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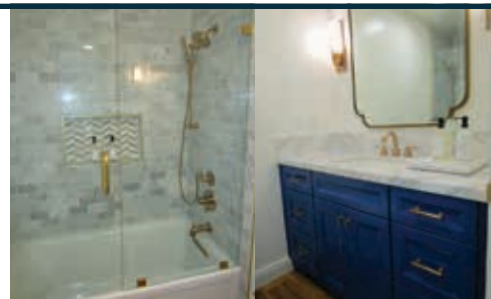
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▶ publisher’s note

Legacy

Written by Mitch Felix

Hello, Real Producers!

I appreciate you participating as we build this community of reciprocity together.

Hot news: I’m a DAD!!

Juliet Violet Cali Felix was born on February 5th at 2:36 AM. She weighed 8 pounds, 2 ounces, and was 20 inches long. Mom went into labor 17 hours earlier. She chose a natural birth. 17 hours.

That is only slightly longer than it took her to complete an Ironman.

Watching my Wife become a Mother...to try and summarize it in a sentence...the vocabulary required escapes me.

Today, as I write this content, it’s been 3 weeks since that day. It’s fascinating to consider that every memory I have ever had of being a parent is part of this one long 500 hour day. Time is distorted.

Here is how that most relates to you and to Real Producers.

Legacy.

When Real Producers began here in 2016, it started as a way for me to participate in the lives of my family and to leave a legacy. Yes, ad sales and sponsorships pay the bills, but that was never going to get me out of bed. The significance of contributing value and building a community was a huge motivator.

When I became a parent, it snapped the world into focus.



Interviewing 200+ Real Producers taught me that many of you work “For Your Family.”

Today, I deeply understand that answer.

What’s exciting is I’m working with a bigger purpose – a bigger Why.

I am all in – I always have been, but now my “all” is more than it’s ever been because I have Juliet.

Nancy Robinson

Leadership and the Art of Doing

Nancy Robinson is a mother of three and the Regional Vice President of Coldwell Banker for the San Francisco Bay Area. With 1,600 agents under her management, Nancy is no stranger to living life with a full plate.

“It is a challenge. I have a lot of people and a big territory. And I’m a big believer that agents want to feel a part of something. They want to feel part of a company and they want to feel acknowledged, so I really make an effort to know everyone’s name. I try to be very approachable and friendly with everyone I work with.”

Walking the Real Estate Path

Nancy grew up in Cupertino on a property situated on an old apricot orchard and was enamored at a young age by the enthusiasm her father had for working on their house. She’d read her dad’s plan books and became drawn into the world of design, witnessing her dad’s visions

come to life. At just 8 years old, she acknowledged her affinity for housing and told her parents that she wanted to be in real estate when she grew up. They laughed about it at the time, but she stayed true to her instincts.

At 15 years old, Nancy got a job at Cornish and Carey in Los Altos to get some industry experience and a sense of how things move at a real estate office.

Nancy went off to college at Chico University and met her husband Chuck there, who she’s been married to for 22 years.

She then took on a role with Xerox managing their global Cisco account – a huge position for someone her age. She stayed with the company for eight years and, though she enjoyed the work, the frequent business trips pulled her from her growing family.

While on a business trip in Chicago, Nancy heard her kids crying from across the line. That’s when she knew that this path wasn’t right for her. Chuck encouraged her to follow her old dream of getting into real estate, but Nancy feared making the jump from a high-powered, stable career to the uncertain contract work of a real

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estate agent. Chuck persisted and told her that if she never tried it that she'd never know. So Nancy made a decision that day and planned out her exit strategy.

"On March 6, I went in and gave a presentation with my whole business plan for the year of what we're going to do with Cisco. Then on my very last slide, I resigned. My co-workers thought I was crazy because I'd been number one that year. But I told them this isn't the lifestyle I want for my family. I want to be the soccer mom and the Brownie troop leader and I need to be home to do that."

Nancy hit the ground running from there – both out of necessity and drive. Since the Bay Area has such a high cost of living, she felt pressure to hit six figures within her first year as an agent. She left her job with Xerox in July of that year, signed on with Coldwell Banker, and closed her first three transactions that same month. The year ended up being very successful and led to a strong eight-year run as a real estate agent. But over time, Nancy realized that her heart wasn't really in the selling aspect of the business. Instead, she found herself drawn to the inspirational role that a branch manager could provide.

"I found myself loving to mentor other agents. One of my strongest character traits for leadership is that I'm selfless. I love seeing other people succeed. I'm not envious or jealous of anyone else's success."

In 2011, Nancy met Brian Buffini – a renowned business training coach – at a conference and was presented with a poignant question: what do you want your business to look like in the next five years?



Nancy wrote a goal to put herself in a position to mentor and inspire other agents. And with that the stars aligned. Sitting next to her was the Gilroy branch manager, who was so inspired by the conference that he decided his goal was to pack up his office, quit, and start his own company that very same day. So within five days, Nancy got the golden opportunity to take on his position at the Gilroy office. She stayed in that role for a number of years before taking over for Pat McKinney as Coldwell Banker's Regional Vice President for the San Francisco Bay Area.

"Who I have to be for my organization is a positive influencer. I have to buy into what our organization is doing – and I can honestly say that's one thing I love. I do believe in everything we do every day. So if there's some change, and it's a hard pill to swallow, I'm going to be right there alongside my agents."

“
Who I have to be for my organization is a positive influencer.
”

The Strength in Being a Mother
Nancy had seen other mothers lose who they are when they choose to stay at home with the kids. Their identity gets tied into being a mother and then when the kids grow independent, they end up feeling lost. The choice to stay working was never a question for Nancy.

"I'm a doer. The world doesn't revolve around the kids and it doesn't revolve around me. Kids need to see that their parents have a life outside of them. I am a better mom for having worked all through their lives."

That said, Nancy made it a point to be active and present throughout each of her kids' lives. She took on leadership roles within their extracurricular activities and they were happy that she did. Even if she couldn't be perfect, it was her presence and effort that made all the difference.

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Looking Forward to 2020

According to Nancy, Coldwell Banker made tons of positive changes in 2019. The company has never been so agile and now they're poised for a new level of success in 2020. It's been an exhausting and exhilarating time, but now that they've weathered the storm the team is exceptionally dialed in for the year ahead.

"We have a really strong value proposition for agents and it's a very exciting company to be in."

“*We have a really strong value proposition for agents and it's a very exciting company to be in.*”

Part of Nancy's role is effectively communicating the company vision for the coming year. To do that, Nancy believes that "it takes a village." It's not realistic to expect 1,600 people to connect with one person. So she strives to empower all of her managers to share the message. That way, a strong synergy is maintained throughout the organization and collectively, everyone is able to lead and support their teams on their own.

Nancy also doesn't put herself above anyone in the company just because of her role. She's right in the action alongside everyone under her managerial tree and recognizes the business as a true team effort.

"I'm not above answering a telephone or picking up paper towels off the bathroom floor. I'm here to support my agents in every way I can."



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JENNIE LOK

FOLLOWING THE CALL

▶▶ star on the rise

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

“

I feel this is my calling. My calling is to **HELP OTHERS** through real estate.

”

Jennie Lok always had a drive for sales and entrepreneurship. She first began to discover her passion way back in middle school.

“I was 12 or 13 years old,” she recalls. “I started by buying shoes on eBay, cleaning them up and selling them for profit. That started my initial drive to be very business-minded and be in sales.”

Jennie continued down this path through school. In high school, she would sell candy to peers in the hallways. She hosted parties, like an after-prom, where she would charge to bring in some extra cash. In her freshman year in college, Jennie started working in retail at Guess. She sold season tickets at the USC box office.

Then, at only 19, Jennie landed an internship at Northwestern Mutual, where she became the number one intern in the nation. She made \$40,000+ that summer in only eight weeks — a haul for a college sophomore.

Yet, when it came time to make a career decision, Jennie was faced with her values and upbringing.

“I had two options,” she explains, “work at Teach for America or work at Oracle at the sales academy.”

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Jennie was pulled to work for Teach for America. She spent most of the money earned during college traveling abroad and has a heart of empathy for those living in challenging life circumstances. As the daughter of Chinese immigrants, she has a personal connection to the struggle here in the United States, as well.

“I wanted to do Teach for America because I always had a passion for teaching. When I was a little girl, I would write on a chalkboard and teach my stuffed animals. They all had their own black marble notebooks,” Jennie smiles.

“But, my parents said, ‘We didn’t pay for USC tuition for you to become a teacher in a low-income area, making 35 grand a year.’ So I said, ‘Okay,’ and took the job at Oracle.”

Jennie was happy to land in the Bay Area. Born and raised in New York, she fell in love with California during her time at USC, but the Bay Area was ultimately where she wanted to build a life.

Within a year at Oracle, Jennie was promoted to become a Field Representative. She had, once again, found her way to the top of her sales team.

“I had a goal to buy a house at the age of 28 years old,” Jennie says. “I would work late nights. The lights would turn off, and I had to get up and turn them back on.”

“One day, I saw this real estate seminar class and went to it. I learned about different channels of being able to build wealth. How to create income from flipping homes and buying investment properties out of state. That got me to start looking for a house even earlier.”



“ This year was more about **SELF-CARE, SELF-LOVE**, finding the **ALIGNMENT INSIDE**. ”

Two months later, Jennie was under contract for her first home — at 23 years old. She learned creative ways of taking out loans that allowed her to get her feet wet in the real estate world without so much as a down payment.

In true entrepreneurial fashion, Jennie turned her first home purchase into a money-maker right away. “I rented the rooms in my house to coworkers and started making cashflow. I didn’t have any monthly expenses. I thought, ‘How do I buy more?’” Jennie smiles.

“My initial idea was to get a higher paying tech job within the industry. At the final interview [for a new job], I realized that I never felt a strong drive to do that work...this was not something I was passionate about.”

Simultaneously, Jennie was studying to get her real estate license.

“I just decided to dive in and give real estate a shot full-time.”

Today, Jennie looks back with a sense of immense gratitude. Her decision to take a risk has paid off. She has a job that has not only provided her with the financial freedom she sought but a job that she is genuinely passionate about.

In each of the last two years, Jennie closed over 40 transactions for over \$40 million. She was even recognized as a National Association of REALTORS® 30 under 30 recipient.

Looking into the future, Jennie hopes to continue building her real estate business. Her goal in 2020 is to break the \$50 million sales mark. She owns 18 rental units with her partner and aspires to purchase more passive income properties.

...



She's also keying back in on self-care. After working so hard the last few years building her business up, Jennie is ready to take a step back to make sure that her work serves her own higher purpose, too.

"This year was more about self-care, self-love, finding the alignment inside," Jennie smiles.

"My parents came all the way to America to create a new life and provide a life for their children without barely any money," Jennie reflects humbly. "Being able to see their struggle...what I'm doing today is just talking to people and building relationships...I ask, 'How can I really help people realize that the American dream of homeownership and building wealth?'"

“**How can I really help people realize that the AMERICAN DREAM of HOMEOWNERSHIP and BUILDING WEALTH?**”



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VICKY COSTANTINI

► friends and neighbors spotlight

Redwood City Niche



“I treat every listing as if it’s my first, and that way, my clients feel that they will get my best effort every single time.”

After over a decade as a real estate agent, Vicky Constantini still lives by this motto. “I still get excited about each house like it is my first,” she continues.

Consistently ranked in the top five agents in Redwood City, Vicky has found herself a geographic niche, working closely to the place she’s called home since she was a young girl. Born and raised in Redwood City, Vicky has a tap on the local neighborhoods, schools, and community that goes above and beyond what most agents can claim.

HUMBLE BEGINNINGS

During high school, Vicky landed work at a local Nordstrom. It was here that she got her first taste of sales, and learned a lot of the valuable lessons that she carries with her to this day.

“I credit most of my [sales] skills to Nordstrom,” Vicky says. “Never say no. The customer is always right. Never judge a book by its cover.”

Vicky also learned the value of seeing a transaction through – of never judging a client for what they can or cannot afford based on outside appearances.



•••

“Working at Nordstrom Palo Alto in the early 90s was a lot like holding open houses now in the Bay Area. People here dress casually and do not flaunt their wealth. Working on the sales floor you never knew who you were working with until they told you. It is the exact same feeling as meeting people at an open house. The guests come in wearing shorts and flip flops, maybe a kid or two crying or running through the house. So, I apply the same principle and expect that anyone I am speaking to maybe the new buyer of the home.”

All these years after her time with Nordstrom, Vicky continues to practice patience with her clients, knowing that people are bound to surprise her in all sorts of ways.

FINDING HER WAY TO REAL ESTATE

After attending college, Vicky moved into the banking and mortgage industry. Working in lending and mortgages, as well as growing up around construction, gave her an in-depth understanding of the entire home buying experience, from the foundation to the last signature at the title company.

“Even then, I kind of knew where I would end up, that real estate was the ultimate goal,” Vicky reflects. Still, it would be another decade before she committed to real estate sales as a career. It was in 2005 when Vicky finally made the leap.

“I remember my manager [at the bank] saying, ‘You know, you’re never going to make it in real estate.’” Instead of allowing her manager’s words to bring her down, Vicky allowed them to fire her up.

“I started in September 2005 and sold three houses by the end of the year. In 2006 I sold 27 houses and won a SAMMY, and I have had an awesome run ever since.”



FOCUS
TO ME IS MORE ABOUT
GEOGRAPHY.
WHERE I’M AT, WHO I’M
SPENDING TIME WITH.
CONSISTENCY IS HOW I DO
MY WORK EVERY SINGLE TIME.



Vicky credits her success to her focus on the Redwood City area. Even when she moved to an office in Woodside, Redwood City remained her sales nexus. “Focus to me is more about geography,” she explains. “Where I’m at, who I’m spending time with. Consistency is how I do my work every single time.”

to one of her kids’ events, go to a community function, and enjoy dinner dates with her husband of 24 years. “I really feel like people who spend a lot of time in the office are not selling real estate. You have to be places. I try to get everywhere,” Vicky says. She keeps herself intimately involved with the community as a member of the Rotary Club of Redwood City, The Elks Lodge of Emerald Hills, and the local theatre community. “I try to get to as many places where people of influence and people who actually help the community are.”

After nearly 15 years in real estate, Vicky knows she’s still learning – but that’s part of the enjoyment of the work she does. Every day is different – and every listing is treated as if it was Vicky’s first.

ON BALANCE

“I struggle,” Vicky admits. “Balance is really tough.”

Her three children are now grown, so Vicky’s weekday commitments have eased up somewhat in recent years. But, in line with traditional Italian and Cuban values, her family still gets together for dinner every single night. “We are still very much carrying our Italian traditions,” Vicky smiles.

Vicky has raised three children. “And they’re not exactly following in my footsteps,” she smiles. Her oldest son, Enzo, is now a commercial real estate agent with Marcus and Millichap. Her younger son, Oscar, is finishing the commercial construction management program at Chico. Vicky’s daughter, Sofia, is the only one that has veered off of the family real estate course and is a local theatre actress and student at Menlo College. “I did not ask or encourage anyone to follow in my footsteps. I want them to do what makes them happy,” Vicky says.

While Vicky works seven days a week, she still has plenty of time to sneak home and play with her puppy, go

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cover story

Shawn Ansari & Sarah Binesh

Photos by Hyunah Jang
Written by Dave Danielson

Adding up the DATA and DREAMS





...

GOOD THINGS IN LIFE USUALLY DON'T HAPPEN AUTOMATICALLY. THEY TAKE VISION, WORK, AND FOLLOW-THROUGH.

That's the way it's been for Shawn Ansari. He's had a rewarding career making the most out of the data available to him on the way to making dreams come true.

VISIONS OF THE FUTURE

Decades ago and 9,000 miles away, Shawn remembers one of his first career dreams. It struck him when he was a 12-year-old boy growing up in Iran.

"My whole future in my eyes was going to be math, analytics, technology, and computers. I saw this big skyscraper in the center of my town. Coming from a math and technology background, I wanted to become an electrical engineer," he recalls. "I told myself, 'Here's my pathway to

success. I'm going to graduate high school, go to the U.S. to get my master's degree, specialize in computers, then come back here, and work for this company in this building."

The name at the top of the building? IBM.

The first part of his plan worked. Shawn was a junior in college, pursuing his dream of a career in technology. That's when, as Shawn recalls, "the whole thing turned upside down."

The Shah was deposed in a turbulent revolution. What followed was an eight-year war with Iraq.

My business is fully based on relationships, leveraging relationships, leveraging contacts with people, and delivering on promises ...

"At that point, my future was unknown. If I went back to Iran, I'd be drafted into the army and go to war. So I said, 'I will stay here.'"

Shawn attended Princeton, earning his master's degree in computer science and electrical engineering.

In time, he realized his dream. IBM hired him, and he moved to California to begin his career.

A NEW CHAPTER BEGINS

Nearly 31 years later, Shawn retired after a long, successful career managing teams of talented employees.

"My main job as a manager was motivating and working with people, listening to them, delivering on my promises, and getting what they needed to become better," he says. "I learned that performance is everything."

He also had completed some real estate deals, including buying his first home. The process sparked his interest, and it grew with time.

"Seven years after buying my home, I refinanced that house, and I bought my first income property home. Then I rented that out. That even further interested me in the field of real estate," he remembers. "So in 1990, while I was at IBM, I got my real estate license."



...



... to give them the best possible support and service. ”

“If I’m patient, time will show me the beauty of every change in life.”



LOSSES AND OPPORTUNITIES

Once his career at IBM ended, Shawn started his full-time real estate adventure in 2012 with Intero. The transition has been rewarding for him. During his first full year, he earned Rookie of the Year honors.

“My business is fully based on relationships, leveraging relationships, leveraging contacts with people, and delivering on promises ... to give them the best possible support and service.”

Through time, Shawn has experienced his share of loss. Over the years, he lost his mother, father, sister and first wife to cancer. Today, Shawn continues to honor their memory by contributing to 11 charitable organizations, including those specializing in cancer research and care.

One of the most joyous and rewarding parts of Shawn’s life in recent years has been meeting Sarah Binesh three years ago.

Like Shawn, Sarah moved to the U.S. from Iran. It was a long, painful path.

As she recalls, “I came to the U.S. about 12 years ago as a single mom after divorcing my husband in Iran. At the time, my son was 6 years old. I didn’t have custody, because the government only awards custody to the father.”

She persevered.

“I told my ex-husband that I wanted to take my son. And thanks be to God, he accepted. He gave me custody, but he told me he wouldn’t support me,” she says. “It was very tough ... being a new immigrant in a new country, with a new language, new laws ... everything.”

Sarah worked extremely hard, made massive strides, furthered her education, and, in time, teamed up with Shawn in real estate. As they grew closer, they decided to join paths for life, as well, and have recently become engaged.

As Shawn explains, “We have a lot of respect for each other. She’s tremendous and complements me in a lot of the skills that I don’t have. She gives me alternative opinions on things that don’t even cross my mind.”

Sarah agrees, enjoying the teamwork she enjoys with Shawn. They each have their own areas of emphasis at work.

As Sarah says, “I told him you can do the transaction side, and I will manage all the construction. I love that. It’s my passion.”

TEAMING UP

Shawn explains that he and Sarah put most of the emphasis of their work on the listing side.

As he says, “We put a lot of our energy and focus on farming, prospecting, looking for sellers, serving sellers, understanding their needs, and totally understanding the market itself inside out, because sellers are always interested in knowing what the price and the value of their homes are, and in which direction the market is going to.”

While much of Shawn’s career was deeply rooted in technology, he loves the relationship side of his work with his clients.

“I explain to clients that my value doesn’t come from finding them a home,” he points out. “My value really starts when we’re about to go into a transaction because that’s when I can tap into county records, property history and profile, finalized permits, talents and skills of my contractors and inspectors, discovery and conveyance of the issues involved, reading between the lines and applying my negotiation skills to attain the best possible outcome for my clients.”

Looking to the future, Shawn and Sarah do so with an undeniable sense of positivity.

“If you look at everything with love, it makes a real difference,” Sarah smiles. “If I’m patient, time will show me the beauty of every change in life.”

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

COVER STORY

I eventually stopped off, while my credit cards to open my gym and that's where I got the most training for real estate."

In the fitness world, Phil learned the hard way that it was a matter of when you had to get up, and not when you wanted to get up. Phil's path has led him to open things first, a career in fitness, and now, a blossoming real estate business. He still takes business 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 right. "I'm constantly rolling the dice and taking risks and chances. That's my nature. I'm not conservative. I'm all ways going to take the leap of faith," he explains.

"The lesson I learned from skateboarding is you have to be intentional. Living, sleeping, breathing what you do, it becomes natural and instinctive. In a little way, I get a sense of what being an elite athlete was like. I could go to sleep, drink a tank, and do it the next day. I tell my kids now, try to be the best at whatever you do."

In college, Phil delved into another sport, what was I thinking? He started playing basketball. "I was interested in basketball, but I had a bad basketball team at the time. I always try to be a little better than I am. I would get off on times of high performance. For the most part, I always...

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