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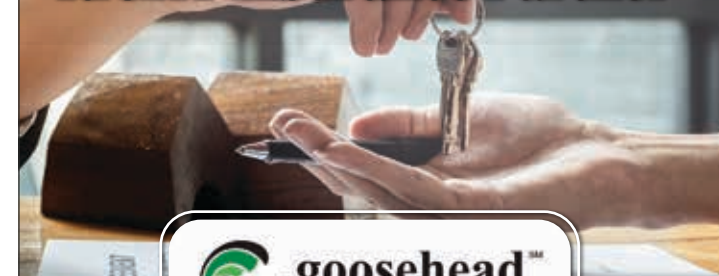


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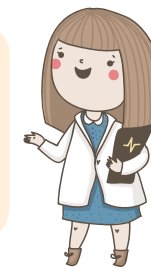


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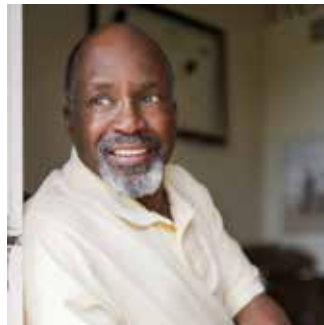
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MEET THE

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# Enrique Medellin

Hard Work Leads to Opportunity

Enrique Medellin comes from humble beginnings in San Jose. His life at home was often tumultuous, with alcohol and drug addiction present in his family, so growing up wasn't always easy or enjoyable. Yet, Enrique considers himself extremely grateful for the guidance of his father, his mentors, and his ability to make moves throughout his life.

"It doesn't matter where you came from, whatever you want to do in life you can do it if you work hard and put the time and energy into it."

Enrique got into real estate in a serendipitous way. After a couple of years of university, he worked in customer service and sales in the banking industry -- until he got laid off. At the time he was just 20 years old and had to scramble to find another path forward.

His searching led him to the doorstep of a mortgage firm, where he got hired into an entry-level position for his prior sales experience and fluency in Spanish. He hit the ground running and became one of the top-producing mortgage officers there within six months.

Eventually, Enrique realized that if he wanted to build a solid, long-term career in real estate, he'd need to get his license. After he passed the test, he started working at a small broker, and a mentor gave him a piece of advice that presented the next logical step forward: "If you want to do well in this business, you need to build a team."

Within two years, Enrique had a team of five agents under his leadership. He was closing deals, making great money, and living the dream for a few years. This is also the period where he met his future wife.

Then the financial crisis hit and Enrique's skills and resilience were put to the test.

"People were falling out of the business and quitting, so I had to make some moves and adapt. I lost a couple of investment properties in foreclosure, too, and really struggled to make money at the time. It was a wake-up call."

Enrique focused primarily on loan modifications and short sales for people who couldn't hold onto their homes. During the crash, he also partnered up with Jason Palomino, another top agent in his office. They figured that it'd be best to join forces instead of competing with each other for business. He spoke of their relationship together as the perfect balance of yin and yang.

"When you have someone in the trenches with you who can help turn your dreams into reality, it's a whole lot easier."

They restructured a team beneath them, continued their focus on loans and short sales, and partnered with investors to buy up properties while they were cheap.

As the market recovered, he realized that he needed to make a pivot once again back to a more traditional approach. ●●●

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**LAUNCHING PRG  
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In 2013, Enrique got his broker's license and launched PRG Real Estate with Jason. They immediately shifted gears and started focusing on providing exceptional service to people buying and selling homes. They completely rebranded, hired a real estate coach, and started to treat their business like a real business, refining their financials and corporate structure in the process.

This early phase was all about building a solid foundation and scaling the business up. Now, they're committed to providing a culture for their team that allows newer agents to come in, learn, and thrive with them. They want to create a supportive, opportunistic environment where agents can fast-track their careers.

"Agents in bigger brokerages tend to get lost in the sea of agents. So we don't want to get really big, but instead, just scale slowly as we find individuals who align with our core values and vision. We want to always have a high-performing team with structure and accountability."

A big part of Enrique's vision for the future is building a business that can thrive without his active involvement. Every successful business is built around systems, so Enrique's focus has shifted toward setting up a framework for long-term success, rather than just closing deals.

"I'm really striving to have a balanced approach to business to be fulfilled in all areas of my life."

**CREATING A LIFE  
OF SUCCESS**

To Enrique, the underlying current of success is a strong work ethic. His drive was instilled in him by his father, who raised him on his own and put him to work at a young age.

"Before going out, even as a teenager, I had to do my chores, laundry, etc. first. That instilled my work ethic and the reward that follows. If you work hard, then you get to celebrate after."

He now follows a strict daily routine every morning and brings that level of discipline into his daily life at the office as well. Still, he maintains a sense of balance and doesn't let work get in the way of spending time with his wife and kids, working out, or gigging in the Bay Area as a drummer. At the end of the day, Enrique's focus is to live a happy and fulfilled life. A big part of that is inspiring and motivating the people around him to be the best version of themselves.

"Find your passion. Work hard at it, become a master at it, and find what you love to do every day. Put a plan in place and the success will come with time."

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# KELLEY SOLBERG





## MASTERING MINDSET

“If you see challenge as a roadblock, that’s exactly what it’s going to be.”

Two decades in the real estate business have made Kelley Solberg a master of her own mindset. She understands that it’s mindset -- not market conditions -- that will ultimately drive her success.

### OVERCOMING FEAR

“Challenge, to me, always presents opportunity and possibility and creativity,” Kelley continues. “To look at any of these challenges facing us -- whether it be a market shift, whether it be a world-wide pandemic, sheltering in place -- these are opportunities for us to find new ways to recreate ourselves and to wake up every morning ready to find the silver lining.”

Chogyam Trungpa said that “true fearlessness is not the reduction of fear but going beyond fear.”

With the current state of events in our country -- from health to politics to social dynamics -- there is

**“WE’RE ALL JUST HUMAN — ALL OF US.”**

plenty to be fearful of. Kelley believes that working with your mindset is the antidote.

“I think the solution to finding opportunity through fear is aligning yourself with those that create a positive mindset, that help you through the day,” Kelley explains.

Kelley knows what it takes to overcome obstacles. In 2008, she completely revamped her business model. She went into the REO business, expanded her geographical region, and lowered her price point.

“I learned new skills,” she recalls. “Managing fear -- it was scary. I remember freezing up when I was going to call a bank and find out who the contact was in asset management... What I quickly learned, the people answering the phone at the front desk, they’re real people, just like us. If you have confidence, gratitude, and graciousness, the doors will open. That is really what I learned. Take a deep breath. Say it with a smile. Be very authentic.

“We’re all just human — all of us. Surround yourself with people that are appreciative. And if not, move on.”

### TWO GENERATIONS STRONG

Real estate runs in Kelley’s blood. Growing up in Oregon, her father was a successful real estate agent, and Kelley witnessed him become an expert connector in his community. In observing him work, she recognized that lasting success is born from relationship-building, not sales strategies.







“You change lives in that way,” Kelley reminds us. “[Success is about] drive. Resilience. Continue to look for opportunities, always. And opportunities come through genuine relationships.”

Through high school, Kelley worked in her father’s brokerage after school.

“Mostly keeping me out of trouble was the purpose of that,” she laughs. “After high school, I would go right to the brokerage and I would do anything they needed. I would drive the sign truck, put up For Sale signs. I stuffed all the flyer boxes around town. I washed windows at listings. I was doing what a TC does now for the whole office.”

Kelley moved to the Silicon Valley to attend Santa Clara University, where she obtained a degree in international business and marketing. She landed a job in the marketing department of an office furniture company, and eventually was offered a position in sales.

“When they wanted me to move to sales, my dad said, ‘Kelley, if you’re going to sell chairs, you might as well sell houses.’ So, I got my license, and that was 20 years ago.”

Today, Kelley is a partner at Keller Williams Bay Area Estates (Los Gatos/San Jose), Keller Williams Coastal Estates (Carmel/Monterey), and Keller Williams Saratoga -- alongside being a top producing agent.

#### BACK TO THE BASICS

As we move through these trying times, Kelley remains optimistic. From her childhood in Oregon

“**[SUCCESS IS ABOUT] DRIVE. RESILIENCE. CONTINUE TO LOOK FOR OPPORTUNITIES, ALWAYS. AND OPPORTUNITIES COME THROUGH GENUINE RELATIONSHIPS.**”

to her Silicon Valley real estate career, she’s learned that there is always tomorrow.

“I’m really excited about getting back to basics, about grassroots connections,” Kelley says. “I’m reconnecting with family, clients, and friends in a way that the traditional Silicon Valley pace does not allow. This change, to me, is beautiful. I absolutely love that my day right now is allowing me to spend a little more time with people when it’s typically go go go. There is so much beauty happening in households right now.”





# CHRISTINE ROSENFELD

## TOURING THE BAY AREA WITH A LOCAL

**“I have a broad base knowledge of the whole Bay Area and the different cities, how they change, how they were originally,” Christine Rosenfeld begins.**

Born in San Francisco and a lifetime local, Christine Rosenfeld knows the Bay Area better than most. She’s seen the landscape shift and change, new neighborhoods pop up, and the price of homes soar.

Before entering the real estate business, Christine was a stay-at-home mom. But 15 years ago, she decided to dive into real estate, knowing that she had the skills and the love for the business that is required to build a successful career.

“That was the biggest challenge – being a single mom in this business,” Christine reflects. “On the flip side, I brought my daughter with me on a lot of appointments. She was my little sidekick.”

Early on, Christine worked long, arduous hours. As she built up her business, she often worked 15 hour days, coming home in the evenings to care for her daughter and returning to the office late at night.

“I thought it was going to be really easy, fun, and social. I didn’t realize how much work was going to be involved,” Christine says candidly.

With a little bit of luck and a lot of talent, Christine has also been able to successfully parlay her knowledge of the Bay Area into a niche in corporate relocation. That’s where she made a name for herself in the business, and despite the changes in corporate structure and the home buying process, it’s where she continues to excel today.

“I quickly realized that where I might fit in best was corporate relocation. I got kinda lucky.”

Corporate relocation is a perfect fit for Christine’s skills and passions. She loves touring around the

**“I TOOK A LITTLE BREATHER. NOW I’LL RAMP UP. I’M EXCITED ABOUT WHAT LIES AHEAD WITH COMPASS.”**

Bay Area with clients, and corporate relocation leads often require extensive touring. She’ll drive around the area for four to eight hours with a client, educating them about the neighborhoods, school systems, and property values.

“My favorite part is going and looking at homes. Touring,” Christine says. “I love taking people out and looking at homes... Tour day is one of my favorite days of the week. I can do eight hours of that. It’s easy.”

Christine has become adept at reading her clients and understanding which neighborhoods and homes to show them -- and in what order. Her sales presentation relies on this understanding of how to gauge an individual’s needs.

“You have to read someone,” she explains. “You have to gauge. Are they newbies? Are they totally green to this whole thing? Do I need to start them off slow? But if I have a more sophisticated buyer that’s maybe moved a couple of times and is pretty specific in what they want, I will strategically set up how I show things.”

According to Christine, the corporate relocation business has changed quite a bit over the past decade and a half. As home values have skyrocketed, newcomers to the area have become more hesitant to buy right away.

“[Before], most people were ready to buy. It was a different animal,” Christine explains. “What’s occurred is it’s become so expensive in the Bay Area that people are opting to rent first before making a massive purchase. If you’re looking at the Bay Area, you’re spending at least \$2 million for a family. For a lot of families, that’s a big delta, a big number. So they are renting for a year or two then figuring out if they want to buy.”

Christine notes that when she first started 15 years ago, her average buyer was spending \$1 million. Today, her average buyer is spending \$3 million.

“We want to educate them. A lot of it is a huge educational process.”

After all these years, Christine is still learning the art of relaxing. “Being a single mom who put my daughter through private high school and private college, there was no balance,” she says. “I didn’t get to go to the games. I wasn’t there for a lot of things. I had no choice. I had a mortgage to pay and bills to pay.”

“Ironically, once my daughter went off to college, I slowed down a little bit. I needed it. I did a lot of traveling. I went to China and Hong Kong with Alain Pinel. It was intriguing. I didn’t get any leads, but I learned about WeChat,” Christine says with a smile.

She also learned the value in slowing down, readjusted, and refocused on what’s important to her. She traveled throughout the United States learning about other housing markets.

Now with Compass, she’s ready to ramp up her business again with a fresh outlook.

“I’m looking forward to another ramp-up year,” Christine says. “I took a little breather. Now I’ll ramp up. I’m excited about what lies ahead with Compass.”

# FOTOS BY T

## TERESA NORA TROBBE

### CAPTURING A GENUINE “YOU”

**TERESA NORA TROBBE** — affectionately known as “T” — has been enamored with art since she was a young girl. Decades later, she continues to be inspired to imagine, create, and execute her artistic vision.

After experimenting with cameras for nearly four decades, T launched her professional photography business in the early 2000s. Her creative eye and graphic skills are second to none — but that’s not what she wants you to focus on. She believes her greatest gift is the ability to create authentic lifestyle photos. T is devoted to capturing the essence of her subjects.

“That means you’ll be changing clothes four or five times during a photoshoot with me,” T laughs. “You’re not always in your work outfit. You’re not just one picture on a business card or on social media. I want to create images that show people in all of their various elements.”

#### Fotos by T

When you visit T’s websites, you’ll see a lot of different types of work. From lifestyle photos to corporate headshots, family scenes to boudoir, T does it all.

“You see a lot of different things because that’s who I am,” T smiles. “And that’s who we all are. We all have different parts of our lives.”

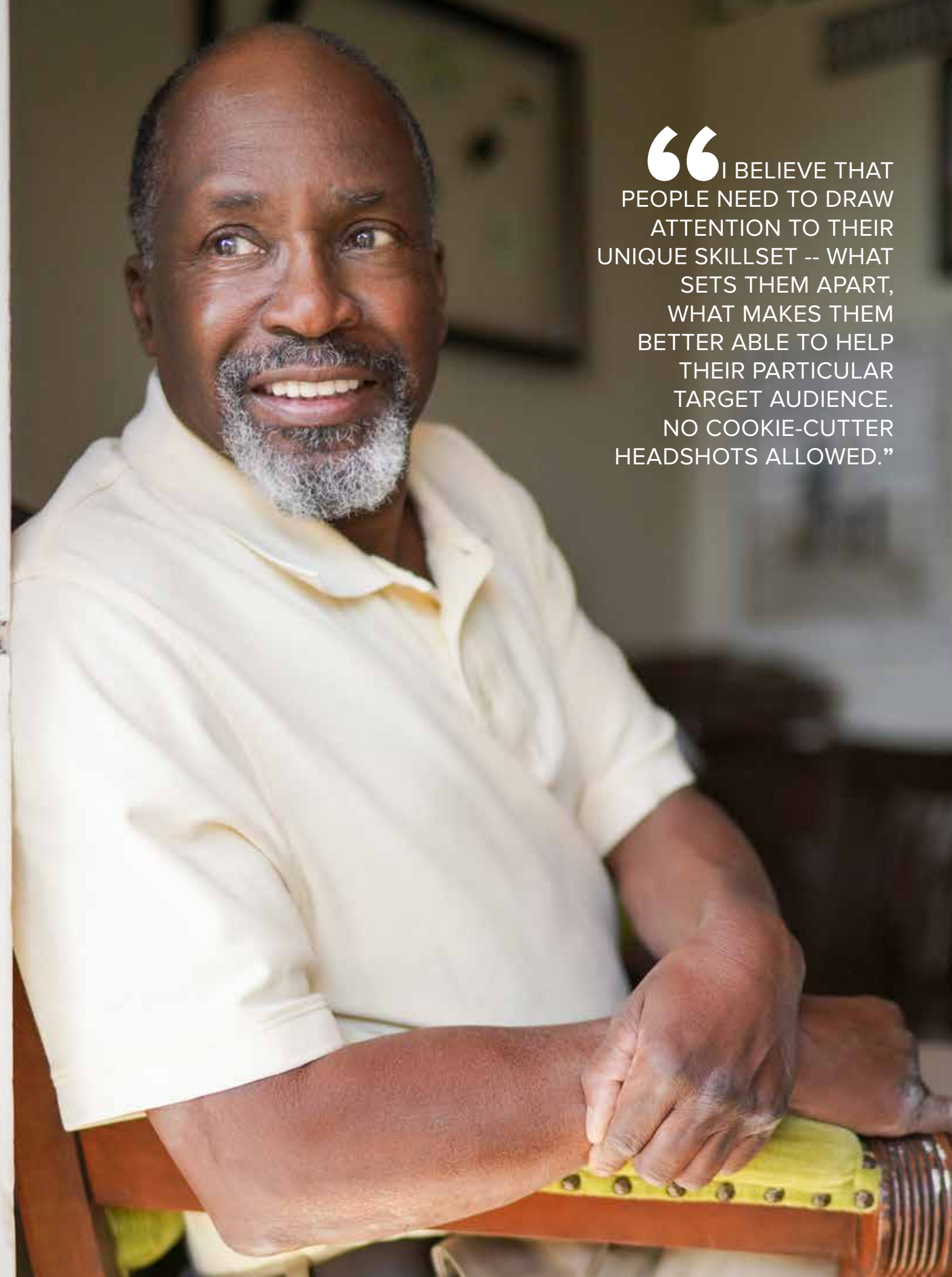
As a young woman, T became skilled at many different forms of art and all kinds of sports, from dance to skiing to swimming. Whatever requires a good sweat, she is in. T is a student of movement and expression. She’s been shooting for decades, but in many

ways, still considers herself to be on the path of learning.

“In the genre of photography, there are so many different niches,” T says. “With Real Producers, I am focused on lifestyle and branding — who people are, how they want to be seen, and how I can guide them to reveal their authentic self. I want my clients to feel beyond delighted with their Fotos by T imagery.”

“I don’t do real estate photography or events or product photography,” T continues. “I like beating hearts. I love people. I love relationships. I’m an extrovert and I so enjoy connecting people. I appreciate discovering and capturing what gets them tick-tocking through the course of the day.” •••

“I BELIEVE THAT PEOPLE NEED TO DRAW ATTENTION TO THEIR UNIQUE SKILLSET -- WHAT SETS THEM APART, WHAT MAKES THEM BETTER ABLE TO HELP THEIR PARTICULAR TARGET AUDIENCE. NO COOKIE-CUTTER HEADSHOTS ALLOWED.”



“AND THAT’S WHAT WE ARE TRYING TO DO – TELL YOUR UNIQUE STORY.”



•••

T believes that in every endeavor and walk of life, people want to draw attention to their competence.

“Let’s get the shots to really show who you are,” she says. “If one particular real estate agent says, ‘I feel like I work out of my car,’ then great; let’s do some fun shots in your car.

That, to me, tells your story. And that’s what we are trying to do -- tell your unique story. “

“Behind the scenes, maybe we spend a lot of time with our hobbies, our family, our gym. I want to get to know all the facets of your life. You and your kids -- bring ‘em in; bring your dog. I can offer a lot at my studio, however, I can also go to people’s homes or go to a photoshoot destination.”

#### An Eclectic Studio Space

T began in a studio out of her home but, when her business began to explode, it became clear she needed her own space.

“My husband said, ‘You need to get out of the house and get your own studio,’” T laughs. “The collection of second hand, offbeat furniture, yelping dogs, and lingerie models traipsing thru the house was more than he signed up for.”

In 2009, T landed her iconic studio, a three-

level, turn-of-the-last century-slash-super-hip Victorian. The house was originally built in the late 1800s, and T has revamped the space with her own hard work, sweat, and funky vision.

“I’m super proud of the fact that I found this disastrous wreck of a house built in the late 1800s. I knew I could bring it back to life with love and care,” T says. “In peeling back the layers, an amazing studio appeared. It has such great energy. I want people to experience all of that.... My studio offers more than just a place to get some photos taken. It is an adventure walking the half-acre grounds and seeing all the options, including my brand new rain studio.”



In her free time, T is diligent and inspired by everything she touches. “Except the kitchen,” she laughs. “I’m certainly not in the kitchen. If I were cooking for the family, everyone would go hungry.”

T approaches every photo shoot with a sense of inspiration, passionately aspiring to capture the essence of the individual in front of her.

“People know me as Energizer T,” she beams. “I bring a lot of energy and vibration to pretty much everything I do. I am learning. And loving life.

“There are a lot of photographers out there, and it’s hard to know whom to trust. I am someone who will take the time and really care about the results. I am multifaceted. I am experienced. To me, you’re more than just one headshot. You are a diverse and unique person. Let’s capture that, and I’m your girl.” •••

T’s ultimate goal is to develop an authentic window into her clients lives.

#### Behind the Scenes

T’s other passions include wellness, friends and family, and sleeping. She has been a fitness instructor since the ‘80s and continues to focus on fitness in her own daily life. She is a firm believer in the notion that a sound body creates a sound mind.

T married her husband, Scott, late in life, and he brought his four wonderful children into the mix.

“At first, they ran from my lens,” T says. “And now they welcome my photo ops and the many wonderful vacation books that come from them.”



...

“

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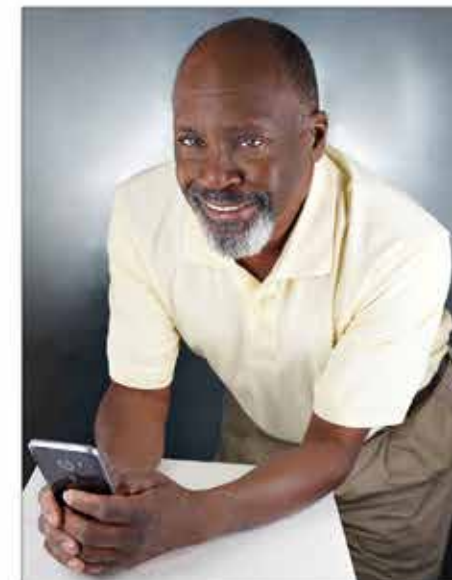
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