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A portrait of Tim Collom, a man with short brown hair and blue eyes, wearing a dark suit, white shirt, and a blue patterned tie. He is looking directly at the camera with a slight smile. The background features colorful abstract art on the wall.

Tim COLLOM

MAKING A DIFFERENCE:

Julee Patterson

PROFILE:

Zac Bacon

LAUNCH PARTY 2020:

Highlights

DECEMBER 2020

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WRAPPING UP 2020

As I write this, I'm sitting on my back porch and reflecting on what an incredible time I had with all of you at our Launch Party back in October. You are going to get to enjoy some great pictures from that event in this issue and looking through them has brought the evening back to life for me. I am so thankful to everyone who came out to celebrate and show their support of this platform coming to Sacramento, and I am especially thankful to all our Preferred Partners who caught the *Real Producers* vision so early on, before we were even launched. Everything you see in this issue is because of them. They came alongside us and worked with us to produce a stellar monthly magazine and gorgeous Launch Party in the midst of a pandemic year! That deserves a huge round of applause!

This year has been such a mess in so many ways. So many heartbreaks over disrupted plans and hindered goals, both personally and

professionally. I will say though, watching the Real Estate market soar in the midst of it has been inspiring. Launching *Sacramento Real Producers* in the midst of it has been empowering. Growth and momentum and brand new incredible things are often birthed out of dire and crazy circumstances. So THAT'S what I'll be toasting to on the 31st. As we wrap up a year that I am not sad to see go, I will cheers to the fact that in spite of it, and maybe even because of it...2021 holds all the potential and possibility that one could ever even dare to dream!



Cheers to the journey friends.
And a Happy New Year!

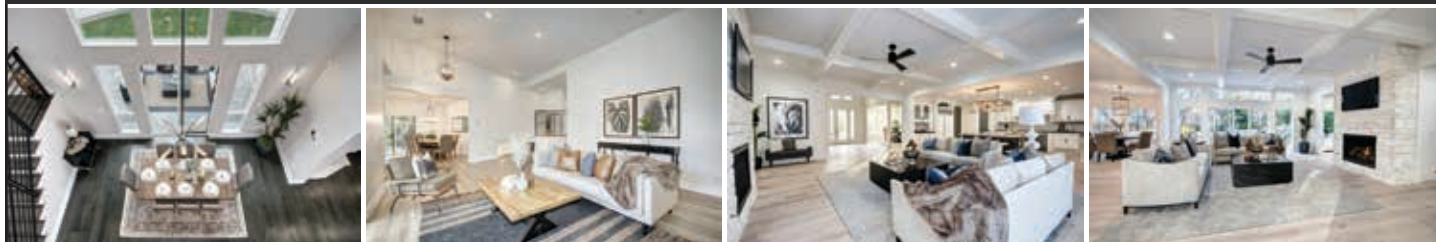
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JULEE PATTERSON

GATEWAY PROPERTIES



▶ making a difference

By **Stephanie Brubaker**
Photos by **Rachel Lesiw**, Indulge Beauty Studio

POSITIVE WITH POTENTIAL

Julee Patterson is a natural networker. In fact, her introduction to the world of real estate was rooted in a relationship — her boyfriend’s family owned a mortgage company. “I was 18 and they hired me to clean the office. Over time this led to taking calls, bookkeeping, and eventually managing the place.” In hindsight, Julee marvels at the fact that they allowed a kid fresh out of high school to carry so much responsibility. But they *knew* her, knew her character and work ethic, so it worked out—until she and that boyfriend broke up...and she met and married her husband...and things got awkward. “I was on a pre-med path in preparation for dentistry, but by the time I left that job I’d realized I could make more money running my own mortgage company...and that I was capable of doing so.”

But when Julee’s son was born, her focus shifted to the home. “One day we received a surprisingly

large property tax and I freaked out. Back then \$2,500 seemed like an impossible sum of money. So I decided it was time for me to go back to work.” After a brief stint as a staff member working on loans, Julee took the plunge—she got her license and opened a branch of a big-name mortgage firm. She named it Gateway Financial Group and ran it successfully until its sale in 2006.

She took a hiatus enjoying quality time with her husband and son, but it was always going to be temporary. While she adored her son, staying at home full-time left her unfulfilled. “I loved being a mom but I needed to do more.” This networker had a hustle in the works. And in 2008, Julee got her broker’s license and Gateway Properties was born. “I’ve always preferred to figure things out on my own rather than have someone telling me exactly what to do and how to do it. Being my own broker seemed the best way to do that.”

POSITIVE OUT OF THE NEGATIVE

Like most new ventures, there were growing pains. During her time leading Gateway Financial Group, she learned a hard lesson. “At the time my approach to hiring was, ‘Oh, you have a pulse and you want to do loans? Great, come work for me.’ I didn’t understand the importance of being selective. Managing my team was miserable—even for a super relational person like me.” Julee felt more like a babysitter than a business owner, and she found herself dreading going to work. So she told her husband, “That’s it. I’m going to be a one-woman operation. I can only count on myself.”

She remained in that state of mind until 2017 when a friend of a friend approached her about joining Gateway. “I was extremely hesitant to join forces with anyone, but she was persistent. And since she was a mutual friend, I was willing to take the risk.” Julee was pleasantly surprised at how well they worked together, and her eyes opened to new possibilities. “I realized I could make my own girl gang. I could pick the very best people—the ones I was truly excited to work with. And it’s been wonderful.” Julee couldn’t be happier with her current team. “We’ve been able to cultivate a culture that we’re proud of. We know firsthand the fight of working moms, so we’re quick to help and support each other out of mutual respect and friendships, even while maintaining our individual sales and client lists. Plus, I’m convinced we’re the most fun team in the area.”

POSITIVELY PLACER

As a lifetime resident of Loomis, Julee has a deep passion for her local small business community. “My husband and I both grew up right here, and we all, including our son, attended Del Oro High School.” When her sister, Jamey, recently opened the doors of Messy’s Tacos right next to her husband’s AutoTec shop, she saw an opportunity to help. “I watched how hard my sister worked and my heart ached for her. I wanted to help, so I offered to use the skill I had—video marketing—to grow her business.” Soon, Julee realized how many friends in the community, some she’d known for decades, were also small business owners who could benefit from her skillset.

One of the first steps Julee took was to create a Facebook Group called Positively Placer. At 1,500 members, the group has become a safe space for local small businesses to connect, support, and promote one another. It’s where kindness is not only encouraged but rewarded. Fun challenges



of kindness can lift spirits.” She also had custom yard signs made with encouraging messages like *We Are Better Together* and *Hope isn't Canceled*. “People called me crying saying how much a sign in their yard mattered. It made me want to do everything I could to make people smile.”

A recent empty-nester, Julee’s meaningful connection to her community is also a source of comfort as she adjusts to her son going to school out of state. “No matter what I’m doing, I focus on serving instead of selling—and it brings me great joy.”



PEOPLE CALLED ME CRYING SAYING HOW MUCH A SIGN IN THEIR YARD MATTERED. IT MADE ME WANT TO DO EVERYTHING I COULD TO MAKE PEOPLE SMILE.



... are issued—including “Where’s Julee?”—a fun cross-promotion take on *Where’s Waldo*. “I’m nothing if not cheesy and dorky. Dressing up in a costume is no problem for me.”

She and her crew also “video-bomb” local establishments to give them some free exposure and sharable marketing content. “We surprised our local barber. I don’t like to give people too much of a warning because they get nervous and overthink it. But it was fun and super successful. Many tell us they have seen a significant increase after being featured in one of our videos, and that makes me happy. Small business is the backbone of our community, and I LOVE seeing others succeed.”

Once again, Julee’s strong sense of networking comes into play. “I have friends who are strong in lots of different areas. I use those resources. I have a fantastic crew who’s excellent at the things I am not—camera work, editing, etc. Each of us does what we’re authentically good at, and I get to enjoy the creative control.” Occasionally someone notices her work in the community and approaches her about real estate, and while drumming up real estate clients is in no way why she loves to serve

small businesses, she does find that people who notice her efforts are often the type of folks she’d enjoy working with. “That old saying is true, ‘Your vibe attracts your tribe.’”

POSITIVELY DELIGHTFUL

Today, Julee is still networking and cultivating positivity at every opportunity. “It sounds silly, but I happen to be a fairly gifted *Cookier*—basically, I make fancy decorated cookies.” During quarantine, Julee baked and delivered beautiful cookies to those that needed cheering. She was incredibly touched by how much people appreciated a simple box of cookies. “It made me realize how a small act

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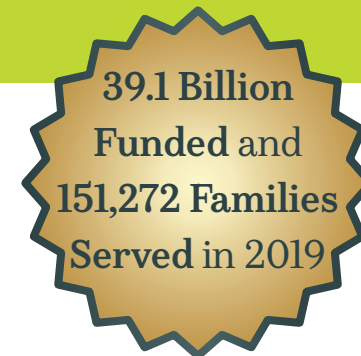
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ZAC BACON

QUANTUM REAL ESTATE



The Power of YES

When you think about the milestone moments in your life, you probably have a lot of images that come to mind. But take a step back for a moment.

What were the events that led to those achievements? Chances are, if you trace each path in your life back, there was a moment where you took a chance.

Zac Bacon is a Broker Associate with Quantum Real Estate. He's also someone who believes in the power of yes.

"I've always been someone who is really passionate about experiencing and enjoying life ... someone who would say 'yes' to experiences and opportunities that life puts in front of me," Zac says.

One of those chances came in the early 2000s when Zac worked in

the mortgage lending department at a community bank, then got his real estate license to add versatility to his career.

Moving Forward

Through a series of moves, Zac said yes, took chances and moved forward.

"By 2006, I came over to a small local independent brokerage that gave agents the ability to do both mortgages and real estate if they chose. The mortgage department wasn't that robust, so I joined partially with the intention of building out their mortgage business, while still being with a smaller independent company."

In the process, Zac worked with one of his mortgage clients and also handled the purchase side of their real estate sale.

Time passed, Zac gained more experience and expertise and then the market collapse happened.

"A friend's dad had a huge foreclosure team and was looking for someone to help with foreclosure sales. The market was shifting, so I took the role and worked with the company for six years," he recalls. "It was a fairly easy transition because I had previous experience working on the mortgage side."

Next Steps

In 2009, Zac achieved a big career highlight — earning his Broker's license.

"That had been a goal for quite a while. I wanted to take the extra training and education and get that taken care of," he says. "Starting about that time, I really started taking the business much more seriously and intentionally, and I started self-educating around more leadership growth, management and financial management, and utilizing those skills to grow a successful business and brand."



“
So many of the
opportunities I've enjoyed
and the relationships
I have built have come
really from saying
'YES'
to life.”



•••

As Zac's career progressed, he decided to say yes to his own dreams of creating and running his own office.

"It was a vision I had for a long time ... with specific ideas on training, culture, and putting together an efficient flow for agents to feel supported and have a good work/life balance," Zac recalls. "The opportunity came up."

Realizing His Vision

Zac put his forward-thinking plan into action and formed Quantum in 2018.

"As I started thinking about what I wanted my personal office brand to convey, it was about what the industry is going to look like going forward. I think it's amazing that, as a society, we're making some amazing advancements and delving into quantum physics," Zac says. "With that spirit of moving forward, that's how I ended up with the name of Quantum. It represents the next step in the business, and yet it also ties back to a time when real estate agents had some flexibility and family time."

Today, Zac has multiple agents on his team, including a full-time Transaction Coordinator and an Office Manager. Through time, Zac has continued to build a reputation for results. In fact, he ranks among the top two percent of producing licensed agents in the Sacramento region.

Improving the Impact

When you talk with Zac, it's clear to see he is a problem-solver.

"I love that challenge of looking at individual scenarios, looking for potential hurdles in each

transaction and then figuring out ways to alleviate those issues upfront, efficiently address them, and then get back to making forward progress," Zac explains. "With all these moving parts and scenarios, we work to deliver a wonderful experience for clients as a concierge brokerage. We take on quite a bit for our clients to make it a seamless and less stressful transaction for them."

Away from work, Zac has a passion for hiking, and exploring Northern California. One of those ways he loves exploring is motorcycling. In fact, he's the President of the Sacramento Ducati Owners Club.

"We get out and do nice day-trip rides and do a lot of open track days. It's fun to take on that challenge and bring the membership together ... planning events to get club members out, bring in new members and make them feel included. I've met some amazing people around the world because of this."

Zac also has a heart for giving back to his community.

One organization that is near and dear to his heart is the Sacramento Chapter of Junior Achievement. Through the past 11 years, Zac has been heavily involved, giving of his resources and time.

As he explains, "The local Sacramento Chapter is so wonderful. I really appreciate what they do to teach the next generation."

Enjoying the Journey

As Zac thinks about the future of his business, he's enjoying the journey.

"It's been fantastic. There have been some growing pains and challenges, but it's a very fun and rewarding climb," he says with a smile.

He also considers the events that got him to where he is and the new opportunities that continue to shape his future.

As he emphasizes, "So many of the opportunities I've enjoyed and the relationships I have built have really come from saying 'yes' to life. I've been blessed by those relationships and I want to be a blessing to others, as well."

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LAUNCH PARTY 2020

HIGHLIGHTS

Sacramento Real Producers officially launched in style back in October! We had a great time finally catching up with everyone in person and toasting to the wrap up of a wild year! Thank you to our Title Sponsor, Silt Wine Company, for hosting us, XSight Creative Solutions for capturing all of the magic and all our Event Sponsors for making the night such a beautiful success! Enjoy the pictures from the evening and make sure to catch us at our next event in 2021!



Top: The Silt Wine Company Team.
From left to right: Robyn Lazzarini (Director of Events), David Ogilvie (Vineyard Manager & Director of Wine Production), Tom Merwin (Vineyard Manager and Director of Strategy), Phil Ogilvie (Executive Owner & CFO), Shannon Ogilvie (Director of Hospitality).

Bottom: Rosé de Valdiguié, photographed by Sarah Akiyama.



With elegance and grace Silt Wine Company's Director of Hospitality, Shannon Ogilvie, invites you into her second home for a glass of wine. Shannon, mom of two, has created an impressive, poised, and elegant wine tasting and premium outdoor dining experience you are sure to enjoy and never forget.

At Silt Wine Company, their mission is to help you enjoy Clarksburg as much as they do. They offer a unique portfolio of carefully hand-crafted premium wines of Clarksburg. The company was built by fourth generation farmers Phil and David Ogilvie along with 7th generation farmer Tom Merwin; these wines have kept their families rooted to the Clarksburg AVA for generations.

Years of natural water flow bestowed upon the Clarksburg AVA a wonderful gift - Silt. It is one of the staples of their Terroir and vital to their fertile and sustainable vineyards. Clarksburg experiences warm summer days and brisk evening breezes. Their vigorous work begins in the vineyard and finishes in the best way possible, with wine in your glass. What you will taste in their wine is the embodiment of the passionate Clarksburg farmer, the gift that the Delta soil brings, with a promise to never hide the fruit behind in the process."







XSIGHT formed 15 years ago as a company specializing in visual content and even though we've evolved and expanded over the years, we always go back to what we were founded on: Connecting people and creating a human connection through our imagery and storytelling.

We are proudly based in the heart of Sacramento and our aim is to represent, serve and inspire our community through the work we do. We are excited about our partnership with Sacramento Real Producers and we see a great opportunity to assist companies not only in their visual content creation, but to further their marketing efforts by discovering and understanding their strengths in their brand, people, culture, and services. This insight and approach is important especially during this time as it provides the ability to see how a company, business or organization can evolve to meet the changing needs of the marketplace.

We are here to assist not only in visually representing brands through intriguing imagery, but to further brand awareness by bridging the gap between businesses and their audiences. We are passionate about seeing brands succeed, inspired by the challenges of a visually stimulated world and driven to create content that connects people in a meaningful way.



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Real estate is a special profession, where so many talents converge with the goal of helping clients reach their goals.

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The answer is a combination of both. And one who represents that fact, as well as anyone, is Tim

Collom — who works as a REALTOR® with House Real Estate, and also makes his mark as an artist whose creative works continue to gain more and more attention.

BUILDING ON STRENGTHS

Tim grew up near San Francisco. As he came of age, he moved to the

Sacramento area, where he served as Strength and Conditional Coach at Sacramento State. One of his clients helped point Tim in a new direction.

“I was 20 years old, and one of my clients, who was in real estate, said, ‘Why don’t you try real estate yourself for a year?’” Tim recalls.

Tim decided to try his client’s advice and earned his real estate license.

“When I started, I had a friend who showed me the ropes in the business,” he says. “I loved it, and I fell in love with the people and the communities in the area.”

He has never looked back.

As he says, “In my 20s, I worked at a small boutique brokerage, then I went to Dunnigan Real Estate, where I’ve been for 15 years.”

Recently, Tim launched his new company, House Real Estate, where he will continue the Tim Collom Realtor Group. Side, the San Francisco-based real estate brokerage that partners with top-producing agents, teams, and brokers--will be the broker of record.

Tim’s passion shows. During his first year, Tim recorded 10 deals. That number quickly ballooned to 40. That trajectory has continued skyward. In fact, today, the Tim Collom Realtor Group averages more than 100 deals a year. And, this year, the group has already recorded \$85 million in sales volume.

“I love being part of this brokerage. We have a powerful blend of the right technology, marketing and people,” he explains. “The same holds true with our group. We have a small and mighty group with five agents and administrative staff. It’s a fantastic group of people.”

A big part of Tim’s passion for his work is driven by his team.

“The team is like family to me. They are very important to me. I know their families. We’re very close. My team knows I have their best interests at





heart,” Tim explains. “I treat others the way I want to be treated. That’s one thing that’s very important to me ... I hope people know that I care tremendously about them.”

ALL-IN APPROACH. RISING ABOVE.

It’s an understatement to say that Tim takes an all-in approach to anything he takes on.

“I have an obsession with things when I get interested in them,” he smiles. “But that hasn’t always been in a positive direction.”

Like many, Tim has experienced hurdles in life.

“There was a period of time when I was an alcoholic,” Tim admits.

But that’s when he took steps to move beyond his addiction and rediscovered a lifelong love.

“In 2010, I was 30 years old, and I started painting again. It was something I had always enjoyed doing when I was growing up,” Tim remembers. “It’s something that I enjoy doing late at night. It’s comforting to me.”

Tim has been sober for 12 years.

“Instead of drinking, I like to pick up a paintbrush and work from 10 p.m. to 2 a.m. In the process, I’ve found myself doing something else I love,” he says.

His gift for art draws others in. In time, Tim and his paintings were featured on a national PBS program. From there, his art world really took off. Today, he enjoys exclusive partnerships with iconic names such as Louis Vuitton, Lululemon and West Elm.

“A lot of what I paint includes things such as towns, beaches, boats and landscapes,” he says. “Through that, I try to take people to a place where they are happier, and they don’t need to think about what’s happening in their lives.”

MAKING A DIFFERENCE

In addition to helping clients through real estate, Tim enjoys the power of using his artwork to support a variety of worthy causes. In fact, he does a lot of philanthropic art. For example, he has raised over \$175,000 for local firefighters through the sale of prints of his artwork. Another \$85,000 for COVID masks has been raised.

“We have a big passion for giving back to our communities where we work and live,” Tim emphasizes.



“ Tomorrow isn’t promised at all. So my philosophy is I’m going to go 120 percent every time, no matter what I’m doing. ”





Along the way, Tim's work has also been on proud display at the Sacramento International Airport, where it has greeted travelers for the last year.

The artwork at the airport purposely was created to really reflect the feel of California, with a lot of light, bright and bold colors and textures," he says.

Away from work, Tim cherishes time with his other half — Viktoria Jeremiah. Together, Tm and Viktoria are looking forward to welcoming their baby into the world in the next few months.

Some know Tim as a REALTOR® with a reputation

for results. Others know him as a gifted artist with a knack for creating awe-inspiring images. Many know Tim as both.

"Through time, it's been rewarding to have dual careers that really feed off of each other," he says. "For a time, I thought I needed to keep the two things separate from each other. But it hasn't worked out that I've needed to do that."

EXPRESSING GRATITUDE
As Tim thinks about his journey through life, he feels grateful for the rewarding paths he finds himself on.

"You never know where you will end up in life. I had no intention of working in real estate or pursuing art at this



level," he says with a smile. "I just followed what I loved. I don't think of real estate and art as work. I believe if you do something over and over, you can become very good at it."

And that's a key element of Tim's approach to life and success.

"Tomorrow isn't promised at all. So my philosophy is I'm going to go 120 percent every time, no matter what I'm doing," Tim says. "I want to grow and become better each day. In turn, I want to become better and making other people successful, and help them do better. For me, that's the ultimate success."

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