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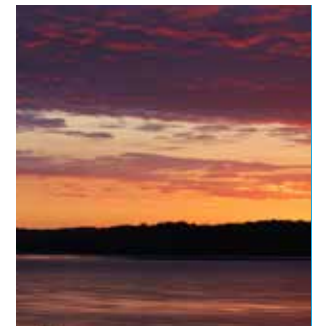
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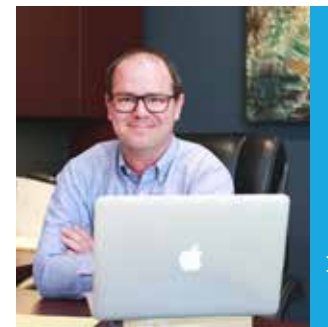
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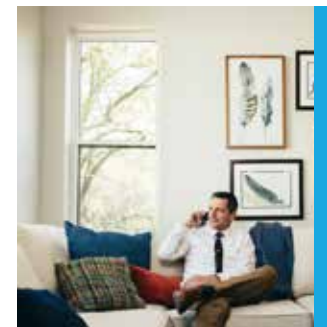
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If you are interested in contributing or nominating Realtors for certain stories, please email us at katie.macdiarmid@realproducersmag.com.

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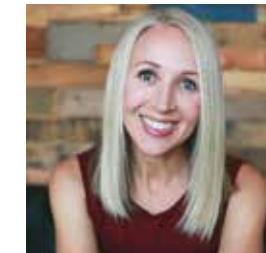
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▶ publisher's note

REFLECTIONS

"LOOK FOR THE HELPERS, YOU WILL ALWAYS FIND PEOPLE WHO ARE HELPING." –FRED ROGERS

As I read all of your submissions that came in over this last month I was so moved and encouraged. If I'm honest, finding a life/work balance in the midst of this new adjusted way of life has not been easy for me. I have five kids, ages seven to 15 that are all suddenly inside my house 100% of every day, as well as a husband who is also now working from home. So while we enjoyed our moments of blissful appreciation for the slowed schedule, it didn't take all that long for the quarantine honeymoon to fade. Real life in this lockdown has been a rollercoaster of highs and lows, to say the least. But there are valuable lessons to take away from this time and so I thought it only fair to include my own reflections alongside you in this issue. Thanks to everyone for their contributions. It's an honor to be recording your experiences and connecting this community.

TOP FIVE REFLECTIONS FROM SHELTER-IN-PLACE:

I AM A PEOPLE PERSON.

I get my energy from face-to-face interaction. I love meeting new people, reading eyes and expressions and making genuine connections. Interaction across a screen has not been the same for me and I can't wait to meet people for coffee again when this is over.

THERE ARE THINGS I THOUGHT I NEEDED THAT I DON'T.

Whether it be my children's 101 sports teams and practices, a certain kind of food item at the grocery store or the ability to get my hair and nails done, life has gone on just fine without these things. It has been really good for my family and me to be reminded that these are non-essential privileges.

SLOWING DOWN HAS BEEN AN INVITATION TO SEE MORE CLEARLY.

I have seen a capability, independence and resilience in my kids that I don't normally give them credit for. I've seen beauty and felt deep gratitude for sunny days that I'd typically have spent entirely inside cars and offices. I've played games, read books, discovered trails and had conversations that just simply wouldn't have fit into my regularly scheduled spring calendar. For these things, I am so grateful.

I AM IN CONTROL OF THE NARRATIVE I LISTEN TO.

Fear spreads panic and hopelessness. Anger spreads hatred and frustration. There is a difference between gathering information and being sucked into unproductive spirals and echo chambers. It's been important

to learn the difference and seek out voices and avenues that produce what is helpful for me to consume.

AND FINALLY. THERE ARE ALWAYS WAYS TO HELP.

My favorite quote to come out of this has been from Mr. Rogers. "When I was a boy, and I would see scary things on the news, my mother would say to me, 'Look for the helpers, you will always find people who are helping.'" So what can I do at this time when I feel mostly helpless? I can join in where I see good happening. I can educate myself and find ways to help and support those who need it most right now. I can spread a narrative of positivity, grace, hopefulness and gratitude. And though the circle is much smaller, I can still look to make the days of the people that I am interacting with just a little bit brighter.

Keep your head up and your hearts open, *Sacramento Real Producers!*
There are better days ahead and we will come out of this ready to embrace them.

Practicing gratitude in the midst of the journey,
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COMMON QUESTIONS ABOUT SACRAMENTO REAL PRODUCERS

Real Producers is a national concept currently open in 125 markets across the country. With the launch of *Sacramento Real Producers*, I wanted to take the time to answer some pretty common questions.

What is the purpose of *Real Producers* magazine?

The mission of *Sacramento Real Producers* is simple. We strive to inform and inspire the top-producing real estate agents in the Sacramento market and connect them socially. We do this by telling their personal stories. How they have succeeded and failed. What drives them to achieve year in and year out. Where do they spend their time when they are not working, and what are they passionate about other than real estate. We give local top-producing REALTORS® a platform to tell their story in a way they have not been able to do so before.

The secondary focus is to provide an avenue for our affiliate partners to create and continue relationships with these top performers, on a level that they might not be able to achieve on their own.

Who receives this magazine?

This magazine is mailed to the top 500 producing agents in the greater Sacramento area, according to volume each year. This is based on the 2019 MLS, the ranking is annual and resets every year. This year, the minimum production level for our community was over \$8 million. Just to be included in this group is an accomplishment that testifies to your hard work, dedication and proficiency.

What is the process for being featured in the magazine?

It's really simple - you can nominate other REALTORS® (or yourselves!). We will consider anyone brought to our attention; we don't know everyone's story, so we need your help to learn about them! A nomination currently looks like this: You email us at katie.macdiarmid@realproducersmag.com with the subject "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be that they have an amazing story that needs to be told; perhaps they overcame extreme obstacles, they are

an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview and write an article, and for our photographers to schedule a photoshoot.

What does it cost to be featured?

Zero, zilch, zip, nada, nil. It costs absolutely nothing! We are not a pay-to-play model whatsoever. We write real stories about real producers, so nominate away, friends!

Who are the preferred partners?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community and a top professional in their industry. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval." Our goal is to create a powerhouse network, not only for the best REALTORS® in the area, but the best affiliates, as well, so we can grow stronger together.

How can I refer a preferred partner?

If you know and want to recommend a local business that works with top REALTORS®, please email us to let us know at katie.macdiarmid@realproducersmag.com.

Still have questions? Don't hesitate to reach out!



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Andrea Dodson ~ KW

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Maury O'Hearn ~ Premier Real Estate

▶ partner spotlight

By Dave Danielson
Photos by Rachel Lesiw -
Indulge Beauty Studio



RYAN MEYER

ELGUINDY, MEYER & KOEGEL, APC

Experienced and Trusted Advocates On Your Side

When you and your clients need an extra level of legal expertise, it means a lot to know you have a partner that's truly on your side.

That's the dynamic at work with the team at ElGuindy, Meyer & Koegel, APC ... experienced and trusted advocates that are there when you need them.

The Start of Something Special

One of those who knows that feeling better than anyone is Ryan Meyer. As a Partner with the firm, he experiences the rewards of building the firm with his long-time colleagues and friends.

"Joe ElGuindy, Benjamin Koegel, and I all worked for the same law firm for quite a few years. Then in 2015, we started our own firm and added lawyers in additional practice areas," Ryan recalls.

Today, ElGuindy, Meyer and Koegel, APC, has seven lawyers.

Depth and Breadth

In addition to his legal expertise, Ryan is also a licensed REALTOR® and Broker, which allows him to add a special level of understanding of real estate

transactions, as well as relating to the unique needs of REALTORS®.

As Ryan says, the practice has matured over time.

"We are able to offer a level of cooperation and ability to work together that you don't always find at larger firms," Ryan says. "We work on cases together. What that means is that clients get the benefit of getting your primary contact, plus everyone else who brings their expertise and looks at your file over time."

ElGuindy, Meyer and Koegel, APC, brings a powerful balance to the work it does with clients. The firm is large enough to bring a diverse set of specialties and perspectives, yet not too big to deliver the benefits of true, collaborative work.

"We have a wide range of practice areas within the firm. My partners work in other areas, such as employment law or wills and trusts and estate planning. So clients may come to us with one issue. But when we run into an overlapping issue, we don't have to go outside of the

firm to find others to address those issues and instead can internalize that evaluation and advice to the client," he says. "We have a pretty broad base, including civil litigation and transactional work, real estate, business, development, employment, estate planning, wills and trusts, construction and civil matters. And we have gotten more diverse over the last several years, based on the lawyers that we bring into the firm."

Seeing a Way Forward

Sometimes, clients expect the worst when it comes to legal matters. In fact, they sometimes have a hard time seeing a way forward. But that's where the team at ElGuindy, Meyer and Koegel, APC, comes alongside them and gives them a special level of support.

"We take a lot of pride in being able to demystify what looks complex or impossible on the transactional side. Sometimes clients say, 'I don't know how to get this done. I really wish I could achieve my goal,'" Ryan explains. "But we're there to show them how it is achievable. It's not an insurmountable cost or amount of



The EMK Team conducting business via Zoom

time. From our experience, we can talk with clients and give them a sense of what's ahead. That helps people feel like they can do this ... that this is a workable scenario."

The people who find their way to talk with the team at ElGuindy, Meyer & Koegel, APC, are so glad they did ... and for a variety of reasons.

"I think sometimes, people think they only need a lawyer if they are sued," Ryan says. "I'm the most proud of the relationships we build ... how we may work with clients on a lawsuit, and then build a bond that goes into the future."

As Ryan continues, "Going to a lawyer doesn't need to be a big deal. You can and should consult with counsel probably more often than most people do. If we are involved at the outset, we can help identify problem areas or help people avoid conflicts or disputes or liability that may occur downstream."

Value and Relationships
Cost is not a barrier.

"Most clients spend less if they involve us upfront, as opposed to if they get sued down the road," Ryan points out. "We don't have an established minimum for our work in terms of charges

to the client. We have a good number of people who have come to us for relatively simple cases that take a couple hours of work. And when that happens, that's what they pay for. We take the view that we are here to help and charge fees in a way that makes sense. And, hopefully, you will come back to us again for other questions."

Ryan also emphasizes that clients who start a relationship now reap the benefits for any issues that may arise later.

As Ryan says, "It takes a little bit to get people set up. For example, when we've gone through that process and get to know a REALTOR®, we know the types of deals they do. In turn, that speeds up the feedback we're able to provide to the ultimate client. It's similar to the same type of relationships that REALTORS® have with other professionals in the industry, including partners like home inspectors, title companies, and others."

A True Team Solution

As Ryan thinks about the future, he looks forward to continuing to be part of the solution for people ... to deliver a true team solution.

"When a client comes in for a meeting, I'm involved if their needs involve real estate. By the same token,

if their needs involve employment or franchise law, one of our other team members are asked to sit in," Ryan emphasizes. "We also spend time talking about potential issues. Not only is that good for clients, but it also makes for a very enjoyable work environment."

As Ryan says, "We are a truly cohesive group at work and away from work. That's important for all of us to be able to work with people we really enjoy being around. That's part of our culture, and our family feel."

Ryan says it's rewarding to see clients feeling secure in the knowledge that their issues are going to be taken care of.

"I've had countless people say, 'I'm so glad I came in, and I feel that something is off my shoulders. I thought this was insurmountable, and now I know it can be handled,'" Ryan says with a smile. "And that's what we're here to do ... helping clients have confidence in the group and feeling glad that they came in."

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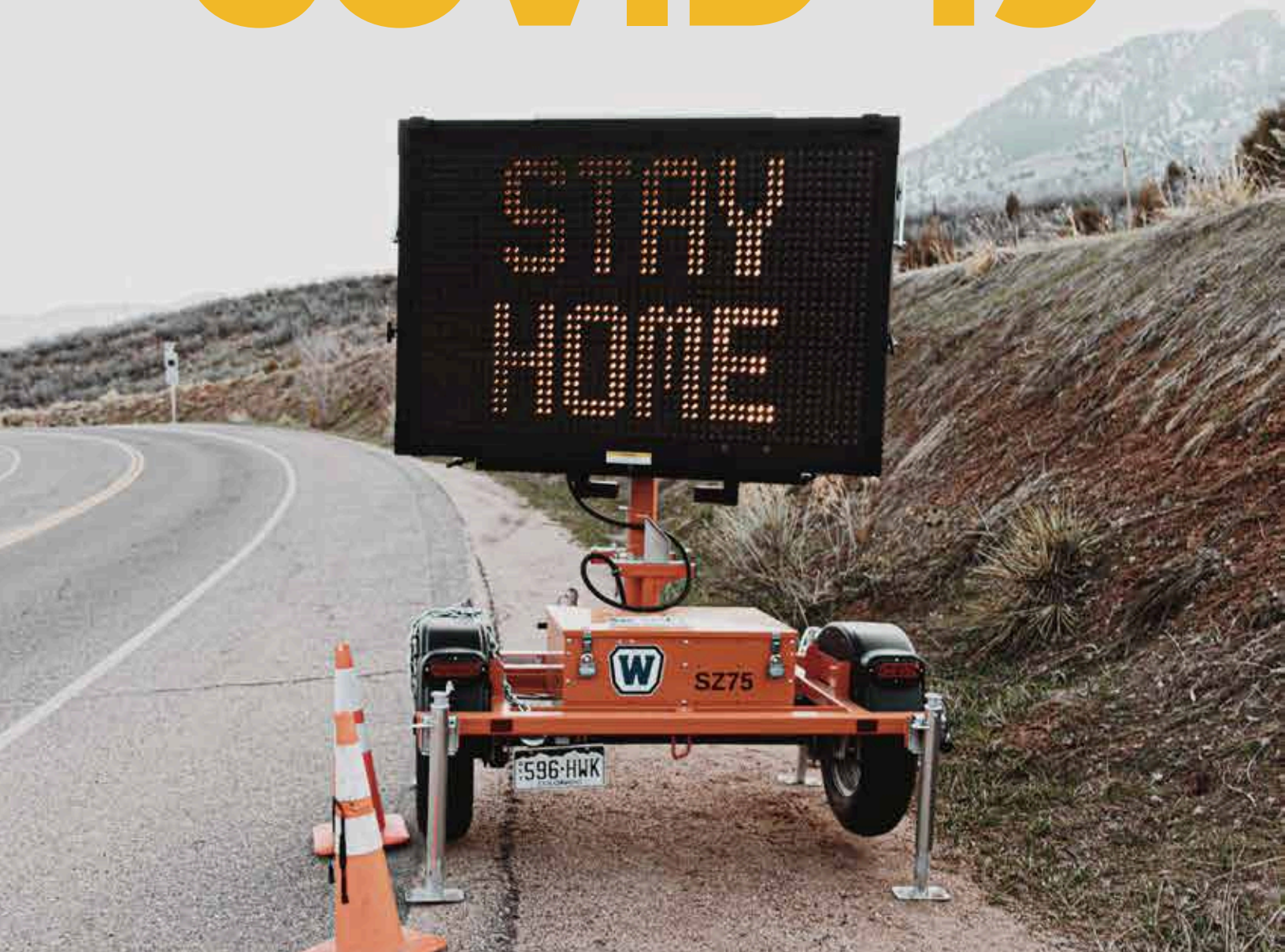


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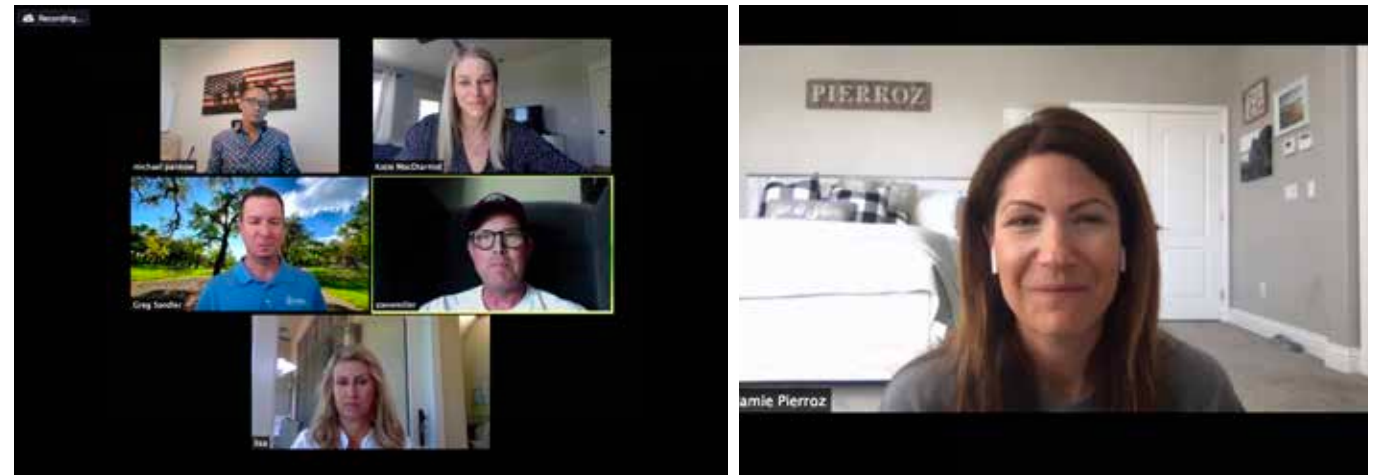
▶ special feature
By Stephanie Brubaker

MARKING A MOMENT IN HISTORY

BEHIND THE SCENES OF COVID-19



Zoom calls have become an important way to continue connecting during Shelter-in-Place.



THE ONE WHERE THEY ALL STAYED IN

It sounds like a promising episode title from the 1990s cultural juggernaut sitcom, *Friends*. Ross, Rachel, Monica, Chandler, Joey, and Phoebe are quarantined inside their New York City apartment in full hair and make-up, climbing the walls while exchanging witty banter.

But it's 2020. And it's no fictional premise.

On a chilly Thursday evening on March 19, the governor issued a mandatory STAY-AT-HOME order. There was no instruction manual or end-date provided, and we quickly discovered that riding the line between annoying the pants off one another and being adorably hilarious is difficult without a team of writers.

Oh, what most of us would give to have

someone yell, "Cut! That's a wrap. Thanks, everyone." That little black and white clapperboard would slap shut and we'd meet some friends for drinks on the way home from work. Maybe hit the gym or catch a late movie showing. If some government official would only announce that COVID-19 is just a social experiment for a new documentary, or even that we have been globally *Pranked*. Alas, here we are. While it sounds fun, bringing a camera crew into your homes to record what it's like to live during the unprecedented modern pandemic not only defies the shelter-in-place ordinance but also various privacy laws. However, some of you were willing to write in and share what living, working, parenting, and playing in self-quarantine is like. To pull back the curtain and say, this is how we're *really* doing.

One of the first things we learned about you is that you are wonderfully resourceful folks; you are engaged professionals, charitable-giving organizers, community advocates, overnight homeschool teachers, devoted animal caretakers, garage and pantry re-organizers, and skilled pancake flippers. You call to check in on your clients and your neighbors. And while no one is recording you sitting there on the phone, walking an anxious client through an inspection in your pajama pants, and offering you a million dollars per episode to film your hilarious-yet-relatable new life, *we see you*. And like never before, we want you to see each other.

Feel less isolated.
Be inspired.
Find the joy.

Anthony Alfano & family.



THE ONE WHERE YOU LOOK QUARANTINE IN THE FACE AND ACCEPT THE CHALLENGE

Featuring: Suneet Agarwal of Big Block Realty, Anthony Alfano of The Alfano Group, Kevin Mehta of RE/MAX Gold, and Jamie Pierroz of Realty ONE Group.

Regardless of the many opinions on how this health crisis is being managed, one thing is agreed upon – the housing market is the backbone of our economy. It is both a measuring tool for the present and a predictor of what’s to come. And you doubled down; actively seeking ways to keep this vital industry alive and moving forward while still cooperating with the public health recommendations.

“When the going gets tough, the tough get going. We will learn more about ourselves and be stronger during these challenging times. This will propel us even further when ‘normal’ life resumes.”

–Kevin

Instead of pulling back and disconnecting until the viral storm has passed, you reached out.

“My days are spent supporting agents that choose to keep working in this economy. The support and motivation are more important than ever right now.”

–Suneet

You acknowledged this new reality, and all the mixed feelings that come with it, and used it as fuel to refine your role in your family, your business, and your community.

“We are stricken with fear and chaos in these uncharted waters. But with real estate designated as an *essential service*, we must act upon the greater good of the community, come together, and safely service the needs of our clients. We are not

competitors but rather all on the same team in different capacities. Maybe we can learn from this terrible pandemic; how to work with each other, how to communicate more professionally, and redefine the real estate profession as a whole. Amongst all the tragedy, there is an opportunity!”

–Anthony

Not only did you accept the challenge, but you’re also finding the positives in these unique circumstances—at times contributing some silver linings of your own.

“This unprecedented nation-wide shut down has forced a slow down in all of our busy lives. Our kids are home full-time, we are working from home full-time, and we have time to reflect, grow, and lean in—to come out better on the other side. Our family is devastated by businesses closing, employees being let go, and people fighting illness, but we are choosing to see the good. Finally having time to spend *together*. Deepening our faith, working on our relationships, and our physical and mental health. We are still working with buyers and sellers, but also fine-tuning our systems, database, and business plan. We are trying to stay active and bring nothing but positive value to our spheres (and peers) right now. The devastation that COVID-19 has brought is widespread, but we choose *joy* every day and strive to better ourselves.”

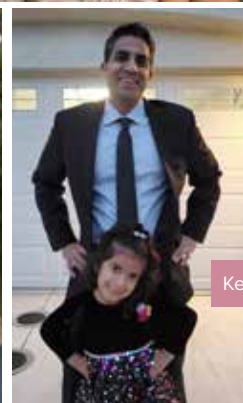
–Jamie



Jamie Pierroz & family.



Suneet Agarwal hanging out outside on his driveway.



Kevin Mehta having fun with his daughter.

Kiana Rodrigues and her sons, Dylann (age 13) and Kai (age 8), with 4 of their 5 dogs.



THE ONE WHERE YOUR FATHER’S WORDS RING TRUE

Featuring: Kiana Rodrigues of Olani Properties.

Some of you have a voice in your head, for better or worse, that sparks your memory in significant times. It takes you back; maybe with a phrase your mother used when you were growing up, a song lyric, a scripture passage, or a quote from your favorite book. And sometimes it’s exactly what you need, precisely when you needed it.

“As a fourth-generation real estate professional, my father taught me that in trying times, there are two types of agents out there: those that will roll up their sleeves and hit the ground running and those that will

be paralyzed by fear. The following quote has been my mantra my whole adult life and was also taught to me by my father who has gone through several market ups, downs, and even some market plummets. ‘Every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion, or it will be killed. Every morning a lion wakes up. It knows it must outrun the fastest gazelle, or it will starve to death. It doesn’t matter whether you’re the lion or the gazelle—when the sun comes up, you’d better be running.’ Get up every day. Run. It doesn’t matter who you are, just get up and run.”

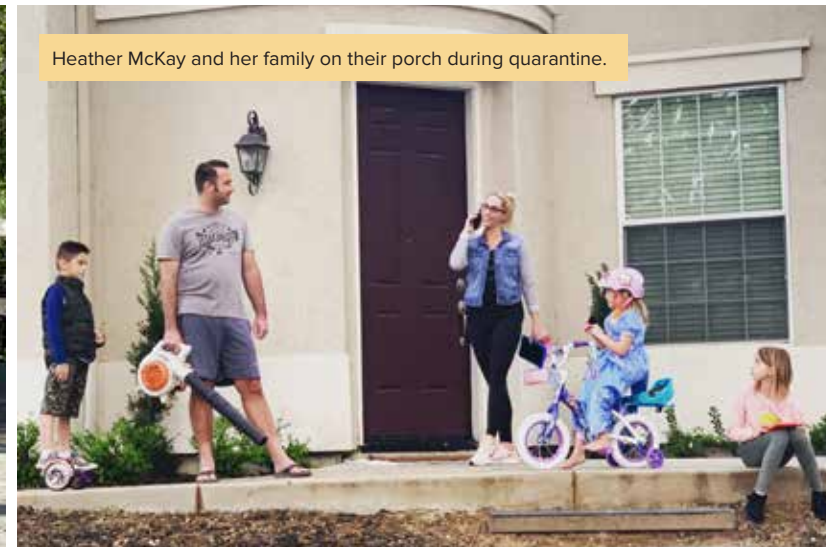
–Kiana

THE ONE WHERE (SURPRISE!) YOU WORK FROM HOME AND THE KIDS NEVER LEAVE

Featuring: Heather McKay of Realty ONE Group, Erik Sjolie of Sky Insurance Brokers, and Parmis Pourarian of Parmis Properties.



Erik Sjolie working at home with his daughters.



Heather McKay and her family on their porch during quarantine.

Raising children has never been described as easy, even under ideal circumstances, yet many of you found yourselves thrown into the deep end of parenting when you woke up on March 20. If there is such a thing as *sitcom gold*, this has the makings of a hit. You take your imperfect hero, turn his or her life upside down, and throw some precocious kids in the mix. And then, according to the storytelling structure, you make it worse. Such as, I don't know, maybe locking them all in the house for an indefinite amount of time.

"This has forced me to blend family and work like never before. Gone are the times of blocking my days for maximum efficiency. I had to learn to adapt on the fly with my kids. Many days I am working on my business while creating Play-Doh Disney scenes with my daughter at the same time. It is both extraordinary and hysterical at the same time."

—Erik

It hasn't turned out quite as you expected. Balancing work and family, along with every other aspect of your life, within the four corners of your property has had some surprises.

"I thought my life was a circus pre-COVID-19, but that was just the opening act! I am now experiencing the main event and it's a wild show. Having three kids, under the age of eight, at home who will not be returning this school year has been a huge adjustment for my business. I thought that since I'd been promoted (not by choice) to a homeschool teacher, my work would have to take a back seat. So I thought, but I was wrong! I've had to get creative while the kids are schooling from home, but I can still show houses, there is internet or a movie for the kids in the car, maybe a sweet treat bribe here or there but it can still be done. The kids have even helped me create sweet *Welcome to Your New Home* cards for my buyers. I can't



Heather McKay

help my sellers move out or be there for inspections or signings, but FaceTime does the trick. I have been sending Door Dash E-Cards to my sellers, giving them a night off from cooking."

"I think having kids at home, building my business, and successfully closing transactions during this uncertain time has been humbling, and it makes me more relatable than ever. We are all humans trying to navigate through this. I look forward to the future, but I will always remember this time when my kids were home and my circus was in full swing. I think I will appreciate everything a little bit more!"

—Heather

And some of you have discovered what many parents who work from home already knew—it takes work and discipline and can, at times, dissolve into chaos. But it has its perks.

"This is obviously a very different lifestyle and we all had to adapt quickly to homeschooling, working from home, lots of noise, paranoia, distractions, juggling, etc. However, if we stop and notice, many positives are coming out of this new lifestyle. We now embrace, enjoy, and do many more outside family events such as picnics, biking, hiking, and walking. We are more involved in the details of our kids' academics. We spend more time doing arts and crafts, dance, sing, and play as a family. My husband and I have date night movie nights after kids go to bed. We don't stress about running late, getting dressed, rushing out the door, or the phone ringing off the hook. We all get to sleep in. We have learned that people can adapt to change and are stronger than we give ourselves credit for."

—Parmis

THE ONE WHERE YOU STAY IN BUT STAY CONNECTED

Featuring: Paul Brown of Keller Williams, Taylor Hirst of Navigate Realty, and Parmis Pourarian of Parmis Properties.

Despite sheltering-in-place, and every other new obstacle between you, your clients, and the rest of the world, you are reaching out. Points of connection that were once built into our routines have become the result of planning and intention. Making them all the more valuable.

"Always show your family, friends, clients, and colleagues how much you appreciate and value them. Recently, I've experienced how moved people have been simply by a phone call. In these unprecedented times, a call checking-in on people in my life and asking how they are doing amid Coronavirus has gone a long way. We all value real connection."

—Paul

Amid these new, intentional routines are opportunities for encouragement and support.

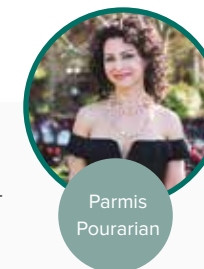
"I have talked to more neighbors this week than ever – mid-day, stress-free, walking their dogs or getting their families outside. We are also supporting small businesses. I started a *curbside to-go* local Facebook group for the community to share menus and find temporary solutions from our small business

owners – we have over 3,000 members now and daily collaborative activity."

—Taylor

Your participation and leadership appear to be contagious. You are spreading the word, sharing resources, problem-solving, and collaborating for maximum impact.

"All the love and support our community is showing is overwhelming! People helping people is so powerful and beautiful. Last week, we delivered 100 healthy, delicious meals to the ER department of Kaiser Roseville and plan to do the same next week for Sutter Roseville. This is due to the love and generosity of our community's donations for our local healthcare



Parmis Pourarian

heroes. We are so appreciative and proud of all their hard work and dedication to keeping us safe. It's nice to see them get the love and recognition they deserve."

—Parmis

What is abundantly clear in all of this is that you are the heroes of your own stories. While COVID-19 is a uni-

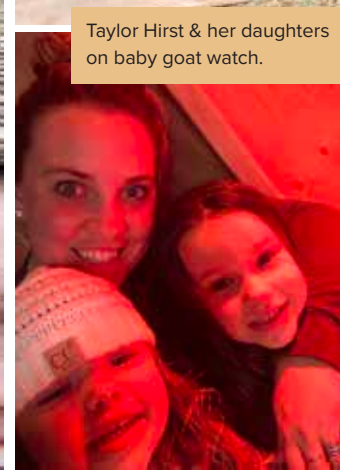
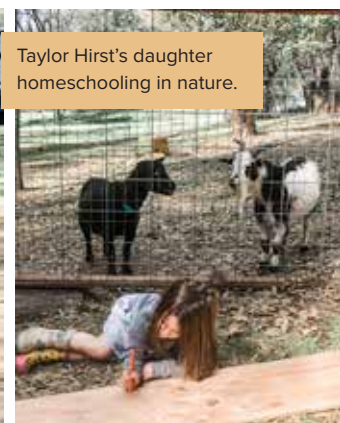
versal crisis, you are using your unique gifting and skills to make your corner of the industry, and the world, a little better. You aren't settling for survival but discovering ways to thrive, even in the small things. And you're doing it all without a script, a director, or an agent telling you how talented you are.

We raise our glasses to you for every work call you had to make from your car in the garage because it was too loud in the house. We salute you for the extra patience and grace you've extended to confused and anxious clients. And we tip our hats to you for the late-night YouTube sessions freshening up your third-grade math skills.

Most of all, we thank you for forging ahead in hope. And we leave you with this feel-good bonus episode.

Paul Brown: Those That Quarantine Together Stay Together!





Taylor Hirst & family.

Taylor Hirst's daughter homeschooling in nature.

Taylor Hirst

Taylor Hirst & her daughters on baby goat watch.

THE ONE WITH AN UTTERLY CHARMING DAY IN THE LIFE

Featuring: Taylor Hirst of Navigate Realty

“The only thing we have control over is our mindset and the memories being created. Right now, our littles understand this simply and profoundly as ‘germs’ keeping us all home together—away from school, shopping, and family. They now understand how something so small can have such a huge impact on our lives, and those all around us. I can’t help but trust this will be an important understanding when we get to the bigger lessons in the future.”

“Our girls are two and four years old. Our ‘homeschooling’ looks like this: counting activities by collecting acorns and leaves from the yard, cooking together in the kitchen, collecting eggs daily and identifying their colors. For problem-solving, we are building a barn for our expecting mama goats. Art comes from using the extra plywood as our canvas – writing out the alphabet, our names, and drawing our *farmily* (farm-family) all over the place. The girls sing to the goats and chickens and we are exploring the property

we moved to a year ago. For sports, we brought faux grass in the house and are playing a modified version of mini-golf. Our fort building is getting more creative and we even have a king mattress in the living room for a semi-permanent ‘sleepover.’ Our next *family* project is to start the garden we ordered seed packets for long ago and just didn’t make time for. Unless, of course, we spend the rest of our shelter-in-place time snuggling baby goats. The coolest thing is that we are more intentional about *everything*. We are doing our part by staying home, taking care of those near us by safely delivering our beautiful rainbow eggs and toddler giggles with those that need a little cheer.”

“It’s a precious time. I have fewer work stresses penetrating my bubble, even though I am working from home 100% – it feels freer. If I take a call, and an agent hears a goat ‘bah’ in the background, we laugh and it calms the nerves. We are relating more on a human level, and coming together to support each other, our clients, and our industry as a whole.”

—Taylor

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▶ cover story

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

ERIC HATCH

CENTURY 21 CORNERSTONE REALTY

EMPOWERING POSSIBILITIES

Those who pursue and achieve their own goals provide an important example for others to follow. But that's just the start.

Those who teach others how to do the same things for themselves give a gift that lasts a lifetime.

One of those who fit this description to a tee is Eric Hatch.

As a REALTOR® and Broker Associate with Century 21 Cornerstone, Eric is a leader who takes pride in empowering possibilities for others.

ENTREPRENEURIAL SPARK

For those who know Eric and have experienced his energetic approach to life, it's no surprise that he has had an entrepreneurial spark since his start in life.

...



CENTURY 21

Cornerstone Realty



“From the start, it seemed like I was always operating my own business. When I was a boy growing up, it began with things like selling candy,” Eric recalls. “That entrepreneurial drive stayed with me. I had my own print brokerage for a time, as well.”

A NEW PATH FORWARD

In 1989, Eric married Shannon, his high school sweetheart. As they started looking for their own home, Eric had pivotal discussions.

“A friend of ours had been a REALTOR® with Century 21. She had told me for years that I should get into it,” Eric remembers.

Enjoying his current role, Eric put any thoughts about a career in real estate on hold. However, Eric did earn his license and used it during the purchase of a home he and Shannon bought in 1995.

For many, entering real estate can be a difficult transition to make, even when it happens in the best of economic times. Eric didn’t have that advantage.

“When I entered the business in 1995, we were in a bit of a real estate recession. It took an average of six and seven months to sell a house,” Eric recalls. “It wasn’t easy. But we’ve stuck with it, and ev-

ery year, we’ve been able to grow our results.”

SETTING THE BAR

Through time, Eric’s results mounted. In fact, each year, they doubled. His success story has continued through time. Since his third or fourth year in the business, Eric has consistently been a Top Producer. And in 2019, Eric finished the year with an astounding 91 sides.

In the process, Eric has earned the Quality Service Award, as well as recognition as a Top Agent, with results that have placed him as high as number four in units sold in the California Century 21 system, and

number 28 nationally in GCI.

Eric earned his broker’s license about 15 years ago. As he says, one of his biggest sources of pride is “the Century 21 Select Group company and the agents that make us a family.”

“We have a fantastic group here who take what they do very seriously,” Eric says. “Our job in what we do is to be real problem-solvers and negotiators and to move through the process and have happy clients when we get done.”

BALANCED APPROACH

Away from work, Eric and Shannon have a life that

revolves around their love of family, including their five children and five grandchildren.

In their free time, Eric and Shannon enjoy traveling. One of their favorite destinations is Maui.

They also have a drive for being involved in their community. Eric serves as Bishop for his congregation. He and Shannon also support the local food bank, area schools, and the Kare Krisis nursery.

Eric’s spirit for giving back also extends to the real estate industry.

“One of my favorite things

that I do is coaching others in our business,” he says. “I have 20 to 30 people that I do training sessions with remotely.”

That approach is something Eric encourages new agents to seek out.

“I think when you’re getting your start in this industry, it’s very important to treat this as a business,” he emphasizes. “At the same time, I think another important thing is to find a mentor, stick with them, and learn everything you can from them.”

“At the same time, each

person working in the business should put their own personal twist and their own personality into what they do. As I always say to agents, be yourself. You don’t need to duplicate a system. The tools are there. But just find what you like and what really works the best for you.”

RISING ABOVE

Ups and downs are all part of the journey through life and the business. But, as Eric reminds, there’s still so much in our control.

“I think it’s important for all of us to remember not to let any market we’re in dictate our success,” Eric explains.





“**THE LEGACY I WANT TO LEAVE BEHIND IS THE MEMORIES THAT I GIVE TO THOSE AROUND ME, AND I WANT THEM TO KNOW THAT I’M A MAN OF MY WORD AND THAT I APPROACHED EVERYTHING I DID WITH INTEGRITY.**”

“There’s plenty of business out there. You just have to find it. When something unexpected happens, and things aren’t working the way you expected, just pivot, adjust, and work your plan.”

For all of his numbers and tangible results, Eric’s true definition of success happens on a much more human level.

“For me, it’s having a balanced life centered around faith, family and work ... and what other people think of me,” he says. “I know it’s not possible to please everybody all the time, but the legacy I want to leave behind is the memories that I give to those around me, and I want them to know that I’m a man of my word and that I approached everything I did with integrity.”

As he works his own plan, Eric also helps others put their own dreams into action. Whether he’s talking with a client, mentoring an agent, or giving back to his community, Eric Hatch is making a lasting difference by empowering possibilities for others.

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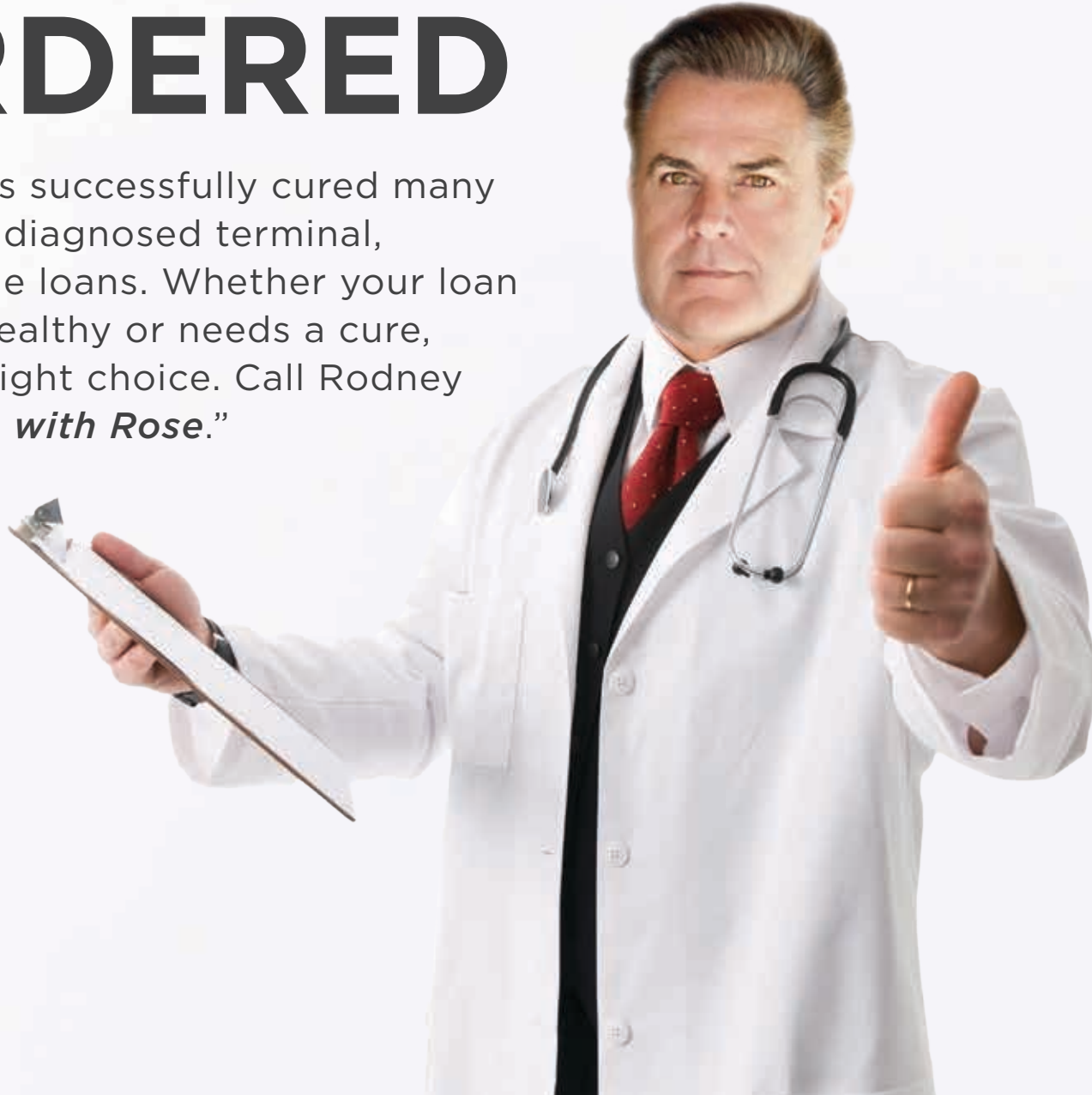
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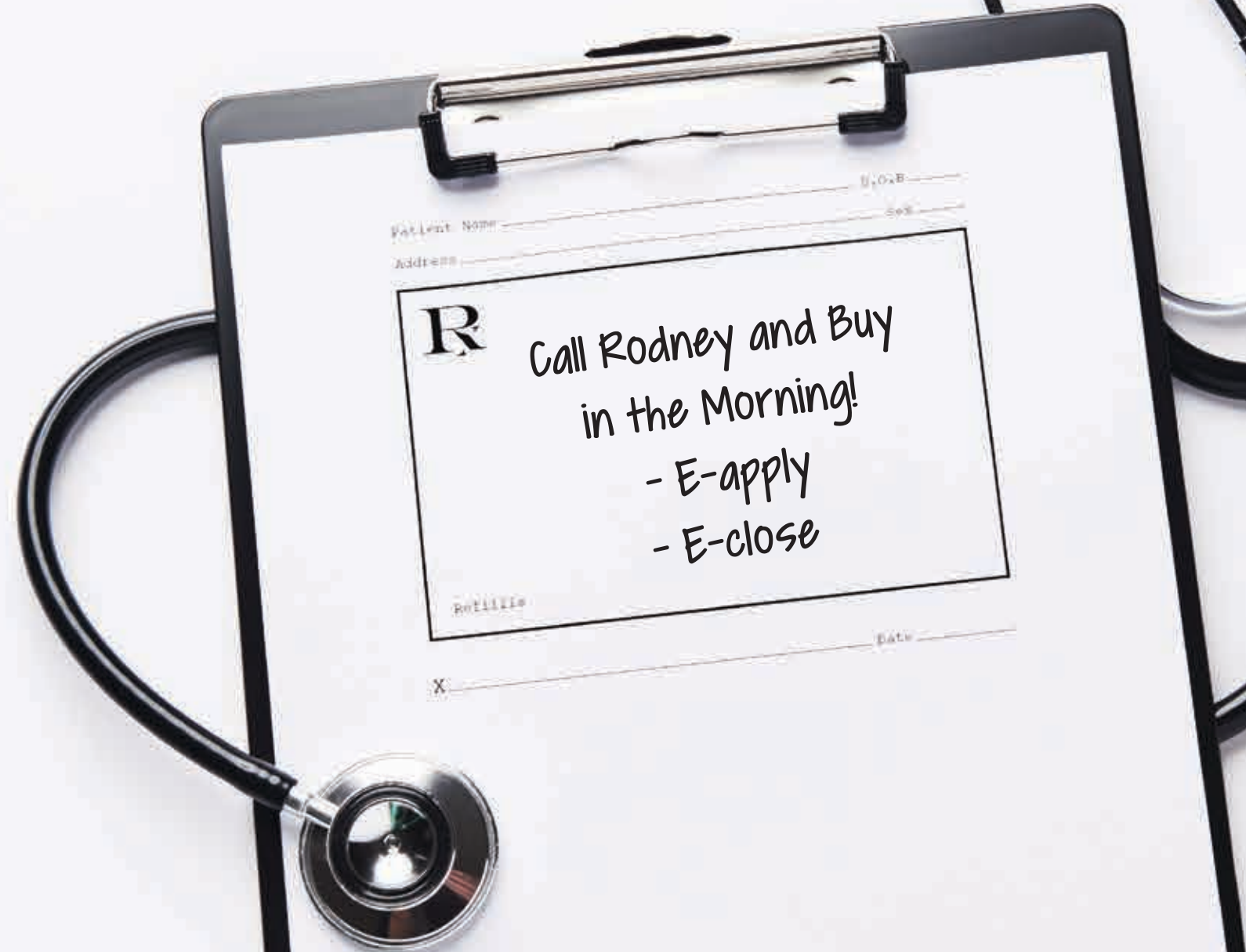
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