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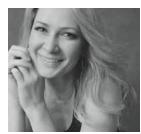
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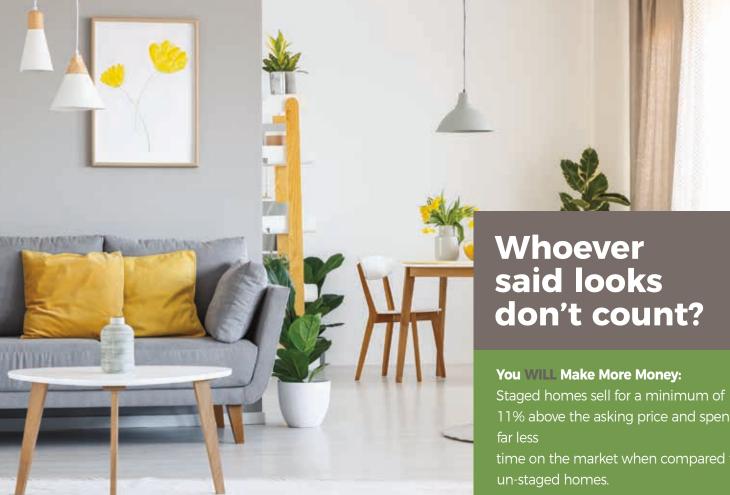








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YOUR FIRST TIME



By Mitch Felix

Did you know that every year, in February, we determine the year's "Real Producers." This publication is a "certificate of merit" that is mailed to just the top 500 real estate agents from the previous year. It is not the entire Bay Area – it's just the Silicon Valley. We determine who is on that list by using the total transaction sales volumes per the MLS.

There are about 200 new top real estate agents who are receiving this publication for the first time. And that means that 200 agents are no longer receiving this publication. They'll still be invited to our events and welcome to participate in the classes and social media, but they didn't hit the top 500 so ... no magazine.

Congratulations are in order.

You are being recognized as a part of the most successful group of real estate agents in the Silicon Valley.

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Per the MLS there was over \$18 billion in sales from you all and over 12,000 transactions.

Welcome to this community of reciprocity.

This month we will review an updated FAQ of some of the most common questions I receive about what we do and why we do it. By the way – thank you so much for continuing to work with our partners. I am receiving a ton of hot-news updates from successful vendor/business relationships that have begun due to our events and magazines.



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Q: Why should I care? What's in it for me?

A: Who you work with matters. Recognition. Relationships. Deals. The bar is so low for entry in the industry... Statistically, most of the licensed agents treat this as a hobby and not a career – they will do under one deal a year. Knowing the top agents who have achieved a level of success and the integrity that comes with high performance will impact your bottom line. When it comes down to choosing the best offer or the best referral partner or the best vendor, having a relationship with the person on the other side of the table helps immensely.

Q: If this is a magazine, why do you have events too?

A: Have you ever noticed that you're the best agent in the room? We observe that most top agents like yourself don't attend events. That's because they stink. In my previous career, I attended over 1,500 events, and I can verify that they are mostly awful wastes of time. At our events, you will be surrounded by only the top agents in this market. There is music, food, games, adult beverages, giveaways and more. That allows for a higher level of instruction and communication. Having an abundance of success only matters (in my humble opinion) if you share it. So, we bring the best agents together to communicate with each other – both about personal and professional topics.

Q: What is the process for being in the magazine?

A: It's a nomination process. We do not know everyone's stories, so we need your help to learn about them. Go to SiliconValleyRealProducers.com and select "Nominate" from the top navigation menu. Just follow the prompts.

The next step is I pre-interview them to make sure it's a good fit. Once we get an overview of the story, one of our staff writers conducts a phone interview and writes the article. We don't print anything without the interviewee's permission.

Q: What does it cost a real estate agent or leader to be in the magazine?

A: It costs nothing! This is not a pay-to-play model whatsoever.

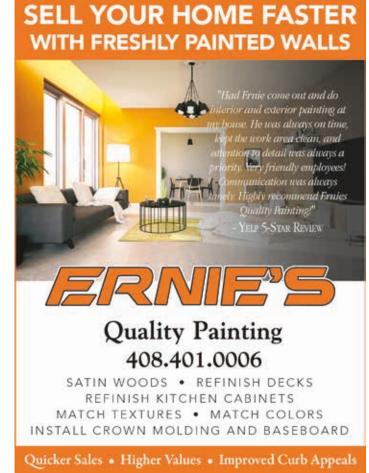
Q: Who are the Preferred Partners?

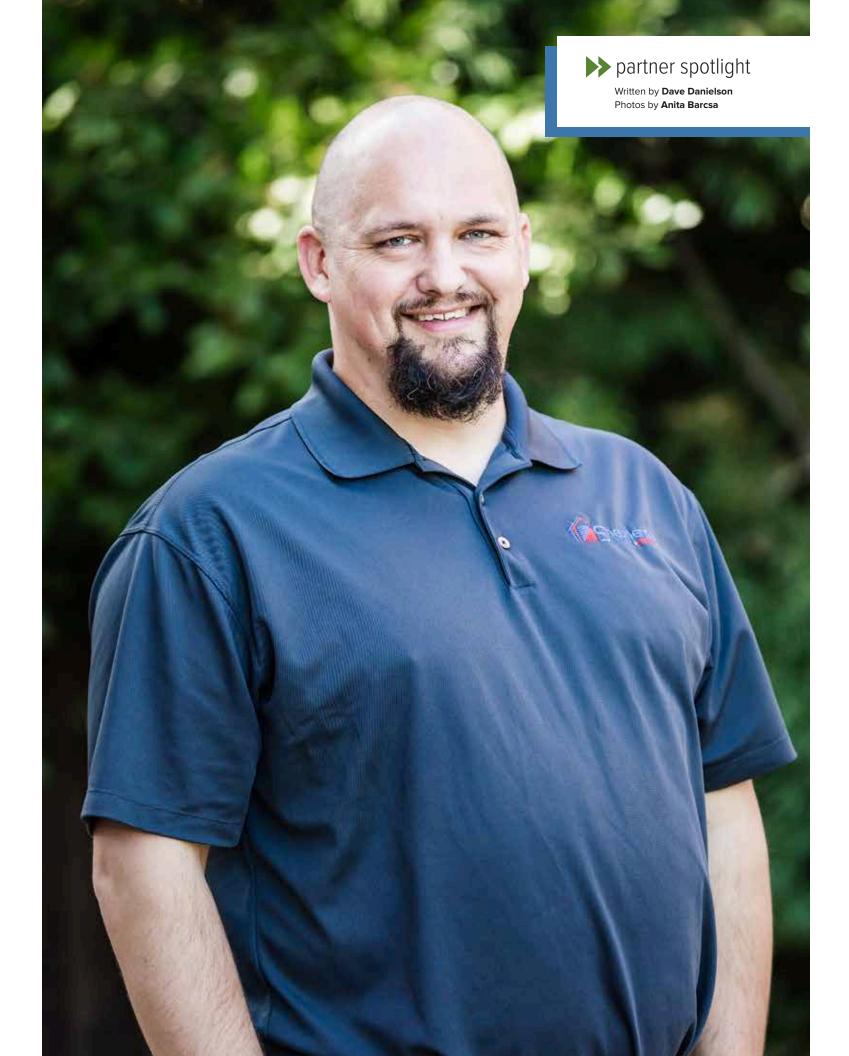
A: Anyone listed as a "Preferred Partner" in the front of the magazine is part of this community. They will have an ad in every issue of the magazine, and they are allowed to attend our events

and participate in our online community. We do not just find these businesses off the street, nor do we work with all companies that approach us. One or many of you have nominated every single Preferred Partner you see in here. They know how to work well with the best agents already. Our goal is to create a powerhouse network not only of the best real estate agents in the area but the best businesses as well.

Q: How can I nominate a Preferred Partner?

A: If you want to recommend a local business to become a member of our platform, please go to SiliconValleyRealProducers.com and select "Nominate" from the top navigation. Just follow the prompts.





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A Tradition of Trust

Bill is the head of the company, and he represents the third generation in his family to work in the industry.

"I was born and raised here, and my grandfather moved here in the 1930s," Bill explains. "He was a plumber. In fact, he did a lot of the original plumbing in the region."

The company was under a different name at the time. That's when Bill's dad took over operation of the company.

"In the mid-1990s, dad got into testifying as an expert witness in legal proceedings that involved plumbing and electrical systems in homes," Bill says. "When I came up in the business, I really enjoyed working with my hands and doing the projects myself. I like working with homeowners and seeing when they're happy. In 2005, we were doing a lot of litigation and were starting to move away from the construction side of the business because of that legal volume."

So Bill talked with his father about taking the reins of the construction side of the company to build it up again. His father agreed.

Bill quickly created a reputation for results, and in 2015, he bought out his dad and started the company under its current name.

Full-Service Quality

As business has grown, so has Bill's team.

"I have an office administrator and a production manager, along with a team of guys in the field that do the work that I manage," he says. "We're small enough that I can keep in touch with all of the projects we have going, and yet large enough to take on more complex projects." Bill and his team enjoy the challenge of larger, more involved projects.

"We primarily do high-end residential construction, whether it involves simple repairs or system design and replacement. We also work with general contractors and designers who are working with clients who want to do an entire redesign to make the systems work efficiently for the house," he points out. "Because of my background, I know how to design difficult setups. We had one client who had three grand pianos that were valued at approximately \$1,000,000. So the conditioning in the house had to be very precise. So we put a system in place that was able to handle that. Those projects are fun."

There are no shortcuts to lasting quality.

In one case, a homeowner had worked with six separate HVAC companies to provide better cooling throughout his house — without success. He called Bill.

"We went in an looked at everything and came up with the solution and the price," Bill says. "It was a little expensive. And I said, 'I know it's a little drastic, but here's how we can get your home

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cool.' I've talked with the customer several times since, and the cooling is working better than they had hoped for. It's a really rewarding feeling."

The point is paying for a quality solution translates to lasting results.

"Our team works hard to put products in place that I don't worry about when I go home at night," Bill explains. "When I work with a client, I approach that project in the same way as I would for my grandparents and parents. We know it's done right. Because of the consulting and litigation work that I've done, and being able to say I know what it's going to take to do things right. We're going to make sure it's done right. And it's going to last."

The Priceless Value of Local Resources

Bill cautions against paying for projects that seem to be priced at a too-good-to-be-true level.

"Here in the region, the cost of living is high. As a result, depending on how a company is paying its people, it can be hard to find guys who can afford to live in the area," Bill points out. "We get competition from guys who drive in from further out to do the work. But they're here for a short time, they

do the work, and then they're gone. Then, when the customer calls for work on a warranty item, the guys who did the original work are nowhere to be found. We've seen that numerous times. We pay our team a living wage, so they are here and on hand to take care of issues."

When you go to the doctor for a physical exam, an annual review can reveal issues that can be addressed before they become advanced. The same holds true here.

"With our annual inspections, we don't just look at the equipment," Bill emphasizes. "We look at the whole house, including faucets, toilets, pipes, the furnace, sprinklers — everything plumbing and mechanical. A lot of times a water leak starts as a drip. Left undetected, it can become large and expensive. Because we're getting into the house and providing a more comprehensive inspection, we can fix issues while they're small."



We take care of our clients. We're not here to get in and get out. We take the time to it right.

With his team's experience, Bill invites real estate agents to contact them to take advantage of their perspective during the selling process.

"When a buyer's agent looks at long-term issues in a home, we can provide a document that outlines a

fair price for what it would take to replace the systems, including the duct system, the water heater or the furnace — along with the process of getting it done."

After three generations, Bill and his team know a thing or two about lasting quality.

"We stand by the work we do," he says. "We take care of our clients. We're not here to get in and get out. We take the time to it right."



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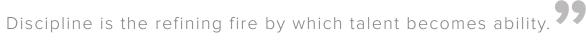
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-ROY L. SMITH

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

the fruits of discipline

🔭 t 18 years old, Ameer Tantawy landed his first job at a local Kohl's. There, he first got his feet wet in the working world and his first taste of sales. He also touched in on the benefits of his natural affinity for a disciplined approach; Ameer began to realize how discipline would bear fruits in his life.

"I've always been motivated to get the things that I want to be done, done," Ameer says.

While at Kohl's, Ameer saved up every penny he made. He had his eye on purchasing a car and was determined to make it happen.

"My managers would say, 'How do you not spend anything? How are you saving all your money for your car?" Ameer reflects. "They were impressed. In my first year, I was able to buy a car that was \$10,000."

"I'm very disciplined, extremely focused. If there's something that I want, I'm going to make it happen."

Over a decade later, as Ameer builds up his real estate business, he's found that his ability to "make it happen" serves him -- and his clients -- well.

"It's the same thing with real estate," he smiles.

THE ROAD TO REAL ESTATE

After leaving Kohl's, Ameer landed a job in international technology sales. Ameer was able to use his Arabic language skills, as the company mainly focused on selling laptops in the Middle East. Eventually, he ended up working at Chase in Los Altos. Working with high asset clients intrigued him and further inspired him to strive for success.

"But I started dreaming of real estate," Ameer recalls. "What if I did just four or five deals a year and made an extra \$100,000. Wouldn't that be kind of cool?"

"I started diving a little deeper into it," Ameer continues. "Generally, I'd say that if I had a personality type, it would be somebody who likes to be a leader, as well as being analytical at the same time. I was analyzing this commission-only situation. It was very scary, but being analytical, I looked at it. I feel like im a pretty good salesperson. I feel like I can survive."

After careful thought, Ameer decided to make a big leap; he left his job and dove into real estate full-time.

"It was one of the biggest risks I've ever taken, but one of the most rewarding risks I've ever taken. From there, it was history."

That was 2016.

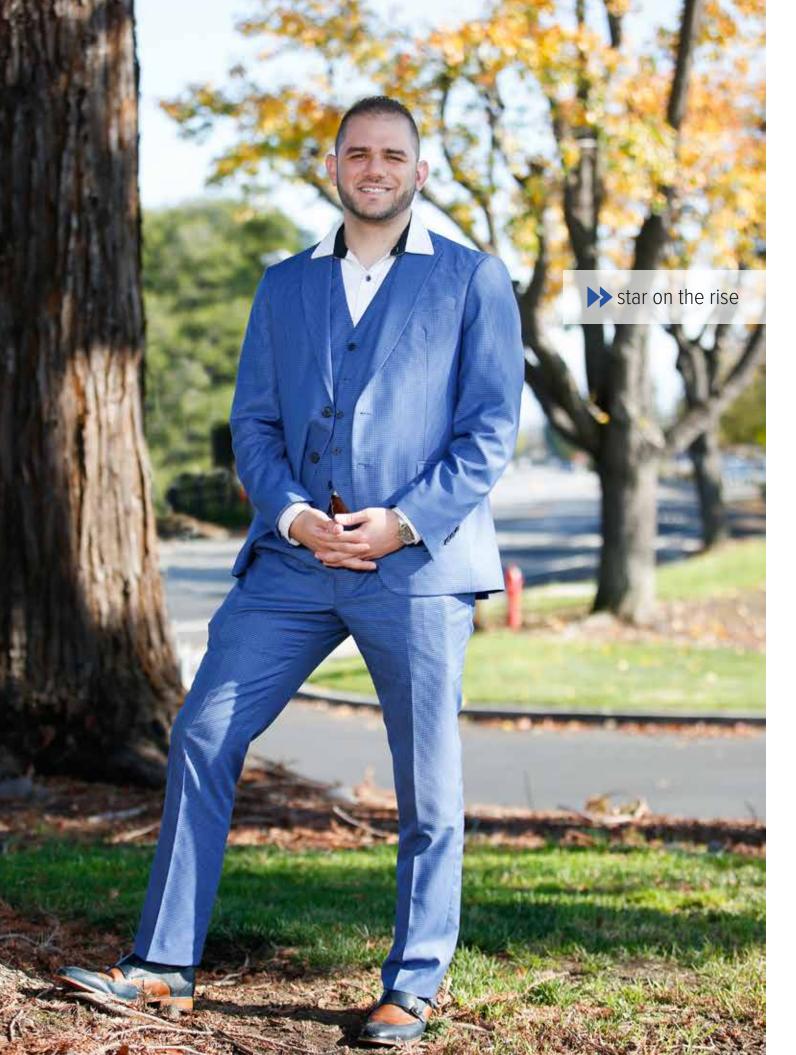
DISCOVERING SUCCESS

Ameer launched his real estate career by grinding... hard.

"I was grinding until I found my first deal," Ameer says.

He focused on cold calls, open houses, and social media -- three (almost) free marketing platforms.

"I did everything that I possibly could to generate some clients," Ameer says. "Four months into having been licensed, my first deal came in. My second, third, and fourth all came in the same month."





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Ameer discovered that he has a love for cold calling. "I love both the strategy of it and doing it. I love when a prospective client tells me no or they're not interested and for me to battle back in dialogue and ask them why they are not interested or what I may be able to help them out with," he says.

The innate drive to succeed and the inherent discipline that Ameer posses have proven to be game-changers while growing his business.

BORN ON DISCIPLINE

"The way that I was brought up and raised was extremely disciplined. That is a part of what has kept me disciplined. The other part -- it's in me as well. It's a part of my personality," Ameer smiles.

Ameer lives his life based on discipline. He recognizes that it's discipline that allows him to bring his goals and dreams into reality.

"I live in a disciplined fashion. Even nowadays, when my wife wants me to do something -- come out to a friend's party, whatever it may be -- she knows that if it's not on my calendar ahead of time, I might not be able to commit. That's how I live. If it's not on my calendar, I don't do it."

Looking ahead, Ameer has big goals.

"I have big goals and dreams of what I want to achieve... so I try to make sure I'm not wasting time on the things that are not going to help me get there... I try to focus on a few major goals at a time and chip away at them. I'm excited about next year... Life is good."



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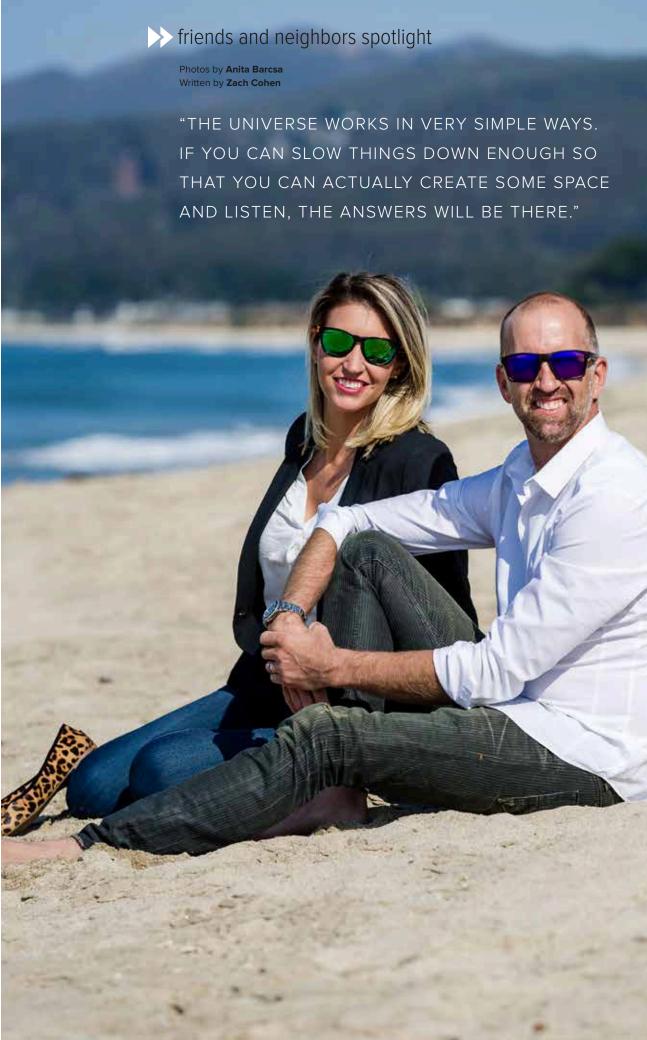
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In December 2015, Mathew Haugen had an epiphany. "I was reading some Facebook posts," Mathew recalls. "There was something about the top five things people regret on their deathbed. Three of them struck home for me -- putting too much value in things over experiences, not following your dreams out of fear, and not spending enough time with the important people in your life."

Matt experienced a "feeling" (for lack of a better term) that he was not where he should be. He had experienced a successful run in the tech space. He helped to found and build a digital media business which ultimately led to a successful acquisition of \$150m in 2014. Despite this success, the feeling persisted.

"The feeling turned into a voice, and the voice got louder, clearer until it could no longer be ignored. There was a specific moment of clarity and conviction in December 2015 where I decided to follow what was in my heart and go for it. Two months later, I gave my notice and never looked back."

For Mathew, real estate had long been a dream. He received his license almost a decade earlier in 2006, with the idea to start a local brokerage. "But life gets complex, responsibilities grow. You have kids, buy a home, get a mortgage, and it becomes harder to take risks." As Mathew found in 2015, it was harder to take risks, but not impossible.

"I had saved a little bit of money. Enough to give me a fighting chance at success. Enough to overcome the fear of the unknown...just barely." Mathew admits it was scary to go from a steady income and health insurance for his family to zero income and no employer benefits. But three years into his real estate journey, he couldn't be happier with his decision. The success is consistent. The market share is growing at a feverish pace, and this idea has created a thriving local business that is exceeding his most optimistic expectations. "This success is not by accident," he states. "We are creating success through intention, faith, and gold ol' fashioned horsepower."

Mathew stays focused by focusing on his mindset.

One thing he's found in common with many of today's highest achievers is that they spend a good deal
of time working with their own mind. Mathew does
the same on a daily basis.

"I'm a mindset guy. I spend a lot of time getting my mind right. Auditing my thoughts, reading things that provide value, focusing on an abundance mindset, and just being happy," he explains. "If you ask ten people, 'What do you want? What do you really want?' Nine people won't know. They'll tell you what they think they want or what they've been trained to want. For me, I got out of college, found a job with good future earning potential, and started cranking at making more money, getting recognition and responsibility without really understanding, what is it that I really want? Money is just a form of energy. Energy without focus or meaning is chaos."



Through an intentional process, Mathew discovered that his wants all boil down to one thing. "Freedom. I want to be free. I want to feel free. To not be beholden by somebody else's vision. To be free of guilt, anxiety, stress, and fear. To be free to invest in my family and myself."

"I want to be alive. I want to be where I'm meant to be... the universe works in very simple ways. If you can slow things down enough so that you can actually create some space and listen, the answers will be there. You'll know whether you are where you need to be or not."

As Mathew began his real estate journey, he decided to forgo working for a large brokerage in favor of launching a boutique brokerage with his partner Danny Dimas. Together they launched Element Real Estate.

"We live and breathe our community. That's part of why we are successful," he says. "We're very integrated. It's a great place to be. We are executing a business growth strategy that also serves the needs of our community. It's where business and doing right by yourself, your family, and your community intersect."

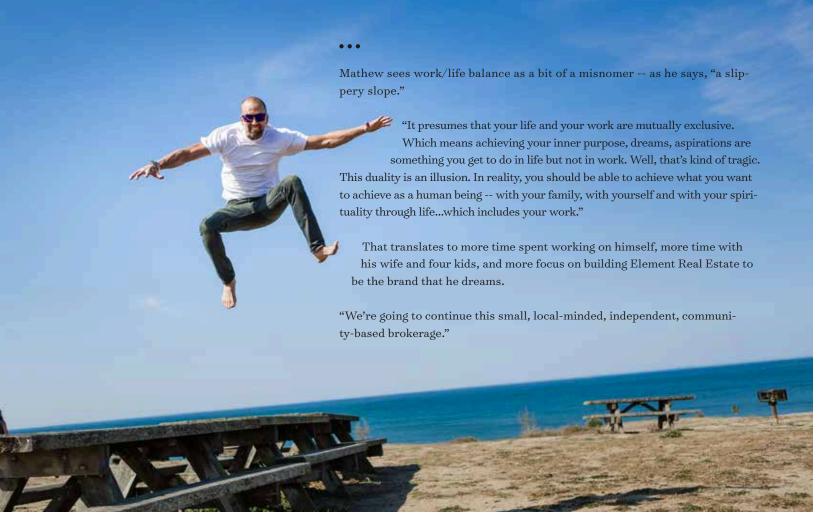
Mathew admits that there are downsides to starting an independent brand and brokerage. At established brokerages, most of the functions of the business are already in place. At Element, Mathew and Danny have had to build every component of the business from the ground up.

"I was reliant on my ability to identify problems and find solutions," he says. "I had to learn everything. But this is the way it had to be. We are creating something fresh, innovative, awesome. The only way I know how to do that is by starting with a blank slate."

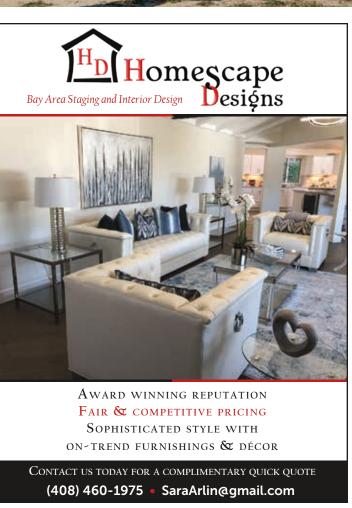
In his third year, Mathew and Element Real Estate are on track to do \$50 million in business. He's found success but understands that he still has a lot to learn.

"I can feel myself getting pulled into grow, grow, grow -- at the expense of everything. I need to remind myself to step back there. I've got priorities: family, health. In general, the mindset is to grow, build, take market share, innovate, elevate, but in a manner that still allows me to be who I am."

am."









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a team if they were going to be successful and avoid burn-out. A mentor's advice helped Wallace take back control of his time and weed out the repetitive tasks that he didn't enjoy.

"My mentor basically said to create a list of things that you like and things that you dislike, and delegate out all the things you dislike, so I did. This gave me a ton of freedom in my everyday life and allowed me to focus on doing what I do best."

Time management was key to getting the business going and it remains a staple part of Wallace's everyday life today. He typically plans a week in advance and focuses each day on the concrete tasks that can be done to grow the business.

"Every morning, there might be a handful of things you can do that will push your business forward. So when I wake up, it's an active marathon until I get those things done, and I shoot to get them done before noon."

Wallace also uses cycling as a space to find inspiration and explore the inner workings of the business. Each session is initiated from two leading questions: 'What am I not doing?' and 'What do I want to be doing?'. His thought explorations branch out from these core questions to help illuminate the best action that he can take each day. Each bike ride gives Wallace an opportunity to clear his mind and reorganize so he can get back to fulfilling his role at METIS.

As the METIS CEO, Wallace explains that he "works on the business, not in the business."

"My primary role is to figure out how to grow the company and scale. I am focused on the big-picture. Dennis manages the typical day-to-day broker duties, including managing both of our client lists and our entire team."

None of METIS's success would've been possible without a stellar team that's passionate about their mission. A core philosophy that helps Wallace connect with the right people is acknowledging that every relationship is a two-way street.

"In relationships, I'm always going to meet somebody at 50% and expect them to meet me with the other 50%. In the rare circumstance where you overextend and go out of your way to get something, that's a conscious decision, and if they don't meet you there it's not their fault. This is where a lot of frustration, anger, and negative emotions come up. So with our agents, we always start at 50% and if we decide to go further, we understand that it's a conscious decision on our part."

The Role of Technology in Today's Market

"I think technology — especially AI — is incredible. At the end of the day, it allows us to do our jobs better."

The real estate industry is notorious for the slow adoption of technology. Many agents steer clear of technology completely, opting to take an old-school approach to client acquisition and business management. However, technology is influencing the real estate market whether agents like it or not. Wallace is convinced that staying ahead of the curve is the key to long-term success in the industry.

WALLACE

"I'm one of the odd ducks who own a brokerage but was never actually a real estate agent."

The Early Days of METIS

In the beginning, Wallace lost his dining room to METIS collateral — marketing material, open house signs, A-frames, tables, etc. — which ran in parallel with the clutter and demand of getting the business off the ground.

METIS Real Estate was forged out of grit, determination, and a desire to have a positive impact on the industry. Wallace Chane and his co-founder, Dennis Loewen, worked 10-12 hour days for an entire year before realizing that they needed to build



"AI is one of those things that people are afraid of, but people need to embrace it — it's inevitable. The analytical tools that AI brings take out a ton of the guesswork in this industry. For example, social media allows agents to build a client profile much faster than was possible in the 90s."

Wallace gains his inspiration from leaders in the real estate industry who are leveraging technology effectively. As real estate continues to evolve, Wallace is committed to ensuring that METIS is always poised to evolve with it.

Long-Term Success is All About People

Wallace describes the entire METIS team as "young, motivated, and ambitious." One of the most important aspects of running METIS is ensuring a high quality of life for everyone in the company. In 2018, 60% of the METIS team reached the 1% income threshold in the United States. This increased financial freedom is allowing everyone at METIS to enjoy more quality time with their families, explore their personal passions, and give back to their communities.

But their approach isn't just about achieving objective financial success. METIS also teaches their team the foundational skills they need to build personal wealth. So even if they were to lose everything, they'd have the tools they need to be able to build themselves back up. At the end of every year, METIS hosts a 72-hour off-site retreat for its entire team in an inspired setting where they review the year, reset their life goals, and create a road map to achieve these milestones over the following 12 months.

At the end of the day, building a great team is about creating an environment where people can learn and become something more than they were yesterday. Wallace isn't focused on helping his partners be better agents — he's focused on helping them be better humans.

because when agents are hitting their own milestones, that naturally creates a sense of gratitude. And that gratitude goes on to impact their entire lives - and the lives of their clientele — in positive ways."

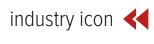
"I don't teach them how to be better agents. I don't teach them to be monster producers. I don't teach them tactics. I teach them how to be better humans and how to reach their own goals within their own life. Because when agents are hitting their own milestones, that naturally creates a sense of gratitude. And that gratitude goes on to impact their entire lives — and the lives of their clientele — in positive ways."

One of the key lessons that Wallace's sales background taught him is that you're never going to win all the time — nor are you supposed to. The goal should always be to the best version of yourself that you can, and to treat every relationship with respect, integrity, and honesty.

"I'm never going to fight for the deals that aren't mine — you're not going to get 100% of the deals. The best you can do is go out there, put out your best effort, and hopefully that's enough to carry you through."

METIS provides a foundation and support system that empowers real estate agents to be themselves and succeed in how they want to. For agents who don't want to fight their way through a traditional company, METIS could be the perfect fit. The company recently expanded into the Los Angeles market and Wallace has his sights set on continued growth in the coming years.

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Photos by **Hyunah Jang** Written by **Jessica Frere**

CATHY JACKSON

WRITING HER OWN SUCCESS STORY

If not for her drive, grit, and a personal commitment to never, ever give up, Cathy Jackson might easily have followed another, less fitting career trajectory. She may have put down roots in Hollywood, her hometown, and remained a sales associate at her father's high-tech company. Instead, she refused to play it safe. In an effort to start fresh, she drove her Mustang as far north as two tanks of gas would take her. When her fuel gauge reached empty, she found herself in the Bay Area and vowed to begin writing her own success, on her own terms. Little did she know at the time how deeply this decision would shape the person she would eventually become: a top-producing agent, a beloved mentor, and a local real estate icon.

SALESMANSHIP 101

After arriving in Northern California, Cathy was determined to land a job as a car salesperson. With prior experience managing ordering and sales for her father's business, she felt confident that her skills would lend themselves well to selling cars. However, when she went to apply to work at a nearby dealership, the hiring manager scoffed at her youth and minimal sales experience.

"I sternly scolded him, and quite frankly, yelled at him for treating me that way, and I said, 'You're foolish for not hiring me. I'm probably the best car salesperson you'll ever have," shares Cathy.

Ultimately, her spunky disposition worked in her favor, and Cathy was offered a chance to prove herself. She more than met the challenge. By her second month on the job, she was the top seller at her dealership, and by her fourth month, she was ranked as the leading salesperson in the area. Cathy's aptitude for sales was so great that, at one point, she sold 30 cars in 30 days, an impressive feat for any salesperson. However, her drive to excel wasn't solely rooted in a desire for success. More so, it stemmed from a need to survive.

• • •



"I was determined to not be broke," says Cathy. "I had no way of borrowing anything from anybody. There was no safety net for me, or someone to fall back on except myself. I had nobody giving me food or help or rent money or anything. My work ethic and the results I achieved determined if I lived or died. If I didn't succeed, I had to move back home, and this was something I was never willing to do."

After spending four years as a salesperson, Cathy started to consider her next career move. Selling cars came naturally to her, so she began to brainstorm other high-ticket sales markets to transition into.

"This is so easy, I should sell real estate," Cathy recalls thinking. "I'll sell 30 houses in 30 days."

A ROCKY START

The more that Cathy thought about the real estate industry, the more convinced she became in her ability to thrive as an agent. She decided to study for the real estate exam and, when she passed, saw it as a sign to transition away from car sales permanently. She soon adopted a new routine – bussing tables from 4:00am until 9:00am so that she could sell real estate from 9:00am to 5:00pm.

Cathy's first few months in business were rocky, to say the least. Despite attending countless sales seminars and conferences, she couldn't seem to close any transactions. On the verge of quitting, Cathy shared her frustrations with her broker, who quickly assumed the role of mentor.



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"He said to me, 'Ok...you will not do anything unless I give you permission. You will show up at 8:00, you will leave at 5:00, you'll take a short lunch...' I sold three houses in 30 days because of him and what he made me do differently than what I was doing. Smarter, better use of time, better use of everything."

From that point forward, Cathy leveraged her newfound business practices to generate \$5 million in sales by the end of her first year in real estate. Since then, she has remained one of the region's top producers.

LOOK BACK AND PULL UP

The more successful that Cathy becomes, the more of an obligation she feels to "look back and pull up" rookie agents trying to learn the ins and outs of the real estate business. She does this in several ways, including acting as a mentor to struggling new agents, freely sharing her wisdom by teaching real estate training classes, and inviting colleagues to pick her brain with their most challenging business problems.

"I am always willing to help others in our industry. I have an open-door policy. People can call me and ask me about any problem, even ones they feel might be odd or unusual, and I can solve it for them, if they give me two minutes of their time," boasts Cathy. "And that's only because of my years of experience and because I listen. So, when I managed

an office, one of the best parts about it for me was when people came to me with the most convoluted, difficult, and sometimes insane situation, and I could figure out a solution for them that worked perfectly."

Cathy's most beloved opportunity to give back, however, was her involvement with the Intero Foundation, which raises funds to serve children and the elderly throughout the Bay Area. After rising up the ranks from Office Ambassador to Organization Secretary to CFO to, finally, President, she values the public speaking skills that she honed and the relationships that she built. But, most importantly, she is most proud of the tremendous impact that she helped to make throughout the region.

A BALANCED LIFESTYLE

To bolster the stamina needed to lead such a vibrant business, Cathy has become a self-proclaimed fitness buff. She heads to the gym around 4:15am six days per week and exercises for two hours, a regimen that sets the tone for the rest of her work day.

"If I don't work out, I'm crabby almost all day," confesses Cathy. "And, I'll tell you, I'm not good crabby."

Post-workout, her day revolves around real estate. However, unlike agents who struggle with unhealthy work-life balance, Cathy has established and is content with her own definition of balance, mainly because, to her, real estate isn't work. It's her passion.

"...If somebody says to me, 'Want to go play golf?' I say, 'Not really.' If my sister asks me to do something tomorrow, I'll say, 'I think I'll just do an open house.' I love my job."

UNLIKE AGENTS WHO STRUGGLE WITH UNHEALTHY WORK-LIFE BALANCE, CATHY HAS ESTABLISHED AND IS CONTENT WITH HER OWN DEFINITION OF BALANCE, MAINLY BECAUSE, TO HER, REAL ESTATE ISN'T WORK.

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"We met in college and were good friends before we started dating. After that, we started investing together," Bob recalls. "Before we even got married, we bought investment properties together."

In the late 1990s and 2000s, both Sandy and Bob were well on their way to growing their careers in tech. Bob advanced to be a Product Manager and Sandy was negotiating billion-dollar M&A deals. Yet, both maintained an interest in real estate,

and the couple continued to invest in properties as their careers -- and family -- grew.

Sandy was the first to get her real estate license, in 2004. In 2008 she received her broker's license but continued working in real estate part-time through 2010.

"When I took maternity leave, I began to focus more on my business," Sandy recalls. "I realized I needed to follow my passion for real estate. I've never looked back."

As Sandy grew her business, Bob joined her. He was licensed in 2008 and continued to work as an engineer full time until May 2018.

Through all of those years, Bob worked in real estate part-time, helping Sandy with her clients, her team, and eventually, her brokerage, Tuscana Properties. By 2018, Tuscana Properties was calling for Bob's full attention.

"She had been trying to get me to leave IBM for a long time to focus on our own business," Bob says. "The business had grown really well, but we were bumping up against a ceiling. We were at \$40-50 million in volume and couldn't get past that ceiling."

Bob took his skills in management and applied them to his work in real estate with great results. Since Bob has joined the team full-time, business is up about 40%, and the team has grown to include five assistants and nine real estate agents.

"We really work well together," Sandy smiles.

FINDING THEIR GROOVE

One of the reasons that Sandy and Bob have found such great success in business together is their willingness to divide out the work. They recognize



• •

that their skill sets are different, and by leveraging them, they put themselves at a competitive advantage.

"It's important to figure out which skills each person is good at and let them own that," Bob explains.

"We're not stepping on each other's toes," Sandy adds. "If something comes up in his domain, I send it to him to handle."

"There's trust when working with your spouse. You don't have to worry they're trying to gain something over you. Whatever I make is half his, and vice versa. We celebrate all of our successes together and root for each other. It's all 'we.' We sell houses together. Together it's our success."

Although he does sell, Bob continues to handle the lion's share of the managerial and operations duties, while Sandy is on the front line selling and leading the creative side of the business.

"Two minds are always better than one," Sandy says. "When issues arise, we can brainstorm on the best way to handle it. And we can manage different clients' personalities better."





WORK/LIFE: FINDING BALANCE

Admittedly, the hardest thing about being partners in life and in business is drawing the line between the two. With two young children at home -- Jett (9) and Austin (4) -- Sandy and Bob have to find ways to shut off their business minds to focus on their children.

"The hardest thing is turning the business off. Work never ends," Bob says.

"When you work with your spouse in real estate," Sandy adds, "everyone knows you are working seven days a week. Everyone expects you to answer your phone. It's hard to shut that off. Clients expect us to be reachable. That's the challenge; you can never escape it."

While striking balance is a challenge, Sandy and Bob have always been the type that's up for a good test. Together, they've proven that they're capable of overcoming any obstacle.

Recently, Sandy and Bob have hired additional assistants and have started delegating more work. They are passing more business opportunities along to their team -- which not only frees up time but allows their team to be more successful.

"We have to bring more people on and trust them," Sandy says.

INTO THE FUTURE

"The future looks really strong,"
Sandy says with a smile. In 2020,
Sandy has taken on the role of
President of the Santa Clara County
Association of Realtors®.

"It's very optimistic," Bob continues.
"I have no concerns about our future in real estate and the Silicon Valley."

"We're both good problem solvers, and while the market is changing, we can adapt quickly. Every change in the market is an opportunity for us. How can we take that opportunity and help our clients? We believe if we are helping our clients exceed their goals, even in a shifting market, we'll be successful."

two minds are always better than one ??



















SAY CHEESE

Here is a preview of the selfies from the past few interviews that we are working on. Make sure to look out for their stories this coming year.





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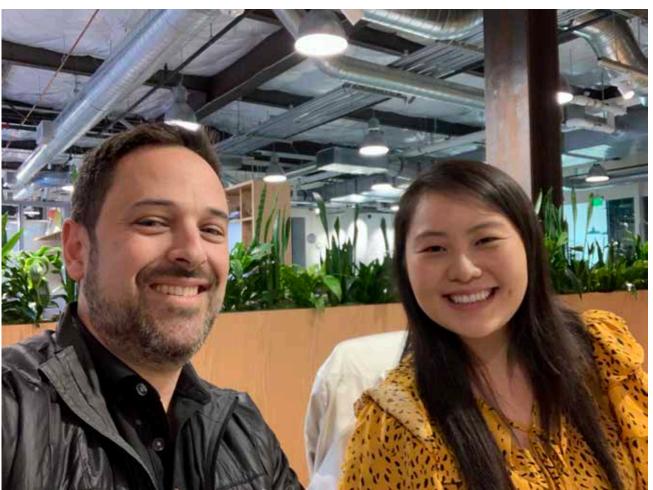






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EVENT LINEUP

Mark your calendars the 2020 Event Line Up is here.

FEBRUARY

Partner Appreciation Lunch -Thursday, February 20, 2020 12:00 - 3:00 Partners Only

FEBRUARY

Share Your Story Boardroom February 26, 2020 **Invitation Only**

Powerhouse Event Negotiation Communications Panel -Thursday March 26, 2020 1:00 - 3:00

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* Disclaimer certain restrictions apply for each event. More details to follow.

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