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A portrait of Lisa DiNoto, a woman with shoulder-length brown hair and bangs, smiling. She is wearing a dark blue button-down shirt. The background is a light-colored stone wall.

*Lisa
DiNoto*

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-Mark and Marissa



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If you are interested in contributing or nominating Realtors for certain stories, please email us at mark@realproducersmag.com

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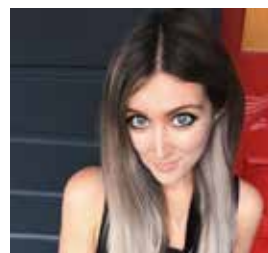
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► publisher's note

Perspective is everything. Each week I am fortunate to have an unique perspective of what we do. We tell the stories of the top Realtors in the Inland Empire from many angles. This magazine is tangible and you are one of the select number of agents that get to hold it in their hands. Our app allows the stories to go with you wherever you go and to share them with whoever you want. Our vlog allows you to see the person being featured in their element, through our eyes. Each week we put out a new episode and tell our story as we photograph, design and publish this magazine. Check out our YouTube channel, markandmarissa create. Give us a follow and let us know you did!



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 LOANMART FIELD

Written by Chris Menezes
Photos by Marissa Menezes

HOME OF THE

Quakes

DiNoto



*Lisa
DiNoto*

Lisa DiNoto’s passion for helping families find a home and safe place can be traced back to her childhood, growing up in Glendora with her mom, stepdad, three brothers and sister. “My childhood wasn’t perfect by any stretch. My stepdad had anger issues and was abusive. At the age of 17, I decided I had enough, and I moved out on my own. This gave me a sense of peace, and a drive to always find a way.”

Lisa worked two jobs in order to pay the bills and finish high school. She continued her education at Citrus College, where she studied Child Development. “I knew that with my childhood history, I needed to learn tools to break the cycle of abuse for

my future family,” she says. Lisa met her husband, Joe, working at Straw Hat Pizza together, and was married by the age of 20. Joe and Lisa have three daughters and will be celebrating 33 years of marriage this May. They enjoy vacationing in Lake Havasu, spring training baseball, softball, family BBQ’s and clowning around together.

Lisa entered child development at 20-years-old and fell in love with teaching children. She ran a licensed daycare for 10 years and then opened her own private daycare that she ran for 10 more years. “I was always known as the silly teacher and enjoyed making kids laugh,” she says.

After 20 years in the daycare business, Lisa felt it was time to try something different. Having a love for houses going back to childhood, when she’d count bedrooms, bathrooms, and take note of structural details, she always had an “itch” to become a REALTOR®. She decided it was finally time to make the leap.

However, it was the summer of 2007 and the market had already tanked. Everyone kept asking Lisa if she was crazy. She wasn’t crazy; she was determined. “There were a lot of families confused

and trying to figure out what to do with their upside-down mortgages. I would help them go through their options of what to do next. Some were able to wait out the storm and others lost their home. The hardest part for me was watching the children’s faces; they were so confused when they were forced to leave their safe place,” she says.

Lisa worked hard to learn the business and within a year was in the top 10% of her office. As her business grew, she formed The Lisa DiNoto Group, and has received numerous awards, including #1 Listing Agent, #1 Listing Team and #2 Listing Team for the Region. Taking more of an education approach in real





estate, Lisa ensures that both her clients and team members are well cared for and always have the most updated information. The Lisa DiNoto Group also has a program that honors police officers, firefighters, teachers and military personnel.

“What keeps my passion going is getting to work with amazing people, and helping families achieve their goals of home ownership,” says Lisa.



Lawyers Title®

KRISTI MUNOZ



KRISTI MUNOZ, *Account Executive, Vice President*
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Written by **Chris Menezes**
Photos by **Marissa Menezes**

Kristi Munoz

Lawyers Title



With over 36 years experience, starting in the escrow business in 1984, and transitioning to title in 1989, Kristi Munoz is one of the most knowledgeable professionals in the industry. More than a salesperson, Kristi is known as a problem solver, leader, and someone who genuinely cares. She knows what it takes to run a smooth and successful business, and she doesn't settle for anything less.

"I only hire talent on my team and I have high expectations for them. Our mantra is 'Shoot for excellence, settle for great.' Kristi's team consists of Yvonne Cockrill with over 25 years experience and Darin Hall with just over 22 years of experience. Of course there are countless others at Lawyers Title that make the team shine and she recognizes all of them as superstars.

Kristi's high standards come from a place of passion. Her goal, whether working with her teammates, clients, or REALTOR® partners is to produce happiness. "If I sense that someone around me is upset, then I have to stop what I am doing and address it," she says.

Kristi grew up in Kansas and was always very active in sports, playing volleyball, basketball, and soccer. When her father was transferred to California for a management position with the railroad, Kristi was happy to follow, especially as a young 18-year-old high school graduate. She was taking college courses and playing on a women's soccer team when she obtained a part-time

job in escrow. Four months later, they asked her to work full-time, and she hasn't looked back since.

"I truly love this business for the opportunity it gives people," she says. "I love helping people understand the process of sales and title, to make a quality life out of real estate."

As the Vice President of Sales for Lawyers Title, Kristi takes the responsibility for providing people with a quality life to heart. "I work diligently to ensure everyone in my branch always has a job and that they have the opportunity for a good home life. I truly believe that if we don't take care of our families first, then there is no reason for us to go to work," she says.

Kristi's family consists of her husband, Robbie, and son, Jordan. Apart from the business, she loves attending church, playing golf, and watching Clippers and Chargers games. She is very active in her community, and has a heart for helping people in need, from seniors to homeless teens. She supports everything from local rodeos to sports teams.

As Kristi continues to her mission of helping people, she plans to get into coaching and training others in title. She is developing a business called Title Talk to be a resource for everyone in the real estate industry. For more information or to contact Kristi, visit Kristi.lawyersie.com; Kristimunoz.com; or call 909-841-7645.

MARTIN YANKOV

Martin Yankov is starting a movement in real estate. Having just left Stellar Real Estate Group this past February (the brokerage he first started with little more than a year ago), Martin's vision for his own company—Precise Movement—is very different than the status quo.

He does not want his business to be structured like a typical company, with a hierarchy of leaders or “bosses” and employees underneath him. Martin feels working in a stale, production-driven environment, for only a fraction of the profits is not going to motivate an agent. “Although I will provide leads and free marketing to my associates - I will not label myself as ‘boss’, but a mentor. I don’t want to create an environment where all you do is work” he says. “I am looking to hire like-minded agents to be partners with, agents who take ownership in creating a business and an environment everyone enjoys. Therefore, I will be offering my agents a commission split that the industry has not yet seen. I am going to do things differently”

Although Martin has only been full-time in the industry for a little over a year, having started his real estate career in January of 2019, he has already closed 33 deals and produced \$17 million. His background in hospitality and sales helped shape his client approach and philosophy, to always be available, communicative, honest, caring and to draw confidence from becoming an expert. Martin’s dedication to his craft comes from his belief in the American dream. Born and raised in Bulgaria, Martin first came to the United States in 2006, after earning a degree in Business Economics and receiving an opportunity to work in hospitality sales in New Jersey. Although he returned to Bulgaria to work for a telecommunications company, he fell in love

▶ rising star

Written by **Chris Menezes**
Photos by **Marissa Menezes**



...

with American hospitality and kindness. He returned four years later after receiving an opportunity to work for Hilton Hotels & Resorts in Maryland. However, Martin made California his final stop on his path to the American dream. He moved here in 2012, having received an opportunity to work for the Beverly Hills Hotel. He then began helping a friend open a secondhand car dealership, and eventually opened his own, before transitioning full-time into real estate. He met his wife, Cynthia, in 2015, and had his firstborn, Benjamin, in 2017. Martin and Cynthia love the beach, tennis and vacationing and swimming in tropical places. Martin was actually a competitive table tennis player in Bulgaria, and hopes to find more time for it in the future. As Martin continues to build his business, showcasing American ingenuity, innovation, and hospitality, he is excited to build a Precise Movement that benefits everyone who commits themselves to the vision, the essence of the American dream.



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MANDI & BRIAN PERRONE



VOTED “CUTEST COUPLE” IN 7TH GRADE AT GAGE MIDDLE SCHOOL, BRIAN AND MANDI PERRONE HAVE A LONG HISTORY IN RIVERSIDE TOGETHER.

“Mandi was the first girl who ever called me,” says Brian. “I had a dog named Mandi as well, and when she called, my dog was barking outside my door, so I said, ‘Shut up, Mandi!’ and she hung up. I called her back quick and said, ‘No, no, not you. My dog!’”

While Brian and Mandi started dating in junior high, they had to go to separate high schools. Mandi attended John W. North while Brian attended Riverside Poly. They still attempted to date off and on, but ultimately parted ways. Mandi went on to work for First American Title, where she met her ex-husband, and then started working for the County of Riverside. Her son, Brennen, now a Mass Communications Specialist in the NAVY, was born in 1999. In 2001 she began working for Claim Jumper, starting as a server and eventually leaving as a Service Manager.

After about 18 months selling cars for Fritts Ford, then taking a few business courses at Riverside Community College, Brian ultimately decided his passion was with his family’s business, D’Elia’s Grinders, which was co-founded by his grandparents, John and Gladys Perrone, and Ralph and Mary D’Elia. Brian, along with his cousin and sister, are the third generation of Perrones to take over the business. They follow the footsteps of their fathers, twins, Joe and John Perrone.

Brian and Mandi reconnected in 2009. Brian was on Facebook when he saw Mandi’s status change from “Married” to “Single.” He sent her a message and about a year later, proposed at Gage Middle School, where the lockers used to be.

Brian and Mandi have been inseparable ever since. After having their daughter, Shae, Mandi stayed home for five years, often spending the weekends window-shopping open houses. She was always interested in real estate and so was Brian. Brian had thought about entering real estate for years. His aunt, Marie Perrone, has been a local REALTOR® for decades, and had always told Brian that he’d make a great REALTOR® as well. So, when Brian posed the idea to Mandi, Brian said, “We might as well get paid to go to open houses. Let’s do it together!”

They obtained their license in September of 2016. The weekend their license was active they held their first open house together. They got their first family under contract and entered escrow that following week and haven’t stopped since. As The Perrone Team, Brian and Mandi work together and share nearly all the responsibilities. Mandi does most of the paperwork and Brian does most of the marketing. They take pride in going above and beyond, providing top-notch, concierge-like service for their clients. They believe that nurturing relationships and making every client feel as if they are their only client is important. Since there are two of them, there is always someone available to speak to or meet with a client. Their focus on customer service, both coming from careers in hospitality, have enabled them to build their business on a growing foundation of referrals.

Brian is still part owner of D’Elia’s Grinders and splits his time between the two businesses. You might hear Mandi say, “This is my full time and





his fun time.” When they are not working, they enjoy going to Disneyland with Shae, or taking a trip to the river to hang out on their boat.

“We want the Perrone Team to be a recognizable brand in the area,” says Brian. “We run the business like a family business and really enjoy building relationships with our clients. That truly is the fun part.”

Mandi and Brian currently work with the brokerage Realty Masters & Associates.

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