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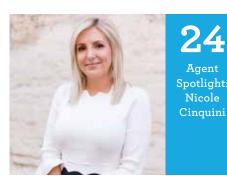
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tructure in an Industry Full of Chaos lobert Mack



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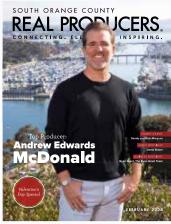
























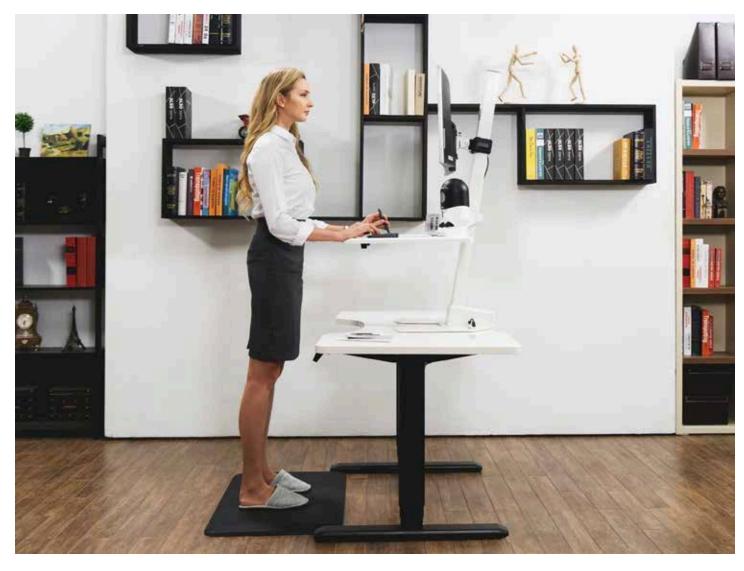


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#### CREATING A

## PEAK PERFORMANCE HOME OFFICE THAT SUPPORTS YOUR



#### designer's corner By Gail Jamentz

Now, more than ever, the significance of your home and the power of its interior environment to positively support your physical and mental well-being has been amplified.

This phenomenon — the interplay of an individual and their surroundings — has been coined, "Environmental Psychology." It is a key element designers focus on to create interiors that help you live a beautiful, healthy, and inspired life.

And what better space to give thoughtful attention to investing in right now than the one you are spending hours in: your home office.

Creating an inspiring workspace that supports your health and wealth will pay dividends in your productivity, joy, and success as an agent. It just takes some thoughtful planning, a dash of creativity, and the commitment to invest in yourself.

You've heard it before, but it bears repeating: the "sitting epidemic" has lasting, serious health consequences. As such, we encourage clients to purchase a quality sit-to-stand desk and anti-fatigue floor mat. Staying active at your desk by standing for periods of 15 to 20 minutes helps your metabolism, blood flow, and muscle strength, as opposed to sitting for hours, which can increase your risk for cardiovascular disease, diabetes, and high blood pressure, among other issues.

#### Let There Be Light ... and Color

A well-functioning office space should include three light sources: ambient light, task light, and natural light. Good lighting will boost your cognitive performance, prevent eye strain, and elevate your mood.

The type of light you select will also have a big impact on how your room's wall colors are perceived. Keep in mind, light bulbs with a color temperature of more than 3,000 kelvin will cast a "grayish" hue on surfaces, so be sure to read the label closely when choosing bulbs. It's a small, but important detail.

Another important design element is your room's wall colors. Selecting a beautiful paint color provides a huge visual impact for very little cost while elevating your mood and energy. To add interest, try selecting just one wall to be your "focal" wall and paint it a great pop color. Or try installing an eye-catching wall covering on just your focal wall. The idea is to create an environment that you walk into and say, "God, I love being in here," because when you are happy and inspired, clients hear it in your tone of voice, feel it in your confidence, and enjoy working with you more.

#### **Create a Success Library**

Another strategy to increase your prosperity is including a "Success Library." This is a dedicated bookshelf or area devoted to inspiring and informative books or materials that help you grow professionally. Having that information organized in one easy-to-access location can be very helpful when you are feeling stuck and need a quick burst of inspiration.

#### **Feed your Mind**

A healthy home office should also engage the senses ... and this includes taste and smell. Having nutritious snacks such as nuts, fruit, or power bars visible in clear, attractive containers helps prevent those regrettable low-blood-sugar moments when it's easy to grab chips, candy, or sodas.

#### **Worth Repeating**

Staying on top of your game as a top producer takes a lot of dedication, and nothing keeps you motivated like grateful clients who value your commitment to close their sale or purchase. And it's those appreciative customer testimonials and thank you's that are wonderful to incorporate in your décor in subtle, tasteful ways.

Also, think about highlighting your volunteer work. Don't just throw those certificates of appreciation and awards in a drawer; showcase them. We all want to leave a legacy of contribution, and it feels good to remind ourselves we are making a difference.



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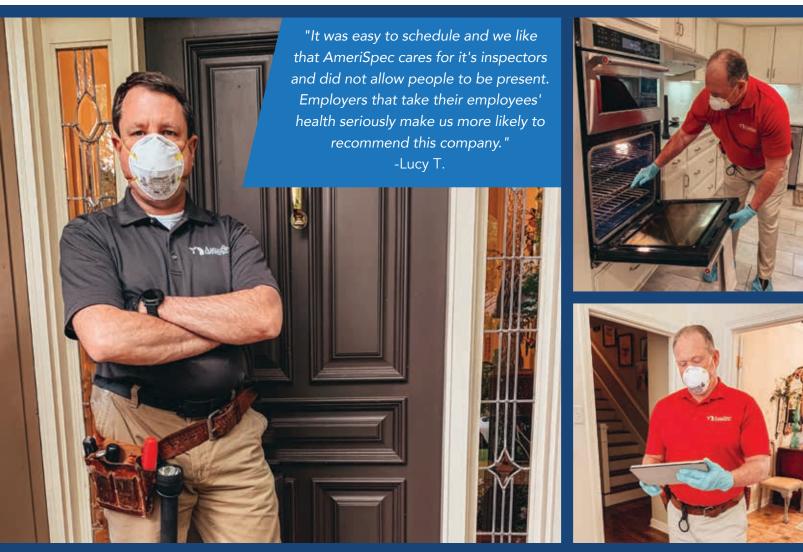
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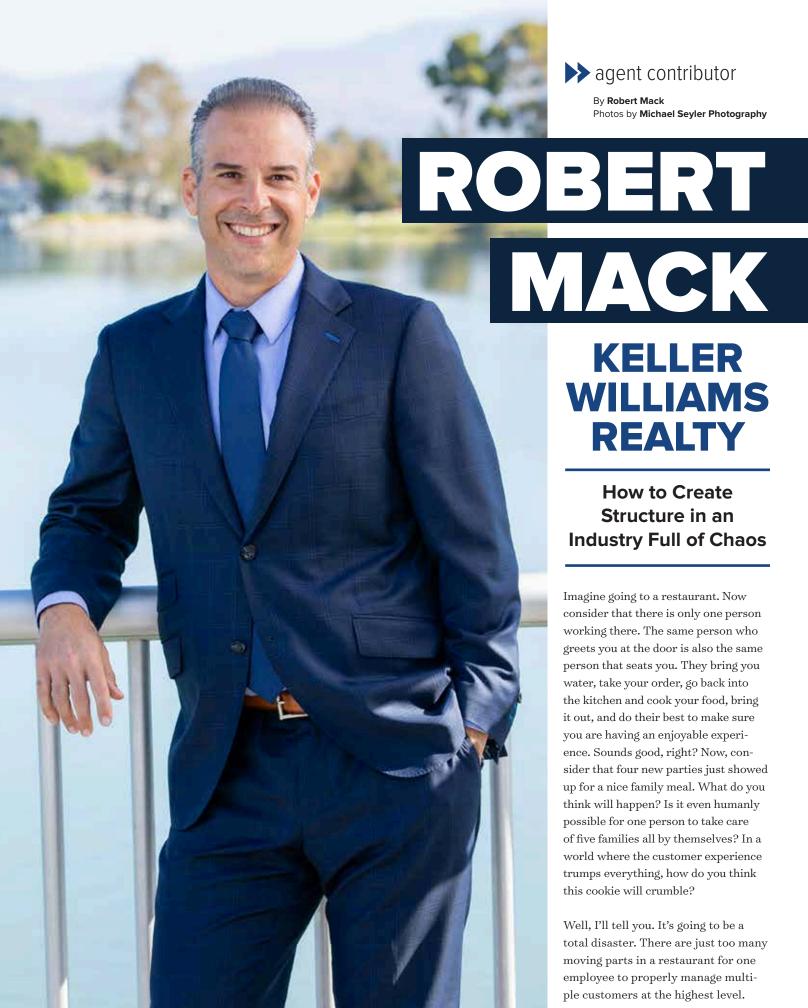


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agent contributor

By Robert Mack Photos by Michael Seyler Photography

**KELLER** 

REALTY

**How to Create** 

Structure in an

ent. A solo agent acting on their own, with no help, might be able to help a handful of clients; however, in an industry where everyone wants

Real estate is no differ-

everything now, and has very little patience, it's only a matter of time before the consumer is let down or the agent gets burned out.

No one teaches this to new real estate agents, which is why 90 percent of all agents nationwide simply wing it. They do their best to keep their heads above water as they navigate the chaos on a daily basis.



Robert Mack Group (from left: Ryan McMillian, Tania Mack, Robert Mack, Kristy Dunkel, Christian Darnas).

So what's the solution?

It comes down to your operations, which is a fancy word for systems, which is another fancy word for checklists. A long time ago, one of my mentors told me that every minute I spend preparing will save me 10 minutes in execution. A perfect example is planning to go on a trip. Do you just open your suitcase and throw clothes in with no strategy, or do you spend a few minutes making a checklist and then pack your suitcase in a matter of minutes?

Operations go very deep, and this is a topic that I can discuss for hours, especially as you experience team growth. For today, let's talk about some simple action items you can take to begin creating more structure in your business, on your journey for growth. Whether you are a solo agent running around with your head cut off, or you have an assistant helping you out, or you're a team leader of a small or large team, everyone has gaps in their business.

Focus on the different aspects of the business and begin putting together a checklist of items that must happen when a process is triggered. For example, when you meet a buyer for the first time, what are the 10 to 15 things you know you need to discuss to set your new relationship up for success? How about when your buyer's offer is accepted? What happens next? Maybe you took a new listing ... then what?

Keeping everything in your head means that only you can do it. And if only you can do it, you are handicapped by your own non-existing process.

Your first action step to create a business by design is to take a day off and focus on your business, rather than being stuck in it. Break down your processes and transfer everything that you know needs to happen from your brain onto a checklist. Don't complicate it ... it can even be a Word doc. Consider all aspects of your business and dissect it so that you have a clear path of what needs to happen when certain processes are triggered.

The best part about these systems is that they are living documents. They are constantly being updated, so a win, here, is just to get started, and as you go through the process over and over with different clients, make sure to update the checklist when you find gaps. Over time, these checklists will not only make your life easier, but they will also allow you to build a team and transfer skills, and they will create a predictable experience with your clients, which in turn will create more trust, more repeat business, and more referral business, which, as agents, is the ultimate goal. All this leads to a higher quality of life. This is your business — treat it that way.

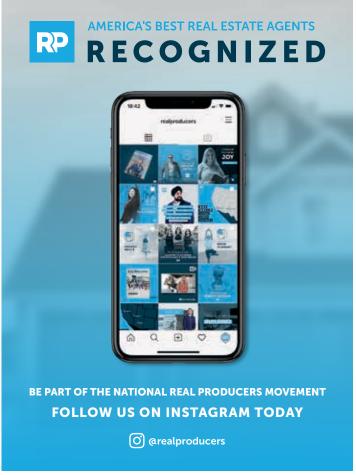
Robert Mack has been helping home buyers and sellers in OC for nearly 15 years. After nine years of spinning his wheels, working long hours, and still not making progress, he realized that the only way to serve his clientele at the highest level and to have a life was to build out a team and a predictable process. Today, the Robert Mack Group consists of Founders Robert and Tania Mack, an operations manager, Kristy Dunkel, a virtual marketing/content/social media manager, two full-time sales associates, Ryan McMillian and Christian Darnas, and two apprentice "agents in training." The Robert Mack Group is always on the hunt for talented and committed individuals interested in a real estate career because they know a team will always outperform an individual.

consider that there is only one person working there. The same person who greets you at the door is also the same person that seats you. They bring you water, take your order, go back into the kitchen and cook your food, bring it out, and do their best to make sure you are having an enjoyable experience. Sounds good, right? Now, consider that four new parties just showed up for a nice family meal. What do you think will happen? Is it even humanly possible for one person to take care of five families all by themselves? In a world where the customer experience trumps everything, how do you think this cookie will crumble?

Well, I'll tell you. It's going to be a total disaster. There are just too many moving parts in a restaurant for one employee to properly manage multiple customers at the highest level.



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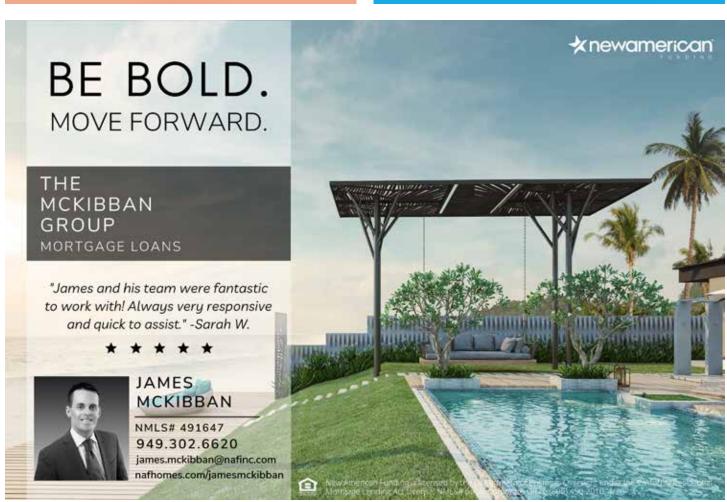




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Annika credits that small agency for instilling in her the core ethics in real estate that she still utilizes to this very day. Now, she considers real estate to be her passion.

From 2005 to 2010, Annika joined Coldwell Banker and was part of a top residential real estate team where she helped grow their business to become the number one team in units sold for all of Orange County. In 2010, she signed on with another team in Newport Beach before moving to the Laguna Niguel branch in 2015, which is when she formed her own team, The Godfrey Group. Since 2015, Annika and her team have sold over \$150 million in residential real estate.

Outside of real estate, Annika has been married to the love of her life since 2011, and they have one son, who turned eight years old in July. Annika and her family live right across the street from her mother, who still lives in Annika's childhood home. In their downtime, Annika and her husband and son spend a lot of time during the summer at her mom's pool.

As a family-oriented person,
Annika considers living across the
street from her mother to be one
of the biggest blessings of her life.
"It's the best thing in the world.
My mom and I are soulmates; she's
my Numero Uno. I can wave from

my office window to my mom's living room. To me, if I could have one big, giant compound and just have my whole family on it and we didn't have to go anywhere, that'd be amazing," Annika says, laughing. Annika's sister is part of The Godfrey Team, too, and works as one of Annika's two assistants. "Some say they can't work with their family, but I wouldn't have it any other way."

Annika enjoys spending time with her husband and son watching old reruns of *Seinfeld* and *Frasier*. They enjoy taking their boxer to Dog Beach USA, in Huntington Beach, and teaching their son how to surf. WE PRIDE OURSELVES IN
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NICOLII CINQUIII

Life by Design

"Simplicity is the ultimate sophistication." -Leonardo Da Vinci

Nicole Cinquini always had an interest in real estate and investment during her college years, and even earlier. After graduating from the University of California at Santa Barbara with a degree in business economics, she received hands-on training in marketing, working with some of the largest retailers in the country, before taking a leap of faith nine years ago to pursue her real estate license. She passed the exam and today is a team leader with Douglas Elliman Real Estate, in Laguna Niguel.

Helping her clients achieve that great American dream of homeownership is an aspect of her career that is especially rewarding for Nicole. She thrives on great relationships, whether with her customers, other agents, lenders, or vendors. "The honest-to-goodness truth of it is, I love helping people. I love being able to come in and achieve even better results than anyone could have expected," she says. "Working with people and being a part of their story is really where I get my satisfaction from."

Nicole's husband, Dan, works on the mortgage side of real estate. He and Nicole celebrated their 10th wedding anniversary in June, but unfortunately, COVID-19 threw a wrench in their anniversary plans for a Costa Rica getaway. Always up for a good time and a few laughs,





When their 10th Anniversary trip to Costa Rica had to be cancelled due to the coronavirus, Nicole and her husband, Dan Bray, decided to renew their vows, Vegas style, at the Viva Las Vegas Wedding Chapel, on July 3, 2020.

• • •

they took a trip to Las Vegas to renew their wedding vows with Elvis Presley instead. When asked what the secret to a successful marriage is, Nicole says, "You have to have fun together; spend time having fun with one another. It's just about not taking things too seriously and being quick to forgive and forget. We make an effort not to sweat the small stuff. Life is too short for that."

Together, Nicole and Dan have two sons, Drew (three) and Dean (four), so most of their down time is spent together as a family. "I always joke, we've got two toddlers, three dogs, a cat, and a partridge in a pear tree," Nicole says, laughing. She says now that the kids are getting older, they are looking forward to becoming more involved in community-related activities, such as sports and school events.

For me, being able to drop my kids off at school and be present as the primary caregiver in the family, while also running a successful business, is one of the great privileges in my life.

As native Californians, on the weekends, the Cinquini-Brays enjoy taking advantage of the Orange County lifestyle and can usually be found out riding bikes, or hiking, or listening to music and barbecuing with friends on their back deck. Nicole and Dan have a sitter for the boys on Saturdays and make it a point to enjoy a day date each weekend.

Nicole said she and her family approach life in a very simplistic manner, just as she does in her business. She and her team strive to create a positive experience for each client and take care of them straight through to the closing table. With that stellar work ethic and dedication to her family, Nicole has truly achieved success — at least, by her definition of the word.

"The beauty of what we get to do every day is, it's a life by design; as business owners, we have the privilege of creating any kind of life we can dream. For me, being able to drop my kids off at school and be present as the primary caregiver in the family, while also running a successful business, is one of the great privileges in my life," she said.

Nicole adds that she hopes to be remembered as someone who treated people with kindness and always did the right thing, even if it wasn't the best thing for her. "Your integrity is all you have."







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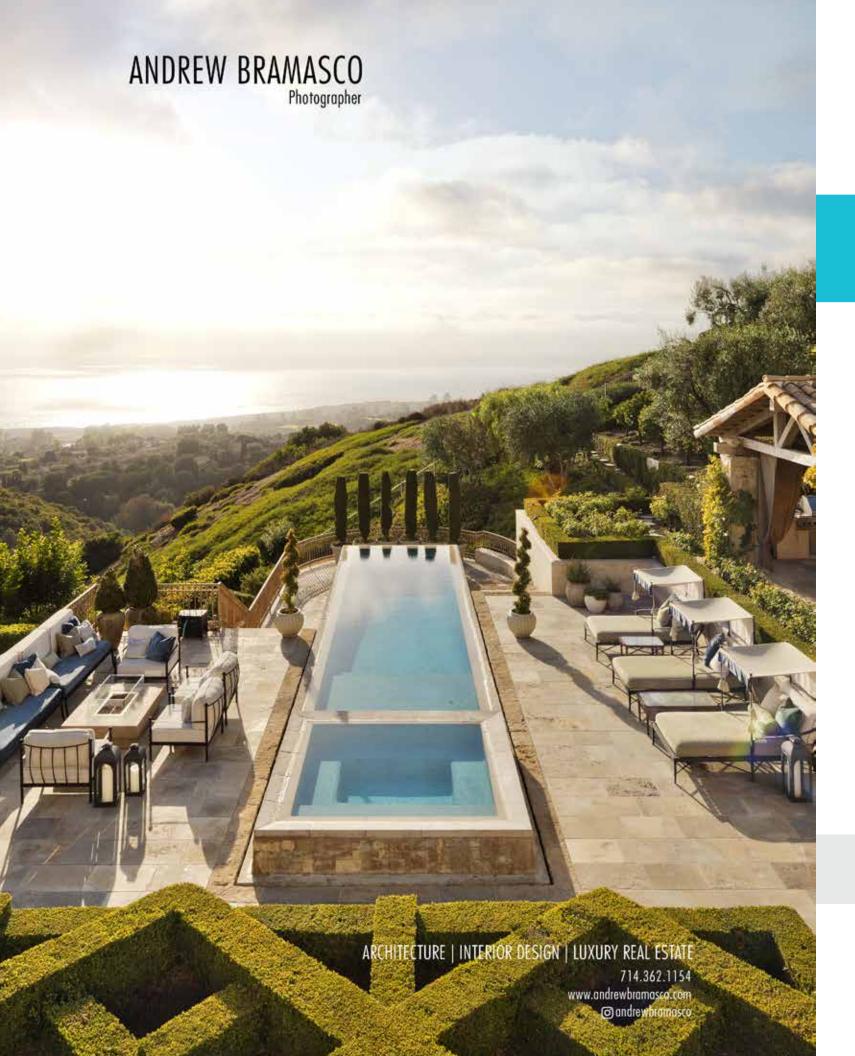
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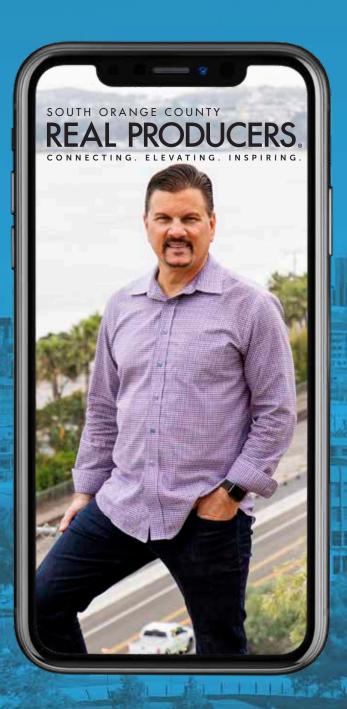
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