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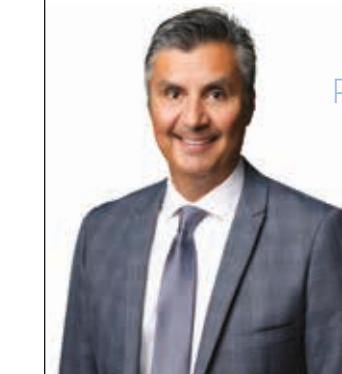
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If you are interested in contributing or nominating Realtors for certain stories, please email us at mark@realproducersmag.com

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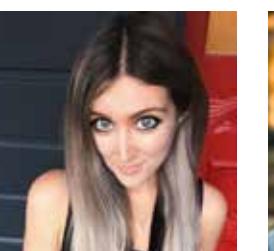
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PUBLISHER'S NOTE

If you are holding this magazine in your hands, it means you have accomplished some incredible things in your business—Congratulations! Inland Empire Real Producers exists to create opportunities for the best real estate agents in the Inland Empire to connect with one another. As business owners, it's easy for us to lose sight of how important it is to get to know the people we work with on a regular basis. For better or worse, our relationships today will influence our business tomorrow.

When I look back at my life, it's the people I have met and got to know that I think about the most. I've never longed for my old silver 1984 Mazda GLC hatchback. Although I did think I was killing the game in 1992 driving that thing around the IE with its Enkie rims, Stussy sticker in the window, detachable face CD player and 12" Pyle Driver subwoofers bumping Bob Marley. But man... what I wouldn't give to spend an afternoon carving wood, sipping coffee and getting to know my Great Grandpa Pittman.

This fast-paced, technology-driven world we live in has allowed us to do things in our business we never imagined possible. But, if we are not intentional, it could also cause us to lose sight of the things that we will one day realize were most important.

We are launching Inland Empire Real Producers magazine to create an environment for the top producing Real Estate Agents in the Inland Empire to get to know the *person* on the other side of the virtual closing table. The better you know the people you work alongside, the better you will be able to service your clients, and make the process of purchasing or selling a home a comfortable and enjoyable one.

This magazine will arrive at your office each month at absolutely no cost to you and will tell the stories of the best of the best in our area. To receive the printed version means you are in the top 500 in the IE and should be considered a badge of honor for your success. Anyone can access the digital version each month for free by downloading our mobile app wherever they download apps. It can be found by searching Digapub and then choosing Inland Empire Real Producers.

Each quarter we will host a top producers event, and invitations will ONLY go out to the top 500. Vendors cannot attend unless they are an official partner, and they cannot be a partner unless they have been personally recommended by a top agent from that group. Everything we do is

made possible by these trusted vendors. Keep an eye out for the details of our first event and launch party this spring! Each week we will also release a VLOG, which will be a behind-the-scenes of every photo shoot leading up to that month's issue.

My wife Marissa and I look forward to meeting you and hearing your story if we have not already. Marissa has been a professional photographer for almost 20 years and we have published a half dozen magazines over the last 10 years. My brother Chris is our head writer and connects with each person we feature as we share their story.

Years from now you may not remember exactly how many homes you sold in 2020, but I know you will remember the connections you made with a handful of people, and how certain interactions not only changed your business but your life. Our hope is that Inland Empire Real Producers will play a small part in helping you start new relationships that, when you one day look back on, will make you smile.

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KRISTIN PIERCE



Kristin with her parents, Ann & Vaughn Bryan, and her sons, Jameson & Camden Pierce.

Real estate runs deep in Kristin Pierce's blood. Her grandmother founded Lois Lauer Realty in 1976, where both her mother and father, Ann and Vaughn Bryan, worked when she was growing up. As a child, Kristin loved going on real estate tours with her mother to check out new listings on the market.

"I always wanted to sell real estate, but thought only older people sold houses," says Kristin. "So, after I graduated from USC, I interviewed for several different jobs, but didn't like the idea of sitting in an office all day."

Instead, Kristin's grandmother lined up an interview for her at a real estate office in Pacific Palisades. Kristin started out as an assistant and

became a REALTOR® in 1999. She stayed in Pacific Palisades, and met her husband, Scott, in 2000. They stayed in the Los Angeles area, and married in 2005. Since he was also from Redlands, they decided to move back to their hometown to start their family in 2007.

"When we moved back to Redlands, I wasn't sure I could get a book of business going. But it happened by just being out there, doing open houses, and meeting new people," she says.



•••

Kristin built her business alongside her parents, continuing the professional legacy of her grandmother, while also having two children along the way—Jameson and Camden. Scott planned to take over the management side of the business, until tragedy struck their family in October of 2018, when Scott unexpectedly passed away in a tragic accident.

Kristin's world turned inside out. Everything changed in an instant. While she continued to sell real estate, focusing her mind on the immediate needs of her clients, in addition to her children, her priorities shifted. She no longer had the time to chase outliers, or the flippant, only the serious, bringing her business in, closer to home. And last year, she had the busiest year to date, producing over \$21 million on 24 units.

"I've just been trying to keep my head above water, trying to maintain a level of normalcy for my kids," she says.

Outside of real estate, Kristin spends the majority of her time with her sons. Jameson and Camden both play travel baseball. So, most weekends are spent on the road and a baseball diamond. Kristin is currently training for a half marathon as well.

As Kristin continues to push forward, she is grateful for the people who have rallied around her. She is also grateful to have a career like real estate that allows her the freedom, flexibility, and opportunity to provide and be there for her family.

Kristin has continually impressed us as business owner and person. It has been an honor for us to get to know her, her family, and team, and to share her story.



DIAMOND PROPERTY INSPECTIONS



GREG TERRY

Written by Chris Menezes
Photos by Marissa Menezes

If you've ever worked with Greg Terry and Diamond Property Inspections, then you already know they are one of the best in the business. Greg's thoughtful approach to both life and business has caused many people to smile at the mere mention of his name. Simply read the reviews of his business and you'll see.

With a 5 star average on Yelp, and HomeGuide's Best Of for 2017, Diamond Property Inspections have built a name for themselves throughout the Inland Empire. They are not only known as experts in their industry, but as people who are passionate about the service they provide.

Since the home inspection industry is not licensed in California, and therefore, anyone can advertise and perform home inspections, Greg and Diamond Property Inspections pride

themselves on being CREIA (California Real Estate Inspection Association), and ASHI (American Society of Home Inspections) certified, averaging over 70 continuing education credit hours per year, every year, for the past 16 years.

"We specialize in taking extra steps to make sure buyers are well educated. When it comes to home inspection, we leave no stone unturned, and our reviews prove it," says Greg.

In addition to their professional expertise, the care and attention they give to their clients is what really separates them from the pack. Greg encourages buyers to come to the home inspection so he can give them a general knowledge of the home, explaining how the systems and components operate, what regular maintenances should be performed, while

also locating and explaining the safety features of the home, and answering any questions along the way.

"It is important that buyers know as much as possible about their future home," says Greg. "Buying a home can be very stressful, but having an experienced home inspector can help instill confidence and alleviate a lot of unnecessary stress."

The only thing that rivals Greg's passion for home inspections is hockey. As an avid hockey fan, he is a season ticket holder, and proud sponsor of Ontario Reign, as well as the Temecula Valley Inline Hockey Association.

For more information on Diamond Property Inspections, visit www.diamondinspect.com, or call 951-351-1855 to connect with Greg.



► rising star

“From where I was when I started, just three years ago, to now, I am a completely different person. Real estate teaches you patience, understanding, and being passionate about what you do. It is both a humbling and empowering experience.”

While Fadi has seen much personal and professional growth since starting his real estate business in 2016, there are a few things about him that haven’t changed, things that have helped contribute to his quick success. He has a genuine, down-to-earth, fun-loving personality that inspires trust and loyalty in everyone he meets.

For example, Fadi has maintained the same core group of friends from his childhood, growing up in Upland, where he still lives and makes new friends every day. It takes a certain level of authenticity, hu-

mility, and understanding to maintain such long-term friendships like that.

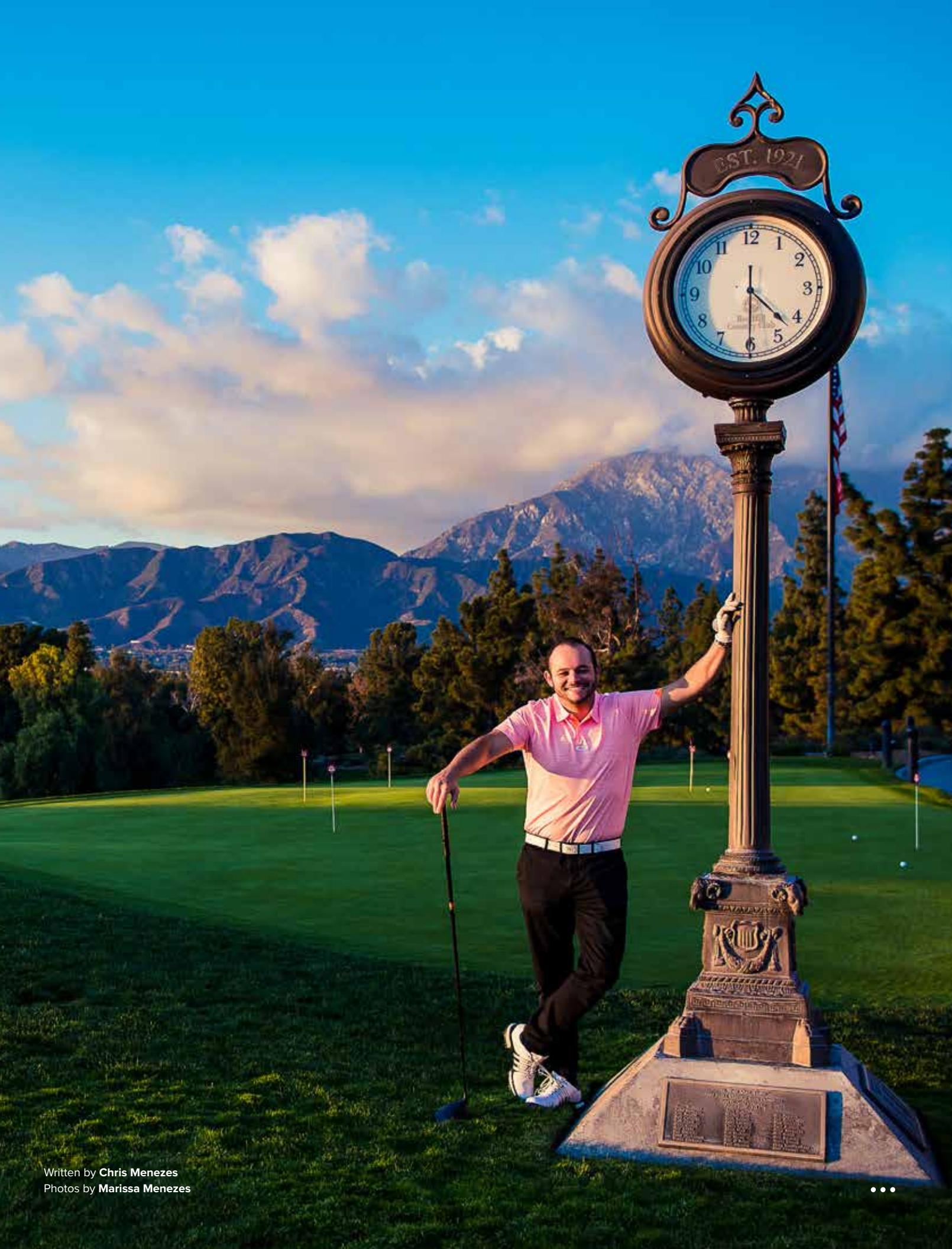
Fadi brought that same authenticity into real estate. He first joined a team, and saw instant success, connecting with his existing network, establishing new ones, and learning everything he could. In 2018, he decided to break out on his own and form his own team—Pacific Realty Group.

Fadi treats his team, which consists of five other agents, as a family. He doesn’t make a distinction between his personal life and business. As far as he’s concerned, real estate is his life—his team is an extension of his family.

his clients are friends, and he’s passionate about caring for, and growing both, whether in the office, in the field, or on the golf course at Red Hill, where you can find him most mornings.

As the Best of Zillow for 2019, Fadi has gone from selling kids shoes at Nordstrom’s and having no direction in life, to leading one of the top teams in the Inland Empire, by simply turning transactions into friendships, and committing to continual education.

“I am so grateful to have found this rewarding career,” says Fadi. “And for my family—without their support, I could not be where I am today.”



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



“
**And for my family—without
their support, I could not
be where I am today.**

“Real estate has given me the ability to be more family oriented, to focus on the things that matter. Playing with my nephew is the highlight of my week, seeing him laugh, hanging out with my parents, and my brothers. That quality of time and life is something I wasn’t focused on before. It is a true blessing.”



JESSE STREETER

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

Jfinishing up his term as President of the Inland Valley Association of REALTORS® (IVAR), Jesse Streeter, Riverside native, is both grateful for the people who made his time in service a pleasure, and excited to dig into his business and apply everything he has learned from his experience.

“It’s a real education. By being involved and engaged in what’s happening in the industry, you learn a lot about what’s moving, what’s chang-

ing, and what others are doing. You learn from so many people,” he says.

While Jesse became a REALTOR® in 2003, after working in mortgages, and pool construction for Bogner Pools prior to that, he didn’t get involved in his local association until 2013, having briefly left real estate after the market crash. During his hiatus, he worked for a commercial real estate company, traveling around the country helping to liquidate big box stores like Circuit City, who were going out of business at the time. Upon renewing his license and reentering real estate, Jesse

resolved to immerse himself in the industry, which included becoming involved and serving on the board of his association.

Jesse decided to run for president at the suggestion of a couple of his mentors, and ran unopposed. He thought the past president did such a great job putting them on a good path that he wanted to ensure they kept doing what they were doing. His biggest surprise after taking the position was



how smoothly everything ran. He’d often hear presidents from other associations complain about their organizations at conferences, which surprised him.

“Our staff and board do such an amazing job. They made my job so easy that I was afraid I was missing something or doing something wrong. It was really a testament to how well our organization runs,” he says.

Jesse is excited to refocus on his personal business now and implement everything he has learned. His longtime girlfriend, Colleen Longden, just got her license and became the newest member of IVAR, and he’s looking forward to working with her. In his free time, Jesse enjoys working on his VW bug, gardening, and is actively involved with Sunshine Haven Wildlife Rehabilitation.

...

Although his presidency is done, Jesse remains active in IVAR and encourages everyone to do the same. "If you are in the industry and you care about what you do, then you should get involved and have a voice in it," he says.





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