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**KYLE FINLEY, TWIN TERMITE HOME
INSPECTIONS AND PEST CONTROL**

Making A Difference:

PARMIS POURARIAN

Profile:

PEGGY URIEFF

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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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PRESSING PAUSE

I had an entirely different publisher's note written. We plan our issues out months in advance, much like we do the rest of our lives for that matter – but every so often something comes along that reminds us we are not guaranteed the plans we've laid out. Regardless of however else it has affected us, I think it's safe to say that this Covid-19 pandemic has been a reminder that we don't know the future.

So as I sit here, at the end of March, now rewriting our publisher's note that will print in May, I find myself in a strange in-between place. Still adjusting to the very disrupted schedule we all jumped into two weeks ago, and trying to figure out what parts of our current "shelter in place" reality will still be the case when this magazine hits your hands in May. That's the thing about uncertainty though. It makes us feel like we have to wait, we have to pause and hold our breath, hunker down and watch from a safe distance until we know more things "for sure."

I have seen so much good come out of this "pause." Without the ability to look too far ahead and without all the plans on the calendar sending us in different directions every night of the week, we've been forced to look inward. To become very present and remember who and how much is right in front of us, right now. Families are eating dinner together every night, taking walks and playing games in their free time, adult children are being far more intentional about checking in on and caring for their parents, friends are making time for happy-hour zoom calls. I've seen people creating art and noticing beauty and feeling genuine gratitude for the privileges and comforts we typically take for granted. All because we've been given a little extra space to see it.

I will say this, though; it is possible for a pause to morph into paralysis. I have felt it myself. Fear creeps in to the time of waiting and tempts us to not only reflect and re-evaluate, but freeze altogether. No big decisions, no risky moves, no confident statements... After all, we've just been given a swift reminder of how little we can count on. But, historically, the best and brightest, most innovative, world-changing ideas and progress have been born out of adversity, out of trial and times that no one saw coming. And the world is better for it.

These last few weeks we've seen incredible quick thinking and capability rise up all around us. Teachers created distance-learning curriculum on a dime; full businesses shifted to meeting virtually without skipping much of a beat. We are learning new programs quickly, we are utilizing technology to maintain connections both professionally and personally, and with each new solution we are becoming more efficient, creative and brave. In this sense, now is the **worst** time to pause. There are so many opportunities to take hold of right now, so many ways to pivot, lean in and evolve. Leaders are sprinting ahead, charting new paths forward and continuing to prove why they are the best in their fields. For those that do, the other side of this moment in history looks incredibly promising. And as someone committed to highlighting great stories about great leaders in our local community, I'm pretty excited to take that journey with you all.



Onward!
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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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▶ profile
By Stephanie Brubaker
Photos by Rachel Lesiw,
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PEGGY URIEFF

COLDWELL BANKER REALTY

The Queen of Clarity

Peggy Urieff is not someone who struggles to articulate what she wants.

“I want to be in the business of getting people what they want. I want to raise self-sufficient kids who know how to make money. I want to be relationally present for both.”

These three statements offer a glimpse into what drives Peggy out of bed at 5:15 am each morning. She spends that first hour walking the neighborhood with a friend. “It helps clear my head.” And if there’s one word that I keep coming back to after speaking with Peggy, it’s **clarity**.

Clarity of Intention

“From the beginning, I set out to grow my business out of relationships and referrals. I didn’t want to door-knock or cold-call, or do anything I wouldn’t want done to me.” Clients are real people to her. Not only does she remember 350 names and faces, but the details of their shared experience as well. It’s also how she sustains her business. In fact, her 2020 goal is to meet at least 100 of those clients for coffee or lunch. “I love having real conversations and being a part of their lives.”



Peggy’s annual client Mother’s Day flower-arranging party

Involving the family in her business

was another intention. “Growing up, my parents had rental properties, and my brother and I spent many weekends making repairs and improvements. One year, I spent my entire spring break installing a new linoleum floor.” As she had children of her own, she folded them right in. Her kids help host five client parties each year, ranging from Mother’s Day flower-arranging to holiday pie exchanges. They also run the Urieff

MBA Program. At age 9, each child accompanies Peggy on their first business trip. This year Milly attended a conference in Seattle with her mom and is well on her way to achieving her “degree.”

Clarity of Priorities

As a wife of 18 years to Jeremie, and a mother to Lily (14), Irish twins Tilly (11) and Milly (9), Ryker (7), and Walker (5), Peggy maintains an impressively full plate. “About four



SHE'S WHAT EVERY BROKER HOPES TO HAVE 100 OF ... BUT THERE ARE ONLY SO MANY PEGGYS.



Peggy, her husband, Jeremie, and their five children

years ago, work was becoming a shackle. I couldn't get away from my phone." It wasn't consistent with her values. "I believe children spell **love** as T-I-M-E. It's important each child feels they have individual attention." They decided to retire Jeremie, a network engineer, to have at least one parent focused and present in the home full time. Peggy concentrated on conducting herself as an owner rather than an employee. She hired an assistant, a bookkeeper, and escrow coordinators.

Today, Peggy drives her oldest to high school each morning and completes her workload by 3 pm when the kids get home. Most nights the family is gathered around the dinner table about 4:30, and both parents are home to help five kids with homework. She is also the art docent at her kids' school and frequent field-trip chaperone.

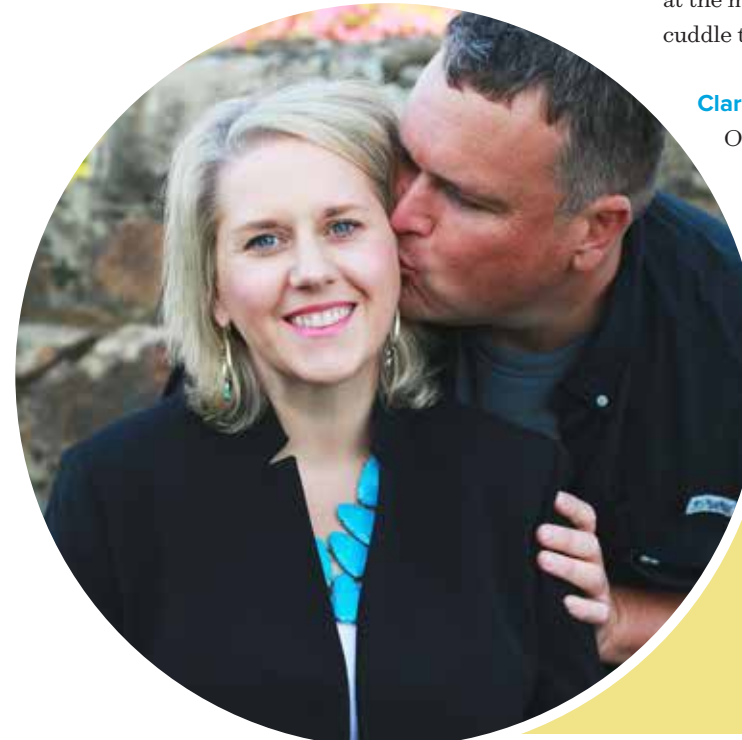
Clarity of Time

As you might imagine, time management is a foundation stone in the Peggy Urieff structure. "When I'm supposed to be doing something, I only

focus on that. I'm not a multi-tasker." It also doesn't support her conviction about being present. "I want to be my full self with whoever is in front of me, not checking my phone. I'm right there with them."

It's not always easy. Following through requires diligent organization. Each evening, Peggy fills out a worksheet with the next day's task list and plan for time management. She also records her experiences, noting any adjustments that could be made for improvement. "I remind myself of the circumstances under which I perform best." Sometimes it's as simple as staying hydrated or remembering to pack a healthy snack. Other times it's accurately estimating how long a task will take and completing it before losing time to worry and procrastination.

Peggy also recognized a business coach could help balance her time between work and home. "My coach, Grace Chavis with Buffini and Company, has been with me 13 years, through the birth of my kids, the



death of my brother, and caring for my dad who has Parkinson's. She's helped me keep one oar in the water even when life threw me curveballs."

Clarity of Yes and No

Being clear about what she wants is half the battle. The other involves knowing what to say **no** to. "With five kids, we do things differently than smaller families." They tend to focus on activities they can all participate in, like board games, rather than individual pursuits like competitive sports. The current family favorite game is The Donner Dinner Party, which they played for three hours the other night.

Peggy also says no to working regularly in the evenings. "There is the occasional 6 pm key delivery, but that's the fun part." She loves wrapping the front door and placing festive signs in the yard to make the moment extra special for her buyers. But she has five unique personalities waiting for her back at home. She says **yes** to going on walks with Lily to talk about college plans, **yes** to art with Tilly, **yes** to swapping jokes with Milly, **yes** to mommy dates at the mall with Ryker, and **yes** to cuddle time with Walker.

Clarity of the Big Picture

One observation Peggy has made over the years has particularly shaped her perspective. "I've found most

people aren't happy with what they're doing for a living. I don't want that for myself or my kids." She avoids the fixed mindset that there is only one way to make money, especially with today's technology and entrepreneurial culture. "Whether my kids go to college or not, they need to make their own way and be financially independent." Recently, Peggy's oldest daughter netted \$400 making and selling custom coffee-cup sleeves. By embracing each child's abilities and disabilities alike, she trains them to think outside the box when it comes to generating income.

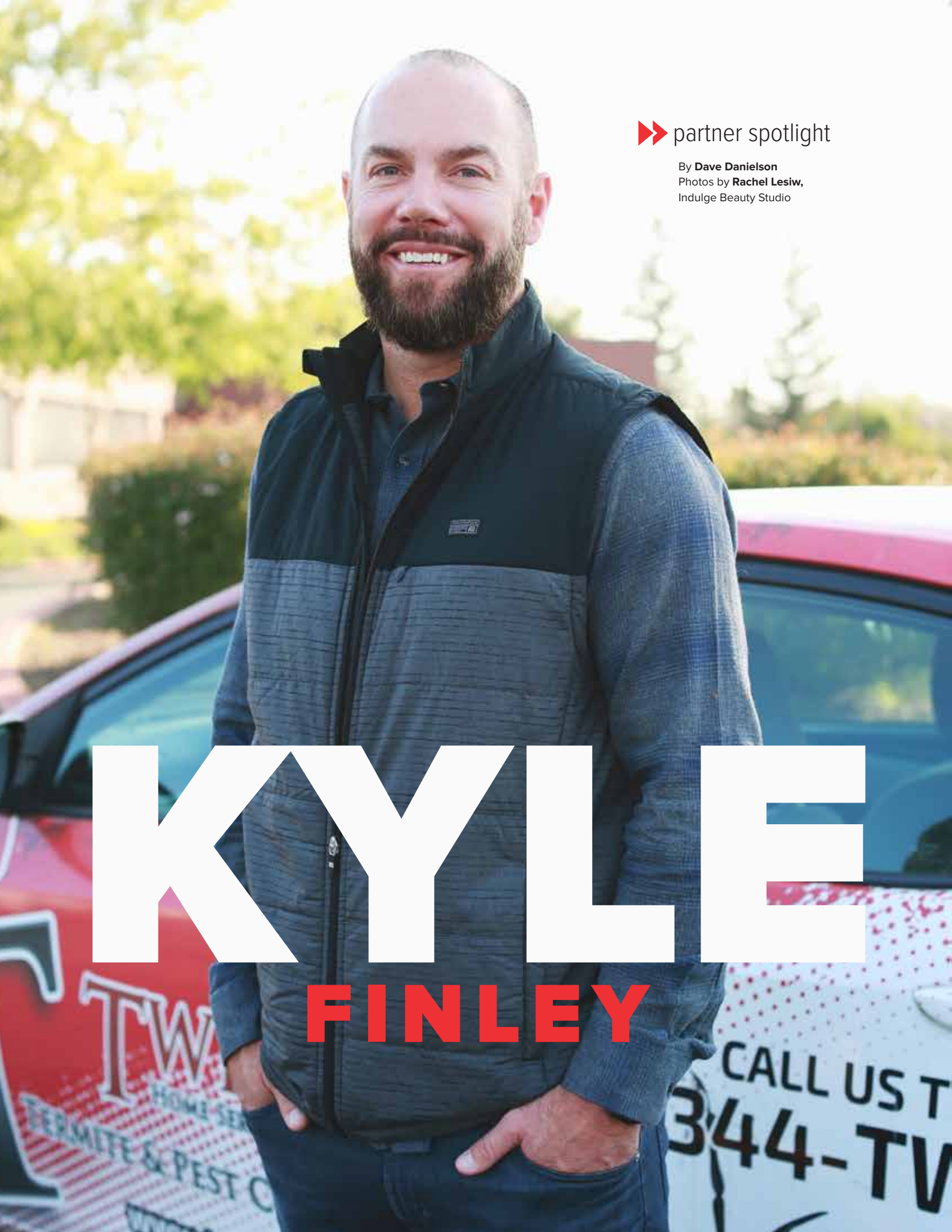
She also believes in giving back. Realizing that not every agent is a creative idea-generator, Peggy saw an opportunity to help the many generous people she's met in the industry. "I created a free real estate blog called popbyideas.com. Agents appreciate suggestions for what gift to bring when they visit someone, or how to communicate a clearer message in their marketing."

There's That Word Again Clear. Clarity.

Peggy may not even realize how succinctly she communicates, how quickly she pulls from a deep well of knowledge and lays it out in a practical, easy-to-digest way. Her children may not realize it, yet, either. They might think everyone is as intelligent and clear-eyed and relationally accessible as their mother is. That isn't the case. In the words of her managing broker, "She's what every broker hopes to have 100 of ... but there are only so many Peggys."



**PEGGY
URIEFF
REAL ESTATE**



▶ partner spotlight

By **Dave Danielson**
Photos by **Rachel Lesiw**,
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KYLE FINLEY

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That's what you get with Twin Termite Home Inspections and Pest Control, a growing company that prides itself on providing professional inspections for a smooth closing.

STEPS AHEAD

Kyle Finley is the president and founder of Twin Termite Home Inspections and Pest Control, who created the company 13 years ago.

"At the time, I had been working in the termite and inspection business for a while, and I had been looking for a business to start," Kyle recalls. "This just made a lot of sense for me to pursue. I grew up working in the industry and knew I could make a difference on the professionalism of this industry."

Every business owner looks for advantages he or she can offer to clients. Kyle is no exception, and he and his team deliver that to their clients each day.

"One of the aspects of what we do that is pretty unique is the fact that we do both termite inspections and home inspections," Kyle explains. "With us, you can make one call, and we'll send out a home inspector and a termite inspector at the same time. It's something that has been really well-received."

The passion Kyle feels for the work his team does comes through clearly.

"It's knowing that we're helping homebuyers with one of the biggest decisions of their life and knowing we're part of that transaction," he says. "People generally buy two or three homes in their lives, so it's really meaningful to us when we get a chance to be part of that."

FAMILY SPIRIT

One of the primary building blocks to the company's success is obviously its team. Kyle feels a close bond with those he works with, including Frank Siino, VP, and John Maphet, general manager.

"We hire way more based on a person's personality and core values than

on experience," Kyle says. "As a result, we have a great family atmosphere here without office drama. The team is amazing, and we come together to help our clients meet their goals."

One way the team at Twin Termite Home Inspections and Pest Control does that is by being a resource for the process.

"We're like one big happy family," Kyle says. "And we're here to help – even if it's being asked to read someone else's inspection report. We want to come alongside you and be part of your team, and help out in any way we can."

RELIABILITY AND RESOURCEFULNESS

That ability to serve as a resource is rooted in extensive experience.

As Kyle says, "About 98 percent of our revenue comes from the real-estate side of the business. That's what we specialize in. We know the real estate transaction very well."

That approach to business has





Kyle Finley and his family



"These children have nothing, as far as material stuff goes, and yet are so happy every time we visit. I haven't had to kick one kid off an iPad yet!"



The Twin Termite team.

...

allowed Twin Termite Home Inspections and Pest Control to grow steadily through the years. Yet, that's at the center of Kyle's definition of success.

"It's more about how good of a dad and a husband I am," he emphasizes. "It's not about the money or how big the business is. If I have a happy family, and I do the best job I can, that's what's important to me. My biggest accomplishment is having an amazing family, love and friends. If I don't have those things, none of the other stuff really matters."

In his free time, Kyle enjoys every moment spent with the family he is so

thankful for, including his wife of 17 years, Jennifer, and their four children, including twin 13-year-old daughters, Kylie and McKena, 9-year-old son, Rex, and 6-year-old son, Jax.

"I have an amazing wife, who I call the most beautiful woman in the world, and four crazy but amazing kids, including two boys and two identical twin daughters," Kyle says. "I'm also an identical twin, so with that and my girls, that is why we have the word 'Twin' in the name."

Their free time is filled with active outdoor pursuits, including wake boarding, wake surfing, hiking, bicycle

rides and more. Kyle also enjoys the challenge and rewards of participating in triathlons.

Giving back is also a leading part of the "why" that drives success.

"One of my biggest passions is children, so I took my family to Uganda, Africa, several years ago on a mission trip to see what this organization was doing to help the children there. We were blown away by what we saw and knew we wanted to make a difference," Kyle recalls. "About a week after we got back, I decided to sit on the board and take the role of vice pres-

ident of this organization called xHope that a friend of mine started with her husband out of their home in Elk Grove. Since then, xHope has now moved in next door to my office, and I go to Uganda on a regular basis to help out with what we are doing. It has been amazing to build a relationship with these kids, and consistently go back and see how well they are doing with the support of this organization."

DELIVERING A DIFFERENCE

When it comes to the future, Kyle looks to build on the business that has come to represent so many of his talents and contributions.

"Right now, we have four branches, and I'd love to continue to expand throughout California and get to maybe a dozen locations," Kyle says. "And who knows? Maybe someday, one of our kids will help me run it, so we could be running what could someday become a legacy business."

The importance of making an impact is at the heart of Kyle's drive.

"We always think about how we make a difference in the community, and how we are able to create an environment, that, even though it's work, it is an awesome place to be."

With a genuine spirit and straightforward drive to help, Kyle and his team demonstrate what it means to provide professional inspections for a smooth closing.

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“

WE ALWAYS THINK ABOUT HOW WE MAKE A DIFFERENCE IN THE COMMUNITY, AND HOW WE ARE ABLE TO CREATE AN ENVIRONMENT, THAT, EVEN THOUGH IT'S WORK, IT IS AN AWESOME PLACE TO BE





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PARMIS

Pourarian

KELLER WILLIAMS REALTY

THE CONNECTOR

Parmis can still remember her street in Iran. In 1983, her family fled a devastating regime change. She was only 6 years old at the time, but those early memories are wonderful ones.

Her father had seven sisters, who all lived on the same road with their families. Little Parmis wasted the days away outside playing with her cousins – safe, content, and connected. And though she grew to love her new home in America, she is still looking for ways to connect more deeply with her roots. She grounds herself in her beloved heritage by intertwining her Persian culture – rich in history and art and hospitality – into her household, as well as raising three bilingual children. And what she has created in POW, powerof100women.com, has become an innovative and effective support system in her community.

THE POWER SOURCE

Parmis moved to the Sacramento Region when her parents asked her to come

from the Bay Area to help with their building and development business. She was in her 20s, a trained professional designer, and not interested in relocating. But as the daughter of two entrepreneurial professionals, she seized the opportunity with both hands. After hosting one open house for her parents, she automatically began making personal and professional connections, which grew to a long list of people wanting her as their agent. She promptly fell in love with her new hometown, bought a house, and made the move permanent.

Being a child in an immigrant family has afforded Parmis a unique experience. For one, having parents who started over from scratch in a new country means she wasn't too afraid to try something new. It involved prioritizing saving money for the future while her friends were out spending. As opportunities arose, she purchased investment properties to convert to rentals. And it's kept her aware that the quality of life she enjoys now

Parmis Properties

— as an agent, an investor, a nonprofit creator, a wife, and mother — is not the norm. Not in her city, and especially, not globally. Her eyes are wide-open to her blessings, privileges, and the fact that she is able to provide for her children. All of this converged one day and became the engine that drove a brilliant idea into a revelatory nonprofit.

THE EXTENSION CORD

One afternoon several years ago, a pregnant Parmis heard the television switch from her daughter's show, *Peppa Pig*, to a local news story about a horrific car accident that left a woman terribly injured and took the life of her young daughter and husband. Moved to help this devastated woman, she quickly discovered how many obstacles were in the way. "It practically took an Act of Congress. It was shockingly hard for someone like me, just a concerned member of the community, to put money into this woman's hand," she recalls.

► making a difference

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

Parmis did what she does best: connect the dots. After over 20 years in real estate, she has a deep well of clients who have become friends. "Clients would tease me, 'Don't you **want** to sell me a house?' But I cared about **them**, not the paycheck." Sometimes that meant cautioning them away from a purchase that wasn't right in the bigger picture. So, during a long and arduous process of becoming a 501(c)3, she got on the phone with those client/friends, family, and neighbors. "I know many women, like me, who can't necessarily volunteer long hours or write huge checks, but genuinely care, and can **do something**." Her idea was to create a junction point for worthy causes and women like herself: teachers, executives, stay-at-home moms, and food servers. No middle-man, time delays, or burdensome paperwork. Parmis got the people who needed help in the same room with the people who desired to help.

PLUGGING IN

Once the initial work was done, the event scheduled, the women invited, the charities vetted, the first meeting of POW – Power of 100 Women – took place in February of 2016 during a torrential downpour. "The parking lot was flooded. I turned to my sister and partner, Amitis, and said, 'No human is going to come out in this storm!'" But 7 pm rolled around, the doors opened, and the concerned masses arrived. Over dinner in a local restaurant, three representatives from nonprofits briefly described their organizations and mission statements. After hearing the presentations, each woman decided which





Parmis and her family, photographed by Emily Small Photography



“By nature, I simplify and connect. And I love putting people in contact to make a difference”

charity would receive her \$100 donation. Within two hours, 100 women gave \$100, and three worthy causes added a collective \$10,000 to their budgets.

“It was a beautiful evening of laughter and tears.” Many lingered afterward to talk and ask more questions. More needs were discovered. The solution was, and is, often in the room. “There was a foster child who wouldn’t talk or smile because her teeth were so bad. One POW woman popped up and said, ‘My husband is a dentist, we’ll do it pro bono.’ It was an Oprah moment. It was amazing,” she remembers.

Brilliant in its simplicity, POW lit up like a brand-new Christmas tree. It was a reasonable goal; ask 100 women to commit just two hours of their time and a gift of \$100, four times a year. “Anybody can find two hours. And many can contribute a \$100 donation.” Not only did they reach it that night, they regularly exceed it. “Our quarterly goal is to raise \$10,000 for a total of \$40,000 per year. Due to the generosity of this incredible network of women, we’ve donated over \$250,000 since that first meeting four years ago.”

FLIPPING THE SWITCH

“My husband, Kevin, was the first to call me **The Connector**. By nature, I simplify and connect. And I love putting people in contact to make a difference.” It doesn’t end there, as Parmis is determined to flip the switch for the next generation. “My sister owns a martial-arts training center, so we invited our kids’ classmates to **the studio** to address the issue of homelessness in an age-appropriate way.” They formed assembly lines to stuff 300 bags with socks, toiletries, and fresh fruit, then decorated them with stickers and positive messages. Even “Santa” came by to give high-fives and encourage the kids for taking action.

“I don’t give back for an ulterior motive. I’m not trying to network or stir up more clients. I don’t talk business, and no business has come out of it. I do this so our children will watch us care for one another and respond quickly to need and tragedy. They will grow up and do the same for their communities, because at the end of the day, we’re all connected,” she states.

And just like that, the little girl who fled to the U.S. as a 6-year-old has found connection and built success, not only as a real-estate agent, but also as a philanthropist making a real difference in her community.



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TAD

THOMPSON

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In life, it can be tempting to focus on our goals and forget about what it takes to get there.

To be sure, the goals we have in mind are important, and they can be part of the fuel that drives us to where we want to go. But are we enjoying the journey? And are we making that journey enjoyable for those around us?

As a REALTOR® and owner of Windermere Granite Bay REALTORS®, Tad Thompson has built a career out of reaching results with the right approach.

Today, one of the most rewarding parts of what he does is helping others achieve the same kind of results.

“I always tell the agents, ‘It’s not about how much business you do. Working in my office is about **how** you do your business,’” Tad emphasizes. “I can help you refine your skills on how you do your business. But if you come with the wrong approach and the wrong motivations, those are hard to work through.”

Tad exudes a clear sense of pride when he talks about his 21-person team.

“It’s rewarding to work with people who have the right approach, are customer-centered, and just focus on doing the right thing. Those are the kinds of folks that we have here.”

MADE FOR THIS

Tad’s life has been intertwined with real estate. ...



Tad and his wife, Gaby.

cover story

By **Dave Danielson**
Photos and cover
photo by **Nicole
Sepulveda**, XSIGHT
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...

"I'm the son of a broker. My mom, Judy Thompson, has been in the business for about 50 years. So I kind of grew up in the business," he says. "I went to school down in the bay at St. Mary's College, I graduated from there, and then I worked for IBM as a sales associate." From there, Tad went to work for NYNEX making outbound sales.

"After a time, I was looking for a change in life, and I had an opportunity to come back to the Sacramento area," Tad recalls. "So I decided to do that, got my license and started selling real estate back in 1989."

Through time, Tad honed his skills and his approach to delivering a distinctive brand of service to his clients and his community.

About 13 years ago, Tad had another opportunity with Windermere through its franchise system.

"A big reason that I went with that was because of the freshness of the brand. There was no preconceived kind of stereotype of the brand," he says. "So when Windermere came into our marketplace, I chose that as a franchise model. And it allowed me to put my own fingerprint on the business, develop a culture and a kind of an approach that was fresh and unique."

SIGNS OF SUCCESS

Tad's role allows him a blend of all of the elements he enjoys about the business.

"I work as an owner, broker, and I sell quite a bit of real estate. So it's unique in that I'm not sitting behind the desk, focusing just on putting out fires or managing people," Tad explains. "Part of what I enjoy most about being in the position that I'm in is getting to serve a little bit as a mentor for agents to help them hone their skills and approach, help them with responses, anticipating problems, solidifying relationships with customers. That, to me, is the most satisfying thing."

In 2019, Windermere Granite Bay REALTORS® recorded an impressive total of over \$128 million in sales volume, including \$34 million from Tad as an individual.

"Whether I'm working from the broker standpoint, or from the servicing standpoint, I really want to be of service at an exceptional level," Tad says. "I've never been satisfied, and I'm always trying to improve upon what it is we're doing, and **how** we're doing it. Because we always want the client to feel the experience was highly unique and hopefully difficult to duplicate."

Beyond the numbers, Tad thinks about the relationships that are sustained through time.

"I always think it's based on referrals and word of mouth... One-hundred percent of my business comes from word of mouth. It's all referral-based," he points out. "I feel best when I can have that connection where somebody says, you really need to talk to Tad. When it comes to that kind of warm referral, it just feels like the relationship is magic."

Tad's definition of success comes naturally for him.

"I really like spending high-quality time with the people you care most about. In a place where there are a few distractions, you're able to help those around you," he says. "It's where the people that you touch feel that something unique occurred and were fortunate to have had that interaction with you."

LIFE AND LEADERSHIP

At the center of Tad's life is his wife, Gaby, who works as a Senior Vice President in human resources for a high-tech organization. He also cherishes time spent with his four children.

"Quite honestly, to be able to do what I do, you need a spouse who can completely embrace what it is. I don't call

what I do a job. I call it a way of life. Because to be successful, you have to do it every day, seven days a week, and virtually be at your clients' discretion and ability to reach out to whenever they might need something," Tad says. "I couldn't do what I do without an understanding spouse and the spouse who just allows you to do what you do. Gaby puts up with a lot, and I would say she's the number-one reason I'm able to do what I do."

Tad maintains an open line with his clients.

"I'm not a big fan of drawing a line in the sand, where you can't call me because this is my time. You don't have to wait till tomorrow," he says. "I always think that if you need me, and you're calling me at 10:30 at night, I pick up my phone because I want to understand what it is that you're struggling with. I want to be able to potentially help you feel better before you go to sleep, or at least be on it first thing in the morning so that I can get it addressed right away."

As Tad counsels agents, he encourages them to stay in step with the process they're working through with clients.

As he says, "There's a method to this whole thing, and, oftentimes, we can get way ahead of ourselves, anticipating things that haven't happened and getting worked up for no reason. I like to encourage them to take the process in stride."

Those who work with Tad benefit from his example. As he demonstrates to his clients and team members, the steps along the path can be just as rewarding and important as the destination itself.

"My goal is that no matter what level of experience a client has, he or she is pleasantly surprised, completely satisfied, and realizes a benefit from my being involved. That, to me, is what success looks like."



Tad Thompson with his mother and fellow real estate agent, Judy Thompson.

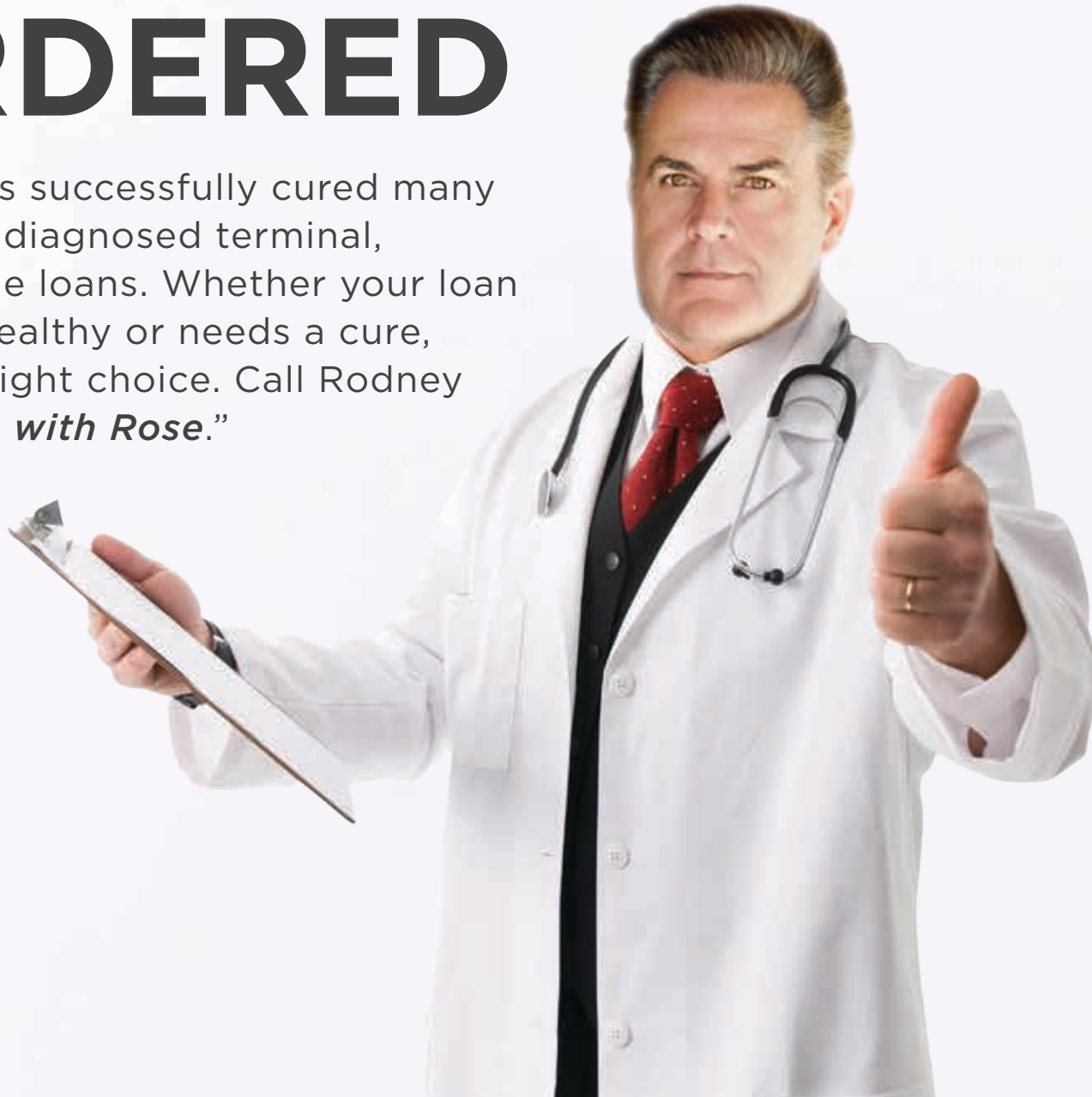



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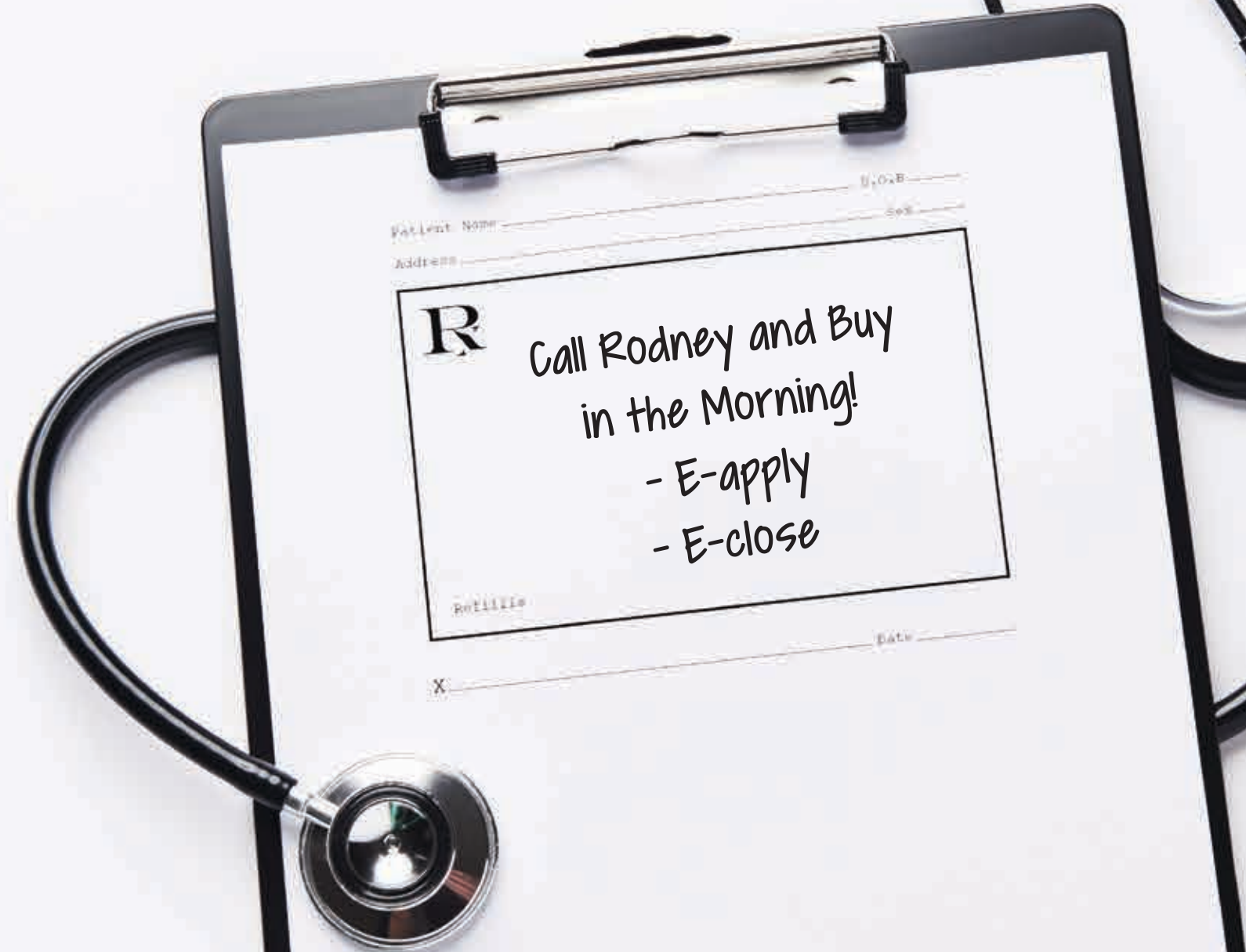
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