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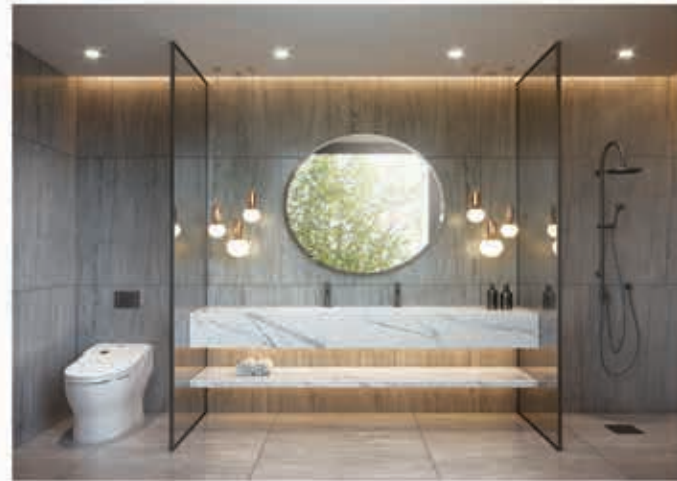
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Hi, I'm Kanga!

I'm a six-year-old, Australian Cattle Dog and I live in Sacramento, near the American River with my family. I wasn't always a Sacramento girl. I had a rough start to life in the Central Valley of California.

When I was three years old, I was shot in the face and was surrendered to the Tulare County SPCA. The Solano County SPCA volunteered to help with my special medical needs so I came up north. My friends at the UC Davis Veterinary School performed several reconstructive surgeries on me. I had to spend eight months in the shelter before I was ready for adoption.



My Mom donates to the SPCA for every loan closed to help more dogs like me find their way to their forever home.

On August 23, 2019, my new Mom, Sarah Lee, drove to the Solano County SPCA to meet me and we knew we were family at first sight! I came home with my new family that same day. My Mom found a great dog trainer who helped me overcome a lot of my fears, like loud noises, bicycles, and skateboards. Soon, I was confident enough to take long walks on the American River trail with my Mom.

My favorite moment each day is when my Mom grabs my leash! Every day, I wait patiently on my bed next to my Mom's desk until it's time for our walk. My Mom works hard as a Mortgage Loan Originator. She's been helping people find the best mortgage solutions to buy their homes for almost twenty years. Last year, she helped so many people she ranked in the 2020 Top 1% of Mortgage Loan Originators in America!

I'm willing to share my Mom because I know she wants to help you too! I'll even give you her phone number and email. Don't worry! She gets great cell phone reception when we're walking on the American River!



Experience the difference. Reach out today.



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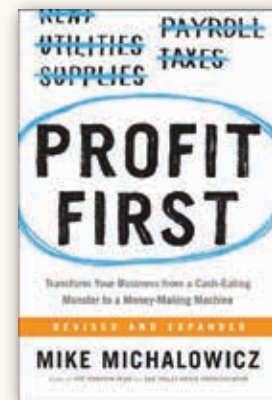


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COMMON QUESTIONS ABOUT

Sacramento Real Producers

Real Producers is a national concept currently open in 125 markets across the country. With over 20 issues 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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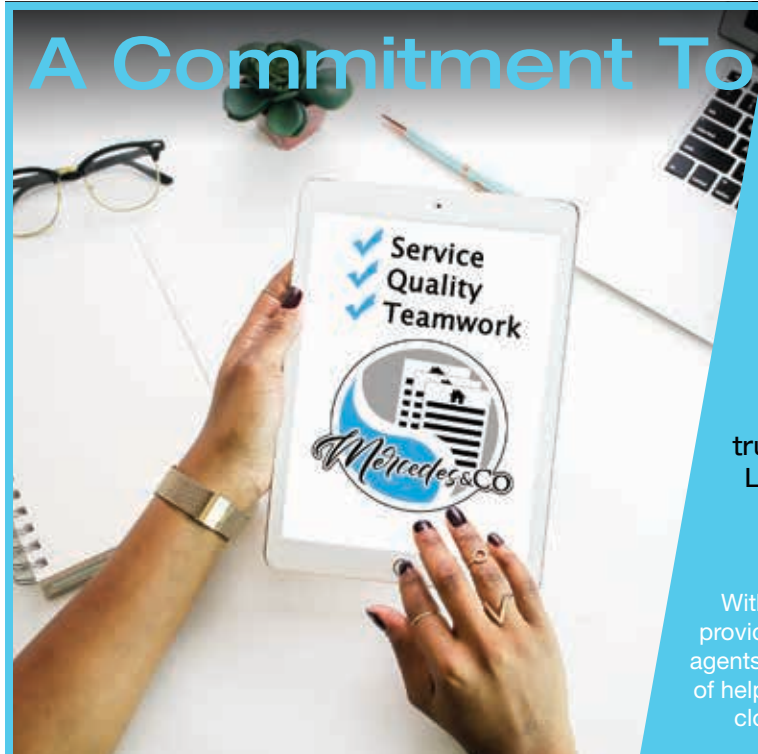


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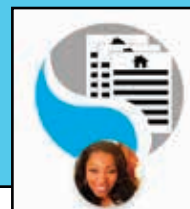
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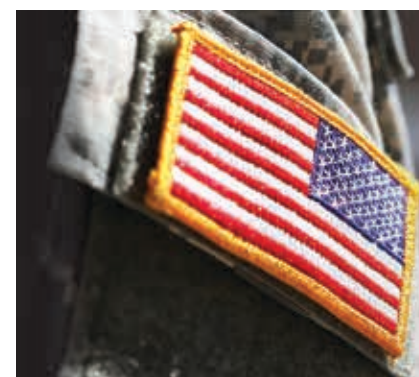
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SACRAMENTO REAL PRODUCERS. PRESENTS *Golden Nuggets*



Tanya Anthony Curry
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"Respect for an airplane teaches you discipline on the ground. I can keep a cheerful attitude, no matter what is happening, knowing I have mastered *myself*."



Trent Andra
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"It brings peace to my soul to be with those I love, and I love almost everyone. And that's what it's all about."



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"Success is earning and maintaining the trust of our owners that we understand their investment and take great care of it like it's our own."



Kim Pacini Hauch
RE/MAX Gold

"When you have experienced success in your life after a long struggle, you understand how good it feels and strive to continue upward. I only compete with myself to be better and do better. I've also learned that it was *this journey* that was really the fun part."



Antonio Cardenas
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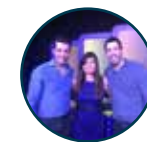
Liz Andersen – American Pacific Reverse Mortgage Group: CASA, Make A Wish, there are so many great local ones!



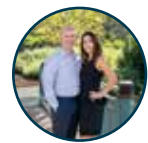
Ashley Haney: Allegiant Giving



Theresa Rainey – Aura Design Company: Glass Slipper



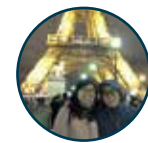
Samantha Tov: AREAA of Sacramento's annual Christmas Adoption. Hosting our 12th year and over 150 Christmas Miracles delivered to hundreds of children and families.



Aaron Ralls: Friends of Folsom



Sarah Hensler: Orangevale-Fair Oaks Food Bank



LuAnn Shikasho: ACC Senior Services



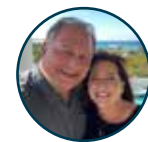
Kim Squaglia: Sacramento Crisis Nursery



Marguerite Crespillo: Acres of Hope, Chicks in Crisis, and HomeAid



Barbara Lebrecht: Saint John's Program for Real Change



Renee Friedrich: There are so many! Casa Sacramento is a great one! Children's Receiving Home too.



Valerie Turner: Aspire Kids Sac



Della Johnson: Saint John's Program for Real Change



Sherene Gray – Fairway Mortgage – Dan & Sherene Team: The Salt Mine in Lincoln



Erin Stumpf: Sacramento Children's Home



Lisa Paragary: Sacramento Food Bank and Family Services and 3Strands Global Foundation



Christine Balestreri: American River Parkway



Dawn Baltar: Big Brother Big Sister



Ivy Wilkins – Placer Title Company: Acres of Hope



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TANYA

**ANTHONY
CURRY**

LYON REAL ESTATE

profile

By Ruth Gnirk

Photos by Xsight Creative Solutions





DRIVEN BY PASSION AND PURPOSE

For Tanya Anthony Curry, being a REALTOR® is like experiencing Christmas every day! She loves the excitement and joy of helping others and considers it an honor to deliver the gift of homeownership. To recharge, she enjoys viewing homes from her red BMW, or while flying a Cessna. Tanya Curry's passion is people, and her purpose is helping clients achieve their real estate goals.

PERSPECTIVE AND POSITION

Tanya's maternal grandfather, Henry, was a runaway slave who married a Cherokee Indian. Henry's diligence and business insights earned the trust of the owner of the bank where Henry worked as a janitor. Although African Americans were not allowed to own property at that time in history, the banker was willing to be the figurehead so Henry could buy real estate and build a future. Tanya's grandfather became the proud owner of a house, a grocery store, and the janitorial company for which Henry originally worked!

Tanya was born on Cinco de Mayo and teases that she was born to party.

Curry turns her birthday parties into charity parties, encouraging family and friends to donate to a selected charity instead of buying gifts and cards. Tanya Anthony Curry wants to feel like her life matters and touches others.

Tanya initially wanted to be a pediatrician, but she earned her master's in Business instead. Prior to finding her niche in real estate, Tanya utilized her skills in human resources, management, marketing, and face-to-face service while working in the hospitality industry. Tanya also boosted her entrepreneurial, sales, customer service, and team-building skills while helping women unlock their inner beauty.

When she worked for the Navy in contracts and negotiations, Tanya willingly



moved to the Persian Gulf. She earned a car while building her Mary Kay business. Tanya is driven to keep growing and to give her all.

Remembering how her grandfather changed the family legacy through real estate, Tanya obtained her real estate license in 2000. She worked at Coldwell Banker in San Diego, where she learned from mentors. One of her first transactions was worth \$30 million!

PEOPLE ARE PRIORITY

Soon after Tanya moved from La Jolla to Sacramento, she joined Lyon Real Estate. Tanya was awarded Top Mentor, but she longed to be a mother. She became known as "Mama Curry" because she was nurturing to the REALTORS® she mentored. The birth of Tanya's son brought changes in scheduling and priorities.

Tanya's *why* is family. Her husband, David, and her son, whom people call "Teen Spice," are her priority. Together they make a three-leaf clover. The Currys have two yellow labs and two grey tabby kittens, and they are her four-leaf clover.

Tanya is passionate about everything she does. When she is working, Tanya wants *every* client to



feel like they are her *only* client. When she is with family, she unplugs from work. When she needs alone time, she drives her red BMW or pilots a Cessna. She has found that there are several similarities between managing an aircraft and being successful in life.

"Respect for an airplane teaches you discipline on the ground," Tanya explains. "I can keep a cheerful attitude, no matter what is happening, knowing I have mastered *myself*."

To balance life and work, Tanya sets yearly goals. Each fall she plans the next year's quarterly family vacations. They go to their cabin in Strawberry, the Santa Cruz beach house, their Condo in Maui, or take trips to visit family in Jacksonville, Florida. Meetings and deadlines have to fit around family times.

PURPOSE AND PROJECTS

Tanya specialized in niches corresponding with her experiences, interests, and charitable passions. She earned the following designations: Accredited Buyer's Representative®, At Home With Diversity®, Certified Distressed Property Expert®, Certified Negotiations Expert, Certified Probate Real Estate Specialist, e-PRO®, First-Time Buyer Specialist, Leading RE Companies of the World, Leading



RE Marketing Specialist, Leading RE Relocation Specialist, Leading RE Sales Specialist, Leading RE Service Expert, Military on the Move/First Responders, Military Relocation Professional, Ninja Certified, Real Estate Negotiation Expert, SAR Masters Club, SAR Masters Club Life Member, Seniors Real Estate Specialist®, and Short Sales & Foreclosure Resource®.

COVID-19 heightened Curry's service and protection. She held herself to a high standard of safety and worked on marketing and visibility. She used social media to add value with the community. Tanya continues to be very protective of her clients' health, well-being, and finances.

Tanya is active in her community because she cares about people. She is involved with Lyon Cares philanthropy projects, and Loaves and Fishes. Tanya participates in Lyon's fall coat drive. She loves the opportunity to help keep people warm, and

personally donates hundreds of coats. She also connects with friends and family for donations.

Tanya helped battered women's organizations get donations for computer equipment, and assisted in teaching office protocol and interview skills. Curry gathered donations and helped organize a community closet for the women's interviews. Tanya also donated cosmetics and demonstrated techniques for confidence and beauty.

Curry is on the Board for Fairytale Town and the chair member for the park's Fund Development. She was involved with the Capital Campaign to expand Fairytale Town, where they recently received over \$1 million in grants from the city. Tanya also served as a Sunday school teacher, and helped with activities for the elderly in her church. Tanya helps with fundraising for her son's school, too. Her success as a REALTOR® is a byproduct of her love for others. Tanya's business is flourishing because people know that Curry cares.

Tanya's slogan is, "There's no need to worry... Call Tanya Curry." When clients are pre-approved, she runs, and doesn't stop until the successful close of escrow. Her goal is to have clients under contract less than 30 days after pre-approval.

"I respect top producers, and love to work with REALTORS® whose goal is closing transactions!" says Tanya. "I succeed through high levels of communication, attention to detail, guidance, and my overall process. I listen. I'm proactive, not passive. I love the Santa-like Spirit-of-Christmas feeling I get every day as I help others live their American Dream!"



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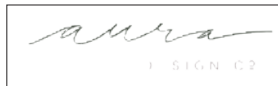
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ATTRACTING AND RETAINING THE BEST TALENT

DURING A PERIOD OF TREMENDOUS CHANGE

▶▶ industry expert

By Sean O'Brien, Founder and CEO – Head Top Performance

FIVE KEY ACTIONS YOU CAN INITIATE TO GAIN CONTROL OF YOUR CULTURE AND EMPLOYEE ENGAGEMENT:

they are at least somewhat likely to quit in the next three to six months. Eighteen% of those respondents said their intentions range from likely to almost certain. So, despite the growing awareness of the problem, what is truly being done to solve it and what actions can you as a leader take to solve them?

- 1. EMPLOYEE SATISFACTION SURVEY** – Don't fear the responses you do not want to hear or frame questions that minimize real feedback. Seek areas where you can grow and improve. Get out in front of it and own it.
- 2. CREATE A SENIOR LEADERSHIP COUNCIL** made up of a group of employees you can engage that are leaders within your organization. Leaders not by title or tenure, but rather by respect and engagement they have from their peers. A cross-functional group that you bring together once a month to commit to improved culture and employee success

3. TEAM ENGAGEMENT: This is not just professional education and training, rather this is a truly focused "employee development program". Develop programs where employees throughout the group get to learn about one another's roles, goals, interests, and passions in and out of work. Crosspollinate best practices for the workplace and create an environment where they support each other's interest outside of work as well. To connect with your team, you must truly know them and in turn they must truly know you!

4. SHOW THEM HOW MUCH YOU CARE AS THEIR LEADER! Create a system and be intentional about the way you engage EVERY employee you have. Pending the size of your company, the frequency will vary, but the compassion and empathy you show when you do engage must be there. Create a certain number of meetings each month that others set the agenda for and rather than being the active lead,

you are an active participant. Listening, learning, and supporting the growth and topics they are committed to learning more about. They won't care how much you know or how much success you have had until they know how much you truly care.

5. BE THE EXAMPLE! As a leader of a team or a group, we often forget how much people pay attention to everything that we do. Whether you are small business owner with three people, or a leader of an organization with hundreds, your team is constantly watching and absorbing what they see from you. How you show up to the workplace, when you show up, how you follow through with your commitments, how you take care of yourself and your family, and the work-life balance you have or do not have, all have the potential to provide a positive example or negative one. You as the leader have the opportunity and responsibility to be that EXAMPLE in all you do. Be intentional every day about the way you show up and when you show up the right way your team will show up the right way with you.

With more than 54% of recent employees surveyed that had left their organization citing "not feeling valued" as their number-one reason for leaving, there is no denying the needed emphasis for employers to focus on how they engage, develop, and support their team.

Surely compensation and work-life balance will remain a priority for so many, though don't be fooled into thinking it is number one. Take control of the value you place on your employees and their growth. When you do, you will be the leader and organization that creates tremendous value and opportunity in a time when so many are struggling to find it. Seize the opportunity and create that organizational culture that is built to last.

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Over 15 million people have quit their jobs since April of this year, yielding the largest change in employment status in our history, and the trend is only gaining momentum. Nearly every industry is feeling this impact, whether the industry is growing rapidly or is one that is facing unprecedented headwinds. Regardless of the business, leaders and even entrepreneurs are being forced to reassess the way that they not only attract key talent to their business, but as much as ever they are required to focus on how to retain that talent. Surely, the most immediate and seemingly obvious move is to look at financial incentives to attract or retain. It is no question that this can have a short-term impact, but in the same vein what message does it really send and is it sustainable for your business to keep "throwing money" at the problem?

If the past 19+ months have taught us anything, it is that employees are craving investment from their employers in them! They are tired and frustrated by many factors outside of a leader's control, yet they want and need a renewed sense of purpose with their work. They want and need that social and interpersonal interaction with their colleagues and peers, and of course they want ample pay, benefits, and perks as well. But most of all, they want to feel valued by their organizations and managers. Employees of today are seeking real interactions, not a one-time transactional event.

Executives who believe that employee attrition is easing, or is limited to particular industries, are simply misguided. In a recent extensive survey by McKinsey and Company, 40% of responses indicated



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ANTONIO CARDENAS

COLDWELL BANKER



Photos by: Tina Swain Photography

MEET ANTONIO CARDENAS OF COLDWELL BANKER, A FOUR-YEAR REALTOR® AND MARINE VETERAN WITH A PASSION FOR ASSISTING VETERANS AND FIRST-TIME HOME BUYERS.

Antonio is a fourth-generation Sacramentan, born to Portuguese and Mexican families. “My parents had their demons and made their mistakes in life that affected us as a family. We spent time homeless living in a car along the rivers. I was taken by Child Protective

Services from my parents at 4 years old and placed into foster care. I moved from home to home and place to place, finally ending up with my aunt.”

Knowing what “home” means was a hard concept for Antonio for many years. Now that he is married with a daughter, his perspective has changed. “A ‘home’ used to be any place I could lay my head at night,” he shares. “Now home is a roof over my head, a yard for my daughter to play, and a place for family to gather.

Owning a home is one of the single greatest freedoms we have as Americans.”

Although growing up wasn’t the easiest of times for Antonio, he knows that those experiences are definitely a piece of who he is today. He truly believes that he was destined to be a REALTOR®, and he absolutely loves handing over the keys to his clients!

What’s your favorite part of being a REALTOR®?
I LOVE it all! I take pride in knowing that a family is trusting me with the single largest purchase they have ever made, and I take that

to heart. I love the networking with other agents, affiliates and organizations. The thing I love the most is nerding out over homes, who built them, when they were built, how neighborhoods formed and evolved. I love touring homes and showing them off on my Instagram stories.

How does real estate fit into your dreams and goals?

I have always been intrigued with real estate, but I didn’t know how to get involved or who to talk to about it. I’m a firm believer in owning a home, not just

for the roof over your head but as an avenue of investing. As a high-schooler, I learned in my economics class that you should invest in what you know, and that is exactly what I do today. I assist my clients and my family with investing into my passion and what I know best, real estate.

Did you see yourself becoming this successful when you first began your career?

To be honest, I still don’t see myself as successful. I just keep my head

down and look forward to assisting my clients with their dreams and real estate goals. It’s amazing to be surrounded by so many great agents within the Real Producers community, Coldwell Banker, and many different local organizations that I’m a part of. I wouldn’t be where I am today without the REALTOR® community that surrounds me. They have given so much of their own time to answer my questions, give me their greatest lesson of being a REALTOR®, and share their insights into our ●●●

Antonio, Carly, and Juliette with their two dogs, Brody and Juice, sitting on the steps of their former home in Land Park.



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local markets. As my aunt told me growing up, “You are who your friends are.” I’m lucky to have surrounded myself with great friends and mentors.

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

My wife, Carly, is a big reason why I’m where I’m at today. She has a tireless work ethic and wholeheartedly supports me. We both left our previous careers around the same time and began a new career journey. She would wake up each day and hit the ground running, and stay up late and burn the midnight oil. Seeing her work relentlessly kept me motivated and showed me that I had so much more to give. We are a great team in that aspect of things. Both working our tails off to get our new careers off and running and putting in the time, energy, and effort to ensure we were providing the best service and experience to our clients.

What sets you apart?

I simply put my clients first. I take a huge pride in being someone’s REALTOR®, and I want to provide them with the best experience possible. I work with a lot of first-time home buyers and I know that they have several questions, especially once we’re in contract. My clients know they can call, text, or email me, and I answer them right away or get back to them quickly. I believe knowledge is power, and I try and educate my clients about the entire home buying/selling process upfront and then proceed to break down the process week-by-week while we are under contract.

What are your future goals and your plan for obtaining them?

I try and keep my goals fairly simple, and that is to do better than the year prior. So far, I have been able to do that and I hope I can continue to do that moving forward. I know in order for me to continue on the great ride I need to continuously evaluate myself, look at what I can do better, how can I become more effective and efficient with the things I do, and how can I leverage my time better.

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PROPERTY SERVICES
AND MANAGEMENT

By **Chris Menezes**
Photos by **Rachel Lesiw**, Indulge Beauty Studio

▶▶ partner spotlight

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Management



For over 40 years, M&M Property Management has delivered local property management for California investors throughout the Greater Sacramento area. Their single-point-of-contact approach to the business has set the bar for superior, personal service that keeps their clients stress-free and happy.

“Each of our property managers are local and single-point contacts, therefore owners/tenants/maintenance vendors have just one person with whom to coordinate activities and communicate. Many of our competitors have different people that manage various parts of the servicing of an individual property, but not us,” explains Larry Brown, REALTOR® and CEO of M&M Properties & Management.

As a full-service property management company, M&M provides property management of single-family and multi-family residences, which includes maintenance, emergency repairs, project management of major rehabs, obtaining qualified tenants, and managing the tenant’s effective move-in and move-out. All 27 of their property managers are also licensed REALTORS® and able to facilitate real estate sales and purchases of rental properties.

“We offer extreme personal service and are incredibly responsive to both owners and tenants. We treat the investor’s property as if it’s our own and only work with qualified vendors who are licensed, insured and experienced,” Larry explains.

From Lodi to Pollack Pines, most M&M property managers live in the submarket on which they focus and have built a portfolio of properties/specialties in that market. “Our property managers focus on their local market and because of that, they have an inside track, and get a lot of calls from REALTORS®, who want to understand the rental market. And we are always here to serve REALTORS® and their clients. If it’s residential, whether single-family, multi-family, or apartment complexes, we can handle it,” says Larry.



“We also have a mother-daughter team, and our property managers have ‘joined’ in the family spirit with their camaraderie and support of each other,” Larry explains. “We can be there for each other and be there for the activities of the important people in our lives, including soccer and baseball



We offer extreme personal service and are incredibly responsive to both owners and tenants.

In addition to living locally and being accessible and on-call for emergencies, M&M is building a digital platform to further enable communication with owners, tenants, investors, and REALTORS®, and provide a platform that delivers quality and prompt information without infringing on clients’ time.

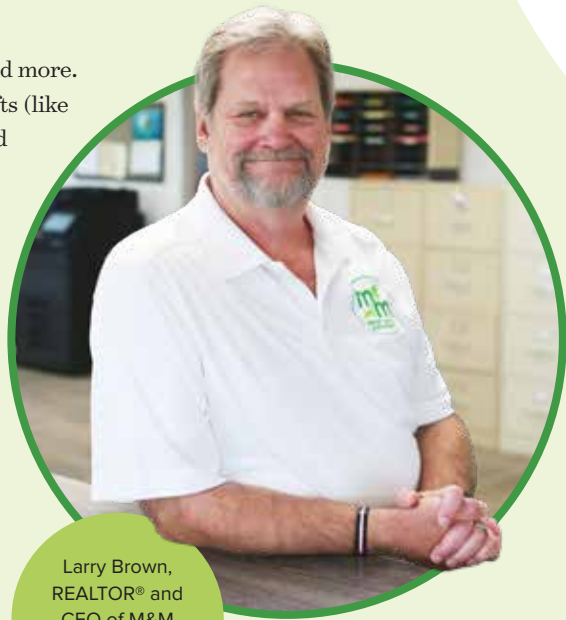
While M&M has all the capabilities and coverage of a large corporate company, they offer the attention and service of a small family business. In fact, M&M is a family business at its core. When founder, Bruce Mills, formed M&M Property Services and Management in 1979 out of his garage, the first property manager he hired ended up becoming his wife. Their daughter is now head of accounting for the company.



games, dance recitals, and more. Our agents love golf, crafts (like stained glass), to play and watch sports, read, raise horses, and are active supporters of various charities. We work hard and find time to enjoy life!”

Bruce formed M&M Property Services and Management shortly after investing in property himself and at once discovering the need for a better business model in the industry. He wanted to make the process of property management more efficient, especially in California, which, as a longtime resident (graduate of Sacramento State University) and investor, he was all too familiar with the rules and regulations and how difficult it can be to navigate.

M&M Property Services and Management have filled that need for the past 40+ years, providing seamless solutions to the challenges



Larry Brown, REALTOR® and CEO of M&M Properties & Management



Bruce Mills, founder of M&M Property Services and Management

of managing investment properties. Staying up to date with the ever-changing rules and regulations and anticipating the needs of their owners have been essential to their success, especially within our current climate, as Larry explains:

“Even before housing laws were put in place to address the Eviction Moratorium, our team realized there was a need to closely monitor the

rental legal climate in California for our owners. We have a property manager who is also our Coordinator of Rental Regulations and stays up to date with those changes and any change in their application (and communicates them to our agents and owners).”

“Success is earning and maintaining the trust of our owners that we understand their investment and take great care of it like it’s our own,” Larry emphasizes.



To benefit from everything M&M Property Services and Management has to offer, or for more information, visit www.mmproperties.com.

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TRENT ANDRA

▶▶ celebrating leaders



By Chris Menezes
Photos by Aerial Canvas

SPREADING SMILES

Trent Andra has a zest for life and making people smile. You can hear the grin stretched across his face on the phone and can't help but smile as well. It's infectious. Doing what you love for 17 years will do that. It's more than just doing what you love, however. Trent thrives on spreading happiness and helping people, whether it's a new client, an old friend, or fellow agent, and now that he has started his own team, he is creating an environment for everyone around him to thrive in the same positivity.

Being on the go and doing things for people has been Trent's passion since he was a child. He spent his early years in Concord, CA, where he loved playing baseball, being in scouts and working his paper route. Every morning before school, he'd deliver 150 papers, and at the end of the month, he'd collect the money from each patron. He did this for six years (ages 9-15) and was still able to achieve Eagle Scout by the time he was 13.

His life changed rather drastically at 15 years old when he and his family moved from East Bay, California, to a small town in rural Idaho where everyone knew each other's name. His father taught him how to work hard as he and his brothers did various odd jobs on their property, and to help ...



the neighbors—jobs such as milking cows, moving sprinkler lines, and hauling hay. It was in this friendly small-town environment that Trent discovered his true source of happiness—spreading kindness by helping people and making them smile.

After graduating high school, Trent spent one semester at BYU. However, in those early years, he felt that the classroom was just too small of a place for his outgoing personality. Instead, he left and served a two-year mission with the Church of Jesus Christ Latter Day Saints in Oakland, CA, where he was called to learn Cantonese and serve amongst the Asian community. He had a desire to “bring others closer to Christ and to do what is right and good.” With a bit more focus, discipline, and maturity, he returned to BYU, and graduated in 1999, earning a degree in Business with an emphasis in Marketing.

Trent held several jobs throughout college, mainly in sales, doing everything from door-to-door sales with Terminix, bartending with Chilis, to managing outside sales with a cellular phone company. He interviewed with an internship at Ford following graduation, but ended up meeting his future wife, Heidi Goff (daughter of Marilyn Goff, “The queen of real estate for the last few decades in El Dorado County,” as Trent describes her).

After marrying Heidi in June 2000, Trent decided he wanted to go into mortgages and started at Summit Financial Solutions in Draper, Utah. As Trent immersed himself into the mortgage industry and became closer to Heidi’s family over the next two years, Marilyn eventually presented Trent with an opportunity to join her in real estate. Feeling too office-bound in mortgages, and wanting to be closer to Heidi’s family, Trent and Heidi

jumped at the chance. Within two weeks, they had rented out their house in Utah and moved to Shingle Springs.

Trent loved the versatility of being a REALTOR®, getting to meet new people every day and being out in the field having fun with his clients. Under the tutelage of Marilyn, he learned everything he needed to know about taking care of clients, as well as how to be part of a team and help other agents in the business.

“I learned so much from Marilyn and have watched her do hundreds of transactions. You can’t buy that kind of training and experience. That foundation will always be a part of future successes,” he says.

Trent is currently forming a team of his own with the help of Gail DeMarco and Val Turner at eXp Realty. “I love the abundance mindset that both eXp and the Turner DeMarco Group offer.” He continues, “I have a chance to collaborate with

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IT BRINGS PEACE TO MY SOUL TO BE WITH THOSE I LOVE, AND I LOVE ALMOST EVERYONE. AND THAT’S WHAT IT’S ALL ABOUT.

”



“
**GOD
 AND
 FAMILY**
 ARE THE MOST
 IMPORTANT
 THINGS TO ME.
 ”



helping as many people as he can, and to spend as much time with his family as possible.

“God and family are the most important things to me,” Trent emphasizes.

As much as Trent loves to work hard, he loves to play equally hard. Heidi and their four children can attest. Known for his practical jokes around the house, Trent’s family is always prepared to scream in fright, whether by finding a scary doll in their bed, coming around the corner to find Trent wearing a scary mask, or finding a frog in their water mug.

Trent loves getting away on his boat with family and friends to wake surf and enjoy the outdoors. He also loves planning weekly events for his son’s cub scout troop and finding new destinations to take his family every couple of months or so to reconnect.

Whether working, playing, or both, Trent just loves being with people and having fun, spreading happiness and causing others to smile, which, in turn, makes him smile.

“It brings peace to my soul to be with those I love, and I love almost everyone. And that’s what it’s all about,” he says.

••• so many agents everyday!” Trent is also heavily involved within the real estate community. He was named the 2014 REALTOR® Citizen of the Year for his involvement and is currently the president of the Top Achievers Club. As the 2020 President of the El Dorado County Association of REALTOR® (EDCAR), Trent helped pull the real estate community together during the onslaught of COVID 19, quickly adapting to the new rules and regulations, while still trying to make things fun, like bringing top agents into their zoom meetings to discuss tips and tricks of the trade.

An EDCAR Top Achiever for the past 16 years, Trent is passionate about utilizing all his knowledge and ability to help people achieve their financial goals through real estate, whether buyers, sellers, or agents. Looking into the future, he says he’d like to have a small team of five to 10 agents, to continue

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Year End Planning Tips

Risk Planning

- Review Emergency Fund
- Review all insurance policies

Investment Planning

- Consider tax loss harvesting
- Consider recognizing capital gains

Retirement

- Consider Roth Conversions due to increase tax brackets
- Consider your retirement plan options (Do you have the right one?)

Wealth & Legacy

- Review annual and lifetime gifting
- Update Wills/Trust

Tax Considerations

- Review Deduction Strategies
- Consider a Qualified Charitable Donation (QCD)

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Kim

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PACINI HAUCH

cover story

By Dave Danielson
Photos and Cover Photo
by Olha Melokhina
Photography

PASSION WITH PURPOSE

One of the most powerful forces in the world is having passion for what you do. That describes Kim Pacini Hauch perfectly.

As a REALTOR® with RE/MAX Gold, and the leading REALTOR® in the region, Kim sets the bar by putting her



LUXE
LIVING
by Kim Pacini-Hauch
I SACRAMENTO

heart and soul into everything she does. With each real estate client she works with, she brings 35 years of knowledge and expertise to the table, and is happy to share all of it with them.

“What I love the most about selling real estate is the interaction I have with my clients from start to finish. I enjoy forming long-lasting relationships with them,” Kim says.

LEARNING EARLY LESSONS

Kim began her journey in real estate when she earned her license 35 years ago. But her story in the business goes back to her early childhood, growing up in Incline Village, on the north shore of Lake Tahoe, Nevada.

“We are a longstanding Italian family in real estate. My great grandfather was into buying and selling real estate and then his sons became developers,” Kim says. “My father was a builder. So real estate is in my blood.”

As Kim came of age and began her career, she moved to Sacramento and worked for an advertising agency beginning in 1983.



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Left to Right: Mari Parker, Demetre Paraskevas, Kim Pacini Hauch, Angelica Whaley and Suzanne Bess.



... **GETTING HER START**

When she was 28, Kim made the decision to get her real estate license.

“I had no family or relationships in the area when I first moved to Sacramento. But I had made good contacts and connections through my advertising job, and I was very fortunate that the people I worked for became dear friends who propped me up and helped me get started in real estate,” Kim remembers.

“My success is a product of marketing and hard work, which earned my reputation over time.”

Part of Kim’s marketing effort is centered on being a resource and staying in front of her sphere with an ongoing, weekly email blast.

“I’m a creature of habit. Every week I do a ‘Happening Now’ blast to my database and REALTORS® across Northern California about what’s happening in my practice that week. As part of that, I sprinkle in some real estate news,” she says. “The marketing is huge and it’s branded with LUXE LIVING by Kim Pacini Hauch.”

In addition, Kim’s luxury branding includes her own personal magazine featuring her clients’ properties, as well as beautiful brochures and advertising that reflect this luxury brand.

As Kim says, “I invest heavily into advertising for my clients. I believe that investment has more than paid off for me as a REALTOR® as well as for my clients as great marketing moves the property faster, translating into a higher sales price.”

... **REWARDING RESULTS**

Through time, Kim has built a truly bar-setting career. In fact, she is the first individual agent in Sacramento County to record over \$100,000,000 in sales volume in one year. She has also amassed over \$500 million in volume in 10 years. In the process, she ranks as the number-one agent in Sacramento County and is the number-one Luxury Agent in Sacramento County.

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**I STRIVE TO
 ALWAYS GIVE MY
 CLIENTS MORE
 THAN THEY EVER
 EXPECTED OF ME.**
 ”

Seven years and nine pageants later, she went on to become Miss Nevada and she competed against Vanessa Williams in 1983 in the Miss America Pageant.

“I worked very hard to accomplish this goal, and it was so worth it.” As Kim says with a smile, “It’s good to be Queen!”

A WONDERFUL LIFE

Away from work, Kim treasures time with her family, including her husband, Dr. Richard (Dick) Hauch, a retired anesthesiologist “who is my rock, my biggest supporter and truly the only person who has witnessed the personal sacrifices required to achieve my real estate goals,” says Kim.

They have Dick’s three children and two grandchildren, along with what Kim calls her big, fat Greek/Italian family, and always a few rescue dogs, too.

In her free time, Kim has a love for gardening, decorating, reading and praying, always giving thanks to God for everything. The Hauch’s also love entertaining people and hosting parties. Adventure and travel are on the future wish list again.

Giving back is also a central part of Kim’s world, and she supports dozens of local charities annually.

In fact, Kim’s proudest moment was an event that happened spontaneously at an animal shelter in 2016.

“The shelter manager would tell me if they needed something. She called one day and asked if I could come down. When I arrived, it turned out that they had 1,000 animals, most out in foster care,” Kim says.

Kim took action. She paid for all of the animal adoptions and encouraged the shelter to advertise that they were free for people who wanted a pet. The word went out, and then it went viral. In fact, one 34-second video had over 50 million views internationally, and Kim made the *CBS Nightly News* as a result. “Home for the Pawlidays” was born.

“The shelter put the video out and the next day there were 250 people

Kim is quick to shine the spotlight on those who support her success, including Suzanne Bess, who has worked as Kim’s Assistant for 20 years, and Transaction Coordinator Mari Parker. In addition, Kim’s niece, Angelica Whaley, and Demetre Pareskevas work with her, both as Buyer’s Agents in the business.

“My team is outstanding. We are able to provide comprehensive, great service ... delivering the kind of white-glove experience that is expected in the luxury market,” she says.

REALIZING THE VISION

The secrets of Kim’s success begin with her passion and focused drive.

“I’m a very goal-oriented person, and that’s what I attribute my success to. I’m just wired to set goals and achieve them,” she says. “I believe success is a deliberate decision. You can’t just dream and then not take action. One of the most powerful books I read years ago that captures that is *As a Man Thinketh*, by James Allen in 1902. I found this book in my youth and I have never forgotten it.

Envisioning and realizing success has been a lifelong principle for Kim. She remembers being 5 years old, curled up watching the Miss America Pageant on TV with her cousin, Demi.

“I said, ‘I’m going to be in the Miss America Pageant someday.’ That was 1964. I never spoke of it again, but when there was an opportunity in Lake Tahoe, and a lady asked me if I wanted to run in the local pageant, I knew I had manifested my destiny,” Kim remembers.



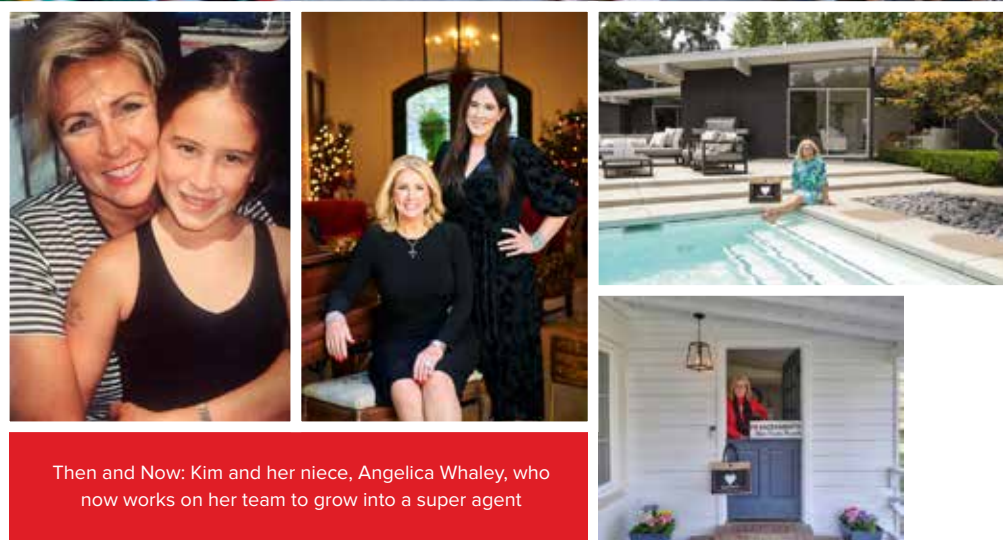


waiting to adopt a pet, and they emptied the shelter that day,” Kim says. “The best thing that happened is when the video went viral, people all over the world started sponsoring their own community shelters. It created a movement to go to your shelter instead of purchasing from a breeder.”

MAKING THE MOST OF OPPORTUNITIES

As Kim reflects on her accomplishments and her ongoing drive to help people achieve their real estate goals, she thinks about opportunity.

“My parents were blue-collar people. They loved America and were very appreciative of the opportunity to work and that their opportunity was unlimited. They had heard stories from their parents about the old country and how there was no opportunity.



Then and Now: Kim and her niece, Angelica Whaley, who now works on her team to grow into a super agent

They were taught that work was a blessing,” she emphasizes. “All of my siblings, cousins, aunts and uncles are all very hard workers and appreciate all that America has provided.”

When you talk with Kim, it’s easy to see her passion and the way she applies her gifts to help those around her.

“I take the responsibility of serving my clients very seriously. I’m going to ease the burden of those I work with, and help them through the real estate process,” Kim says. “I’m always working from a place of integrity for them, and am very grateful for the opportunity my clients have afforded me. I strive to always give my clients more than they ever expected of me.”



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