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Natalie Boyle

KELLER WILLIAMS REALTY

Photos by **Melissa DeMers**, Lissarie Photography

Natalie Boyle was fresh out of high school when she earned her real estate license in 2001, a natural path to take as she followed in the footsteps of her commercial REALTOR® mother, yet another “boss mom” in the industry. Natalie quickly rose to the top of the game and, almost two decades later, remains a force to be reckoned with in the Southern California market.

When she first got into this business, it was at the forefront of Natalie’s mind that she would one day be a mother, and she was immediately attracted to the flexibility and availability that a career in real estate could provide her. “I remember as I was a young girl growing up, my mom was always able to come on all of my field trips because, being in real estate, she’d just schedule it into her day to spend time with me,” Natalie warmly recalled. “So when I thought about becoming a real estate agent, too, that was one thing that I thought was super important, that I was going to be able to adjust my schedule to be there for my kids and those important life events.”

Natalie is now mom to two boys, ages 6 and 7, and never misses the opportunity to attend their sporting events and other activities alongside her husband of nine years, Gary.



Photos by Melissa DeMers

Like a lot of real estate agents, Natalie recalls the 2008 market crash as a time when she questioned whether she made the right career choice, and it was then that she returned to college for graduate school. “During that time, I had an opportunity to meet so many of my classmates and students that had different jobs, and it just reaffirmed how much I loved real estate,” she said. “I realized that I just needed to get through this difficult time in the market, and I was fortunate to help many of my friends and other students to buy and sell their homes, and it was a great experience for me.”

Now an agent with Keller Williams Realty, Natalie has carried with her that desire to help others and continues to find joy in helping her clients achieve the American dream of homeownership, whether it’s a first-time homebuyer or repeat clients that are looking to upsize or downsize their current home. “It’s just amazing to watch their families grow and help them with their real estate needs as time goes on,” she added. “I’ve got some clients now that I’ve even helped with their third purchase, and it’s just an amazing experience to grow with my clients.”



Photos by Erin Muller "Lovisa Photo"

Photos by GoDaddy Social on site at Windbourne in
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upfront, and, in a real
estate transaction,
working together with
the other agent to get
the deal done.”



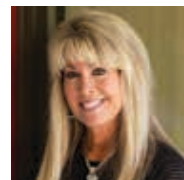
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Natalie is also passionate about mentoring her fellow agents and believes that entirely investing in other agents goes hand in hand with being able to provide a top-notch experience for every client. After all, if the brokerage isn't giving the agents what they need, the agent is unable to give the client what they deserve. Two such young professionals that Natalie has had the privilege to mentor and teach about real estate are her associate agent, Trang, and her marketing assistant, Kayla.

“I love sharing my knowledge and my experience with my team members. I believe in being ethical, honest, and upfront, and, in a real estate transaction, working together with the other agent to get the deal done. I'm grateful to have these two young professionals to care for, to share my knowledge with, and to show them the way to do business,” Natalie said.

In their downtime, the Boyle family can usually be found on family hikes, bike rides, or beach days, and simply embracing the Southern California active outdoor lifestyle.

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THE NOONAN TEAM

KELLER WILLIAMS
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Name: Savannah
Janelle Polisar

Position: Listing and
Transaction Manager

Office: The Noonan Team –
Keller Williams Luxury
Laguna Niguel

Years in current position: One
and a half years

**Years in the real estate
industry:** Four and a half years

What did you do before you began working in your current position?

Before working for The Noonan Team, I started my real estate career working as the “Director of First Impressions” at Keller Williams Newport Estates. During that time, I was studying to get my real estate license. After eight months, I joined the Keller Williams Newport Commercial Division as an Executive Assistant/Marketing Director until I received my license when I began practicing real estate myself. I realized how much I enjoyed working with a team, and having that motivation, I started looking for another opportunity. Then I had the pleasure (and luck!) of meeting Shawn and Helena Noonan, starting off as their executive assistant and graduating to where I am now (Listing and Transaction Manager). I knew right away they were a team I wanted to work for and help grow. We are now at eight active real estate agents, including our team leads, Shawn and Helena, two in-house administrators (myself and our marketing director, Ashley Bateman), and we are continuing to grow!

What does your typical workday look like? Every day is different, depending on our priorities. Helena, Shawn and I meet first thing every day to strategize on priorities. I learn something new every day! I handle everything from the minute we take on a listing to the minute we close an escrow... That would be the easiest way to describe it! Our main focus is customer satisfaction, and we pride ourselves in being the client’s go-to for anything and everything to make their home-buying/selling process as smooth as it can be.

How would you describe your job in one word? Fulfilling!

Why do you think you excel at your job? **Team** – it says it all. I have had the pleasure and honor of working and learning from Shawn and Helena Noonan. Helena and I are of one mind now (or so it feels!). I believe I have had the opportunity to be taught and molded by the very best. I have been a sponge since I started, knowing where I want to head in life and soaking up every bit of learning experiences we have endured together during my time at the Noonan Team.

What is the most rewarding aspect of your job? To see how far we have **grown** since I started is absolutely the most rewarding aspect. Since expanding our administrative staff, we are able to all focus on what we do best. I can solely focus on listing and transaction managing. Helena is able to focus on what she does best – negotiating, and client relationships. Shawn’s focus is business development, and Ashley is able to jump-start our new marketing goals! Being part of this team is so rewarding.

What is the most challenging aspect of your job? Every day has at least one challenge, and I’ve learned to accept that with the help of my team. In real estate, you are working with people’s emotions during such an important time in their life, and things happen. I take these challenges as learning experiences. Helena has always told me that the challenge will help me further prepare for future transactions.

What is one thing about you that others might find surprising or interesting?

I love to country swing dance! Although it has been a while, we had created a great fan base through our YouTube channel and even have our own website where we sell instructional DVDs at www.truecountrytv.com.

When you’re not working, what do you like to do for fun?

I love to cook! Growing up, my father always used to get crafty in the kitchen, and I’m sure that is where I picked it up from. I love fresh herbs, experimenting with different spices and recipes. I also enjoy spending time with family and loved ones as much as possible. My favorite place is home with all my favorite people enjoying good conversation and a homemade meal.

How do you feel about being nominated as a Behind-the-Scenes All-Star?

I am truly honored! Shawn, Helena and my team have shown their gratitude for me throughout my time here at the Noonan Team, and knowing that I am helping contribute to such a powerful team is truly rewarding. This is just the extra cherry on top!

Is there anything else you’d like to share about yourself, about your job, or about your relationship with the person who nominated you?

Helena Noonan nominated me, and I can truly say I wish I could nominate her back. She has been so patient and such an inspiring role model to me that knowing she felt that I was her all-star brings all sorts of emotions to me. Thank you for trusting me with your business that you and Shawn have built from the ground up. Like our matching coffee mugs say, “We can do this! –Coffee”.

“Savannah really cares and that is something that you can’t teach. She is curious, wants to learn, always asks questions and wants to do what is right. She understands that it is our job to protect our clients and she is constantly looking for ways to make the experience as seamless as possible for them.” - **HELENA AND SHAWN NOONAN**



Ashley Bateman, Helena Noonan, and Savannah Polisar.

Do you work with someone who truly makes a difference in the industry, in your business or in your office? Email Michele Kader at michele.kader@realproducersmag.com to nominate them to be featured as a Behind-the-Scenes All-Star in an upcoming issue of *Real Producers South Orange County*.

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Sahar Cyrus

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Written by **Erin Stone**
Photos by **Babek Atefi** and **Navid Soheilian**

Anyone who has met Sahar Cyrus will tell you she has an uncommon generosity and incomparable commitment to everything she does. Sahar, a full-time mother and businesswoman, believes good character drives good business, and it is this mantra that has guided her from the early beginnings of her career.

A native of Iran, Sahar came to Orange County by way of Sweden, where she studied business management. It was there that she decided she wanted to move to the United States and pursue a career in real estate, drawn to the idea of being part of helping people reach their dreams of owning a home.

Sahar moved to Boston in 2007 knowing only a few distant relatives. She met and married Koorosh, a scientist working in the pharmaceutical industry. A year later, the couple was settled in Orange County and starting their family, while Sahar earned her real estate license.

Today, Sahar and Koorosh have two children, Atrisa, age 8, and Arshan, age 5 and a half. Sahar's days are filled to the brim with everything from managing her professional work to helping with homework and investing in the things she loves most: her family, her clients, and helping others.

Every working parent knows the challenge of striking the right balance between business and family. "I don't want to miss a moment with my kids, but I also didn't want to be a part-time businesswoman," she says. "Good time management, discipline, and clear values are what help me remain dedicated to both my clients and my family."

Sahar loves sharing her work with her kids. Atrisa and Arshan help design and deliver her marketing flyers, and are among her greatest advocates. "My children and husband are always cheering me on because they know how much I love my business, and I love having my family involved in it," says Sahar. "Everywhere we go, my kids will ask people, 'Do you need to sell your home? Talk to my mom!'"

“
I ALWAYS
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GUIDANCE
THAT WILL
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CREATE.
”

Simultaneously investing in her family and her clients is no small feat. To Sahar, doing both well is about prioritizing integrity and compassion. It's those strong values that have built strong family ties and loyal client relationships.

"I always become invested in my clients' dreams of homeownership and feel honored to be on the journey with them," says Sahar. "Every time I hand a client a set of keys, I can't help but cry and celebrate with them."

Involving her children in her business also provides an opportunity to teach them about philanthropy. With every transaction she closes, Sahar makes a donation to two charities:

Children International, a global humanitarian organization determined to create a world without poverty, and International Society for Children with Cancer, which supports impoverished children navigating cancer treatment.

"The first thing we do when we close on a home is write that check," says Sahar. "My kids see me working very hard, and it is important to me that they know that the reason I work hard is to help others – through supporting my clients and using the financial provision to care for those in need."

As a top-performing agent, Sahar is mindful of emerging opportunities and is looking to the future. She is constantly watching the market and developing new services for clients, finding the optimal ways to connect and serve.

Sahar is consistently in the top 10 of 450 agents at Keller Williams Mission Viejo and is in leadership at the agency. Sahar remembers the challenges as a new mom and budding entrepreneur, and considers it an honor to encourage and mentor new agents, just as she was early in her career. Sahar's team leader, Rino Caturano, Operating Partner at Keller Williams Realty, not only helped her grow her business, but also demonstrated to her early on the importance of prioritizing a healthy family life. "When I first started at Keller Williams, I was expecting my second child, and it felt overwhelming at times," says Sahar. "Rino always expressed interest in my family as much as my business. He is an amazing person, and without his help, support, and direction, I would not be where I am today."

...

“

I MAKE A POINT TO ENCOURAGE MY PEERS, ESPECIALLY MOTHERS, BECAUSE I UNDERSTAND VERY WELL THE CHALLENGES AND SACRIFICES THEY MAKE.”



... Sahar advises those just starting out to learn the market, think creatively to create a unique market presence and keep moving toward their goals. “There is plenty of opportunity in

the market, so I advise new agents to view fellow REALTORS® as colleagues and not competitors,” says Sahar. “I make a point to encourage my peers, especially mothers, because I understand very well the challenges and sacrifices they make.”

So, what does the future hold for this full-time mother, professional, and philanthropist? As her business continues to grow, Sahar plans to make an even bigger impact.

“I have always had a heart for kids, and becoming a mother has grown compassion even more, which makes me want to do even more to help others,” says Sahar. Sahar plans to establish her own nonprofit to provide even more care for women and children in crisis.

“Nothing brings me more joy than giving back to others,” says Sahar.

Whether working with clients to achieve their dreams, volunteering at her children’s school or inviting friends old and new to share a home-cooked meal, Sahar’s compassion and generosity are evident in all she does.

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DEBRA and LAUREN KOVACS

MOTHER-DAUGHTER POWER DUO

Written by Lindsey Wells

There are few bonds more special than that of mother and daughter, and this is especially true for real estate duo Debra and Lauren Kovacs of Century 21's The Kovacs Connection Team. While family and real estate go hand in hand for these two, their family is made up of much more than blood; they consider their fellow agents and partners in escrow, title, and lending to be just as crucial to their success as each other.



Though Debra has been a licensed real estate agent for 20 years, she has worked in and around real estate in some capacity for 35, first in interior design and building before becoming a licensed REALTOR® with the goal in mind to flip and design homes. “I ended up just loving real estate, and that’s what I’ve been doing for 20 years now,” Debra said, adding that she still currently buys and flip homes.

Lauren grew up watching her mother navigate the waters of the industry and naturally followed in her footsteps. “I remember just watching how she would work so many hours but still have so much fun and still be able to be such a great mom,” Lauren said. “You idolize your mom, and to see what she did for people, I thought, ‘I could do that, too.’” Lauren joined The Kovacs Connection Team in 2013, and this mother and daughter have worked alongside each other ever since.



Perhaps one of the reasons this team has been so successful is because Debra and Lauren complement each other so well; Debra makes up the difference in areas that Lauren lacks, and vice versa. Selling real estate takes a certain amount of creativity, and this mother-daughter duo possesses creativity in spades, though in different ways. “We’re both creative, but it’s different. She can look at a house, walk in there and just move a couple of things around, and it’s phenomenal,” Lauren said of her mom. “My creativity is marketing and social media, and coming up with new things.”

Debra compares her relationship with her daughter to that of a unique link that one might find in twin siblings. She had Lauren at a young age, and because of that, the two of them, in a sense, grew up together. “We’ve always done everything together. Even when Lauren went to college, I was always showing up and hanging out, and we’ve always just been super tight,” Debra said. “It’s kind of like when you have your best friend, and you know each other so well that you can finish each other’s sentences. It’s a unique relationship.”

At the time of this writing in late March, the world was reeling from the COVID-19 pandemic. Because of that, Debra and Lauren had to put their creativity to work in double time to keep up with their business and ensure their clients that they would continue

“Everyone from the agents, to our escrow and title, and the people that we work with that we have selected and built those relationships with — they are our family, and that is the key to success: having the right partners that make you look good and keep you successful and that are always there for you... because if we don’t have good partners, we don’t have anything.”

to work for them no matter the cost. One of the ways this was done was through virtual showing tours and lots of time connecting with their clients via phone, email, and video calling.

While their clients are of the utmost importance to them, Debra and Lauren consider their relationships with fellow agents and others working with them in the industry to be the key to success. They aren’t just business partners; they’re family. “It truly is a real estate family, and you have to have that mentality, and we need to respect everybody in our industry,” said Debra. “Everyone from the agents, to our escrow and title, and the people that we work with that we have selected and built those relationships with — they are our family, and that is the key to success: having the right partners that make you look good and keep you successful and that are always there for you... because if we don’t have good partners, we don’t have anything.”

Outside of work, Debra and Lauren do almost everything together. “We spa together, we travel together without the husbands, we’ll take the kids on vacations together — things that the guys don’t want to do,” they said.

FAQ

ABOUT THIS MAGAZINE

By Andrew Regenhard



We realize that *Real Producers* is a new concept here in South Orange County, and some of you may be wondering

what it's all about. That is why we have created a "FAQs About This Magazine" page. Here we will answer the most commonly asked questions around the country regarding our program. My door is always open to discuss anything regarding this community – this publication is 100 percent designed to be your voice!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in South Orange County. We pulled the MLS numbers (by volume) from January 1, 2019 - December 31, 2019, in the South OC area. We cut the list off at #500, and the distribution was born. For this year's list, the minimum production level for our group is on pace for over \$7 million in 2019. The list will be reset in the first quarter of 2021.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple – every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention because 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 michele.kader@realproducersmag.com with the subject line, "Nomination: (Name of Nominee)," and explain why

you are nominating them to be featured. It could be 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 for our photographers to schedule a photoshoot.

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. 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," in a sense. Our goal is to create a powerhouse network, not only for the best agents in the area but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top REALTORS®, please let us know! Send an email to michele.kader@realproducersmag.com.

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COVID-19 & Real Estate

5 SAFE WAYS TO CONTINUE SHOWING HOMES IN 2020



Written by **Jeffrey Brogger**,
VP Marketing, STEEZY.Digital

Nothing like this has happened in our lifetime. It is hard to go anywhere without seeing the effects of the novel coronavirus, but once you've figured out where to get toilet paper and food the next topic to focus on for many Realtors® is, *"how do I continue to show homes, given these germaphobic market conditions?"*

5 SAFE WAYS TO CONTINUE SHOWING HOMES IN 2020

LEVERAGE THE SHIFT TO A BUYERS MARKET

1. This is a mindset shift to preface the tactical strategies below. Savvy business owners zig when everyone else zags. While most people are panicking and thinking that the sky is falling, take control and see this as the opportunity that it is!

2. It is lemonade time, as Gary V says. This global uncertainty has created

even lower mortgage rates at a time when the US real estate market is still at the peak of a 10-year run! It's time to make lemonade out of these lemons life just gave to us. The time is now—strike while the iron is hot.

3. Do NOT take your foot off the gas with lead generation and outgoing marketing. Now is the time to ramp up on lead generation in order to seize this opportunity.

HELP YOUR SELLERS TAKE EXTRA PRECAUTIONS BY GOING VIRTUAL

1. **Online leads** through Facebook Ads are perfect to offer online options for viewing homes and fill your pipeline.

2. **3D virtual tours** through Matterport offered through Facebook Messenger are a great way to offer value to leads after they are generated from a Facebook Ad.

3. **FaceTime tours** are another safe way to show (and close) homes! Evan Rayborn, with LifeLong Realty Group, has closed 10 homes over the last year by FaceTiming out-of-state buyers and he says he'll be leaning into this strategy more as COVID-19 continues to restrict in-person open houses.

4. **Listing videos** are a tried and true method for gaining exposure to your listing but don't stop at having a beautiful video created. After you send it out to your organic network and sphere, run a Facebook Video View campaign to generate tens of thousands of video views. Then, as a second step, re-target only the people who have viewed more than 50% of the video! This will generate **higher intent leads** that have already viewed a property online and therefore are more likely to be comfortable with virtual touring all the way through the close!

BUILDING RAPPORT WITH SOCIAL DISTANCING

1. If you need time to build rapport with a new client, propose a longer phone, FaceTime or virtual meeting prior to or after meeting them at the property. This way you can still build the connection and spend time with them safely.

BONUS: USE ONLINE MEETING TOOLS LIKE ZOOM TO DO LISTING PRESENTATIONS

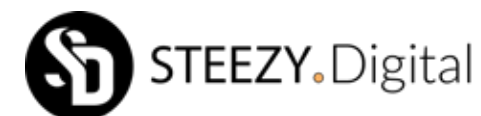
1. Now is the time to lean into technology like Zoom.us if you haven't already

2. One of our top clients is already preparing a marketing video to let prospective sellers know that they can review the home via FaceTime and complete the listing presentation via Zoom for a 100% safe experience

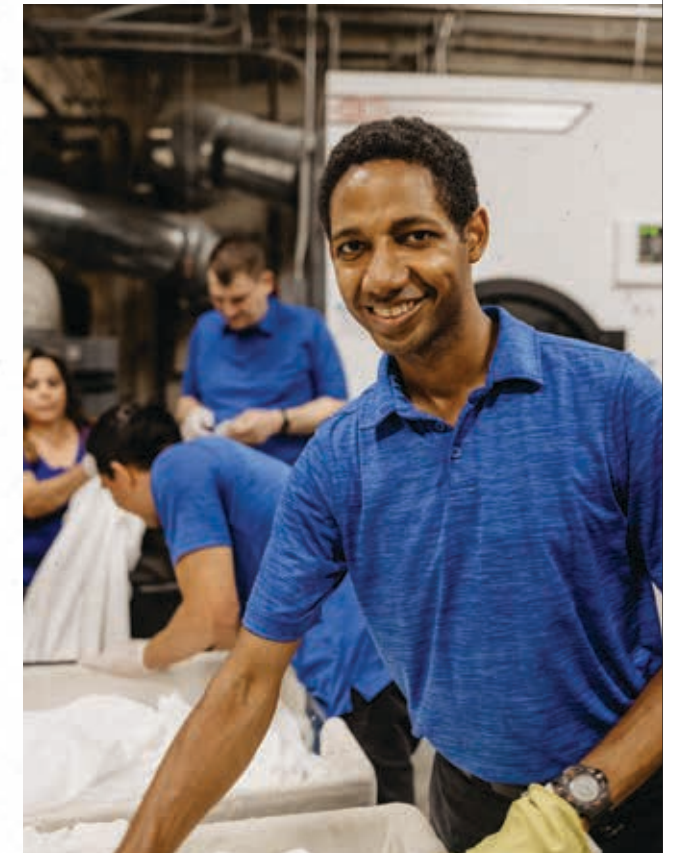
3. Why not also use DocuSign to complete the listing agreement and other documents?

BOOK A COMPLIMENTARY STRATEGY SESSION TODAY!

Curious how to implement real estate Facebook Ads, Messenger Chatbots, or anything else you read about today? Then call us to book your free strategy session: 760-230-3800



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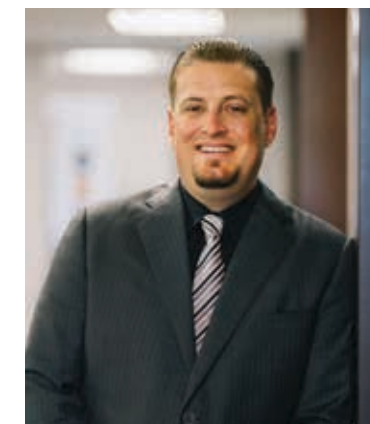


THE MAZZO GROUP STRENGTHENS LOCAL LEADERSHIP TEAM IN ORANGE COUNTY

JJ Mazzo adds to the Mazzo Group leadership team to enhance rapid turnaround and high service level for mortgage clients and real estate agents in the Orange County area.

Joseph “JJ” Mazzo, founder and leader of the Mazzo Group at CrossCountry Mortgage, announces strengthening of the local leadership team to enable growth with continuing rapid turn times and the highest service levels for clients and real estate agent partners in the area. The Mazzo Group, affiliated with CrossCountry™ Mortgage, serves clients seeking residential purchase and refinancing mortgages from its main office in San Juan Capistrano, California.

Along with his role as team leader of the Mazzo Group, Mazzo coaches loan officers and real estate agents as a CORE™ Training coach. He helps loan officers and real estate agents realize their potential, grow their businesses and create personal wealth by making more, saving more, and giving more. His more than twenty-year career and over \$1 Billion personal mortgage production provides a solid background to lead, coach, recruit, and grow agent and loan officer businesses. The CORE Training Inc. is one of the nation’s leading mortgage and real estate coaching firms. Over the coming months, Mazzo will be taking on a larger role with the CORE, helping even more agents and loan officers on their path to success, while continuing to lead the Mazzo Group.



JJ Mazzo

HOMEBUYING INNOVATION

Multiple internal promotions and increased leadership will allow the team to expand while continuing its reputation to deliver fast turnaround times and best-in-class service for mortgage finance clients and real estate agent partners in the area.

Mazzo said, “Changing lives is my passion and not just the lives of borrowers, but also those who help borrowers. I give back to my industry by helping real estate agents and loan officers achieve a higher level of success in their businesses, while building their personal wealth.” He continued, “In my new role with CORE Training, I will be able to expand and enhance training for agents and loan officers here in Orange County as well as across the nation. Although I will be living bi-coastal, I will continue to lead the Mazzo Group and our strengthened leadership team will ensure continuing at the highest service level for our clients and agent partners.”

“
Changing lives is my passion and not just the lives of borrowers, but also those who help borrowers. I give back to my industry by helping real estate agents and loan officers achieve a higher level of success in their businesses while building their personal wealth.”

Joseph “JJ” Mazzo is a Scotsman Guide and Mortgage Executive Magazine nationally ranked Top 100 Sr. Vice President and Sr. Mortgage Advisor with CrossCountry Mortgage, LLC. His focus on speed and a commitment to customer satisfaction have earned him Five Star Mortgage Professional customer service awards for several consecutive years. Mazzo was the first in the region to create the 10-Day escrow close, which allows borrowers to have the same advantage as cash buyers when competing for an accepted offer on a home purchase.

For more information about The Mazzo Group at CrossCountry Mortgage, visit TheMazzoGroup.com.



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