

SOUTH ORANGE COUNTY

REAL PRODUCERS®

CONNECTING. ELEVATING. INSPIRING.

Top Producer:

**Andrew Edwards
McDonald**

POWER COUPLE:

Sandy and Rich Marquez

AGENT SPOTLIGHT:

David Sidoni

BUSINESS SPOTLIGHT:

Ryan Grant, The Ryan Grant Team

*Valentine's
Day Special*

FEBRUARY 2020

Termite Control
Local Treatment



Fumigation
Structural Repair

Where Quality Comes First!

**We specialize
in escrow
inspections!**

Our staff is professionally
trained, licensed and bonded.

Serving Southern California
for over 20 years.

**Call today for your
FREE inspection.**

949-348-1730

www.QualityFirstTermiteandPest.com  

INSPECTIONS | REPAIRS | RESTORATIONS | REPLACEMENTS

Rescue Roofer Is Here For All Your **Roofing Needs!**

- Answer live 24/7
- Up-Front Pricing
- Leak Warranties

- Preventive Maintenance
- Chimney Repairs
- Gutter Services
- Skylight Services



**24/7
Emergency
Service**

\$79⁰⁰

4-PHASE

Roof Inspection
(\$179 Value)



We're There When We Say...Or You Don't Pay!

St. Lic. #
1043972

Call Us Today!

949-768-4799







24HR: 1-888-346-ROOF



Offices in Mission Viejo, Irvine,
Laguna Beach and San Clemente.

RescueRoofer.net

TABLE OF CONTENTS

	06 Preferred Partners		10 Business Spotlight: Ryan Grant, The Ryan Grant Team		14 Power Couple: Sandy and Rich Marquez
	22 Agent Spotlight: David Sidoni		28 Top Producer: Andrew Edwards McDonald		32 Mike Wilson Music

MEET THE SOUTH ORANGE COUNTY REAL PRODUCERS TEAM



Michele Kader
Owner/Publisher
(949) 280-3245

michele.kader@realproducersmag.com



Andrew Bramasco
Photographer



Tyler Bowman
Bowman Group Media
Video Marketing



Chris Menezes
Writer



Alysha Garner
Account Manager/
Ad Strategist



Thomas Pellicer
Event Photographer



Zachary Cohen
Writer



Lauren Pulver
Event Planner

If you are interested in contributing or nominating REALTORS® for certain stories, please email us at michele.kader@realproducersmag.com.

LEVEL UP YOUR BUYERS

TIRED OF YOUR OFFER FALLING TO THE BOTTOM?

WE PUT OUR **MONEY** WHERE OUR MOUTH IS BY OFFERING:



DEPOSIT PROTECTION UP TO
Your buyer may be able to have their
DEPOSIT PROTECTED.

\$100K
REIMBURSED



PRICE MATCH PROTECTION
Peace of mind and assurance your buyer gets
the best possible mortgage they qualify for.

\$750
CASH



10-DAY CLOSE GUARANTEE
Strengthen your offer by designating a
clearly defined timeframe for closing.

\$500
PER DIEM

* See terms and conditions below.

DON'T LOSE THE DREAM HOME TO OUR CLIENTS
WE HAVE THE PRODUCTS AND EXPERIENCE FOR EVERYONE

LEVEL UP
BUYERS PROGRAM

MAZZO GROUP
POWERED BY CrossCountry Mortgage, Inc.
Experience & Results Matter

CALL 877.JJ MAZZO

JJ Mazzo / Sr. Mortgage Advisor / NMLS 186548, AZ NLO Lic# 0913442 / support@mazzogroup.com / Mazzogroup.com

Offer applies only to loan applications submitted on or before 1/1/2020 to CrossCountry Mortgage, Inc. NMLS33029 through the following branch location: 31351 Rancho Viejo Rd., Suite 201, San Juan Capistrano, CA 92675 NMLS1790854 ("CrossCountry"). Deposit Protection -- the consumer's loan application must be fully underwritten, and all conditions to fund and close must be satisfied. Consumer must receive a written loan commitment from CrossCountry. The consumer's income, asset or credit profiles may not change after issuance of the loan commitment. Any information obtained by CrossCountry after issuance of the Loan Commitment resulting in new loan conditions will invalidate this offer if the loan conditions are not satisfied for any reason. Price Match -- offer is only for consumers who have not locked an interest rate with CrossCountry in the sixty (60) days prior to the date the consumer presents CrossCountry with a Loan Estimate from a competing Lender. The Loan Estimate from the competing Lender must show closing costs of at least \$750 less than a comparable Loan Estimate issued by CrossCountry. Comparable Loan Estimate means an estimate for the same loan product with the same interest rate and loan terms, excluding the fees listed in Sections E through H of the Loan Estimate. For purchase transactions using the seller's title company, comparisons will also include title fees. The Loan Estimate from the competing Lender must be dated within 2 business days from its date of its submission to CrossCountry. Offer is only valid in states where CrossCountry is currently originating loans. Offer is only valid for FHA, VA, Conventional and Conforming loan products on single-family residences, condominiums and PUDs. Offer is not available for refinances of loans originated by CrossCountry within 6 months of date of submission of Loan Estimate of competing Lender. To claim offer proceeds, borrower must (1) fund their loan with the competing Lender with the loan program and terms disclosed in the Loan Estimate; and (2) present the competing Lender's final Closing Disclosure and final note within thirty (30) days of closing demonstrating that the competing Lender did close the loan with closing costs \$750 less than that quoted by CrossCountry. Offer cannot be combined with any other promotion. Offer is invalid if the borrower submits a Loan Estimate from a competing Lender with an interest rate that is not publicly available (e.g., requiring a minimum amount of assets under management). Each borrower may only take advantage of this offer once per loan application. 10-Day Close Guarantee ("Guarantee") -- the Guarantee is subject to and conditioned on the following terms: The Guarantee applies to purchase transactions with an eligible loan product underwritten by CrossCountry. Eligible loan products are FHA, VA, and Conventional loans. The consumer must commit to a 10-day closing in the Purchase and Sales Agreement ("Agreement"). CrossCountry will not be a party to the Agreement and makes no representations or warranties to the seller. The Agreement must state that: the 10 days are calendar days not including Sundays or Holidays; the 10 day period shall commence after CrossCountry receives all documents required by the CrossCountry Underwriter to close and fund the loan ("Guarantee Trigger Date"); and, the Agreement must include a per diem penalty if the consumer fails to close the transaction within 10 calendar days after the Guarantee Trigger Date. CrossCountry is not liable to the consumer for delays caused by events or circumstances beyond the control of CrossCountry and which prevent CrossCountry from meeting this Guarantee ("Delays"), including but not limited to, conditions affecting the property, or title thereto, and/or Delays caused by the consumer or other third parties. Accordingly, this Guarantee is not enforceable if such Delays occur and the loan closes after the period specified in the Agreement. If there are no Delays and all the foregoing conditions are satisfied and the loan doesn't close within 10 calendar days of the Guarantee Trigger Date, then CrossCountry will credit the consumer (at the time of closing) a penalty amount specified in the Agreement of up to \$500 per day, up to a maximum credit amount of \$5000.00 ("Credit"). The consumer is not entitled to the Credit if the purchase transaction fails to close for any reason. CrossCountry reserves the right to rescind or modify the terms of this offer without prior notice. This is not a commitment to lend; all applications are subject to underwriter approval; all promotions are subject to change or cancellation without notice. Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act. www.nmlsconsumeraccess.org.



This section has been created to give you easier access when searching for a trusted neighborhood vendor to use. Take a minute to familiarize yourself with the businesses sponsoring the publication. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the publication!

CHARITY / FUND RAISING

Goodwill Orange County
(714) 547-6308
www.OCGoodwill.org

ESCROW SERVICES

Quality Escrow
Jim Mecklenburg
(949) 375-4674

Versal Escrow
Christopher Keahey
(616) 342-3692

EVENT PLANNING

Lauren Pulver Events
Lauren Pulver
(949) 444-8502

HOME INSPECTION

Amerispec
Justin Woodford
(949) 454-0508

**INSURANCE BROKERS/
CONSULTANTS**

NFP
Taylor Wilson
(949) 307-3916

JEWELER

South Bay Jewelry
Brian Carpenter
(949) 643-1777

MORTGAGE SERVICES

California Coastal Loans
Dino Katsiametis
(949) 720-1616

Cross Country Mortgage
JJ Mazzo
(877) 237-9694

Fairway Mortgage
Ryan Grant
(949) 651-6300

Guaranteed Rate Affinity
Ryan Hart
(949) 351-1373

Monarch Coast Financial
Kevin Budde
(949) 422-2075

Mortgage One, Inc
Christopher Smith
(949) 292-9292

NEW AMERICAN FUNDING

James McKibban
(949) 302-6620

**PEST & TERMITE
CONTROL**

Quality First Termite & Pest
Control
Jeff Oliva
(949) 348-1730

PHOTOGRAPHY

Andrew Bramasco
(714) 362-1154

Thomas Pellicer
Photography
(714) 381-7675

PRINTING SERVICES

AIM Printing
Mike Lee
(949) 443-1192

ROOFING

Rescue Roofer
Eric Enriquez
(949) 768-4799 x101

STAGING & HOME DESIGN

Straw & Clover Studio
Andrea McQuade
(714) 655-9705

TITLE SERVICES

Ticor Title
Mark Russell & Bill Senteno
(949) 395-8395

VIDEO PRODUCTION

Bowman Group Media
Tyler Bowman
(949) 275-1386



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

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of N2 Publishing but remain solely those of the author(s). The paid advertisements contained within the *South Orange County Real Producers* magazine are not endorsed or recommended by N2 Publishing or the publisher. Therefore, neither N2 Publishing nor the publisher may be held liable or responsible for business practices of these companies.



AIM MAIL CENTERS
First Class Business Services

We've got all of your printing needs covered!

Premium Quality, Full-Color Real Estate Marketing Products

Business Cards | Real Estate Flyers | Brochures
Postcards | EDDM Mailing | Bulk Mailing
Realtor Signs | Door Hangers | and more!!!

If you need help with mailing services, including obtaining bulk mail postage rates,
we can help you with that too!
We'll even help you get a mailing list, filtered to find your desired prospects.

949-443-1192
www.aimmailcenters.com



**Christopher Smith,
Branch Manager**

MORTGAGEONE

**Qualify for MORE HOME
with our LOW-RATES**

*We are committed to the highest levels of
integrity so that we can be your "Lender for Life".*

THE SMITH GROUP
Family Owned & Local Direct Lender | NMLS#: 898812

949-292-9292
www.mortgageonehomeloans.com
Christopher.smith@gomortgageone.com

Contact Chris's team today to learn more about our comparably **lower interest rates and exceptional service.**

SOUTH BAY JEWELRY

SINCE 1969

NEW OWNERSHIP

Orange County's Custom Jewelry

Custom Design | Bridal Jewelry | Watches Estate Jewelry

YOUR IDEA OUR CRAFTSMANSHIP



(949) 643-1777 | www.SouthBayJewelryOC.com
26705 Aliso Creek Rd, Suite D | Aliso Viejo, CA 92656



Full Service Event Design + Coordination

Lauren Pulver

EVENTS

EVENT PLANNING FOR ANY OCCASION

CONTACT ME TODAY TO START PLANNING YOUR EVENT!

LAUREN PULVER
Special Event Coordinator
949.444.8502
www.laurenpulverevents.com

BUYERS AND SELLERS NEED



THE AMERISPEC DIFFERENCE INCLUDES:

TASK CERTIFICATION™ — for the best training and systems
THE AMERISPEC REPORT — for real confidence in writing
AVAILABILITY — when your convenience is key

ELIMINATE SURPRISES AND EARN PEACE OF MIND

CALL TODAY TO BOOK YOUR INSPECTION!
949-454-0508 • AMERISPEC.NET/WOODFORD



KEVIN BUDDE
CA DRE 00831552
NMLS 325450



Monarch Coast Financial

Contact Me Today!
949-422-2075
KBudde@monarchcoastfinancial.com

MORE THAN ONE KIND OF BORROWER, MORE THAN ONE KIND OF LOAN.

When it comes to qualifying borrowers, look no further than **Monarch Coast Financial** to offer unique lending solutions.

We provide a variety of loan products from A-Z helping more buyers with their real estate financing needs.





FULL DOCUMENTATION

Conforming & High Balance

FHA & VA

Jumbo & Super Jumbo

High Loan to Value Loans



ALTERNATIVE DOCUMENTATION

Bank Statements Only

No Tax Returns

Asset Depletion

Asset-Only Qualification



INVESTOR FINANCING

Property Cash Flow Qualifying

No Limit on Number of Properties

Multi-Unit Financing

Interest-Only Options



PRIVATE MONEY

Bridge Loan Financing

Stated Income

Stated Assets

No Qualifying

www.monarchcoastfinancial.com
20151 SW Birch St., Ste. 230, Newport Beach, CA

Ryan Grant

The Ryan Grant Team Fairway Mortgage

Beyond Mortgages: Providing Unmatched Value

“What we do is not unique. How we do it is quite unique. But why we do it is our difference. It’s what makes us stand out.”

Over the past decade, Ryan Grant, his team, and the mortgage professionals in his region have formulated a unique value proposition in the mortgage business. They have collectively moved beyond the act of merely helping a client complete a real estate transaction. Rather, they are proactively helping their clients and adding value in every aspect of real estate and finance – for life.

Unmatched Value

“I’ll start with the awards and then tell you why that’s not that important,” Ryan smiles.

For the past five years, the Ryan Grant Team has been consistently ranked as one of the top 50 loan originators in the United States. For the last three years running, they have been the number one team in Orange County.

And the region he runs, which includes California and Nevada, closes about \$700 million each year.

“The thing that means the most to us is not how much we volume do, but how we do it. That’s what separates us, our team, and our region from other mortgage originators in the country,” Ryan explains.

Ryan and his team provide an unmatched customer service experience. They have mastered the art of customer service, and Ryan now coaches loan officers and real estate agents around the country on how to create a five-star client experience.

“For 100 years plus, real estate and mortgage professionals have done real estate transactions. When someone wants to buy, sell, or finance a home, we tell them we’re happy to help them and then we get their mortgage done. When loan officers state their value proposition, which is typically service, experience, trust, closing on time – these sales items are listed

off,” Ryan explains. “But then when the transaction is done, we assume that the client is going to know what to do, when to do it, and how to do it, which is a bad assumption. To me, that’s never sat well.”

Ryan has decided to take another approach: lifelong value. He makes a commitment to his clients that he and his team will provide them with an incredible suite of services designed to continue to help them grow their generational wealth, save money, make smart decisions, and proactively help them plan for future real estate goals – for the next 30+ years.

“If I was your financial advisor and you gave me half a million dollars and called me a year later and ask how your money is doing, and I didn’t know... how would you feel?” Ryan wonders. “And that’s what we [typically] do in the real estate industry. We sell a mortgage and say, ‘good luck.’ Sure, we keep in touch, but we keep in touch for marketing, not to add substantive value to their lives in relation to real estate and finance. I think that’s inappropriate.”

Ryan believes that he has a fiduciary responsibility to proactively help his clients. His role is to be an active advisor for his clients.

“Our position is that between us and our real estate partners, we’re going to be the most valuable people in their lives for the next 30+ years. We’re going to help them create generational wealth, to make sure they are taken care of in every aspect of real estate and finance.”

Ryan’s clients can rest assured that they don’t need to understand or figure out everything real estate or finance related. Instead, through the Art of Homeownership platform, Ryan takes on that responsibility and keeps in touch with each client to make sure that they have a plan for the next year, five years, ten years, and beyond. Ryan notes that, “Being an Art of

Homeownership Certified Mortgage Professional means that we have a higher level of commitment to our clients, now and well into the future.”

The Road Home

Ryan once had dreams of becoming a lawyer. Yet, as he began to question this career path, a stroke of luck drew him toward the mortgage industry. After a few years, he began to learn what relationship and value-based lending meant.

Over the past ten years, he’s used the vision of providing an exceptional customer service experience, along with unmatched value, to catapult his business – as well as his clients and partners – to success.

“Most mortgage companies sell debt that allows their clients to own a home. We are more focused and committed to creating a ‘very successful homeowner.’ And the two things are very different,” Ryan explains.

If you’re wondering what the difference is between someone who just owns a home and someone who is a very successful homeowner, Ryan can answer that.

“Did you have a team that helped you with your move to ensure it was done smoothly and everything was taken care of? Do you have a dedicated home concierge service to make sure that you are proactively keeping your home in great shape and increasing its value over time? Are you getting monthly financial analytics on your home to help you understand your net worth through real estate – and more importantly what you can or should do with it? Do you have a team that helps you with annual real estate and financial reviews to make sure that you are always on track as your life changes or evolves? Do you have a team that is constantly helping you manage your mortgage debt to ensure it’s always in the best position? Is your real estate or mortgage professional helping you maximize your wealth in real estate?”

“If your answer is no to these, you just own a home,” Ryan clarifies. “If you answer yes because you are a client of ours and now an Art of Homeownership Member, then you are a very successful homeowner. Why would someone settle for less value than that?”



Real estate professionals that partner with Ryan and his team can commit to the same value to their clients. His value proposition and commitment to the client becomes their value proposition.

“I would ask every real estate agent, ‘What true value do you provide to the consumer after the transaction is done?’” Ryan asks. “We can help answer that and it separates our real estate partners from their competition.”

Working with the Ryan Grant Team means much more than getting a mortgage. It means getting real estate and financial advice from a trusted source. It means a commitment to the highest long-term outcome for every client.

When Ryan and his team talk to new clients, it’s important that they know how they can help them. Ryan tells them, “The only thing we really care about is that you make a sound financial decision. If that means that you’re not going to buy a home right now, then we’ll help you develop a plan to get there.”

“90% of America is wondering what they should do. They don’t have a single place to get unbiased info because everywhere they are going to call is going to try to sell them something. Our commitment is that we’re going to give you all the information you need to make a good decision, regardless of the outcome.”

One thing Ryan has found to be true is that clients desire the service and value that he is offering. So much so that Ryan and his team recently became a preferred lender for Facebook and their 40,000 employees.

“Once people know that what we do exists, they fall in love with it, they depend on it, and they are upset that they didn’t get this value before.”

Ryan and his team are out to offer their level of value to every prospective and current homeowner possible. They want to change the industry for the better and are excited about the future.

For more information on Ryan’s team, visit www.RyanGrantTeam.com.

For more information about becoming an Art of Homeownership Certified Mortgage or Real Estate Professional, visit www.artofhomeownership.com.

Expertly Crafted Solutions to Fit Your Unique Needs



We know that every individual is unique.
That's why we create a plan tailored to your needs so you don't have to worry about what the future might bring.

Personal Insurance | Commercial Insurance | Benefits

Contact us today to learn more about our proactive approach towards securing your future.



Taylor Wilson
949-307-3916
Taylor.Wilson@nfp.com
www.NFP.com
1551 N. Tustin Ave. Suite 500
Santa Ana, CA. 92705



valentine's day special: power couple

By Zach Cohen

Photos by Andrew Bramasco

SANDY & RICH MARQUEZ

RE/MAX Coastal Homes

Partners in Business, Partners in Life

"Our clients often ask how we do it; we still haven't figured that out, but whatever it is, it's working," Sandy Marquez begins with a laugh.

Humility in hand, Sandy and her husband, Rich, have built their decades-long real estate careers on a solid foundation of family and community. Sandy may refrain from boasting, but deep down, she knows that her love for real estate, fulfillment in helping others achieve their dreams, and community involvement are the fertile seeds that have grown a flourishing real estate business – and partnership.

“

We still get butterflies when we hand over the keys to the new buyer and know in our hearts that our sellers received the highest possible price on their home and the best service that we would expect.

...



Living together, raising a family together, and working together isn't always an easy path, but Sandy and Rich have built a life filled with love, abundance, growth, and success.

Orange County: Home is Where the Heart is

Sandy and Rich have lived in Orange County for over three decades. They've raised two children, Zack (19) and Grant (15), lived in several different parts of the community and watched the neighborhoods shift and change. The experience that Sandy and Rich have as parents, community members, and real estate agents put them in a unique position to help prospective buyers and sellers.

Today, Sandy and Rich live in the Forster Ranch neighborhood of San Clemente, not far from where they lived when they first moved to Orange County. "We love living in Forster Ranch," Sandy smiles. "It has a 'country coastal' feel, surrounded by rolling hills, greenbelts, parks, and hiking trails."

Sandy and Rich have always had two things in common: a love for their community and a love for helping others. Together, these two passions have helped them build one of the most successful real estate businesses in the area.

"South County offers so many great neighborhoods to choose from. Living and working in both San Clemente and Laguna Niguel gives us in-depth knowledge of all the great communities we have," Sandy explains.

The Pillars of Success

Sandy and Rich's intimate knowledge of Orange County and their well-honed negotiation skills, combined with their genuine passion for real



estate, have earned them an impressive portfolio of successes.

"Our high level of dedication and moral standards ensures our clientele that they will receive the finest experience possible," Sandy explains.

This dedication has led to tremendous success for the power couple: over 600 transactions completed, and over \$443 million in sales volume in their careers. Their passion for real estate is displayed in the results.

Sandy and Rich have solidified their ranking within the top 1% of agents in the nation. "We understand real estate and have the experience and numbers to prove it," Sandy shares. "Our primary objective in partnering with you is to achieve the highest net proceeds as quickly as possible." Sandy and Rich have also make a name for themselves as specialists in "off-market" homes in Orange County.

Another advantage that Sandy and Rich bring to their clients is their availability. "Unlike other top producers, we do not employ assistants. When you hire us, you work with us," Sandy boasts. It's

this type of dedication that continues to separate Sandy and Rich from their peers.

Community Stalwarts

"We were drawn to this profession to help others with their real estate needs and achieve success in buying or selling the largest purchase we can make – the purchase of our homes," Sandy says.

In using the word "we," Sandy highlights perhaps the most significant advantage that she and Rich offer: they are an integral part of the community. They are engaged with everything from the school boards to the real estate market.

As an indispensable part of their community, Sandy and Rich aspire to treat every person they come into contact with as family. It's no secret that their family motto is the Golden Rule.

"Do unto others as you would have them do to you," Sandy says heartfully.

"Our real estate career has been a blessing that has allowed us to meet many amazing friends and families that we cherish," she continues. "We still get butterflies when we hand over the keys to the new buyer and know in our hearts that our sellers received the highest possible price on their home and the best service that we would expect. We are so thankful to all of our past and future clients for supporting us in our professional journey."

As partners in community, family, and business, Sandy and Rich look forward to continuing to build their connection with their clients, partners – and each other. They aspire to continue to lead with their hearts in all things love and life.

The Real Estate Professionals Most Important Partnership!

LET US HELP YOU DELIVER AN
UNPARALLELED LEVEL OF VALUE TO YOUR CLIENTS....
NOW AND FOR YEARS TO COME!

A mortgage lender should be the #1 partner for any real estate professionals business. Our team realizes this, which is why we have created a platform that adds more value to the real estate professional and to the consumer, than any other lending team in the country. Our team focuses on helping the consumer make confident and educated decisions about their real estate goals. Through our Nationally acclaimed 5-Star Client Experience, not only do we increase the motivation levels of your potential buyers and sellers, but we help to create a raving fan client that will depend on us to be the most valuable team of professionals in their lives, as it relates to real estate and finance.

Our team is proud of the fact that we are ranked the **#1 Lender in Orange County**, but we're more proud of WHY we do it and the way we do it! Our clients love the fact that we help them get their offers accepted because of our unique strategy and they are proud to work with a lending team who is widely known and respected because of our reputation and performance in the local real estate community. Let us provide your clients with the education, analysis and experience that they want and need and see the results that it will have on your business! That is what sets us apart in this industry.



RYAN GRANT
A PROFESSIONAL MORTGAGE PRACTICE



949-651-6300
www.RyanGrantTeam.com
Team@RyanGrantTeam.com
100 Spectrum Center Dr #750
Irvine, CA 92618
NMLS #118767

Orange County's
#1 Lender
in Number of Families
Served and Customer
Satisfaction for 3 Years
Running.



PHOTOGRAPHY + MOTION

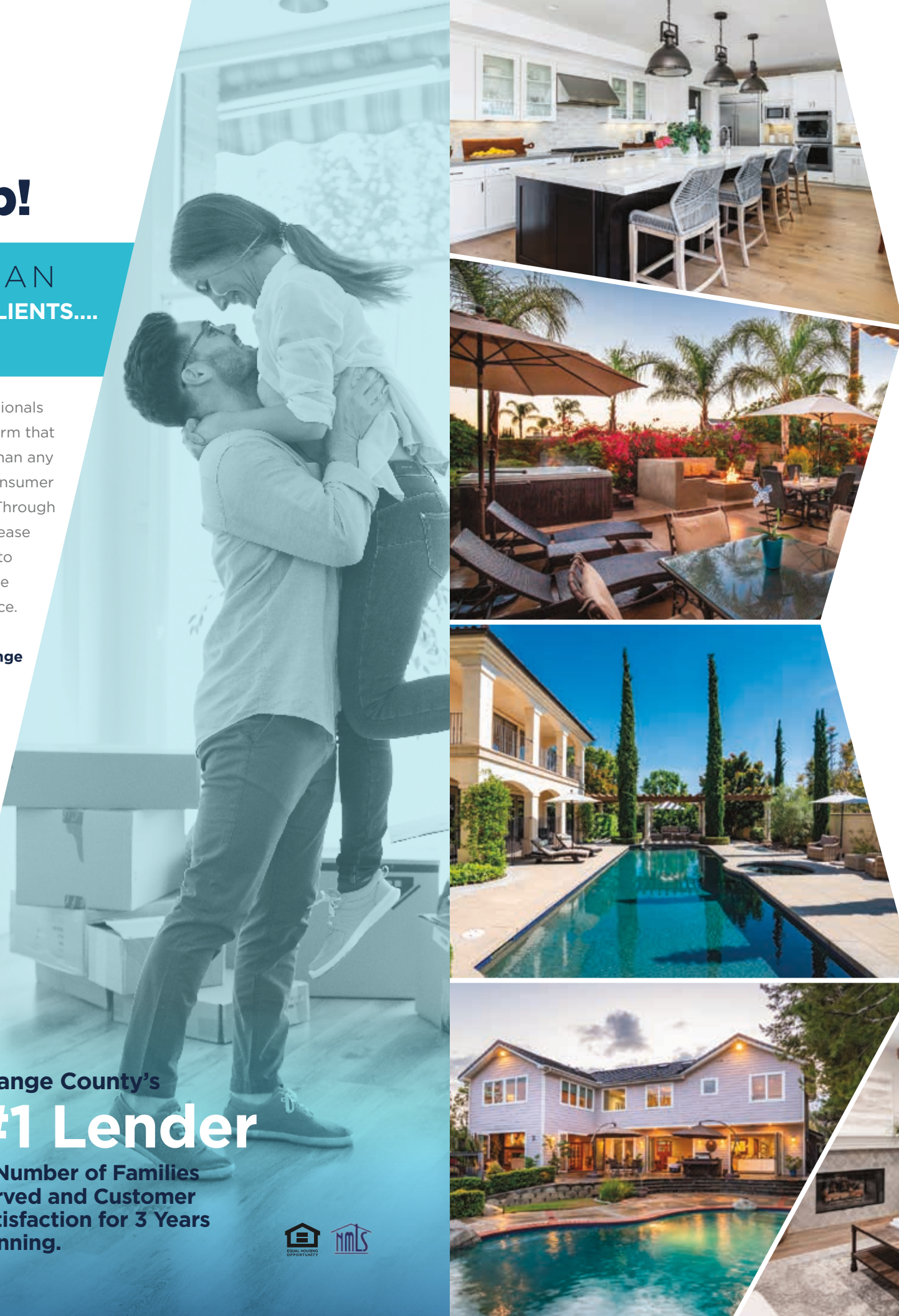
people
SPACES
aerials

Specializing in architecture,
interiors and luxury real estate.

714.381.7675

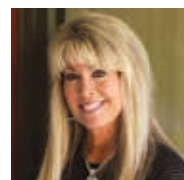
www.THOMASPELLICER.com

@thomaspellicer



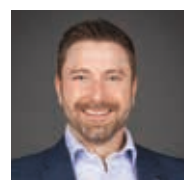
WE PRIDE OURSELVES IN
PROVIDING TO OUR CLIENTS
ON ALL OF THEIR TRANSACTIONS
A CONCIERGE LEVEL OF SERVICE

VERSAL ESCROW SERVICES, INC.



SANDY VIETRO
ACCOUNT EXECUTIVE

E sandy.vietro@versalescrow.com C 714.267.7890



CHRISTOPHER KEAHEY
SR. ESCROW OFFICER/MANAGER

E christopher.keahey@versalescrow.com T 949.342.3692 C 949.632.8641

NEWPORT BEACH

1200 Newport Center Drive | Suite 140 | Newport Beach | California 92660

W www.versalescrow.com

Orange County's Premier Real Estate Marketing



Photo • Video • Aerial • Zillow Walkthru • 3D Tour • Virtual Staging • Websites



BOWMAN GROUP MEDIA



LEADING THE GAME SINCE 2006

**We offer everything you would ever need to market your home.
Pick up the phone and give us a ring... We would love to hear from you!**

Tyler Bowman, OWNER/PHOTOGRAPHER | 949.275.1386
www.BowmanGroupMedia.com | Tyler@BowmanGroupMedia.com

www.realproducersmag.com • 21

David Sidoni

eXp Realty

» agent spotlight

By **Zach Cohen**
Photos by **Andrew Bramasco**

“I am not sure exactly what shaped who I am as a person,” David Sidoni begins, “which is a confusing and perplexing combo of a guy who loves the NFL and can chat up anyone at a sport’s bar, but also listens to show tunes, loves the theater, and never misses the Tony Awards or the NFL season.”

Perhaps it was David’s accepting and supportive parents that shaped who he is. Perhaps it was his odd “Glee” style high school show choir, which consisted of jocks, cheerleaders, nerds, choir geeks, and student council kids. Perhaps it was his love for soccer, or the ten years that he spent in show business.

Whatever the reason, David’s versatility and personable nature have served him well in the real estate business, and in life. He’s ascended to the ranks of top producer, undergone a career transformation, and risen to find true success—his own way.

In Pursuit of Happiness





“
***If I follow my
passion, I will get
what I desire, so I
spend a lot of time
looking around each
day, in the moment,
being grateful for
what is happening
right now.***”

The Road Home

David grew up in Orange County, splitting his time as a youth between the beach and the soccer field. Early on, he got the performing bug, and at 17 years old, he quit soccer to attend the brand new Orange County High School of the Arts, now known as one of the county’s leading art schools, Orange County School of the Arts.

“My love for musical theater grew,” David reflects. “Eventually, I got my big break, at 20 and was cast in a featured co-starring ensemble role in the Disney movie musical Newsies starring Christian Bale, Robert Duvall, Bill Pullman, and Ann-Margret.” David spent the next 10 years working in TV and film, where he worked with Gene Kelly, danced

with Michael Jackson, and appeared on the back of a Honeycomb cereal box in the 90s. He eventually settled into the role of a television host.

“I was incredibly lucky, and in those 10 years got to experience an entire career of show business experiences and memories,” David smiles.

Yet, eventually, David realized that only the top 1% of TV personalities get to choose their path. “And the rest of us hope and pray we get the next good audition, living a life of grand ups and downs without stability.”

David wanted to be a family man. So, he began real estate investing in the early 2000s to subsidize his income. Eventually, he returned to Orange

County with his wife, Tina, to settle down and start a family.

(Re)defining Success

Upon returning to Orange County, David had a big realization: he liked people more than spreadsheets. He decided to make the leap from investing in real estate to residential real estate sales.

“It’s nice to be in the service-providing industry, where my success is dependent on serving people rather than how much applause I receive,” David smiles.

By 2007, David had solidified his position as a top performer. He continued to grow his business, seeking his own version of success along the way.

“[I define success as] happiness,” David explains. If you make \$40,000 a year in a nine to five job and

you and your family are happy, you are just as successful as anyone else out there.”

At the Crossroads

For 13 years, David was a successful top producer. He built up teams, hired buyers agents and assistants, and rose in the national rankings. But, by 2019, he was at the end of the line. He lacked fulfillment in his work.

“I was ready to quit the business. Don’t get me wrong, things were going well. I just wasn’t enjoying what I was doing. I had the flexibility I wanted, so I had a solid work/life balance, making enough money to support my family and spend lots of quality time with them as well, but

the work was becoming less satisfying,” David admits.

David recognized that there was one area of real estate where he not only excelled but really loved: working with first-time homebuyers.

“This had a personal meaning to me, as I looked back on my 20s when I was in show business and renting in North Hollywood for nine years. I never once considered buying a condo that would have been very similar to the apartments I rented. I added it up, and I spent \$104,000 in rent in 90s dollars. By putting down maybe a \$5,000 down payment in 1991, I could have done exactly what I already did – paid a housing bill on the first of the month – and when I moved back to OC in 1998, I would have accumulated over \$375,000 in equity and tax benefits. Instead, I moved back home with my \$1,200 security deposit.”

David was inspired to help others avoid the same “mistake” he made as a young man.

As David faced burnout, he also found inspiration. His wife encouraged him to hone in on first-time homebuyers, and David, following his own definition of success, decided to take the plunge.

Finding His Niche

“Well, any real estate agent will know why I hadn’t considered [working with first-time homebuyers as the main emphasis]. You are trained from the beginning that first-timers are how you get into the business, and your goal is to climb the ladder and raise your average sales price and become a listing pro.” But David saw an opportunity.

“In 2018, there were 1.76 million first-time homebuyers in the US, and I decided I was going to try and help spread the word on how to best find a quality agent on your first home

search,” David continues. “Not just in the 30 days before you are ready to buy, but someone who can help you find a team to help you plan to buy your first home – one, two, or even three years out. A true advocate who can help you stop renting sooner.”

David started a podcast called *How to Buy a Home*, and since March 2019, he has closed two podcast listeners himself, with several more in the planning stages. Seven listeners closed across the country through the guidance of the podcast, five referrals closed from the podcast with quality agents vetted by him, and 82 listeners in the planning phase of home buying who have been referred out to caring and experienced agents across the country, from Hawaii to NYC.

David is finding that it is possible to be successful and fulfilled in this business – and he’s doing it his own way.

“It’s been a lot of hard work, but I am happier than I have ever been,” David smiles.

“Find your thing; stick to it... [I’m most grateful for] all the journeys life has given me... If I follow my passion, I will get what I desire, so I spend a lot of time looking around each day, in the moment, being grateful for what is happening right now.”



Home Loans Built on *Trust*

Partner with me to give your clients a *simple, stress-free* home buying experience

We value every client and search for all possibilities to find them a home loan, no matter how difficult their situation may be.

“I am a realtor that worked with Ryan and Ryan helped my buyers get their dream home. Ryan made the process as easy as possible with his excellent communication skills and knowledge of the process. I would recommend Ryan to anyone looking to obtain financing to purchase their next him.”
- Jason B.

“I was 1st introduced to Ryan from my realtor. Ryan presented some great jumbo programs for our situation and worked hard to ensure a closed deal. During the process, Ryan got creative in our deal and structured it in such a way that saved us in point cost and interest rate. Thank you, Ryan, we wouldn't have our new home without your service.”
-Jeff O.



Incredibly Low Rates | Fantastic Customer Service | A Fast, Simple Process



RYAN HART
Vice President, Mortgage Lending
NMLS: 251832
949-351-1373
www.GRARate.com/RyanHart
4100 Newport Place Suite 785
Newport Beach, CA 92660



EQUAL HOUSING LENDER NMLS ID: 251832, LO#: CA CA - CA-DBO251832
Guaranteed Rate Affinity, LLC is a registered trademark of Guaranteed Rate, Inc., used under license. Guaranteed Rate Affinity, LLC is a subsidiary of Guaranteed Rate, Inc. NMLS ID # 1598647 (Nationwide Mortgage Licensing System www.nmlsconsumeraccess.org) CA - Licensed by the Department of Business Oversight, Division of Corporations under the California Residential Mortgage Lending Act Lic #41DBO-68350

THE **QUALITY** CHOICE FOR ALL YOUR ESCROW NEEDS

Our knowledgeable escrow team is dedicated to ensuring you the highest level of service.



CHRISTINE KOEDEL
Sr. Escrow Officer
949.334.0656
ckoedel@quality-escrow.com



GABBY MASTROBATTISTA
Account Executive
949.285.0207 *Hablo Español*
Gabby@quality-escrow.com



Contact us today to see how we can help you!
www.quality-escrow.com
27405 Puerta Real #230A Mission Viejo, California

AMERICA'S BEST REAL ESTATE AGENTS RECOGNIZED



BE PART OF THE NATIONAL REAL PRODUCERS MOVEMENT
FOLLOW US ON INSTAGRAM TODAY

@realproducers

PURPOSE, PRIDE AND DIGNITY.

These three words exemplify what we as an organization are all about. They are the foundation our mission was built on 95 years ago—helping people who are facing barriers find and keep jobs, which provides purpose, pride and dignity.



When an individual with a physical disability is given his or her first chance to thrive in the workplace. When a mother earns a paycheck to provide for her family. When a veteran seamlessly transitions from the military into meaningful employment.

That's purpose, pride and dignity in action. And we are so fortunate to play a role in so many stories like this each and every day.

800.4.GOODWILL
OCGOODWILL.ORG



▶▶ top producer

By Zach Cohen

Photos by Andrew Bramasco

Andrew Edwards McDonald

*Pacific Sotheby's
International Realty*



From the Heart of Compassion

“When I was in 7th grade, I had my first career planning class,” Andrew Edwards McDonald begins. “We were asked to write a paper about what we wanted to do when we grow up. My uncle had been flipping homes since he was 19 years old and has never stopped (he’s in his sixties now). I don’t think he ever lost money on a home. It’s a huge anomaly and success story in real estate.”

Andrew aspired to be like his uncle. He admired the car he drove, and his lifestyle, and sought to follow in his footsteps. As Andrew grew older, his vision morphed and grew, and he took on a broader interest in becoming a businessman.

“My natural entrepreneurial spirit took over. I went with people I knew I could learn from in that arena,” Andrew reflects. “That led me on a path to become a serial entrepreneur.”

In the midst of running several businesses, Andrew met his wife, Marissa. “When we met, she had already flipped three homes (as a single mom), with huge success on all three. That was exciting and inspiring to me.”

Andrew and Marissa began to talk about their aspirations in real estate. Eventually, they purchased their first investment property together. Soon after, Andrew began to wonder how he could fund his own real estate projects.

“I was looking to build capital to buy real estate,” Andrew says. “I figured I could make that money helping others as a real estate agent.”

So, seven years ago, Andrew decided to (finally) get his real estate license.

Finding His Niche

Within the first 90 days of being licensed, Andrew closed a complex \$4.75 million deal. “I TC-ed the deal myself. It was a baptism by fire,” he smiles.

Since then, his sights have been set solely on building up his real estate sales business. He’s focused on relationships with developers and investors, and three years ago, he transitioned his business from Malibu back to Orange County, which was home to both him and Marissa.

“

When you can help them move their lives forward, by understanding where they really are, you can nurture the process at a much higher level. You can be a guide for them, rather than just a real estate agent.

“I have a big plan to go vertical with sales,” he says.

Perhaps Andrew’s most significant advantage in real estate is his value system. Transparency, honesty, and integrity are the guideposts of his business life.

“I believe that the highest level of sales and professionalism is where you can honestly outperform the competition,” Andrew says. “That’s a different approach and skill set than what is too often employed in the business by real estate agents and developers.”

Andrew has aligned himself with agents and partners that are not only high producers but high integrity humans. He’s dedicated himself to working with those who have soul and character in this business.

“When you cultivate honesty and alignment between all parties, then we are set up for success. I have altruistic ambitions in this business. I’m determined to

cultivate healthy dealings between brokerages, agents and clients,” Andrew says.

“We don’t have to knock people down to lift ourselves up.”

Moving with Faith

Another of Andrew’s governing motives stems from his spirituality.

Back in the early 2000s, Andrew had two severe neck injuries, resulting in a staggering 240 doctor’s visits in two years.

“It changed me. I was already very spiritually inclined, super optimistic. That’s just my nature. It’s helped me get through some serious stuff,” Andrew explains. “But the car accident gave me a new challenge. I needed to dig much deeper. As a result, I have a lot to share with others, to help them improve their lives or find the healing they require. It’s a gift I have been given and am eager to pass on.”

Andrew understands that there is so much more to life than what is present on this material plane. With this understanding in hand, it’s natural for him to work with clients from a perspective of empathy, compassion, and care. “It’s an inexpressible calling,” he says.

“God has not made my life easy, but he’s made it rich, and I feel like the luckiest guy in the world. I am married to the most wonderful partner. I have three healthy and vibrant children. I couldn’t be more grateful.”

“Selling a home is not an isolated endeavor. It’s connected to much deeper aspects of people’s lives. When you can help them move their lives forward, by understanding where they really are, you can nurture the process at a much higher level. You can be an effective guide for them, which to me, is at the core of my profession”

In real estate and all parts of his life, Andrew seeks to be that guide and to meet people where they are, with compassion and inspiration.





CREATING A
COMFORTABLE,
CASUAL STYLE
THAT WILL HELP
YOU SELL
YOUR HOME!

Home Staging AND STYLING STUDIO

714-655-9705
949-290-4055



WWW.STRAWANDCLOVER.COM



YOUR MORTGAGE, YOUR TERMS

Choose a loan that
meets your client's needs.

"Always on top of everything and
makes the home buying
experience pleasant." - Darren M.



Call today to see what sets us apart!

JAMES MCKIBBAN

Branch Manager NMLS# 491647

949-302-6620 | www.newamericanfunding.com



Mike Wilson *Music*

By Faerl Torres

If you attended the Real Producers South OC launch party in January, then you experienced the great vibes created by Mike Wilson, a musician with an indie-folk style all his own. Mike's dreamy, poetic songs are easy to listen to but emotionally rendered. He doesn't play with a band or use back-up tracks. "It's the most stripped-down thing," he said in our interview. "Just me and the guitar."

His minimalism was born of necessity. With a family and full-time career in action sports apparel prior to diving into his music, he didn't have a lot of time to practice—Mike spent a decade only playing a few times a month—but consistency led to originality. "I had to keep what I was doing pretty simple," he said, describing how his journey brought him to be a full-time musician with an original album released this past July.

Mike said he's lucky to be doing what he loves; lucky people want to hear him sing. And they don't just want him; they love him. Two years after creating his Gig Masters profile Mike was the #1 rated singer/guitarist on the booking platform; being flown all around the world to play corporate and private events. In 2017, on his 40th birthday, Mike quit his day job and played about 200 bookings in a year.

His album, *The Long Walk Home* was co-written with his wife as they traveled together. "It's gotta be one of the most rewarding ways to do an EP," he said, "spending time with your co-writer, best friend, wife."

Mike knew for sure he was doing what he was meant to after completing a six-hour gig. He'd been nervous about the booking six hours is a long time to play. But he recalls sitting down, then looking up, and thinking a half-hour had passed. "I [had]... literally played for six hours. I didn't take a single break or repeat a single song," he said as we talked about finding your flow.

He agreed the luckiest you can be is doing what you love, capturing that flow every time you're creating. That people will pay him to do just that is the ultimate in realized dreams for Mike Wilson.

You can listen to Mike Wilson on all major streaming platforms and purchase his music or book him online at mikewilsonmusic.com

Delivering a rhythmic musical
performance that blends covers
and originals as the perfect
soundtrack for memorable events

ANDREW BRAMASCO
Photographer

ARCHITECTURE | INTERIOR DESIGN | LUXURY REAL ESTATE | VIDEO
714.362.1154
www.andrewbramasco.com
@andrewbramasco



#WhoCanWeServeToday

949.720.1616
Dino@CAcoastalloans.com

26381 Crown Valley Pkwy. #230 | Mission Viejo, CA 92691
NMLS#264396 | BRE#01244052



California
COASTAL LOANS



PRSRT STD
US POSTAGE PAID
DALLAS, TX
PERMIT NO. 3649

CA_South Orange County REAL Producers

Ticor Title



IS A
LEADER
IN THE INDUSTRY,
TICOR TITLE
IS RANKED AS ONE OF THE
**TOP PLACES
TO WORK
IN ORANGE COUNTY!**



TICOR TITLE
A subsidiary of a
FORTUNE 500® Company

CARING
IS OUR
COMPETITIVE EDGE

FULL
RESIDENTIAL
AND COMMERCIAL SERVICES

1500 Quail Street • 3rd Floor • Newport Beach • CA 92660
714.289.3300 • ticoroc.com • reach150.com/ticor-title-orange-county