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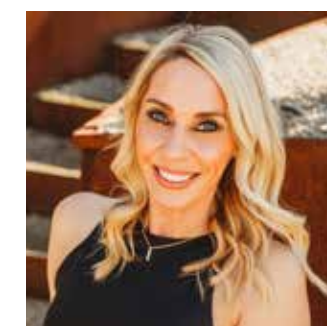
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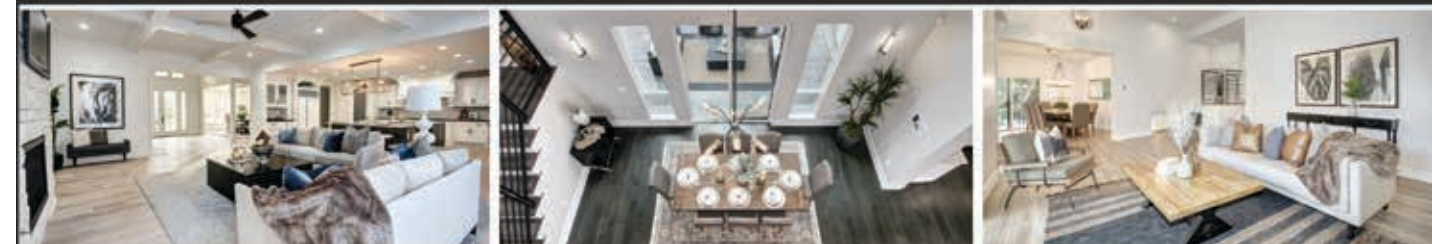
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If you are interested in contributing or nominating Realtors for certain stories, please email us at katie.macdiarmid@realproducersmag.com.

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COMMON QUESTIONS ABOUT **SACRAMENTO REAL PRODUCERS**

Real Producers is a national concept currently open in 125 markets across the country. With the one-year anniversary 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 2020 MLS; the ranking is annual and resets every year. This year, the minimum production level for our community was over \$11.5 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 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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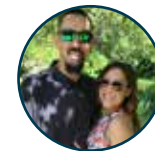
What's one thing you spend money on because it buys you time?



ZACH RYAN: Admin



KELLI GRIGGS: Jordyn Phillips (an amazing DOO)



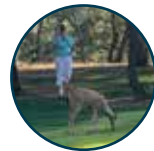
AMANDA CAMACHO, CAMACHO'S CUSTOM PAINTING: Social media curator



SHELBY RYBURN: I pay my housekeeper to unpack me from my trips which enables me to spend time with my kids. And it blesses her with extra money.



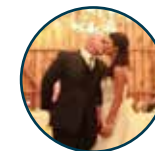
BRIDGETTE HOLMES, PLACER TITLE COMPANY: Instacart for sure!



BARBARA LEBRECHT: Grocery Delivery. To my office and home.



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DAYNA SUMMERS: Gym, Life Coach, Housekeeper, a good dry cleaner. Concerts that are good for the soul! (once back in action) I plan these out at the first of every year.



One positive from the past 1.5 years with the pandemic and the BOOMING real estate market, was that I needed help!



STEVE LAMOTHE: Technology to streamline processes and automation, People always people will give you the most time.



ANNE WIENS: Our top three time-saving services: House cleaner, mobile dog groomer, yard care.



CHRISTOPHER BROWN: Just invested in AI copywriting software. It's amazing and cuts our Social Media, digital ad and blog post writing time by 75% with better results.

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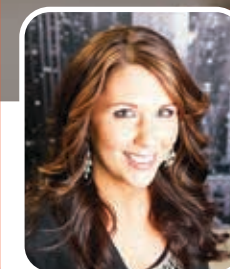
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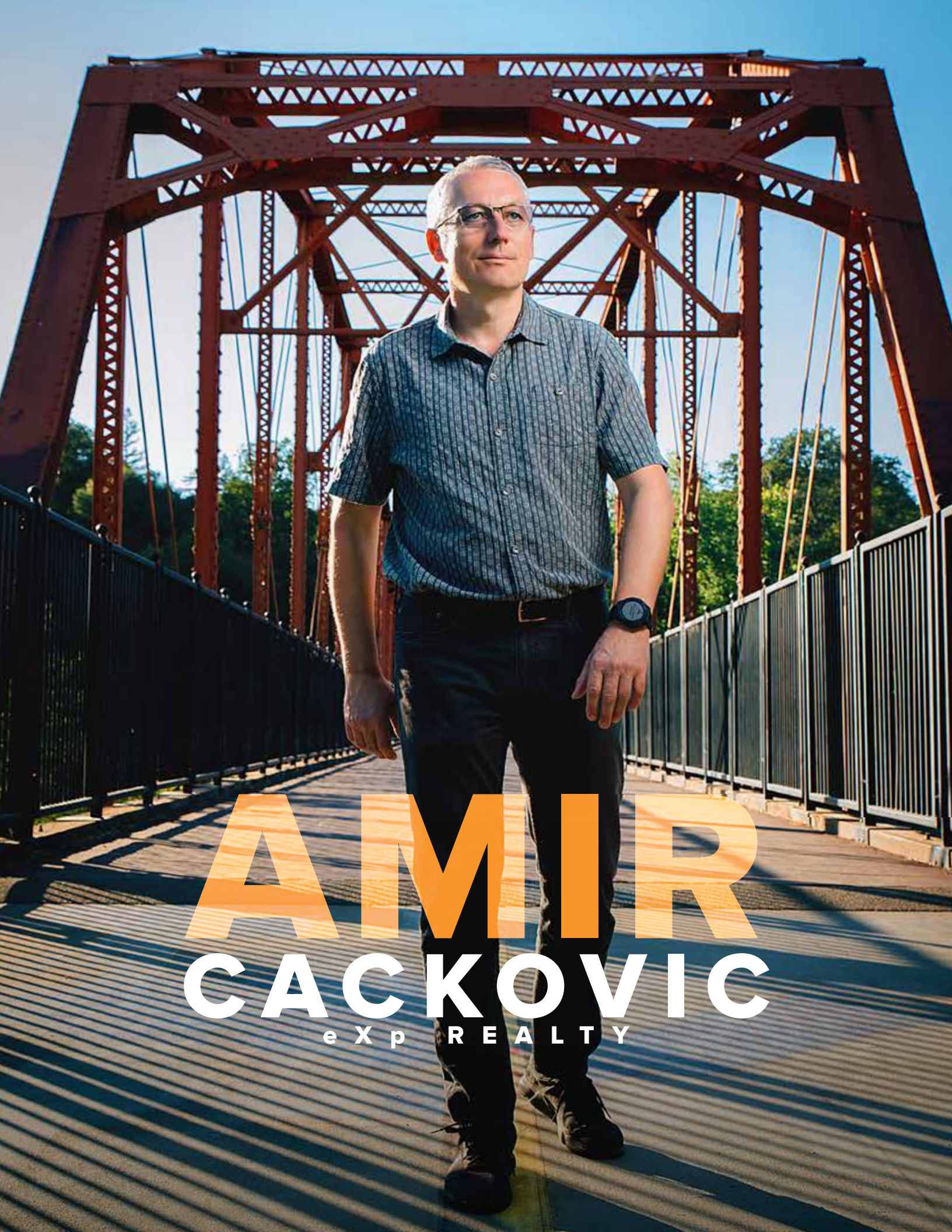


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e X p R E A L T Y

celebrating leaders

By Chris Menezes
Photos by XSIGHT Creative Solutions



CREATING YOUR OWN SUCCESS

As a refugee of the Bosnian war in the early 1990's, Amir Cackovic has had to restart his life in another country more than once. With profound resilience and acumen, he never succumbed to his circumstances, but rather remained resolute in his ambition and determination to create opportunity for himself and never stop pursuing great success in life.



Amir was born in Bosnia and Hercegovina, the center of the Bosnian war, which was the most devastating conflict in Europe since the end of World War II and often characterized by bitter fighting, indiscriminate shelling of cities and towns, ethnic cleansing and systematic mass rape that killed over 200,000 people and displaced 2.2 million from 1992-1995.

At 18-years-old, Amir fled his war-stricken hometown and escaped to Germany with \$50 in his pocket. He had no family, no friends, and couldn't speak a word of German. However, he found a job, started learning the language, and after three years of 14-16-hour days of working and studying, he enrolled in college at Technical University Munich.



Amir worked full-time while earning his degree in Germany and even started selling real estate in 1998. Ever the entrepreneur, Amir had always looked for the best ways to make money, invest, and become successful, even in high school.

After graduating with a master's in architecture in 2000, Amir married his wife, Esmeralda. In 2001, Amir and Esmeralda immigrated as refugees to the United States, where they didn't know one person, couldn't speak the language, and had to start the whole process of

learning a new language and finding a job all over again.

Amir obtained a position in architectural design and earned his real estate license just a few years later (2005). He worked as a full-time architectural project manager and a part-time real estate agent until 2011, when he decided to pursue his real estate ambitions full-time and open his own brokerage—Prestige Realty Advisors.

“When I started my brokerage in 2011 my vision was to build a big ...

“ I AM IN THE BUSINESS OF GIVING AND HELPING. MY BIGGEST ASSET IS MY EDUCATION AND KNOWLEDGE OF THE BUSINESS, NEGOTIATION, AND OTHER SKILLS. ”



at the top of his game. However, building a largescale brokerage was proving to be more difficult than he anticipated.

“Building and managing offices was not easy at all,” Amir says. “Most brokers start their own brokerage without even realizing what capital expenses, overhead, and liability they will have to take. I set up good systems in place and hired the right people, but still, I was hitting obstacles.”

The last obstacle Amir hit occurred defending his business against a liability lawsuit, which he ultimately won, but spent \$220K just to do so. It was an elderly abuse case that started when one of his agents (who was 69 years old) began dating her 84-year-old client. And after they moved to Hawaii together and bought a house, the man had a heart attack. That’s when his son decided to sue the agent, a real estate company, a lender in Hawaii, and Amir.

“My only connection was that my agent used my company logo in her email signature line when she was sending emails back and forth,” Amir explains. “She wasn’t representing anybody there, she was just sending emails to her agent in Hawaii and received a referral fee. I am not even licensed in the state of Hawaii, but when it comes to lawsuits, everybody gets dragged in even if you don’t have any connection with the case like myself.”

“At that moment I stopped and thought one more time if it was worth all the hassle and risk building a real estate company at all,” he continues. “I wanted to leave something for my children as a legacy. But you can be building your brokerage for years and a few out-of-your-control lawsuits can wipe you out. At that time, multiple people were presenting the eXp Realty opportunity to me, but I was hesitant. Human



nature is that we are afraid of changes, even if the change is better for you. Fortunately, I was in contact with the right people at eXp Realty and made a difficult but calculated decision to join.”

Amir joined eXp Realty in 2019, and within a few months, realized it was the best business move he could have made. With the ability to grow his own brokerage within the eXp framework, without any liability or capital expenses, and to receive multiple streams of income, including stock options, Amir extended his team across the United States, into Mexico, and even France.

Always pursuing multiple things at once, Amir is currently working with his real estate clients full-time, in addition to coaching agents, and doing several investment flips. He also earned his PhD degree this year from the University of Management with a dissertation in marketing, with hopes to further help even more agents in the future.

“I am in the business of giving and helping. My biggest asset is my education and knowledge of the business, negotiation, and other skills,” Amir explains. “I am most passionate about helping others to be more successful in business and life. That means helping my clients to buy and sell their biggest asset (real estate) and to help them to retire with different investments. Also helping

other real estate agents to create financial independence with multiple streams of income.”

“And I am not talking about eXp multiple streams of income,” Amir clarifies. “eXp is not for everybody; not everybody wants to get corporate stock and residual income that could lead to a wealthy retirement. I am talking about additional streams of income investing in rentals or generating your own ATM machine with mobile homes or vacant land. Most people don’t know that they can have residual income with owning mobile homes or vacant land. You cannot depend only on your commission as a REALTOR®, and it is absolutely crucial to have a good mentor and coach in this business.”

Between all of Amir’s professional pursuits, he most enjoys spending time with his family, bicycling, chess, skiing, camping, backpacking, and traveling. He and Esmeralda, who is an RN, have three kids, Kenan (18), Samira (14) and Leila (10). Kenan will be starting college this year and is an entrepreneur like his father. He started his own business at the age of 12, his first LLC at age of 17, volunteers in nonprofit organizations and is in boy scouts. Samira is very successful in school and sports, and Leila is an artist and future entrepreneur as well.

Upon reflecting on his past in Bosnia and recognizing how far he has come

in life, Amir established his own nonprofit organization called the Heroes Foundation as a way to give back to those who serve the United States, as Amir explains:

“The main reason the war stopped in Bosnia was the involvement of the USA. The USA performed military action that ended the war. When I immigrated to the USA, I decided to give back to the group of people who I wanted to thank for being here: the USA military. I set up the Heroes Home Credit program to offer 7K credit to military, firefighters, police, teachers and medical professionals when buying a home, which funds the Heroes Foundation. This is just my small token of appreciation.”

As Amir continues working hard to not only leave a legacy for his family that will aid in their future success, but to help others do the same for their families, whether clients or other agents, he will continue to inspire and change the lives of everyone who is fortunate enough to know him and is able to glean from his perspective.

“Success does not come with luck,” he says. “You create your own luck and success. Everybody has an opportunity to be successful, but you have to decide either to watch Netflix or to work for 10-14 hours per day. You have to invest your time into your success. The choice is yours.”

One thing I learned over the years is being an agent is a full-time job if you want to serve your clients well.

When I discovered my second love, Real Estate in 2009 I became licensed, and I tried to be a part-time agent along with being a kick-ass full-time Controller. I loved both but after 10 years, I knew when I started my firm that I had to make a decision and I decided that my clients would have exceptional service, so I chose one.



So, I thought why not become a referral agent and turn my first love of numbers, combined with my knowledge of personal finance, business and real estate and Coach my fellow agents in their business and assist them with internal accounting problems, implement the Profit First method which would have a HUGE impact on their cash flow and profitability while leading them to a path of financial success.

Agents are super busy I know firsthand, but what I also know from being a Controller at a company that grew close to 20 million in annual revenue in 10 years is that one of the most important aspects of the business owner is knowing the numbers.

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Dmitriy Tupikov is Owner/Operator of North American Home Services. When you talk with him, it doesn't take long to see the pride he has for his team and the results they bring to market — as your one-stop source for professional services.

“We constantly think about making life better to serve our REALTOR® partners. One unique thing that we do is that we offer a one-stop shop package for all inspection needs,” Dmitriy explains. “We can schedule all of your inspection services with one call ... and schedule all of those to happen at one time.”

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The efficiency and expertise of the NAHS team makes a big difference to their partners.

“Because all of our inspectors are there at the same time, they talk to each other and their reports speak the same story. As a result, we think we definitely make our partners' lives easier,” he says. “Reports are completed within 24 hours and they tell the same story.”

Another key differentiator for North American Home Services is its roots and ongoing leadership in the local construction market.

“We're a construction company first and an inspection company second. We build houses for a living through Good Life Construction, which is in the same building,” Dmitriy says.

“We like to put our expertise to work for our clients. When we inspect a house for someone, we can identify what needs to be done. We find the problem and identify the solution and we offer a price to fix it at that time. That saves time for everyone involved to get bids. If you choose to hire us, great, but if you choose not to, at least you don't have to contact a bunch of others to get bids. We work with a lot of flexibility.”

Fulfilling Life

Family is at the heart of life for Dmitriy.

“My family moved here in 1998 from Ukraine. My dad worked for a few different companies and then North American Home Services recruited him,” he recalls. “My father, my brother, and I work together as a family-owned business.”



•••

Dmitriy has great gratitude for his life in the U.S.

“When my family moved here to the U.S., a big reason was the fact that the Soviet Union persecuted my parents and grandparents for their Christian faith,” Dmitriy explains. “This country gave us the opportunity to continue in our faith. While nothing is perfect, there’s nothing like the

ideals of America ... liberty and the right to pursue happiness doesn’t exist in most of the world. With God’s help, we’ve been able to work really hard and He has blessed us.”

North American Home Services has been in business since 1978. When Dmitriy and his family moved to America, it didn’t take long for their path in life to converge with the company in a very special way.

As he says, “My father started working for the company in 2001 as a carpenter on the construction crew. In time, he took me to the Vice President, Steffen Gilbert.”

“Steffen had asked my dad to come on the weekend to remodel his home bathroom. I was 14 at the time,” Dmitriy says. “I remember Steffen approaching me and saying, ‘I want you to come work for us.’ The offer to work on a construction crew was very attractive to me.”

The bonds between the family and the company deepened.

It wasn’t long before Dmitriy worked his way up through the ranks. It was a fast rise. In fact, he became a foreman when he was 16 years old.



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JENNIFER FINLEY
General Manager



JUSTIN NETHERCOTT
Lead Inspector - Branch III



“When they promoted me to foreman, I needed a driver because I wasn’t old enough to drive a commercial vehicle from jobsite to jobsite,” Dmitriy smiles.

Business kept expanding—until the economic downturn of the late 2000s. By 2009, Dmitriy had been recruited to serve as the jobsite manager for his church as they built a new addition.

During that time, Dmitriy opened Good Life Construction. Soon, he would receive another call from Steffen and Dmitriy rejoined the company. In 2017, the Owner of North American Home Services retired, at which point, Dmitriy bought the organization. The pride he feels in his team is very strong.

“THE CREW IS WHAT MAKES THIS A REALLY GOOD COMPANY. OUR CREW IS HONEST, HARD-WORKING, AND THEY DO WHAT THEY DO WITH INTEGRITY.”

“We have nine home inspectors and nine termite inspectors. They go out and do home inspections, roof inspections, sewer inspections and termite inspections. Each division has a manager. We have a construction crew of 15-strong. Plus, we also have an office with eight customer service specialists, along with an accountant and two marketing professionals,” he says. “The crew is what makes this a really good company. Our crew is honest, hard-working, and they do what they do with integrity. If there is an issue at 9 p.m. they will step forward to do what they can to help.”

Away from work, Dmitriy, his family, and his team are engaged in making their community and world better.

“We go to places like Africa, India and Mozambique to support orphanages and drill wells. We are big on serving, and that starts with the local community. We get involved in helping to feed the homeless.”

Another special step North American Home Services takes involves its employees. Each year during the holidays, the company donates \$500 in the names of their employees to the cause of their choice.

As Dmitriy thinks about the record of results he and his team continue to build on, he sees the effects of service.

“We stand behind our work and inspections. If we inspect a home and people move in and something happens where the water heater isn’t working, we get the call, then go out the same day to put in the water heater, only charging for the actual cost of the water heater,” he says. “We bleed for our clients. We have the resources to serve them.” And they do.

For more information about North American Home Services: www.NAHSPro.com



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Don Kleinfelder, Executive Director of Child Advocates of Placer County

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“I have not met anyone more passionate about children and the community than Nick Cunningham and his mortgage company Point Equity. He and his partner, Justin, are good friends of mine and have been part of our organization in many ways for quite some time.”

- Don Kleinfelder, Executive Director of Child Advocates of Placer County.



Nick Cunningham and Point Equity Residential Lending are so passionate about the mission of Child Advocates of Placer County and, more specifically, their Court Appointed Special Advocates (CASA) program that they are using the article we'd normally write for them to give this special organization more exposure.

What started as a Court Appointed Special Advocates (CASA) program for Placer County has, under the guidance of Don Kleinfelder, grown into a multifaceted non-profit organization specifically geared towards helping at-risk kids and their families to lead prosperous, thriving lives.

While the CASA program for Placer County was formed in 2004, the CASA concept was originally created in 1975 by a judge in Seattle, WA, who realized no one in the courtroom could really tell him what court

actions would be in the best interest of the kids coming into the Juvenile Dependency Court system. So, he showed a handful of friends how the court room worked and gave them a court order to go out on his behalf to find out what was best for each child.

“ WE ARE A BRIDGE BETWEEN THE MOST VULNERABLE IN OUR COMMUNITY AND CARING VOLUNTEERS WHO WANT TO HELP. ”

Court Appointed Special Advocates (CASA) are assigned to foster children through court orders, which allow them to act as “the eyes and ears of the judge and the voice of the child” in court proceedings. CASAs facilitate, investigate, and monitor areas of need in a child's life throughout their entire case until it is closed by the court. Their goal is to help return these children safely to their parents, or barring that, to

help place them in permanent homes with “forever families” through adoption or guardianship. A secondary goal is to help the youth deal with the trauma that accompanies entering the

Volunteer Swearing In



... foster care system by providing them with “a different kind of adult” – one that is consistent, reliable, and caring.

This practice has since spread throughout the country. Each CASA program is a stand-alone nonprofit that exists at the pleasure of their County Superior Court. There are currently 44 CASA programs out of the 58 counties in California today, including Placer and the surrounding areas.

The Placer CASA program was first established in 2004. However, by the time Don Kleinfelder joined the organization in 2006, it was on its last leg. He had recently moved to

the area to be closer to family and was the Executive Director for Exploring New Horizons Outdoor Schools for 11 years prior.

“I was thinking of something a little bigger than Child Advocates to be honest, but I thought Child Advocates might help me get a foot in the door in a

new community,” Don admits. “We had 1.5 employees at the time, which included me. There were no grants in the pipeline and only \$30,000 in the bank. Within a couple months we were down to our last \$1,000, and with payroll pending, I truly thought that Child Advocates would not last much longer. Then a gentleman walked in unexpectedly with a check for \$40K, and that gave us the foundation we needed to grow. Now our annual budget is \$1.2M.”

The turning point for the organization came as they redefined their mission as being: “To be a bridge between the most vulnerable in our community and caring volunteers who want to help.” This new mission would eventually expand the organization to include many complementary programs, such as Family Mentors, Prosper Placer, K9s 4 Kids, and Be Bold.

These ancillary programs are what make CASA of Placer County truly unique. A while back, the team realized that to best meet the needs of the child, they must also consider the needs of the parents. That’s when Family Mentors was created.

Family Mentors work with at-risk parents who are either trying to reunify with their kids or are in transitional housing for drug recovery or spousal abuse. Many of these parents consider themselves “at rock-bottom.” Family Mentors work one-on-one with parents to help them become more self-sufficient. This helps to prevent children from entering or re-entering the child welfare system and keeps families together.

Prosper Placer serves families who are at or below the poverty line. They typically no longer qualify for certain support services but are still at-risk or need help to keep moving down the path of financial security. Families are matched with two to three volunteer “allies” who commit to helping them develop certain skills, knowledge, and support systems to ensure true transformation for families.

The K9s 4 Kids Program connects volunteers and their lovable dogs to kids who have experienced trauma or are in the Juvenile Detention Facility or Koinonia group homes. K9s facilitate a positive emotional connection for youth who have a hard time connecting with others and allows kids to experience normalcy while in a stressful environment.

Finally, the BE BOLD Youth Program works with youth, ages 9-18, who are involved in or are at-risk of involvement



in the Commercial Sexual Exploitation of Children (sex trafficking). Each young person is paired with a “BE BOLD Partner” who meets weekly for life skill-building activities, while also coming together once a month in peer groups to form an intentional community of support. The goal is for this network of support to help the girls move toward a safe passage out of trafficking and transition into a new life.

“Our mission and what we’ve been able to build together is what keeps me here,” Don explains. “I was involved with training volunteers early on, volunteers like Nick Cunningham, who I became friends with. The passion they brought to the program really sustained us. Just seeing it grow—the difference being made in the lives of the kids and their families – is inspiring, and so is our wonderful staff. I continue to be inspired by the organization every day.”

To learn more about Child Advocates of Placer County and how you can become an inspiration to kids, parents, and families who are in need, visit www.casaplacer.org.

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By Shauna Osborne

BOOM OR BURST

The 2021 Housing Bubble

Is the wildly booming real estate market of 2021 yet another “unprecedented” phenomenon brought about by the coronavirus pandemic? It’s truly a perfect storm: home prices and homes sold above asking prices are at a record high, while average time on market and inventory are at a record low. With home values in the U.S. up by 17% to a median home price of \$329,000, according to *Forbes*, and more than half of all houses “pending” within a week of entering the market, the real estate scene is starting to look suspiciously familiar. Great Recession, anyone?

Before panic sets in, rest assured, real estate and finance experts agree that this bubble will likely have more of a slow leak than a burst. Today’s market is markedly different from 2008’s. The population of the U.S. has grown by 25 million in the last 13 years, with the median age rising from 36 to 38, which means household size is shrinking. Tens of millions of millennials have entered the housing market for the first time in the last decade, exacerbating a nationwide housing supply shortage that’s been worsening for years, while baby boomers are downsizing and renting at record rates. Additionally, the present lack of housing supply has been compounded by interruptions in the labor market and inflated home-building material costs.

Just like in 2008, there are too many people who need housing and too few places for them to go. However, unlike in 2008, this real estate rush cannot be blamed on historically low interest rates (rates have stayed at record lows through three successive presidential administrations) or predatory lending practices. Though experts say it may take five to 10 years for supply to catch up with demand this time around, this boom will be more sustainable as the home-building industry bounces back and millennials continue to explore remote work options and seek out and invest in homes with more space and privacy.

Trying to buy a home in the middle of this burgeoning seller’s market? In short, have credit scores and pre-approvals standing by and strategize for bidding wars and seller negotiations. May the odds be ever in your favor.

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Heather McKay

**Heather McKay Realtor
- Nick Sadek Sotheby's International Realty**

star on the rise ◀◀

Meet Heather McKay of Heather McKay Realtor - Nick Sadek Sotheby's International Realty. Heather previously worked as a Treasury Analyst for a waste management company before transitioning to the role of being a stay-at-home mom to her three kids. She then joined the real estate industry five years ago, with the hopes of closing a few transactions a year.



“
Heather is driven, eager to make her mark in the industry, and determined to provide the highest level of customer service and attention to detail.”

- Nick Sadek,
Broker/Owner

Now, Heather has realized the endless opportunities that exist in growing her business, and she is excited for what the future holds. She recently joined Nick Sadek Sotheby's International Realty, where she plans to continue prioritizing client relationships and engagement.

“Our brokerage is thrilled to have Heather on our team! I believe making the switch to Nick Sadek Sotheby's International Realty has been the perfect fit. Heather is driven, eager to make her mark in the industry, and determined to provide the highest level of customer service and attention to detail. She has already been such an asset to our firm, and we are excited to see all she does in the future,” Nick shared.

Heather truly believes that it's possible to follow your dreams at any age, and there are opportunities awaiting

you at any stage of life. Her life is a shining example of making those dreams a reality.

What are you most passionate about right now in your business?

With this hot market, ensuring that my clients are as educated as possible is one of my main passions. Guiding my buyers and sellers on how to cleverly approach negotiations, while also maintaining a strong position in the transaction is extremely important to me.

What has been the most rewarding aspect of your business?

As a REALTOR® for over 5 years, having the honor of helping friends and family pursue the home of their dreams is definitely one of the most rewarding aspects of my business. More than that, building relationships in my community and building

rapport beyond the transaction is what fuels me.

What has been your biggest challenge as a REALTOR®? In entering the industry?

With any transition, there are challenges to be expected. With regard to entering the real estate industry, I would say the biggest challenge is striking a balance between family and work. As I continue to grow my business, it is also very important to me that I continue to prioritize family time as well.

How does real estate fit into your dreams and goals?

As a woman, mother, and wife, it is imperative that I prioritize my own goals and visions in my profession. With real estate, I am able to continue to grow personally, while also being able to teach my children how to support their dreams. ●●●



HM HEATHER MCKAY
REALTOR

...

To what would you attribute your rapid success in the industry?

Growing up in Placer County and having an active family in the community, I am grateful to have been able to preserve and strengthen many of the relations I built as a young woman.

Are there any charities or organizations you support?

I support the local High School, Del Oro, and their football program. I also support and donate to the local elementary schools, as well as Pop Warner Cheer & Football program in Loomis.

What sets you apart?

I would consider myself very similar to the clients I serve. I think that may be a differentiating feature about me in the fact that I see myself in my clients. As a result, I consider things that are important to me, to be important in all the transactions I am a part of, such as trust, reliability and loyalty.

What advice or recommendations would you give to agents just starting out?

I think the biggest advice I could give to any new agents would be to remain true to yourself and trust your gut. As you start your own business, the foundation you build in the beginning carries for the duration of your business, and sticking true to who you are will never be a disadvantage to you.



Heather and her husband of 10 years, Brandon.



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» cover story

By Dave Danielson
Photos and Cover Photo by Nicole Sepulveda

GAIL DeMARCO

**TURNER DEMARCO FRIEDMAN
REAL ESTATE GROUP**



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Real Estate Team

Faith and Abundance

In a world where you don't have to look hard to find drama and negativity, it's refreshing to know there are people like Gail DeMarco who is

making a difference by focusing on helping others.

As Team Leader of Turner DeMarco Friedman Real Estate Group with eXp Realty, and as an industry Coach, Gail is someone others look to for leadership. She delivers each day with her strong spirit of faith and abundance.

"We definitely work from abundance ... not scarcity," Gail emphasizes. "We like to pour into other people to help them. It comes back to us, as well."

Pride and Passion

When you talk with Gail, it's easy to

see the passion she has for what she does and who she does it with. Her team is a great source of pride.

"I love working with someone on our team who may have just a year of experience in real estate, and then, a year later, seeing them be very successful," Gail says with a spark. "I love coaching them so their lives become better."

Finding Faith

Each life is a mix of challenges and triumphs. Gail's was the same way. There was a time before positivity played a major role in her life.





“When I was 16, I was a runaway in a detention home,” she remembers. “I had run away from New York and was hitchhiking my way to Chicago. I was a troubled teen with a tough childhood.”

Something happened then that has changed the trajectory of her life.

“It was me finding God,” she says. “That’s the biggest game-changer for me in my life.”

As she came of age, Gail worked as a wedding photographer and after an accident that left her right hand disabled for two years, she explored the possibilities of real estate.



Team Triumphs

Seven years ago, Gail earned her license and started making her way in the business. She has a definite, all-in approach to life and business and was looking to take her results to the next level when she discovered an amazing opportunity.

“For me, it was always being around smarter people. I partnered with the most amazing woman, Val Turner, three years ago and have learned so much from her,” Gail emphasizes. “Working with Val, we leverage each other so we have time for life with family, too. I thought how can I change my life when I was talking with my kids about wanting to be there for my grandkids.”

The results have been very rewarding. In fact, Gail and her team have recorded over \$458 million in career sales volume. Recently, Gail and Val joined forces with Jay Friedman as well.

When you talk with Gail, it’s easy to see the pride she feels in her team members at the Turner DeMarco Friedman Real Estate Group. She enjoys helping those around her learn and grow on a continuous basis, even during challenging market conditions.



“It was me finding **GOD**,” she says.

“That’s the biggest game-changer for me in my life.”



“As a Team Leader you have to be unapologetic and stand for what you believe in through every aspect of the business. We are relentless at getting our clients those results. I only know how to go all in, and I’m surrounded by like-minded teammates,” Gail explains. “We are always trying to be better. Why not strive to be like the Navy Seals, so we can have peak performance at a high level for our clients. Success to me is blessing, with all the people around me, helping to change this industry in a positive way.”

There are ups and downs in the business. But, as Gail says, you can keep moving forward.

“So many agents get overwhelmed and can’t grow. I am super proud that our team has developed systems that help us serve our clients without the burnout,” she says. “We are a

faith-based team and we truly believe that because God is our Team Leader we can the trust and have faith to help serve our clients.”

Believing and Achieving

Truly, faith plays a central role in life and business with Gail.

“I really found God again a couple years ago again. Everyone finds God when you’re in trouble,” she says. “But my life was *too good* as my husband and I looked at each other and said wow our life is going too well ... we thought there’s no reason we should be this successful and this blessed.”

Away from work, Gail treasures time spent with her family, including her husband, Chef Todd, and their four



children and six grandchildren. She is also very close to her mother, Shirley.

In her free time, Gail loves the lake where she is always paddling or boating. She enjoys teaching others paddle-boarding, along with spending time with her grandchildren.

Gail is also active in her place of worship — District Church. “They have an amazing outreach program in our community,” she shares.

“My husband is a general contractor and is our secret weapon. Our team goal is to help fund the new Christian high school at District Church. My husband went to Honduras the last

2 years and put 23 roofs on. We’re working to change people’s lives around us. We’re trying to do something big because we feel God has given us so much.

As she thinks about the passion she has for this profession, Gail points to the joy of bringing the right people together to make things happen. She loves coaching and loves the results.

“I love working with my agents so they can serve our clients at the highest level and make an incredible living while doing it,” Gail says. “For me, this is about having time for family, time for fun, and being the person God wants me to be in a challenging workspace.”



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