therapy, surgical rehabilitation and health and wellness conditioning, Shawn had a contract with SONY Pictures Studio.

Shawn's background in sales marketing and business operations led to transferable skills for real estate, and these assets merged with what Helena brought to the table.

"I would take over the presentations and sales marketing aspect and opera-

...



...

tions of the company and she would maintain the face of the business persona,” Shawn explained.

The position comes naturally to Helena, who is geared towards uplifting others in the industry. “I love life. I really do,” Helena said. “I call it the butterfly effect... I have this joy inside of me. I think it’s from my beautiful mom.”

Helena excels at building and maintaining relationships.

“Connecting with people brings me a lot of joy as well as connecting those people with other people.”

Being face to face in real estate also means solving problems.

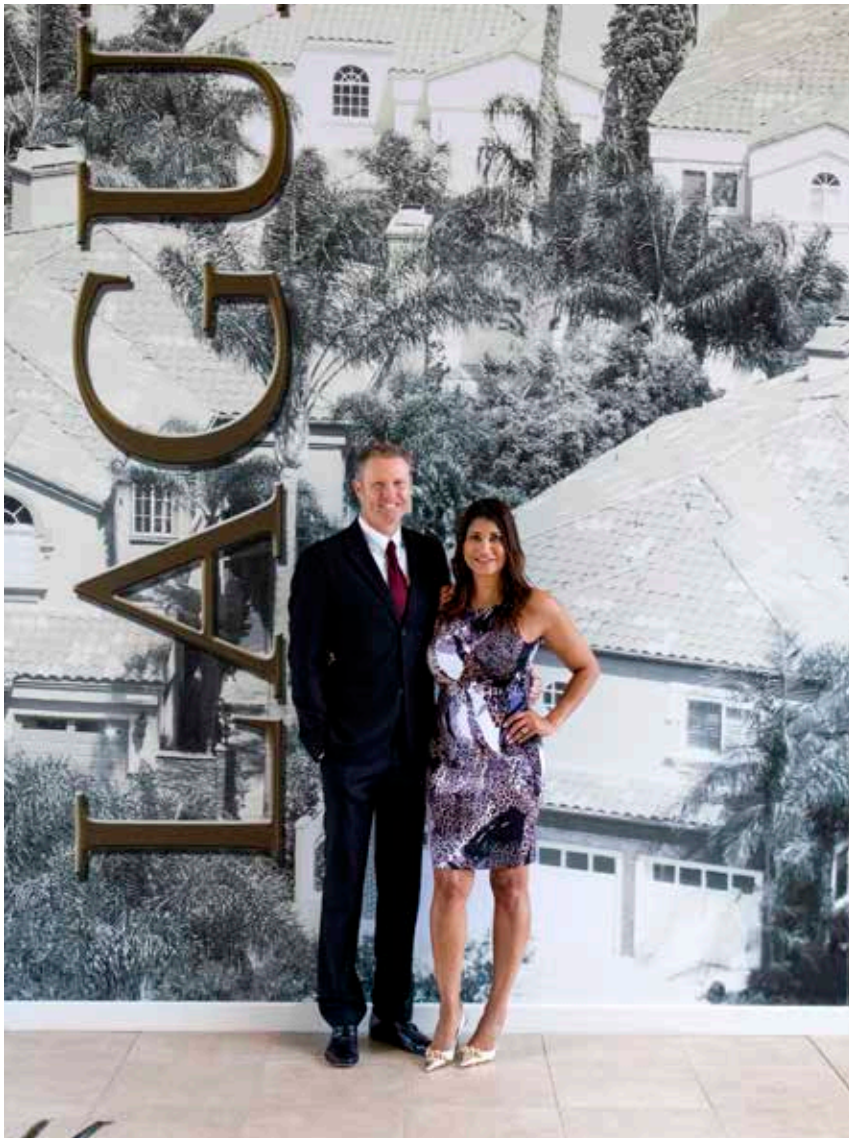
“I absolutely love negotiating,” Helena said. “Most people say tough negotiation is the way to go, and I’m the opposite of that. I’m the rapport type. My favorite part it is truly understanding them and having that connection with them. Never asking them to trust me, just knowing that they do.”

While Shawn is grateful for Helena’s positive influence, Helena insists that she wouldn’t be where she is today without the qualities he adds to the mix.

“He’s a fantastic presenter,” Helena says, proudly. “I’m the first one to have a conversation, but the bulk of it he does and it’s phenomenal. And that’s the balance.”

The two share qualities in organization and attention to detail as well values in raising their two boys, Evan and Ian to be responsible, all-around good kids. They also share a love for their two rescue dogs, Sparky and Cupcake.

“My husband and I, we don’t fight,” said Helena. “We might not be happy with each other at times, but we’re not



the fighting type. There is a ridiculous level of respect between the two of us. If I didn’t have him as a husband, father and business partner, oh boy. It’d be tough.”

The most rewarding part of Helena’s journey has been seeing their partnership withstand the growth in their business.

“I could not ask for a better match between Shawn and I. Every single weakness of mine is his strength.”

The two are enjoying a new role in leadership, which they originally found challenging. Over the past six months, the duo have trained a team that retains their value on respectable practice in the industry.

“It has been emotional for me to see them growing,” Helena said. “I didn’t realize how much joy I would get from that...I was never at this level at management, having a team this big, so it has been very rewarding.”

Proud of their achievement, growth through hard work and commitment to one another, Helena and Shawn of the Noonan team have built an exemplary team in the industry, focused on recognition, relationships and trust.

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