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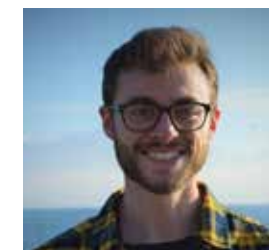
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PUBLISHER'S note

Written By **Mitch Felix**

I made the same mistake 1500 times.

I spent 7 years of my life trying to meet the very best real estate agents at office meetings, sales meetings, golf tournaments, expos, association events, education events, or networking events. 200+ mornings a year I got my game face on and hoped I would meet my next client.

What I didn't realize was that I was in a huge pond fishing for the little fish. I NEVER HAD A CHANCE.

What the organizers/leaders/owners/managers/administrators of those events don't tell you is the top 7% of agents that are doing 90% of the business NEVER ATTEND THOSE MEETINGS...the Real Producers are out working...getting listings...selling homes...making money.

Those agents that attended those events were the 93% doing 10% of the business. Don't get me wrong. They were nice people...but not successful real estate agents.

At my lowest, I was nearly broke. I was nearly broken. I could barely make any sales or ends meet.

I knew something wasn't right when my sales flattened year 5 and then year 6 and year 7 the only way I made any money was to stop marketing altogether...in essence I cut my expenses which mitigated the lessening sales coming and increased my net profit, however I was in a doomed business because every month that passed was one more month my business was not growing.

I'd still be doing that if I hadn't learned about a few friends who had found a new way.

They launched a hyper local social magazine. It featured stories of the top agents and allowed for vendors who wanted to grow relationships with those agents to advertise. Agents need great vendors as much as vendors need great agents. The magazines had the attention of the very best agents and the community of reciprocity allowed for everyone to work with the best.

I found the solution and chose to bring it to my home...Silicon Valley. We launched and I grew our platform and the top 500 of the top real estate agents participated. One person at a time, one relationship at a time we grew our platform. I became a super-connector and shepherd of the business.

Now, we are entering the 4th calendar year. Hundreds of success stories.

If you want to grow relationships with the top real estate agents in the world, you can get a chance in Real Producers.

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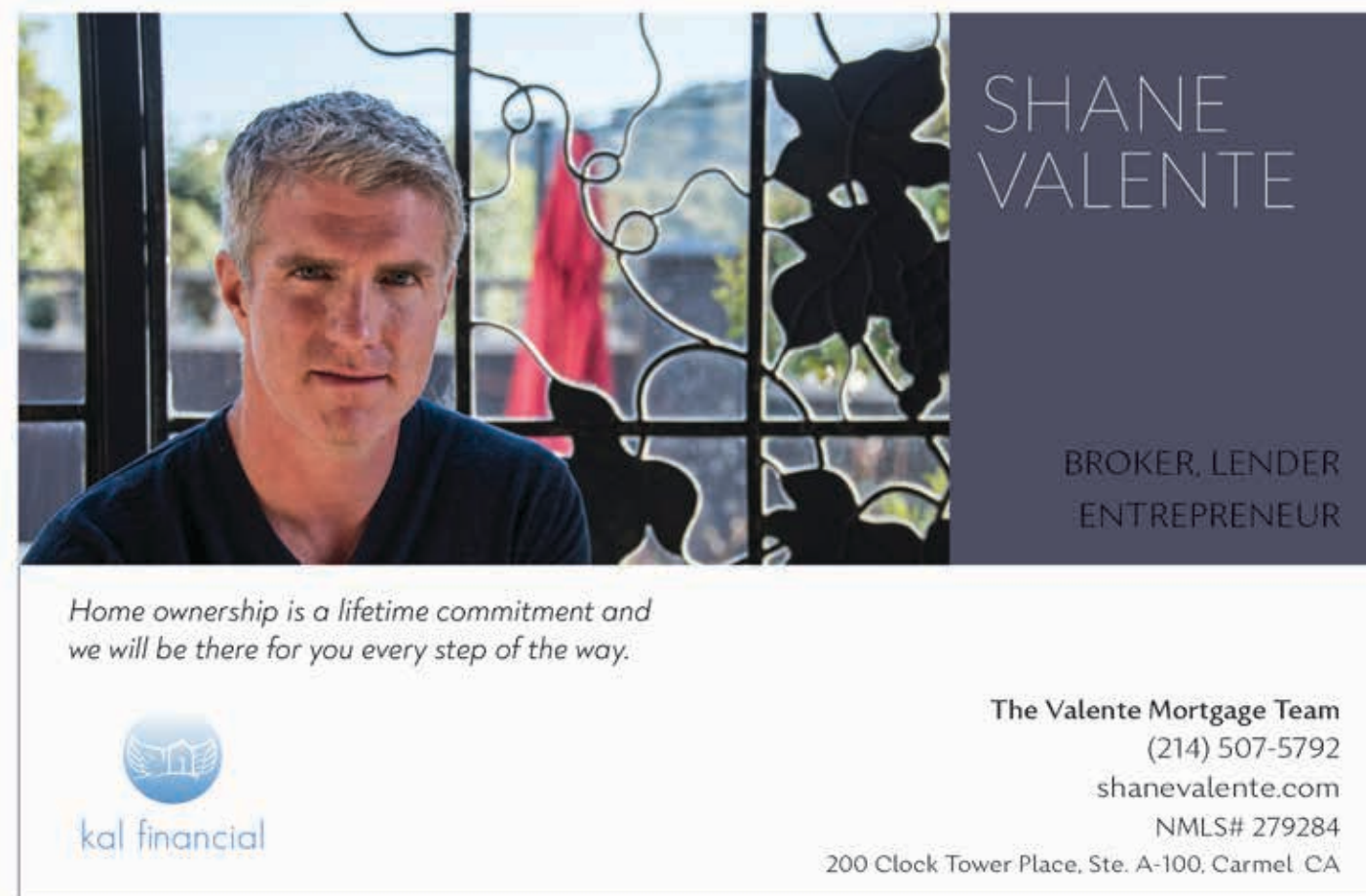
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» feature

Written By **Zach Cohen**
Photos By **Hyunah Jang**

Nancy Robinson

CORCORAN GLOBAL LIVING

“There are a lot of people that don’t change in this industry out of fear... and at the end of the day, sometimes change is positive. Is it scary, uncertain, and risky? Sure. But sometimes you need to change in order to grow. I want to give people inspiration that they can change.”

After 17 years with Coldwell Banker, industry leader Nancy Robinson stepped out of her comfort zone to join a new face in the California real estate market -- Corcoran Global Living. Nancy was coming from a renowned organization; she had been in a management position with Coldwell Banker since 2011 and was most recently a Regional Vice President responsible for overseeing 22 offices.

Yet, the real estate marketplace has been driven towards change by COVID-19 and technological advances, and Nancy recognized that the time was ripe for a transition.

“There’s a lot of movement happening in the industry,” she explains. “And a lot of new business models, a lot of companies doing interesting things. An opportunity became available with a company that does hot marketing, called Corcoran Group. They are a brand I have long admired.”

Nancy, admittedly, isn’t someone that enjoys change. After all, she was with her previous company for almost two decades.

...

“I’ve never subscribed to the ‘grass is greener’ and jumped around brokerages,” Nancy says. “For me, I believed in brand loyalty, loyalty to the people I worked with. There is no perfect company, no perfect model. There is no perfection out there.”

In February of 2020, Corcoran Group expanded into California and Nevada. They launched Corcoran Global Living, the company’s first franchise, and Nancy was intrigued by their growth strategy. Recognizing her growth was stagnated, she stepped outside of her comfort zone and officially joined Corcoran Global Living as Chief Growth Officer in October of 2020.

Live Who You Are

Corcoran Group, Corcoran Global Livings’ parent company, was founded by Barbara Corcoran.

“She has an amazing story where she had nothing and grew this organization out of sheer will and tenacity,” Nancy says. “Corcoran Global Living was their very first franchise.”

Michael Mahon runs Corcoran Global Living. Nancy reached out to welcome Michael to the Bay Area, and the pair hit it off.

“When COVID hit, I watched how he handled it, and I really admired what he was building,” Nancy says. “His vision is bridging together some very strong indie brokerages across the state, as well as growing through community offices built with the cornerstone of solid agents.”

Corcoran Global Living’s values are centered around lifestyle. Their tagline is ‘Live Who You Are’ -- a nod to their values of family and authenticity, and their primary goal is to help their agents and their clients live their best life.

Another value that drew Nancy to Corcoran Global Living was their intent to focus on female empowerment. As Nancy notes, the majority of real estate agents are women. Yet, the majority of leadership positions are still held by men.

“This is still a male-dominated industry when it comes to leadership,” Nancy says. “I admired that female empowerment was important to Corcoran.”

The Changing Face of Real Estate

Even during the current COVID-dominated times, the successful agents -- and the large brokerages -- are getting bigger. Nancy recognizes that while that is positive for some, another subset of agents and clients desire something different.

“There are agents that want the smaller brokerage feeling that includes hyperlocal marketing in the communities they serve. They want a connection like that. As we see big brokerages getting bigger, it’s ripe for a newcomer on the scene,” Nancy says.

That’s where Corcoran Global Living steps in. They are a national brand, but they are working real estate with a hyperlocal approach. Rather than focusing on market share, they are focused on uniting independent companies with a common vision. The success of Corcoran Global Living is a direct reflection of its people and their ability to come together in uniting the top talent across the real estate marketplace. Corcoran Global Living is dedicated to making a difference in the communities it serves.

“I believe the direction of real estate is that it is the foundation of a community. We need to make sure we are acknowledging and addressing the needs of those communities. So marketing has to be hyperlocal,” Nancy says. “Our goal shall never be to become

“

This is still a male-dominated industry when it comes to

LEADERSHIP... I admired that FEMALE EMPOWERMENT was important to Corcoran.

the largest brokerage in the world. However, our passion is to unite the top talent of like-minded real estate professionals in the markets we engage [with] to join us in making a difference for [the] consumers and communities we represent.”

The real estate market is reacting to COVID-19 in a way that no one predicted. The changes in the market have been unprecedented. People are realizing that they don’t have to live in a smaller home close to work. A virtual work environment allows families to move to new areas. Nancy and Corcoran Global Living are prepared to capitalize on these shifts.

“I was recently hiking in Moab, and I spoke with a guy from Carlsbad, near San Diego. All of his friends were able to work remotely, so they rented an Airbnb in Moab for a few months,” Nancy explains. “These things have transformed our real estate market. It has also transformed what people are looking for. Before, [the most important thing] was the convenience of a downtown location near public transportation. That trend has reversed. We’re seeing people who want more space and want a yard, a hobby room, a home gym. The amenities list now goes on.”

The Unintended Positive Consequences of Hiking

Outside of work, Nancy’s life is also shifting. Her three children are now 16, 18, and 20. With two of them in college and one in high school, her role as a mother has changed, leaving her with more free time on her hands. Her increased travel schedule as Chief Growth Officer fits her current lifestyle well. The increase in free time has also allowed Nancy to make some ambitious goals outside of real estate.

One of those goals is to complete 50 hikes with 50 different people before she turns 50. She was inspired by the book *The Unintended Positive Consequences of Hiking*, in which the author details her own journey to complete 60 hikes before her 60th birthday.

“This year, I was about to turn 48. Every year, I would do some kind of walk or bike ride for a

As an agent, I found SELF-REFLECTION to be critical to my SUCCESS, and as a real estate leader, it has been critical for GROWTH.

”

charity. This year those aren’t happening, so I made a decision that I was going to hike,” Nancy explains. “I modified the challenge to do 50 hikes with 50 different people by my 50th birthday. That equates to around two good hikes a month. It’s been great.”

Some of the unintended positive consequences of Nancy’s personal journey have been increased health and growth in her relationships. She’s had the opportunity to reconnect with friends, old and new.

There’s something about hiking and exercise that allows you to get to know people better,” Nancy explains. “It’s been really fun.”

Final Words of Wisdom

Nancy has always been focused on goal-setting. Whether it’s hiking or real estate, she writes down what she intends to do and holds herself accountable. She encourages agents -- whether brand new or seasoned veterans -- to do the same.

“We are in prime 2021 goal-planning season. I have always been a big believer in goal setting and business planning. As an agent, I found self-reflection to be critical to my success, and as a real estate leader, it has been critical for growth. I have set goals at every stage of my career.” Nancy says.

Nancy’s career is a testament to the power of goal setting -- and the power of intention. She offers a reminder to hone in on what’s important, to focus our thoughts, and to watch our dreams unfold.

▶▶ profile

Photos by **Teresa Nora Trobbe**, photosbyt.com
Written by **Zach Cohen**

NONNIE DINGES

A Natural Leader

...



Imagine the most important investment you will ever make. According to Nonnie Dinges, 96% of people will say it's their home.

"Safe to say, you would want an expert to assist you. It is vital to have someone leading you who can wisely obtain everything in your best interest, as well as have a deep understanding and connection with the community," Nonnie says.

That person is Nonnie Dinges. Real estate has proven to be the perfect fit for her personality. Tenacious, personable, and authentic, Nonnie has built a real estate business that has stood the test of time.

Beginnings: 1984

It was 1984. Nonnie was working at United Airlines as a Technical Data Control Clerk and the airline was undergoing substantial layoffs.

"Fancy title, little money," she quips. "I shuffled a boatload of paperwork. I handled manuals for the engineers. At the time, my mother was a real estate agent and had established her own business. So when she found out about the offer, she said, 'Quit; take the salary and come work with me.' So I listened."

Nonnie was born and raised in San Mateo, went to school locally, and stepped into the real estate business with strong community connections. She never thought of herself as a salesperson, but as she would soon find out, real estate wasn't about sales anyway.

"It's about rapport and relationships," Nonnie reminds us.

Nonnie admits that it was a scary transition, despite her financial security and the mentorship of her mother.

"I wasn't quite sure of myself. And all the testing you do to get your license really has nothing to do with the day to day work," she explains.

Yet, Nonnie also discovered that there was a lot to love about real estate.

"I found I loved open houses," she says. "And I love to talk. So as long as I did my homework, I could sell a house."

Nonnie closed her first deal within six months, and her business was officially off the ground. Slowly but surely, over the next several years, she grew her real estate business to be sustainable.

Finding What Works

Over the past 30+ years, Nonnie has seen the market shift and change many times over. She's perfecting success in all climates.



“ I follow up. I’m tenacious. ”

"Some people don't want to bother," Nonnie continues, "and I'm not forcing them. But it's worked for me. It's led to a lot of leads. It's a great way to get people talking."

Leading the Way

Nonnie is a natural leader. From her time growing up to the present day, she's found that not only is she a strong leader, but she loves taking on that role. Perhaps that's a quality that she learned from her mother, Nancy, who was a top real estate agent at a time when women were first getting into the business.

"She didn't get into it until she was in her mid-40s," Nonnie reflects. "My dad was an insurance agent and she was a stay at home mom, but she was one of the first women in real estate. She just took off."

"In elementary school, I was the first female student body president. Through high school, I was always into running things," Nonnie continues.

In her older age, Nonnie has learned to balance her natural leadership qualities with effective delegation. She has realized that it's not in her best interests - or the best interests of the client - to take everything on herself.

For the Highest Good

Perhaps above all else, Nonnie has built her business on honesty. She tells the truth - just how it is.

"There's no reason not to be truthful in real estate. If I don't know, I say I don't know. Then I go find out and follow up," she says.

In the end, it's all about one thing: executing in her clients' best interests.

"I believe success isn't just about getting the highest sale price or the winning bid. It's about providing my clients peace of mind."

One of the ways that Nonnie found success early on was through involvement in her local MLS. She recommends that any new agent get involved in their local board. It gives them a way to get their name out there quickly and efficiently.

"And network your neighborhood," Nonnie adds. "Get to know your surroundings; that's a high priority."

"You have to focus. You can't do real estate part-time. Work calls; you gotta go for it. I follow up. I'm tenacious."

realproducersmag.com

Alongside her tenacity, Nonnie has found numerous creative ways to engage with potential clients and create new leads. For example, at open houses, she runs contests for the community members that want to participate.

"I allow neighbors to guess the sales price for a home that is selling in their area and give away a \$100 gift card to the winner. Most people want to know the dirt about what's going on in the neighborhood. They want to know how much the house down the street sold for. And it adds to my database."



Written by Zach Cohen



Eric & Janelle BOYENGA

“2008 – that was an interesting time for us,” Janelle Boyenga begins.

Janelle and Eric Boyenga had started their real estate careers in 1998. While they had seen a market downturn before, 2008 was different. The couple enjoyed tremendous success in 2007, and that same January, they

welcomed their daughter into the world. When the recession hit, they were not only faced with financial challenges, but they had a young daughter to care for at home.

“It was pretty scary,” Janelle continues. “We were first-time parents, which is hard enough as it is. Then,

there was no paycheck. So now what? It was hard to imagine that the market could change so rapidly.”

Janelle and Eric went six months without a paycheck.

“When the shift happened, nothing happened in the market for a little while,” Eric remembers. “Sellers wanted yesterday’s prices, and buyers were pricing in the recession. It was a logjam.”

At first, Janelle and Eric dug their heels in and committed themselves to what they had done in the first decade of their career. But soon enough, they realized that they had to shift with the market.

“What we decided to do was change,” Eric says. “We pulled out all the stops.”

Janelle and Eric committed themselves to do all of the “little things” for their sellers.

“We got involved in short sales. We were buying houses and flipping them. But most importantly, we went deeper into home prep and staging to make homes best in show. To this day, that’s something that sets us apart,” Eric explains.

Janelle and Eric set out to make their clients homes the *best* listings. And they succeeded. By the middle of 2008, the market began to unlock, and while prices were lower across the board, business began to return.

“The real lesson we learned is that all these little things matter. It crystalized. We need to do the little things to not only make a higher net return but get the home sold.”

Today, Janelle and Eric continue to apply the lessons learned during those trying times.

“You are resilient if you don’t feel sorry for yourself and ask what you need to do to change,” Janelle says. “This market is fluid with COVID-19. Everything is fluid. What we realize is that even week to week in certain zip codes, the market changes. We have to be on top of it.”

“Real estate is a craft, not a science. You can only learn by being in the trenches,” Eric says.

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star on the rise «

By Zach Cohen
Photos By Hyunah Jang

“The way in which I handle my business is through building relationships with clients and caring for their best interests,” Jordan Shea begins. “I try to learn about people. I ask questions.”

After graduating from Chico State, Jordan Shea followed his passions from one end of the globe to the other. He has a passion for travel and had a deep desire to live abroad. So, for five years, he did just that. Jordan’s journey took him from the Middle East to Copenhagen, from Africa to Lake Tahoe, and from Hawaii to South Korea.

For Jordan, travel isn’t all fun and games. He learned a lot along the way – about culture, about what it means to be human, about connections. He found that in every corner of the globe, people are seeking to connect and to form relationships. He also learned that different cultures seek and achieve connection very differently.

“From 2011 to the end of 2016, I lived in several places for relatively short periods of time,” Jordan recalls. “I was out of the country more than I was in the country.”

Jordan’s first stop was the Middle East, then Denmark, then Africa. He would eventually return from Africa to begin a job in hospitality – his major at Chico State – at a Lake Tahoe hotel.

“Coming back from Africa and experiencing that lifestyle, and then going into high-end boutique, I ended up not loving the work as much as I thought I would. It was such a contrast,” Jordan says.

So, Jordan decided to continue his travels. He set off for Hawaii, and then South Korea, where he planned to open a restaurant with some friends.

“Once we were out there, we saw financially it was going to be a bigger cost than we anticipated. I ended up

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THE CULTURE, SEEING HOW GRATEFUL THEY WERE FOR VERY LITTLE THAT THEY HAD, THAT REALLY RESONATED WITH ME – TO BE GRATEFUL FOR EVERYTHING IN OUR LIVES. WHEN I CAME HOME, TO TAKE A WARM SHOWER, THAT WAS AMAZING. BEING GRATEFUL FOR THE LITTLE THINGS. APPRECIATING.



teaching English and staying for three years,” Jordan says.

Eventually, Jordan decided to return home to the Bay Area and launch a career in real estate. He doesn’t look at his time traveling as separate from his venture in real estate – in fact, quite the opposite. Jordan has acquired a global outlook on what it means to build relationships. He’s been able to take

all that he’s learned, keep the good, and get rid of the bad. He’s learned to slow down, to talk to people, to “stop and chat.”

“A lot of the clientele in our area can be from anywhere,” Jordan says. “I’ve lived in Asia, Africa, Europe, and the Middle East. I have a strong background and a sense of different cultures. Not only does it help me connect with people

from different backgrounds, but it helps me when negotiating with agents from different backgrounds.”

“Travel has definitely helped me with my success.”

Jordan noticed that in some cultures, people were less worried about time. As a result, they connected more with each other.

“In Africa – they were the most hospitable people I ever met, and I studied hospitality. This was on



another level. You always felt the love. They always welcomed you into their home,” Jordan explains.

“Here in our culture, when we are busy and walking on the streets, we don’t even really say hi to one another. There, everyone says hi to everyone.”

“The ‘stop and chat’ is real. Timelines don’t really exist.”

Jordan has approached the real estate business with the same relationship-building mentality that he learned abroad. His strength is face-to-face, personal interactions.

“The culture, seeing how grateful they were for very little that they had, that really resonated with me – to be grateful for everything in our lives. When I came home, to take a warm shower, that was amazing. Being grateful for the little things. Appreciating.”

As he got started in real estate in 2018, Jordan went all in. He admits he didn’t know what a day off looked like when he was ramping up in the

business. He was recognized as a Rising Star in his first eight months, Rookie of the Year in his first full year, and President’s Circle for top 5% in his brokerage that same year. In 2019, he was recognized by REAL Trends as a top 1% real estate agent in California and a top 1.5% agent nationwide.

Alongside the success, Jordan has been able to take a step back to ensure that his business is sustainable. That means a few more days off, and more time doing the things he loves: going to the gym, snowboarding, playing basketball, playing drums, and, of course, travel.

Jordan is proof that increased focus on work/life balance doesn’t mean less business.

Since his start in real estate, Jordan has been setting down roots. “A year ago, I bought a house; in the last six months, I’ve started a close, personal relationship. My business has been going well, so I’ve started to try to enjoy some more time off with friends and family,” Jordan smiles.

“I’m excited to continue to grow. I feel like I can always do better. It’s exciting to see how far I can take this. I’m looking forward to making new connections.”

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ALAN WANG

REALTY GROUP

ALLOWING SUCCESS TO UNFOLD



By Zach Cohen
Photos By
Hyunah Jang

•••

“I love a lot of things in life.”

Growing up in the Bay Area, Alan Wang quickly learned the value of hard work. His family didn't have much growing up, and he got a job at 15 – as soon as it was legal to do so. All these years later, his work ethic, coupled with an infectious brand of optimism and a penchant for multi-tasking, has allowed him to position himself at the top of the Silicon Valley real estate market.

“I've always been optimistic,” Alan adds. “I love life. The little things. I didn't have very much growing up. So everything I'm doing is from that seed of hard work.”

Alan still outworks most of his team. As he says, “It's who I am.”

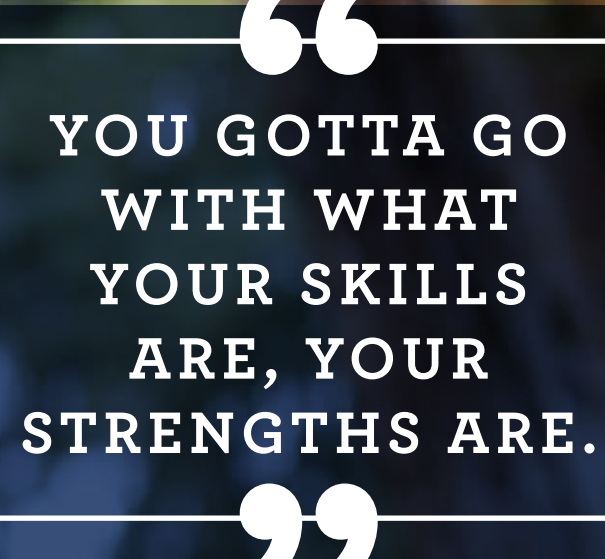
“My clients, they need me. I don't want to let them down, and that keeps me going.”

The Road From Tech to Real Estate

Alan has now been in real estate for over 16 years, but for over a decade, he ran his real estate business in parallel with his full-time work in the tech industry.

Back in 2000 – amid the dot-com boom – Alan graduated from Santa Clara University with a degree in business operations and management information systems (OMIS). His studies were 75% business and 25% tech, a perfect match for someone who didn't aspire to be an engineer but hoped to capitalize on the tech boom. Alan sought out an opportunity that allowed him to build business skills and people skills, while still learning the tech side of things.

“I was going to join a startup, which would in turn IPO, and retire. That was our dream,” Alan reflects wistfully.



“
YOU GOTTA GO
WITH WHAT
YOUR SKILLS
ARE, YOUR
STRENGTHS ARE.
”

After graduating, he joined a startup company, but it went under – quickly. Alan revived his dreams in a more corporate setting, joining Cisco Systems.

“It was the end of the dot-com era. I joined Cisco Systems, but they soon after had their first layoff ever. I thought I better have a backup plan, so I got my real estate license.”

Alan stayed at Cisco for six years, followed by a handful at Google, then another six years at LinkedIn. All the while, he ran his real estate business in parallel, at a steady pace of 8-15 transactions per year.

Recognizing his Strengths

“I can multitask many things at one time. My claim to fame would be managing one of LinkedIn's hardest projects – migrating their data center to another data center before their IPO. That was a requirement. I was getting my MBA at Berkeley at the same time while having my first child all at the same time. I would be on the shuttle bus, coming to Berkeley, writing a contract for real estate. It was a little nuts, but multi-tasking is one of my skillsets.”

“You gotta go with what your skills are, your strengths are.”

While Alan continued to find success in real estate, his income trailed what he earned in the tech sector. For many years, he wasn't quite ready to leave the tech world behind.

“I did this big project where I helped LinkedIn launch their China operation. It was so fun, one of my passions to do that. I got it done and asked the CEO, ‘What do you have next?’ There was nothing bigger.”

Alan saw the writing on the wall. It was time for a change. Time to dive headfirst into real estate.

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“When I did that,” he reflects, “it just exploded.”

“[Real estate] was always kind of on the backburner. I wasn’t talking about it. Once those handcuffs came off, [I could say,] ‘This is me.’ I’d been doing [real estate] so long. I was really hitting my stride. Now it’s exponentially growing.”

Success Beyond Earnings

“There is a perfect balance in life,” Alan comments. “Most of us need a job to pay the bills. The other side is what am I good at, then what am I passionate about, and then if I am making a difference in the world.”

Through his work in real estate, Alan feels that he is covering these four quadrants of success. The passion he holds for his work is ever-apparent, as is his desire to do good in the world.

“We [real estate agents] have to learn to let go of a lot of things and trust,” Alan says. He knows the truth behind this sentiment as well as anyone. Once Alan was able to let go and put his trust in his passion, all corners of his experience flourished.

Alan Wang is the founder of the Alan Wang Realty Group. He has been a REALTOR® in the San Francisco Bay Area since 2003. He ranks in the top 1% of all Keller William Agents in Northern California and Hawaii, and is ranked 64th out of all Keller Williams agents worldwide.

Alan is a member of the National Board of REALTORS®, the California Association of REALTORS®, and the Silicon Valley Association of REALTOR®. He is fluent in four languages (English, Mandarin, Cantonese, and Spanish) and is an avid sports fan.



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