

SACRAMENTO

REAL PRODUCERS[®]

CONNECTING. INSPIRING.



MELINDA SHRADER

Partner Spotlight:

**MANDIE VANBUREN –
MADE IN THE SHADE BLINDS AND MORE**

Celebrating Leaders:

**KENDRA BISHOP –
THE BISHOP REAL ESTATE GROUP**

Profile:

CALLIE MIRSKY-SMITH

JULY 2020

GOOD
VISUAL
CONTENT
IS
GOOD
MARKETING

XSIGHT
CREATIVE MARKETING SOLUTIONS

CAPTURE YOUR AUDIENCE



TABLE OF
CONTENTS



06
Preferred
Partners



08
Publisher's
Note



10
Profile:
Callie
Mirsky-
Smith



14
Partner
Spotlight:
Mandie
VanBuren



18
Celebrating
Leaders:
Kendra
Bishop,
The Bishop
Real Estate
Group



24
Cover Story:
Melinda
Shrader,
Coldwell
Banker
Realty



If you are interested in contributing or nominating Realtors for certain stories, please email us at katie.macdiarmid@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 *Sacramento 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.

PHOTOGRAPHY | VIDEO | DESIGN | MARKETING | SOLUTIONS

xsightusa.com

916.444.9100

studio@xsightusa.com

realproducersmag.com

Sacramento Real Producers • 3

These are
OUR kids.



4,000 abused and neglected children
are in foster care in our area.

HelpAFosterChild.com/Placer



Sponsored by Nick Cunningham & the PointEquity.com family
NMLS ID 1404205



Intrinsic Insurance- Where Integrity and Protection Meet

Intrinsic Insurance partners with Realtors in a unique way. We know the hard work and reputation it takes to secure a homeowner and we Partner to help you execute on that homeowner every time they or a family member thinks of buying! Through cobranded touches we keep your relationship alive for many years to come. Though we can assist you with all home transactions in 8 states; we excel in escrow closings with properties in hard to place risk areas and work directly with the Lender and Title to make sure your escrow closes on time.

Intrinsic Insurance Services

Lic OL50125
Office: 916.585.8184
Cell: 530.903.2362
Fax: 916-745-8434
info@iiprotect.com
www.iiprotect.com

- Here are just a few of the products we excel in:**
- Residential Homes • Luxury Homes • Secondary homes
 - Vacation Rentals • Flip/Construction • Kitec Plumbing
 - High Fire • Flood • Real Estate Commercial Protection

If you are looking for a Partner who stays on the leading edge of the market instead of a transactional agent Intrinsic Insurance is the clear choice!

Serving: CA, WA, OR, ID, CO, NV, UT, AZ

Here is what other Realtors have to say about us:

Aurora Mullett with Intrinsic Insurance is a top notch insurance agent with her clients best interests at heart. She is at the forefront of the Insurance issues Plaguing CA and is a great resource if you ever just have questions.

Andrea Dodson ~ KW

Intrinsic Insurance excels with my customers time and again. No matter what hurdle we throw at them they always find an option and propel us to closing. They are one of the only agents that partners from listing to close to ensure insurance is never an issue.

Maury O'Hearn ~ Premier Real Estate

MEET THE

SACRAMENTO

REAL PRODUCERS TEAM



Katie MacDiarmid
Publisher



Alison Davis
Ad & Content Coordinator



Rachel Lesiw
Media & Marketing Manager



XSIGHT
Creative Solutions
Creative Marketing Services



Dave Danielson
Writer



Stephanie Brubaker
Writer



TWIN TERMITE

HOME INSPECTIONS & PEST CONTROL



The professional choice for top agents
in the Greater Sacramento area.

TERMITE
INSPECTIONS
starting at
\$125
Up to 3,000
square feet

HOME
INSPECTIONS
starting at
\$399
Up to 3000 square feet
with slab foundation





This section has been created to give you easier access when searching for a Sacramento area 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 as they are the reason the publication exists.

ATTORNEYS

ElGuindy, Meyer & Koegel, APC
Judith Maranski
(916) 778-3310
emklawyers.com

BLINDS/SHADES

Made in the Shade Blinds and More
Mandie VanBuren
(916) 300-4306
blindsofnorcal.com

HOME INSPECTION

CalPro Inspection Group
Andrea Quyn
(800) 474-3540
calprogroup.com

Certified Home and Building Inspections
Jason Stockwell
(916) 223-3400
certifiedhbi.com

Twin Termite & Pest Control
Brian McComas
(916) 344-8946
twintermite.com

INSURANCE

Intrinsic Insurance Services
Aurora Mullett
(916) 585-8184
iiprotect.com

Professional Insurance Associates, Inc.
Paul Hammack
(877) 495-9141
piinc.com

Sky Insurance Brokers
Erik Sjolie
(916) 540-7000
skyinsurancegroup.com

MARKETING

XSIGHT Creative Solutions
Scott Rodier
(916) 444-9100
xsightusa.com

MORTGAGE

Dan & Sherene Team - Fairway Mortgage
Dan McIntire
(916) 276-3324
danandshereneteam.com

Fairway Independent Mortgage
Michael Pankow & Greg Sandler
(916) 318-5626
wefundhomeloans.com

Family First Mortgage Group
AJ Jackson
(916) 835-4100
ffhomeloans.com

Point Equity Residential Lending
Nick Cunningham
(916) 302-2018
pointequity.com

The Mortgage Company
Lonnie Dickson
(916) 396-3185
themortgagecompanyca.com

The Rodney Rose Team
Rodney Rose
(916) 223-2775
getmoneyforyou.com

STAGING

Staging & Co.
Hannah Nguyen
(916) 753-8902
stagingnco.com

Stephanie Brubaker Home Staging & Consulting
Stephanie Brubaker
(916) 390-4491
stephaniebrubakerhomestaging.com

STONE COUNTER & GLASS POLISHING

Pro Gear Industries
Todd Ognibene
(916) 778-0342
facebook.com/pgistoneandglass

TREE SERVICE

Tailored Tree, Inc.
Micah Smith
(916) 934-3105
tailoredtree.com



Sacramento, Placer and El Dorado Counties Premier Home and Pest Inspection Company

Inspections done right, the first time, and the customer service that will keep you coming back for more! Experience the CERTIFIED difference!



OUT WITH THE OLD IN WITH THE NEW

FOR ALL OF YOUR INSURANCE NEEDS

Specializing in:

- Homeowners Insurance
- High Fire/High Brush
- Flood Insurance
- Life Insurance
- Auto Insurance



www.skyinsurancegroup.com

(916) 540-7000

“REFUSE TO BE AVERAGE”

CA Insurance Lic: 0J15368

STEPHANIE BRUBAKER

Home Staging & Consulting
Getting you more offers, faster.



Serving the South Placer & Sacramento Areas
WWW.STEPHANIEBRUBAKERHOMESTAGING.COM

Community of Reciprocity

► publisher's note

As we set out to bring Real Producers to the Sacramento Real Estate community, I sat down with one of our Preferred Partners, AJ Jackson of Family First Mortgage. After a great conversation about my desire to create a culture of mutual respect, reciprocity and generosity amongst the absolute best in this industry, he introduced me to a book that encompassed all those ideals and more. The book was *The Go Giver: A Little Story About a Powerful Business Idea* by Bob Burg and John David Mann. I have not been able to stop talking about it ever since, and it continues to shape the direction I intend to grow us as a publication and community.

Here are two of my favorite quotes from the book:

"Go looking for the best in people, and you'll be amazed at how much talent, ingenuity, empathy and goodwill you'll find."

Two days ago, I had a Top REALTOR® I was interviewing tell me he predicted I'd be given a lot of grief if I featured him because he has a different model for the way he runs his business and many don't understand

it or love it. My competitive nature got the best of me as I smiled at his challenge. This agent is incredibly smart and innovative and a legitimate top producer any way you slice the numbers. He is also genuinely a great person; we talked marathons and marrying high school sweethearts. I don't think we have to see things the same way in order to enjoy learning about each other as human beings.

"I mean a network of people who know you, like you and trust you. They might never buy a thing from you, but they've always got you in the backs of their minds. He leaned forward and spoke with more intensity. They're people who are personally invested in seeing you succeed, y'see? And of course, that's because you're the same way about them. They're your army of personal walking ambassadors. When you've got your own army of personal walking ambassadors, you'll have referrals coming your way faster than you can handle them."

This is the goal of Sacramento Real Producers in a nutshell. "An army of personal walking ambassadors" — all excellent at their craft, all committed to a rising and thriving industry. REALTORS® and Partners who know and like each other; Partners invested in making a

REALTOR'S® job easier, serving their clients with excellence; REALTORS® invested in supporting those Partners and helping them grow their businesses. This is what is happening in Real Producer communities all across the country. And I am so excited to see it beginning to take root here.

A few final thoughts.

Doing business amidst a pandemic environment has had its challenges. It is harder to build new relationships and grow trust when you can't be face-to-face; videos and screens only go so far. We are coming up on the time when we would have been able to celebrate our first 12 featured REALTORS® and this growing community at our Inaugural "Launch Party" event. Hundreds of Top REALTORS® and our incredible Preferred Partners all together, celebrating successes and enjoying each other's stories. I was so looking forward to being together in person and I'm disappointed about the necessary delay even though I understand it. We are watching the CDC and state guidelines carefully and look forward to a hopeful late Fall/early Winter event that will certainly be one giant and long-awaited celebration!

In community with you!



Katie
Katie MacDiarmid
Sacramento Real Producers
katie.macdiarmid@realproducersmag.com
(916) 402-5662



facebook.com/sacmentorealproducers/



@SacRealProducers

@realproducers

SERVICES WE OFFER:

- HOME INSPECTION
- TERMITE INSPECTIONS
- TERMITE TREATMENTS & REPAIRS
- PEST CONTROL
- SEWER CAMERA INSPECTIONS
- MOLD TESTING
- SOLAR INSPECTIONS
- POOL/SPA INSPECTIONS
- COMMERCIAL INSPECTIONS



With one call, you can schedule ALL of your real estate inspection & pest control needs.



CalPro
INSPECTION GROUP

RESIDENTIAL • COMMERCIAL • ENVIRONMENTAL • TERMITE

SACRAMENTO AREA - 3565 TAYLOR RD, STE D | LOOMIS, CA 95650
BAY AREA - 80 GILMAN RD, STE 2A | CAMPBELL, CA 95008

(800) 474-3540 | WWW.CALPROGROUP.COM

916.778.0342

Natural Stone Countertop Polishing & Sealing

BEFORE ... AFTER

✓ Renew Shine & Gloss ✓ Restore Color Depth ✓ Seal Surface

STUNNING HOMES.
Give your listing the WOW factor. Buyers NOTICE it. Clients APPRECIATE it!
GET TOP DOLLAR.
Go above & beyond for your client! Small Investment. MAXIMUM return!
QUICKER SALES.
Impress your client with that dazzling home that sold in RECORD time!
TREAT YOUR BUYERS.
As a buyers agent this is a perfect house warming gift & THANK YOU!

Shower Glass Water Spot Removal & Coatings

FROM THIS ... TO THIS

✓ Remove Deposits ✓ Restore Glass Clarity ✓ Affordably priced

LET'S BUILD A SUCCESSFUL RELATIONSHIP!
@PGSTONEANDGLASS PROGEARINDUSTRIES@GMAIL.COM

\$3 MILLION

DONATED THIS YEAR TO HELP BREAK THE CHAINS OF MODERN-DAY SLAVERY.

Did you know there are more victims held against their will today than ever before? That's why N2 Publishing, the company behind this magazine, is financially committed to helping end human trafficking.

And through their advertising partnerships, the businesses seen within these pages are helping us break these chains, too. Learn more about our cause by visiting n2gives.com.

Callie MIRSKY-SMITH

BERKSHIRE HATHAWAY HOME SERVICES NORCAL REAL ESTATE

▶▶ profile

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



THE HORSE WHISPERER

Callie doesn't remember a time she didn't love spending time with animals. "I've always had dogs and horses. In fact, when I was a kid I wanted to be a jockey. The bigger and faster the horse — the more fun!"

But when she found herself growing into a normal-sized person (professional jockeys have exceptionally petite builds), that option was off the table. "I also considered veterinary medicine and nursing, but I worried I wouldn't be able to keep from bringing the emotional weight home with me."

Her father was a sport fisherman who ran a professional charter boat. Though they started out living in California, every four years he would move the family one state further north — first to Oregon, then Washington, then finally to the fisherman's Mecca — Alaska. "He was always moving us there, just with baby steps," she explains. But she looks back fondly on her adventures living all along the West Coast. "It was a great childhood — always playing outside and always with animals."

DEFINITELY NOT A LEGAL WHISPERER

Post high school, Callie found her way back to the continental U.S. She graduated from Cal State Sacramento with a BS in Psychology, but after watching a family member suffer the consequence of poor legal representation, she was stirred to enroll in the University of the Pacific, McGeorge School of Law.

"It was awful. I had anxiety for the first time in my life. The first year of law school is designed to weed people out. It's notoriously terrible — and it worked. I didn't understand or care about case law from the 16th century," she recalls. Thankfully it only took one year for her to recognize that she needed to pivot. "I'm probably more of a social worker at heart." She real-

ized that her true desire was to help someone in their time of need, and it didn't have to be via the legal system.

Anxious to get back to work while she considered her next move, she accepted a position as a transaction coordinator for a boutique brokerage in El Dorado Hills. "My mother had a long career in title and escrow, and I'd just studied first-year property and contract law, so I picked it up super quick." Callie grasped the business easily and sensed that becoming a real estate agent might be a great fit. She got her license and began assisting a fellow agent with short sales. When she experienced how much of her time she could spend outdoors — meeting people in the community, investigating potential properties, and exploring new areas — she was hooked.

THE HORSE-PEOPLE WHISPERER

The Shingle Springs Area that Callie calls home is dear to her. "It's beautiful up here, especially in the spring. And it's loaded with horse properties, which is what really makes my heart sing," she reflects. It's where her two worlds collided in a way she didn't expect; her niche knowledge about horses and her social-worker nature that wants to help others. "I grew up on rural properties. I understand horse-people; how the land can be more important than the house itself and what specific amenities to look for." Using that passion and experience, Callie guides her clients through a big moment in their lives. "The home is the largest investment most people will ever make, and it's also where they'll spend most of their time. Helping my clients find the perfect rural property for their families and animals is my specialty — and my favorite part of the job."

Callie loved it so much she bought her own listing. "I was sitting in the open house, wondering why someone hadn't scooped up this beautiful,

...



...

peaceful, five-acre property when it dawned on me, 'Maybe *we* could make this work?'" Thankfully her clients were old friends, and happily accepted the offer she wrote up that very night. "Now, we have this gorgeous property for our rescue animals: three horses, three dogs, and four cats, a seasonal pond, and wonderful neighbors. We love it."

THE BABY WHISPERER

"I was writing an offer on my phone while in active labor with our baby. My husband might have had something to say about it, but that's just how I roll." Their son, Jacob, was born last New Years' Eve. "I think it's a great birthday to have — no matter what culture or country you are in, there will always be a party." Any worries Callie may have had about clients hesitating to use her while she was pregnant or while having an infant have turned out to be unfounded. "He's the perfect baby for us. He loves to sit in the backpack while I trek around our property. And many of my clients are so excited to see him that they request I bring him along."

THE CALM WHISPERER

Callie believes she was born with a naturally calm presence, but also works to nurture it. "I start each day feeding my horses, which sets the tone for my day. It's grounding. I throw my muck boots on over my pajamas, and spend those quiet minutes outside with the animals." She acknowledges that some days are more challenging; she can't control the market or circumstances that occasionally prevent her from getting her clients 100% of what they want. "Generally, I don't get worked up. Staying level-headed, especially in complicated or tense transactions, keeps me focused on my clients' goals and soothes their anxieties."

Even amid a global pandemic, Callie exhales and focuses on the positive. "It's encouraging to see how our

“

I grew up on rural properties. I understand horse-people; how the land can be more important than the house itself and what specific amenities to look for.

”

community has come together, rallying support for those who have lost income and promoting small businesses. Slowing down has given us a stronger sense of family and community." While she's enjoying the extra time with her adorable baby son, she also looks forward to being out among her people again. "My husband, Micah, owns Tailored Tree, Inc. and together we participate in local charity events and sponsorships related to dog and horse rescue," she shares. They're both excited to get back out there; meeting new people, spreading awareness, and supporting rescue causes.

THE ADVICE WHISPERER

If she had the ear of an up-and-coming agent, what wisdom would Callie offer? "Be honest and ethical — it's imperative. Play nice in the sandbox with other REALTORS®, we all need to work well together. And follow-up is key," she states. She whole-heartedly believes that if you love what you do, it shows. "I'm easy to reach and I'm never a pushy salesperson." Her goal to leave each situation better than she found it has made Callie a trusted and sought-after agent who is able to work almost exclusively from referrals.


And as much as she enjoys animals, hiking, biking, and kayaking in the great outdoors, she genuinely loves her REALTOR® role. As she puts it, "I love horses, but let's face it, life is pretty boring without people." With all those whispering skills, we expect she'll never have a lack of either.




• TREE REMOVAL • STUMP REMOVAL • PEST MANAGEMENT
• TREE THINNING • ROOT BARRIER & MORE

833.650.TREE - WWW.TAILOREDTREE.COM - TAILOREDTREE@ME.COM


ICAL2683 0419



Here To Help *You*

WE PAY FOR ALL APPRAISALS | LOW RATE AND FEE STRUCTURE
15-DAY CLOSES | WE MAKE DIFFICULT FILES EASY

NMLS#39096



AJ Jackson
Owner

NMLS# 210062
 BRE# 01872296

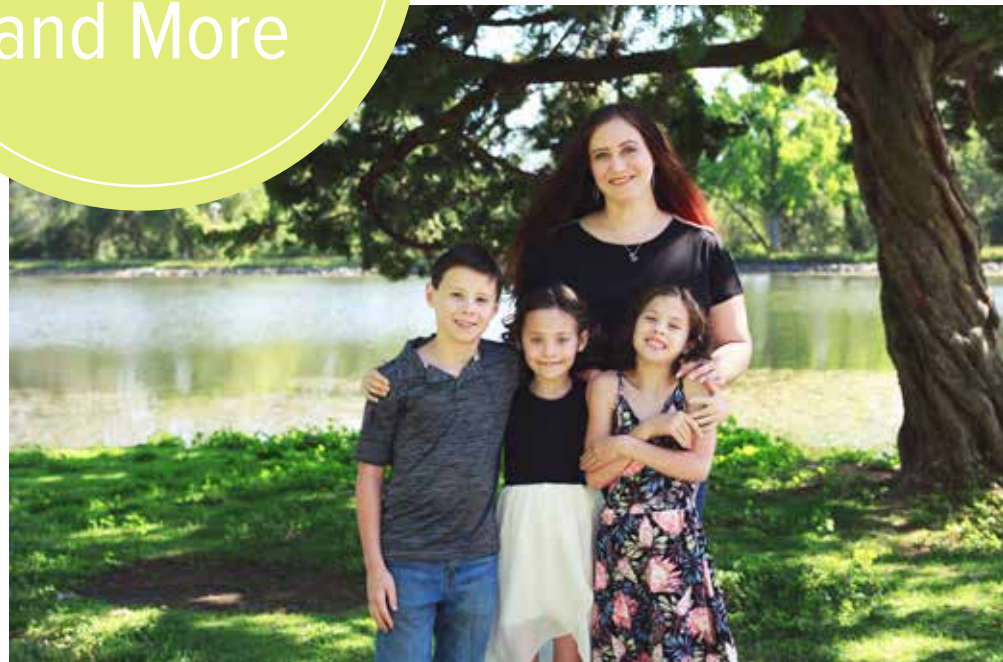
7806 Uplands Way
 Citrus Heights, CA 95610
916-835-4100 Phone
916-848-3386 Fax
 fffhomeloans.com

Mandie VanBuren

Made in the Shade Blinds and More

▶ partner spotlight

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



Unexpected Resilience

Made in the Shade owner Mandie VanBuren's life has already taken some wildly unexpected turns, and she's only in her thirties. Growing up as a tenacious, strong-willed child outside of Detroit, she couldn't have known that her tendency to hang on when others throw in the towel would become her pillar of strength, and a recurring theme in her life experience.

AN UNPREDICTABLE DIAGNOSIS

At the age of 19, Mandie relocated to Louisville, Kentucky. "Like many girls at that age, I was chasing a boy." While that relationship fizzled out, the move eventually led her to cross paths with Craig, who was stationed nearby at Fort Campbell. The couple fell in love and married. Mandie got her real estate license and the couple enjoyed flipping houses together on the side. They welcomed a son into their family, and then twin girls two years later. "We were in the early stages of building our own dream house when Craig was diagnosed with Stage 4 Cancer. He passed away at the age of 31, while the house was still being framed." Mandie became a single mother and sole provider to three small children. After staying home with the kids for eight months, she



returning to her real estate career. "It was great because it provided income with flexibility, and clients were often happy for me to bring my kids along."

A SURPRISE CONNECTION

When Mandie and the kids finally moved into their new house she found herself in need of window coverings. The builder recommended MADE IN THE SHADE and sales rep David arrived for a custom consult. "After ten minutes, I knew we were going to be friends, even if he didn't know it yet." Two years later, David approached her about co-purchasing the business. "We saw the benefit of working together. Half of my real estate clients were buyers. What's the first thing you need in a new house? Window coverings." They became co-owners of a MADE IN THE SHADE franchise, and eight months later Mandie realized she was ready to make her side-hustle her main-hustle. "I pivoted away from real estate to manage our business full-time while David handled sales and installations. I have a background in finance, so it was a natural fit."

THE UNFORESEEN RESULTS OF A BUSINESS TRIP

In 2018, Mandie attended a MADE IN THE SHADE conference in Florida. "I was in the lobby for a meet-and-greet, and after looking around I noticed a good-looking guy who appeared to be single." Mandie mingled until she made her way over to him. "We immediately hit it off, and talked into the late evening." The problem was location. Darryl was attending as a representative of his family's franchise in Northern California, and she resided in Tennessee. "We long-distance dated for a year, until we were ready to be together full-time. His job prevented him from coming to me, but I could work virtually anywhere." In May 2019, Mandie, Darryl, the kids, one dog, and two cats trekked across the country to their new home in Grass Valley. They also began the process of opening a brand-new MADE IN THE



SHADE franchise in Auburn, which would serve sixteen cities along the I-80 corridor, including Nevada City, Colfax, Meadow Vista, and Forest Hill.

OPPORTUNITY KNOCKS SWIFTLY

“Shortly after opening our Auburn store, I randomly learned that the owner of a neighboring MADE IN THE SHADE was in the process of selling his territory, which borders my sister-in-law’s territory.” It wasn’t that Mandie had planned to purchase two franchises simultaneously, but the opportunity to acquire an established and thriving location, with the added bonus of it being next to family, seemed too good to ignore. The chances were slim—the franchise already had a buyer, but she sent an email expressing her interest. Surprisingly, she got the phone call. The previous buyers backed out and they were interested in her offer. Mandie found herself in a loan officer’s office discussing the very real details of the purchase. “Holy Moly, what seemed like a great idea, in theory, became a reality—almost overnight.”

No longer a stranger to sudden bends in the road, Mandie adjusted her plans. While introducing MADE IN THE SHADE to the Auburn area, they added serving the thriving territory of Lincoln, Rocklin, Roseville, Loomis, and Granite Bay. Having a quiet, still relatively unknown business in Auburn gave them the freedom to hit the ground



running with the high-volume established territory. “We’re working with a fantastic business coach who is helping us map out a trajectory of where we’d like the business to be in twenty years. I can identify where I want to go, but I’m wise enough to realize I don’t always know the best way to get there.” Coaching is also helping them avoid the common pitfalls of businesses that grow too quickly. By committing to sustainable practices, they are set up to reach their goal of retiring in twenty years with ten successful franchises within the extended family.

EMBRACING THE UNEXPECTED

“The world has dealt us some unexpected blows, but I want my kids to see me respond well and not remain a victim of things that are beyond my control.” That’s a high challenge to live out, let alone explain to a child. But Mandie doesn’t shy away from talking about the hard things with her kids. “I tell them that no one else is responsible for your happiness. The world doesn’t owe you anything. When bad things happen, you have to take a step back and make a choice. Get busy making yourself happy.”

Her fiancé, co-owner, and business partner Darryl is also working toward embracing the new. “He’s never lived with children before, and now he’s a step-dad to a ten-year-old boy and eight-year-old twin girls.” She laughs as she recalls

Darryl’s frustration over having to tell the kids the same thing over and over again. “Welcome to parenting.”

And truly, what was more startlingly unanticipated than the COVID-19 global pandemic? “Normally we rely on home shows to introduce people to MADE IN THE SHADE but since the shelter-in-place ordinance canceled those, we must be creative in getting the word out that we are a family-owned provider of high-quality custom window treatments.” However, once consumers have experienced MADE IN THE SHADE’S exceptional service, they’re convinced. “As an installer, Darryl is the face of the company—the one people welcome into their homes. He is excellent at what he does; he is so good with people and gives such attention to detail that many of our customers want to adopt him by the time he’s finished.”

At the end of a long and busy day, Mandie is excited about the future. So much so, that it can be hard to keep her brain from jumping into the “To-Do List” for the next day. “It’s not the coolest sounding hobby, but I like to crochet. It helps me de-stress and clears my head. Or we head outside for a family bike ride or hike.” As she looks ahead, she acknowledges that she can’t predict what the future holds, but she’s learned to dip into her deep well of resilience and face it. And she’s raising three empowered and tenacious children to do the same.



For more information about Made in the Shade Blinds and More:
 Website: www.blindsofncal.com
 Phone: 916-300-4306

Staging & Co.
 STYLISH • CREATIVE • CLASSY

info@stagingnco.com
 916.778.0086

EXPERIENCED AND TRUSTED ADVOCATES

ELGUINDY, MEYER & KOEGEL

We are a civil litigation and transactional law firm serving clients throughout California

| | | | |
|--|--|--|--|
| <p>GENERAL BUSINESS LITIGATION CONTRACT DISPUTES DEVELOPMENT DISPUTES UTILITY DEVELOPMENT PRODUCTS LIABILITY</p> | <p>EMPLOYMENT WAGE & HOUR HR COMPLIANCE ISSUES EMPLOYMENT CONTRACTS LABOR BOARD CLAIMS EMPLOYMENT LITIGATION</p> | <p>REAL ESTATE ENVIRONMENTAL LIABILITY LAND USE ISSUES PREMISES LIABILITY CLAIMS AGENT-BROKER LIABILITY</p> | <p>CONSTRUCTION PRACTICE CONTRACTOR DEFENSE CONSTRUCTION DEFECTS MECHANIC’S LIENS CLAIMS SUBROGATION CLAIMS</p> |
|--|--|--|--|

The Firm is premised upon a single goal – to provide our clients with extraordinary and personalized service through dedicated and experienced attorneys who are not only well-versed in the law, but also know that practicality and efficiency are important in any transaction or litigated matter. We seek to avoid the common pitfalls that befall clients stuck in the maze of large, corporate-minded law firms who do not respect nor understand their clients’ unique needs or expectations.

www.emklawyers.com
 (916) 778-3310



▶▶ celebrating leaders

By Dave Danielson
Photos by Nicole Sepulveda - XSIGHT Creative Solutions

KENDRA BISHOP

The Bishop Real Estate Group

TEAM GRATITUDE

Many hands make light work. And what makes it mean so much more is when all of those hands belong to people who show up each day for the right reasons — and with a warm, winning attitude.

That's the spirit of gratitude that Kendra Bishop feels for her team members.

As Broker Associate with the Bishop Real Estate Group that's brokered by RE/MAX Gold, she is a true leader who prefers pointing the spotlight on those around her.



TBREG Operations Team:
Kaitlyn Avery, Amy Rehwald,
and Ayelen Increta



TBREG Co-Founders:
Ken and Dana Svanum

TEAM EFFORT

“My team members are amazing people who are in the trenches with me every day,” she smiles. “The word ‘community’ comes to mind with what we have here.”

Kendra recognizes a good thing when she sees it. And she shares her appreciation for the supportive strength at work with her team members.

“It’s true that real estate can be a pretty competitive industry. And sometimes, that can create jealousy,” she says. “But I love the fact that, in our office, we have a true community. The agents on our team are super helpful to each other and inspiring to each other. They cheer each other on, and they even take steps to educate each other. And that sense of support for each other supports our clients and the experience they receive immensely.”

BEYOND THE DISTANCE

While this time of COVID-19 will largely be known for the distance it created physically, there’s a sense of closeness that even a pandemic can’t touch.

“Especially at this time, we miss each other. But we do Zoom calls together,” Kendra explains. “I have a belief that everyone is going through things in our lives. In the work we do, we have an opportunity to be here to inspire and help each other, and that transcends to our clients and our community.”

FINDING A HOME FOR HER TALENTS

Kendra was born and raised in Northern California — one of several generations in her family who have called Marin County home.

As years passed, Kendra completed her high school years in Sonoma County, attended college in Sacramento, and has been here ever since.

“Over time, I’ve recruited my family here, too,” she says with a smile. “And that includes my parents and my sisters.”

After graduating from Sacramento State with her HR degree, Kendra worked for a staffing and recruiting company for seven years. In the early 2000s, her parents bought a home in Montecito and asked Kendra to fly down.

“They were moving furniture in, and they were renovating the house. A job relocation forced a quick sales/flip after the home was renovated. That yielded a significant amount of money and it piqued my interest since I realized there could be a significant financial upside to flipping.”

For the next two years, Kendra worked on flipping property.

“Then, in 2002, I decided I could do it myself, and I got my real estate license,” she recalls. “Then, when I was pregnant with my 16-year-old, I decided to take early retirement from corporate America in 2003. At first, I thought I would do it part-time.”

... **Growing Forward**

As she got started, she began her real estate journey by herself. But something from her background came to the forefront. She had an idea.

“When I first got into it, it just didn’t make sense. No one is as good at everything as clients want us to be. There are so many different facets to this business. And there are very few who can do really well at all of those different areas.”

She drew on her corporate background, that included significant operational and recruitment efforts.

The result?

“I hired an assistant before I needed one,” she explains. “I thought he could do the things I wasn’t that good at, so that I could be a better agent and support for my clients.”

It worked. And the recruiting was just starting.

“A couple years later, I convinced my parents to come out of retirement and get their real estate licenses. Together, we worked in the foreclosure market for a couple years,” Kendra remembers. “That was 2007 when we launched our group together, and it’s been a joy to have them here with us ever since.”

Today, the Bishop Real Estate Group has 14 team members, including three operational and administrative professionals, and 11 real estate agents.

The record of success and results continues to grow. In 2019, the team recorded a remarkable \$75 million in sales volume, representing 112 transactions.

“Integrity is A-Number-One. The clients come first. That’s always been the heart of our business ... treating others the way you want to be treated,” Kendra says. “We launched and grew the team during the market downturn. We make it our mission to work with integrity and educate ourselves and know that we need to



Kendra with her kids, Kaden and Kennedy Bishop, and dogs, Snoop and Charlie.

continually learn and educate ourselves. Our team has grown through referrals and repeat business ... 80 percent of our business comes from that. That’s a testament to our amazing team members.”

Success Starts at Home

In her free time, Kendra’s definition of success starts at home.

“It’s 100 percent about launching my kids to be outstanding citizens in this world,” she says. “I look at my job more about that than being a broker.”

She looks forward to every moment with her 16-year-old son, Kaden, and her 13-year-old daughter, Kennedy.

Kendra leads a very active life, with a love of running, yoga, Pilates and travel — especially with her children.

“I’m also trying to take up golf,” she smiles. “And my kids say I’m becoming a better chef from staying at home so much during the lockdown.”

Kendra also has a heart for helping others in the community.

“We have an annual event where we choose a charity to support at work. Last year, we had a fundraiser called ‘Oktoberbets’ for Access Dance, a local nonprofit I sit on the board for that provides dance and movement classes for kids with special needs,” Kendra

explains. “We are planning to have another event for HomeAid, a community-based charity that partners with builders and local companies to provide new or improved housing opportunities for homeless. In addition, we support any and all local organizations we can, including schools, sports teams ... anyone who asks. Our policy is to never say no.”

Thanks for Abundance

Wherever her energy is focused, Kendra feels a deep sense of thanks.

“I feel really blessed that I can balance being a mom, and showing up at their school and sports events ... and still be able to be home and have a career,” she emphasizes. “I have an awesome life. I feel very blessed.”

In many ways, Kendra’s sense of team gratitude extends in all directions.

“I’m a huge believer in giving back and growing people. I have really good people who work with me. I’ve been able to help change and grow their lives by being successful in real estate,” she says with a smile. “I have a belief that what we do is life-changing. We’re helping them through some of the hardest and best times of their lives ... and they’re all tied to emotional events. I feel so fortunate to be part of those events ... and to become their friends, and, in some cases, extended family members.”



“

I have a belief that what we do is life-changing. We’re helping them through some of the hardest and best times of their lives ... and they’re all tied to emotional events. I feel so fortunate to be part of those events ... and to become their friends, and, in some cases, extended family members. ”



TBREG Sales Team: Nicolette Langer, Leeta Yee Hightower, Emily Fogarty, Kim Priley, Kristina Svanum Wall, Christi Burke, Kelly McGhee, Kaelyn Areson



Greg Sandler

Senior Vice President

916-727-6444

NMLS 933107

5701 Lonetree Blvd Suite 205

Rocklin, CA 95765



Michael Pankow

Senior Vice President

916-296-7765

NMLS 220611

1512 Eureka Road Suite 110

Roseville, CA 95661

*"Family, Where life begins
-And- Love Never Ends"*



916-318-LOAN

www.WeFundHomeLoans.com



by Mortgage Executive Magazine 2018

Copyright©2020 Fairway Independent Mortgage Corporation. NMLS#2289. 4750 S. Biltmore Lane, Madison, WI 53718, 1-866-912-4800. All rights reserved. This is not an offer to enter into an agreement. Not all customers will qualify. Information, rates and programs are subject to change without notice. All products are subject to credit and property approval. Other restrictions and limitations may apply. Equal Housing Lender. AZ License #BK-0904162. Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act, License No 41DBO-78367. Licensed by the Department of Business Oversight under the California Financing Law, NMLS #2289. Loans made or arranged pursuant to a California Residential Mortgage Lending Act License. Licensed NV Mortgage Lender.

MELINDA SHRADER

COLDWELL BANKER REALTY

» cover story

By **Dave Danielson**
Photos and Cover Photo
by **Nicole Sepulveda** -
XSIGHT Creative Solutions





“ON THE BUSINESS SIDE OF THINGS, SUCCESS IS REALLY THE CONFIDENCE YOU HAVE AT SOME POINT IN YOUR LIFE WHERE YOU WANT TO HELP PEOPLE, AND YOU HOPE THEY WANT YOUR HELP”



•••

Drive and Energy

The difference between dreams and results is action — that forward motion that finds a way to its goal.

That’s the same dynamic at work in the life of Melinda Shrader.

For the past 33 years, Melinda has been a REALTOR® with Coldwell Banker. And all along the way, her lifelong drive and energy have helped her get the job done for countless area residents.

Ready from the Start

“I’ve always been a driven person from as far back as I can remember,” Melinda recalls. “I think it really came from the way I was brought up by my parents when I was growing up.”

There were important lessons that came her way as a young girl.

“I was always taught that you have to give it a try, and you also have to know you can do it,” Melinda says. “My parents were awesome, and they gave me the confidence to know I could do anything I set my mind to, regardless of the task.”

A Change and a Spark

In the hunt to find the perfect career, Melinda pursued what she thought might be a future in accounting.

“I got my accounting degree, and yet I knew I didn’t want to get stuck behind a desk,” she admits.

It was about that time that Melinda had gained some

•••

experience working in a local real estate office.

As Melinda remembers, “I was having a lot of fun working there while getting my college degree. Back in that day, agents spent a lot of time in real estate offices. And there was this terrific agent energy. I loved it. But I remember one day when I was being interviewed for my first desk as a real estate agent, the office manager looked at me and said, ‘You may just be too young to do this successfully.’”

Ignition. Those words started a fire in Melinda that still burns today.

“That comment from the office manager is what fueled me to say, ‘Just watch me,’” she says with a spark. “I had already bought my first house at 19 years old.”

Traction Through Action

Days became weeks, months, and years. Deal by deal, Melinda carved out a solid reputation, staying with the same company (though the company has changed names along the way over time).

In the process, she has been a steady, reliable force for good in real estate that her clients can come to for the biggest transaction of their lives.

Melinda continues to be a pacesetter through time. She has accumulated many traditional signs of success along the way, too. In fact, in 2019, Melinda recorded an astounding \$40 million in home sales on more than 80 transactions.

...

Family First

In her free time, Melinda treasures time spent with her husband Greg, and their two daughters — Katie, age 27, and Ashley, age 25.

Melinda is typically on the move, so there isn't a lot of time to spare for hobbies. But when she gets time away, one of her favorite things is being outdoors.

"That's one of the best things," she says. "We like spending time on the water boating and just relaxing with our two Golden Retrievers."

Melinda's time with her family is at the heart of her definition of what success looks like.

"For me, a big part of success is being married to Greg for 30 years, and having two fantastic kids," she smiles.

It's also about the fulfillment that comes from the support she provides to others.

"On the business side of things, success is really the confidence you have at some point in your life where you want to help people, and you hope they want your help," she says. "For me, I think it's being able to be at a certain level where your life runs smoothly, and you can sit back and enjoy life a little more without so much pressure."

Rewarding Results

When you talk with people who have worked with Melinda, it's not uncommon for words like "bright," "thorough," "caring," "responsive," "empathetic," "kind," and "funny" to be used to describe her.

All along the way, Melinda carries a tenacious yet polite intensity...a drive and energy that are channeled in helping those around her achieve more in their own lives.

One of the elements of her professional career that means a lot to Melinda is mentoring others.

"I love seeing the new agents who come into the business. They have so many questions and need help and support," she says. "I enjoy seeing them succeed. I truly love that. And I love watching buyers, whether it's their first or fifth house. It's that moment where they walk into a house, their eyes light up, and you just know this is it."



Those moments often extend well beyond the day the deal closes.

"It's those times when a client calls and says we just had a new baby, or a new grandbaby, or our kids just got married," Melinda says. "It makes you feel like you're part of their family. I think we really touch people's lives for a reason. I love staying in touch with people and hearing what's happening with them. When it comes down to it, the rewards of this business for me are about the people you meet along the way. I enjoy what I do very much. When you really love what you do, it comes so much easier and makes work a fun place to go every day."

COLDWELL BANKER REALTY

“AND I LOVE WATCHING BUYERS, WHETHER IT'S THEIR FIRST OR FIFTH HOUSE. IT'S THAT MOMENT WHERE THEY WALK INTO A HOUSE, THEIR EYES LIGHT UP, AND YOU JUST KNOW THIS IS IT.”

Lending with Excellence



"Dan and Sherene are the lending dream team! I've never worked with any lender that communicates better than they do! They make buying a home fun with their senses of humor and they take the stress out of the process with stellar efficiency!"
Monica H. (Realtor)



DAN & SHERENE TEAM

Dan McIntire
Loan Officer, NMLS# 300900
Cell: (916) 276-3324

Sherene Gray
Loan Officer, NMLS #302159
Cell: (916) 798-8026

ShereneAndDan@FairwayMC.com
www.DanAndShereneTeam.com

Copyright©2020 Fairway Independent Mortgage Corporation. NMLS#2289. 4750 S. Biltmore Lane, Madison, WI 53718, 1-866-912-4800. Other restrictions and limitations may apply. All rights reserved. Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act, License No 41DBO-78367. Licensed by the Department of Business Oversight under the California Financing Law, NMLS #2289. Loans made or arranged pursuant to a California Residential Mortgage Lending Act License.

Family owned since 1960




Auto | Home | Life | Health | Business INSURANCE

We pride ourselves in finding the ideal insurance "fit" by designing the most cost-effective protection plans for you and your business through our access to national and worldwide insurance markets.

PAUL HAMMACK | President
916.297.7486
paul_hammack@piainc.com
www.piainc.com
License # 0467457

PROFESSIONAL INSURANCE ASSOCIATES, INC.
2270 Douglas Blvd Ste 200
Roseville, Ca 95661



Let's Meet, Network & Close

www.GetMoneyForYou.com

Find me here:



THE
RODNEY ROSE
MORTGAGE TEAM
NMLS #1396861

Rodney Rose

Loan Officer NMLS #1396861

Cell: (916) 223-2775

Fax: (866) 722-1248

Email: Rodney.Rose@fairwaymc.com

Website: www.getmoneyforyou.com

- Rehab Construction Loans
- FHA, VA*, CONV, JUMBO LOANS
- Multiple Down Payment Assistance loans**
- Direct Lender with all Services in-house

Apply here:



Copyright©2020 Fairway Independent Mortgage Corporation. NMLS#2289. 4750 S. Biltmore Lane, Madison, WI 53718, 1-866-912-4800. Other restrictions and limitations may apply. All rights reserved. *VA loans subject to individual VA Entitlement amounts and eligibility, qualifying factors such as income and credit guidelines, and property limits. Fairway is not affiliated with any government agencies. These materials are not from VA, HUD or FHA, and were not approved by VA, HUD or FHA, or any other government agency. **Eligibility subject to program stipulations, qualifying factors, applicable income and debt-to-income (DTI) restrictions, and property limits. Fairway is not affiliated with any government agencies. These materials are not from HUD or FHA and were not approved by HUD or a government agency. Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act, License No 41DBO-78367. Licensed by the Department of Business Oversight under the California Finance Lenders Law, NMLS #2289. Loans made or arranged pursuant to a California Residential Mortgage Lending Act License.



THE MORTGAGE COMPANY

A DIVISION OF POINT EQUITY RESIDENTIAL LENDING #1404205

THE MORTGAGE
COMPANY WELCOMES
DAN, JOSH AND CARL!



LOCALLY OWNED AND INDEPENDENT.

Lonnie N. Dickson | Branch Manager
THE MORTGAGE COMPANY | NMLS 747878
C: 916-396-3185
1839 IRON POINT DR. STE. 100 | FOLSOM, CA 95630



JOSH HART
SR. MORTGAGE ADVISOR
THE MORTGAGE COMPANY
NMLS 1949013
C: 916-879-2547



DAN STONE
MORTGAGE ADVISOR
THE MORTGAGE COMPANY
NMLS 891444
C: 916-300-7207



CARL VIVIANO
MORTGAGE ADVISOR
THE MORTGAGE COMPANY
NMLS 922273
C: 916-410-0097

