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Arjun AYYAR

BREAKING THROUGH BARRIERS

▶▶ star on the rise

By Zach Cohen
Photos By Teresa Nora Trobber,
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As I stepped out of my home office, my partner asked me, “Who are you talking to? You seemed joyous during that call.”

I had just hung up the phone with Arjun Ayyar, whom I had never spoken to a mere 30 minutes prior. My partner mistakenly thought I was catching up with an old friend. “No, that was an interview for work,” I informed her.

Arjun’s energy is relaxed, friendly, and open – and in a short time, he succeeded at teasing the same qualities out of me. Perhaps it’s that skill, above all else, that has made Arjun a fit in the real estate industry.

“I’m authentic, raw, and that’s part of the reason people resonate with me,” Arjun smiles.

Early Struggles

Arjun grew up in Lompoc, in California’s Central Valley. His father, a builder/developer, offered him his first taste of real estate. Yet, Arjun’s father had another, darker side to his experience, too.

“My dad walked a fine line between brilliance and being crazy, and substance abuse led him down the crazy path,” Arjun explains. “I had a really tumultuous relationship with him. My dad’s life spiraled out of control



with addiction, and it was pretty abusive growing up.”

Arjun’s father got into legal trouble, and when Arjun was 12, he watched his father head to prison. Arjun’s father’s struggles had another impact on his family, too; material wealth was always scarce.

“It was a struggle growing up,” Arjun says humbly.

Finding His Way

As Arjun approached his college years, he, like many 17-year-olds,

had little idea of what professional path he wanted to follow. Ironically, it was his father who suggested civil engineering. Arjun attended Cal Poly, San Luis Obispo, where he obtained a bachelor’s degree in engineering.

“I wasn’t necessarily passionate about engineering, though,” Arjun recalls.

In school, Arjun was drawn to a sales engineering club. He felt that he could use his skills best in a technical sales position. Through this group, he landed a job and headed to Southern California to begin his professional life.



“I moved down to Southern California in 2014, where I did technical sales for two or three years. But I realized this wasn’t in line with my bigger ambitious vision. I saw there was a ceiling to this, and I really wanted financial abundance.”

During this time, Arjun came across a book that would reshape his life: *Rich Dad, Poor Dad* by Robert Kiyosaki.

“That book changed my perspective. I had no financial education at the time. I wasn’t raised knowing anything about money other than we didn’t have it. All these insights opened up,” Arjun says. “It’s almost like the universe was listening to me because I was working on this really big deal at work, and I was posting about it on social media. An old buddy of mine reached out and said, ‘I see what you’re doing. I’m building this real estate business in the Bay. Let’s meet up.’”

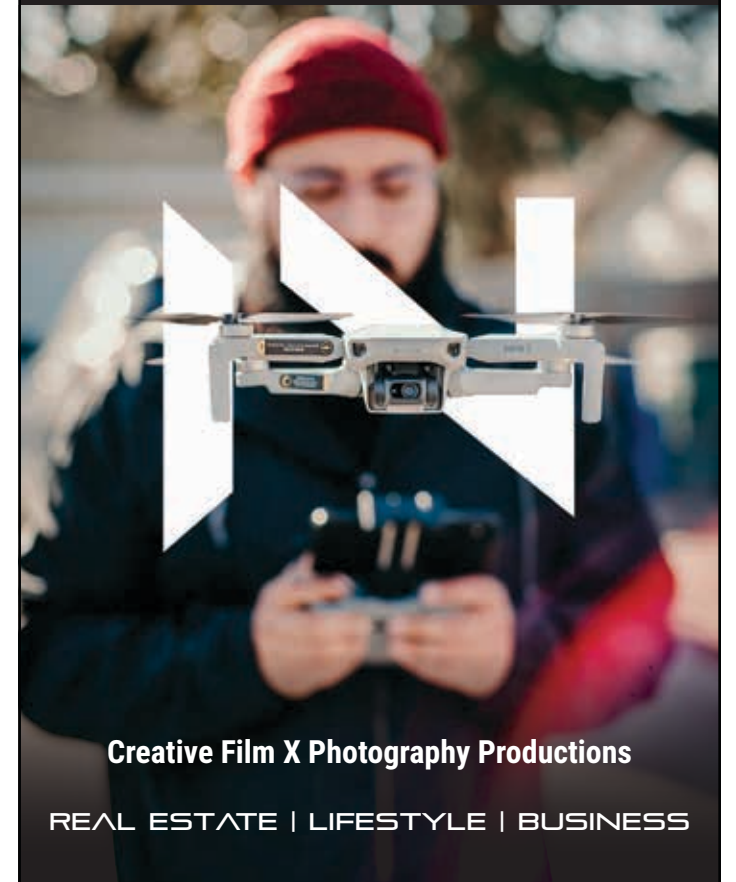
Arjun met up with his old friend and eventually accepted a position to move to the Bay Area and join his real estate team. Finally, Arjun had a path that felt good in his body.

“I had the revelation. I went all in,” Arjun smiles.

Beginning Again

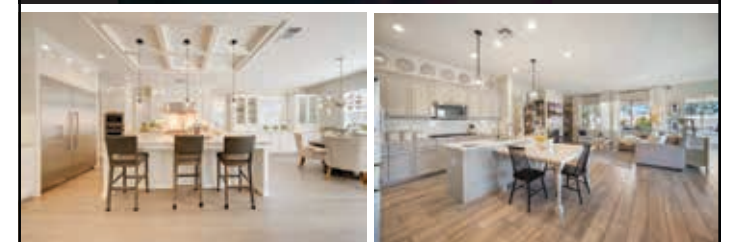
When Arjun and his wife, Katy, moved to the Bay Area, they had meager wealth. Katy was still finishing her

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teaching credentials, and Arjun was beginning a new career. They rented a 500-square-foot studio, Arjun drew \$3,000 per month from his future commission, and the couple scraped by as Arjun got his real estate business off the ground. For 10 months, Arjun prospected and set appointments for other agents while he learned the business.

“That’s all I did,” Arjun recalls. “Working every day, hitting the phones, grinding. I had the sales skills. It was a matter of learning the business. I wasn’t licensed yet, so I’m looking for business for other people.”

In June 2018, Arjun finally got his license. He closed seven deals in 2018 and 11 in 2019.

The Tides Turn

By the end of 2019, Arjun began to look around and reassess his situation. He was working on a team, giving 50% of his commissions away. Yet, he wasn’t getting leads, referrals, or support from his team. He realized it was time for a change, but he struggled with loyalty. Arjun’s friend – and now boss – had been the one to give him his first opportunity in the business. Arjun wanted to be loyal, but he didn’t feel appreciated. He was torn.

“I’m a super loyal guy, but I started thinking about it as a business and why I’m here. I started valuing that more than blind loyalty.”

And then, Katy got pregnant. That affirmed Arjun’s decision to change brokerages.

Unfortunately, Arjun’s former boss did not take the news he was leaving lightly. A painful breakup ensued, but Arjun was free to create the business that he dreamed of. It took Arjun a few months to find his footing again, but today, he is happily rooted at Real Estate Experts in the South Bay.



“This all made me realize I was selling myself short. It changed how I saw myself. It gave me a lot of insights about myself,” Arjun says.

On A Tear

Arjun landed at Real Estate Experts in May 2020. That year, he closed 13 deals. In 2021, his business is exploding; he’s on pace to more than quadruple his business. Arjun has even started a team of his own.

“When I met Brett Jennings, I knew Brett had amazing systems and resources, but what resonated was that I felt like he understood me on a deeper level. He knew I had the skills, and that the challenges I was having had to do with my belief

systems, with myself as a human being. I felt the power of the environment. I knew I wanted to be in this guy’s world. Since then, I’ve been on a tear.”

As Arjun steps into the future, he is inspired to maximize his potential and live a life of service. Now that he has achieved personal success, he believes sharing it with others is the next level of his professional work.

“I know if I’m at my best mentally, physically, and emotionally, I can serve more, and I can be more effective with those in my world. So that’s my vision – to be the best I can absolutely be. I want to see who I can become. I know that by being myself, I can help others.”

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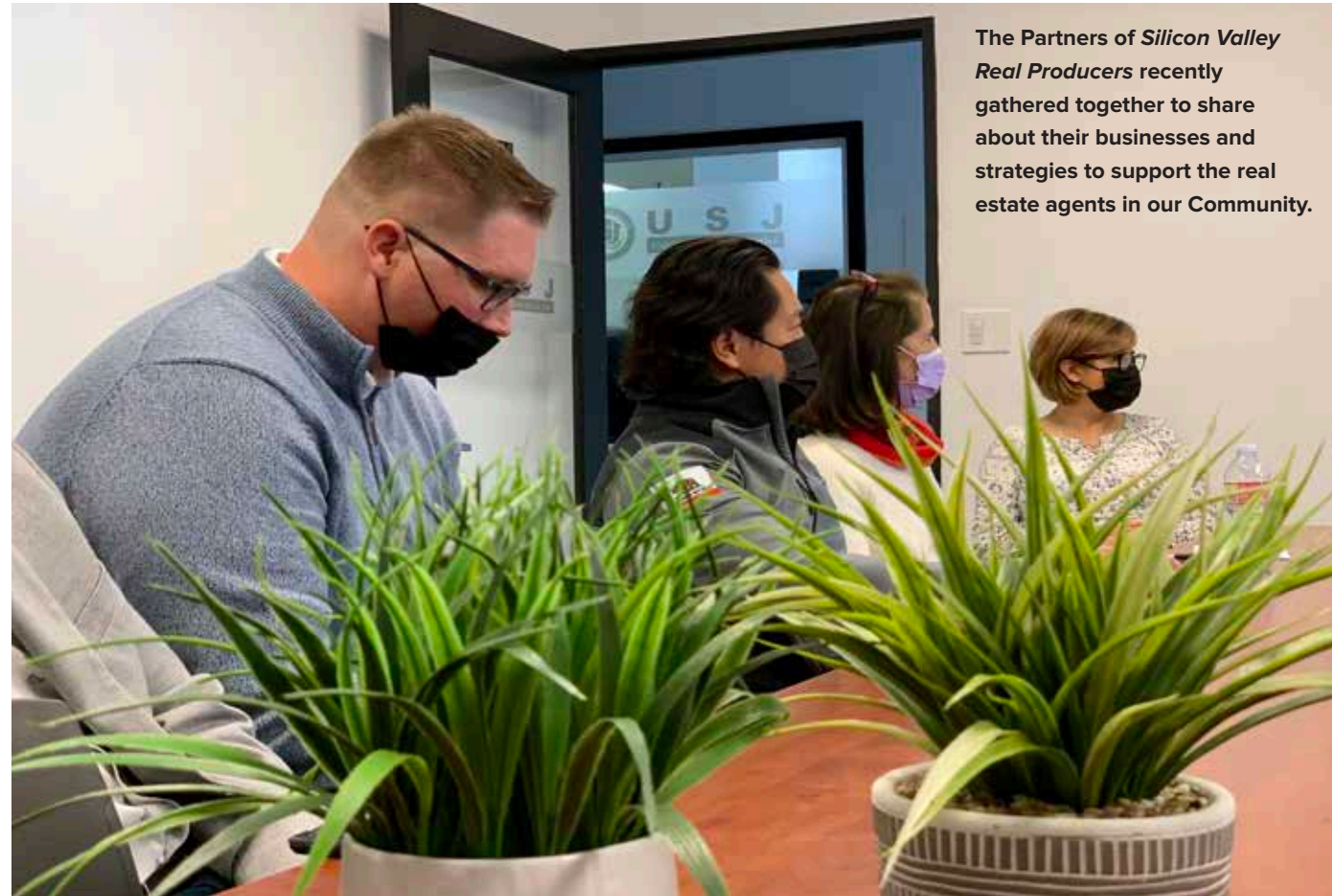
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EVENT RECAP



The Partners of *Silicon Valley Real Producers* recently gathered together to share about their businesses and strategies to support the real estate agents in our Community.



(From left to right) Tim Denbo, Catherine Waldeck, Ewa Samples, Sergio Michel, Jessica Hawkins, Amy Felix, Mitch Felix, Patrick Cayabyab, Bryce Fransen, Patrick Chua, Maru Sotelo, Trish Gray



▶ winner
Jessica Hawkins
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We recently had a contest for the best *Silicon Valley Real Producers* testimonial and the winner is...

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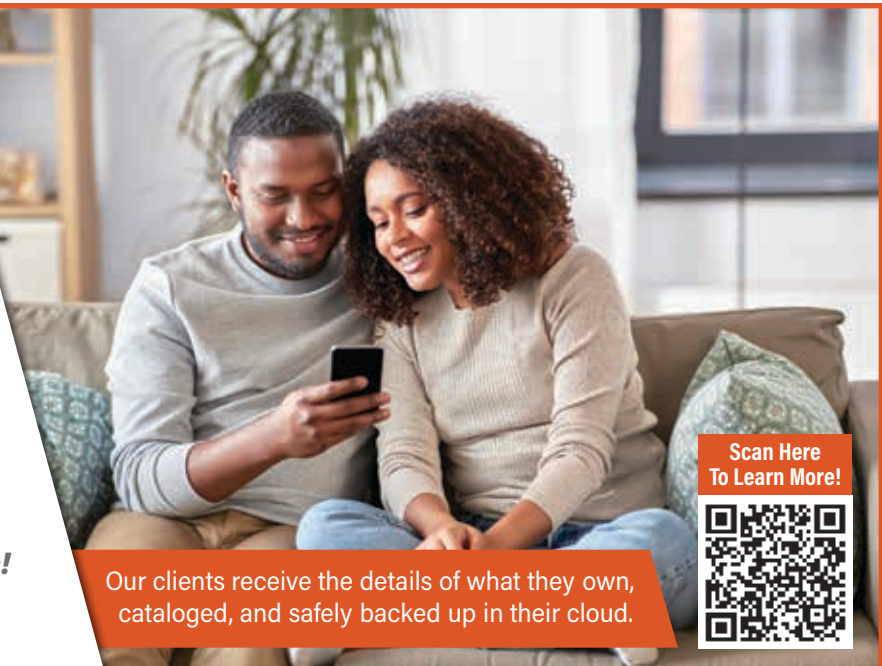
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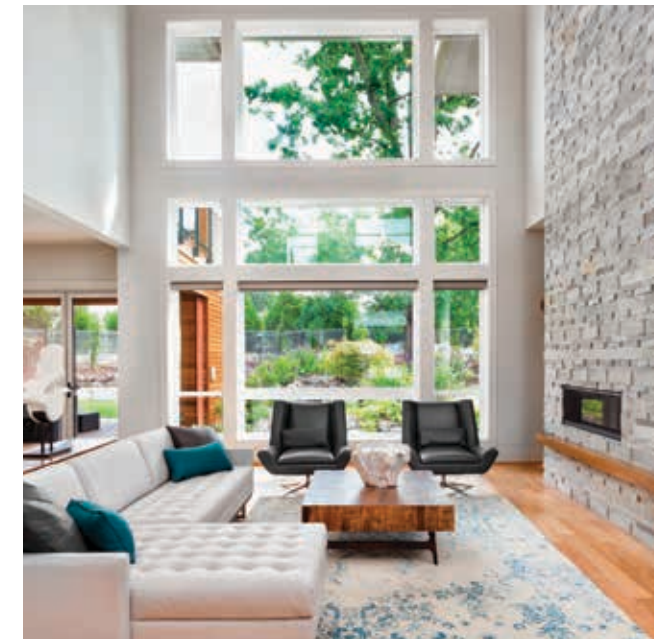
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CULLINAN LUXURY

MEANINGFUL RESULTS



cover story

By Dave Danielson

THE PROCESS OF HELPING CLIENTS GET TO THE CLOSING TABLE IS RARELY EASY. ALONG THE WAY, THE PATH CAN BE FILLED WITH UNEXPECTED CHALLENGES AND HURDLES. BUT, AT THE END OF THE DAY, WHEN THE SET OF KEYS IS PRESENTED TO A NEW BUYER, THE RESULTS ARE TRULY REWARDING. WITH EACH CLOSING, YOU KNOW YOU'VE HELPED THEM REACH THE NEXT STAGE IN THEIR LIVES.

That's the spirit that's hard at work with the members of Cullinan Luxury. At Cullinan Luxury, founder Alex Tai and his team dedicate themselves to creating an unforgettable experience for the people they serve.

"What we do on a day-to-day basis isn't about the money. What means the most to us as part of that process is the fact that we want to work with good people and people we can call our friends," Alex emphasizes. "For us, it's about the process of building meaningful relationships."

TEAMING WITH PRIDE

When you talk with Alex, it's easy to see the great pride he has in his team and the results they're building together. One of those who has been instrumental in the team's success is Ele Mamayek, who serves as the team's Director of Operations.

Ele sees the results of the group's strong focus on building strong bonds, as well.

...



From left to right: Jonathan Tan, Ele Mamayek, Benjamin Tai, Alex Tai, MacArthur Puckett, Sarah Kim Wong, Anne Fan, Jeffrey Yeung

••• “We love the fact that almost every client we work with is a friend, family member, or a friend of a friend. It’s not transactional,” Ele points out. “It feels great knowing that by the time we finish the transaction, we consider our clients to be our friends. We’re helping our friends and family.”

GETTING STARTED

Alex earned his license in 2017. Before that, however, he was well-acquainted with the business.

“I’ve been in real estate my entire life. I grew up in an investor family, and my siblings and I got involved at a very young age,” Alex says. “We had the opportunity to be very hands-on in managing tenants and properties. I was involved with real estate management for 20 years before getting my license.”

Ele had worked at Nordstrom for 10 years.

“I learned from the best. I have been lucky to be mentored by smart, strong women — both from my past roles at Nordstrom and the past decade at Keller Williams Peninsula Estates. It’s been a really great experience developing my own team with Alex,” she smiles.

When he first started life as a REALTOR®, Alex got off to a fast start. One of the elements that came into play for him during that part of his career was being able to work on his first team.

“It was a great experience, and I learned a lot during that time,” he says. “After three years, it was time to explore my next step and create my own brand. I was looking for a partner to build the next stage of business with. At the time, our office manager, Nicole, had been in communication with Ele. She introduced us to each other.”

BUILDING A BRAND

Before they formed a team together, Alex and Ele knew each other as friends in the office. As they talked, they realized they had a common vision for building their own team.

“We connected on a social level and I always looked up to Ele and the role she had played on another team. She is super knowledgeable,” Alex says. “For her to agree to partner with me is very humbling. We have a great respect for each other, and another very important thing is that we both hold each other accountable.”

CREATING SOMETHING SPECIAL

Joining Alex and Ele on the team are five other producing agents and a two-person operations staff. While the vision is for continued growth, Alex explains that they want to expand in ways that make sense.

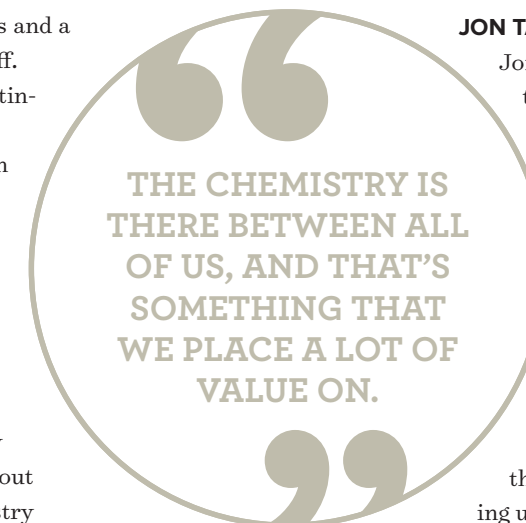
“We’re attracting a lot of new talent, but we don’t want to grow too big too fast,” he says. “We want to be accountable to our current team first. It really is a family unit. We watch out for each other. The chemistry is there between all of us, and that’s something that we place a lot of value on. We are so fortunate to have Sarah, Jon, Ben, Mac, Jeff and Annie on our team. They each bring something very extraordinary.”

TEAM HIGHLIGHT

SARAH KIM WONG

Sarah’s attention to detail, organization and commitment to her clients is what drives her success.

“Real estate has always been a passion of mine. This business gave me the opportunity to explore my potential.”



JON TAN

Jon’s hard work, charisma, and true passion for helping his clients has helped him grow his business. Whether it be navigating the way for first-time buyers or providing help in the competitive Bay Area market, Jon knows how to win for his clients.

“Alex and I are invested with the team as a whole and building up this business. I appreciate his support and mentorship, we are building something really great here, in a place where we grew up.”

JEFF YEUNG

Prior to real estate Jeff was an entrepreneur and owned and operated multiple small businesses. Jeff attended college at San Francisco State University, where he studied psychology. He was born and raised in San Francisco and has resided in many parts in the San Francisco Bay Area such as Visitacion Valley, Sunset District, and Forest Hill District. Jeff currently lives in Forest Hill District with his son.

•••

•••

ANNIE FAN

Anne holds a juris doctor degree from DePaul University College of Law and a bachelor's degree in business administration/marketing from Northeastern University. She brings a strong combination of business and law into the real estate industry. She places an emphasis on international business and negotiation. Her legal background, business acumen, and negotiation expertise helps her bring valuable resources to clients. Anne is fluent in English and Mandarin Chinese.

MAC PUCKETT

Mac recently joined the team as the Listing Manager. What started off as a side gig during the pandemic quickly turned into a passion for people, real estate, and the art of negotiation.

"I am forever grateful to Alex and the Cullinan Team for guiding, grooming, and getting me to where I am today."

Mac has a natural eye for design and his can-do approach drives him to succeed. He brings a commitment to listening to clients' needs and a helpful demeanor.

SIGNS OF SUCCESS

The results have been astounding. In 2021, the team worked toward a goal of \$80 million in sales volume.

"I remember thinking at the time that was a huge goal for us," Alex remembers.

It turned out to be a goal that the team has already surpassed by August 1, 2021. Right now, the team is on track to exceed \$140 million in sales volume for the year.

"It all goes back to our people," Alex points out. "We definitely have the right pieces in place."

FULFILLMENT IN LIFE

Away from work, Alex and Ele cherish time with their families.

Alex looks forward to moments spent with his wife, Rebecca, and their two children in their home in Hillsborough. Together, they enjoy eating out and exploring the local restaurant scene. In his free time, Alex also has a passion for race car driving.



Ele Mamayek

Ele and her fiancé, Eric, live in Washington, where Ele fulfills her Director of Operations role virtually. They also look forward to nights eating dinner at restaurants and exploring the area they live in.

When it comes to giving back, the team supports those in need.

As Alex says, "Every year, my wife coordinates our activities. We adopt about 30 in-need families around the holidays. In the process, we raise money to support those families through our local sphere."

ENGAGING EXCELLENCE

The spirit that drives the achievements of Cullinan Luxury is truly engaging.

"It's so rewarding to be part of a team like ours," Ele says. "We work very hard. At the same time, we have fun. That combination allows us to reach the results we do and to enjoy the journey of getting there."

"We are very invested in what we do and with our sphere," Alex says. "We really put a lot into our friends and families with a high-energy spirit. No matter what, we just don't give up."

It's clear that each day the members of the Cullinan Luxury team dedicate themselves to providing meaningful results for those they serve.



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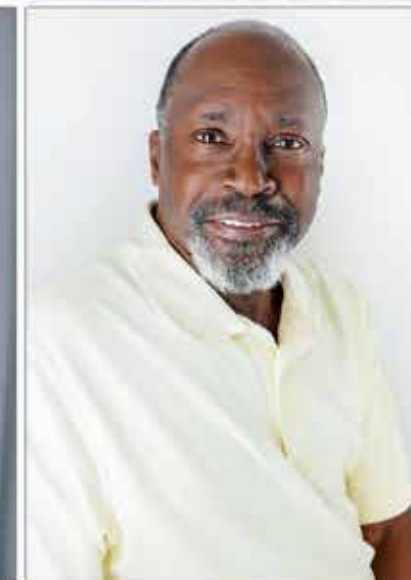
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Eileen O'Reilly

ACROSS THE SEAS AND BACK:
THE JOURNEY HOME

RAISED IN AUCKLAND, NEW ZEALAND, BY IRISH IMMIGRANT PARENTS, EILEEN O'REILLY HAS TRAVELED A UNIQUE PATH — ONE FILLED WITH RISKS, CULTURAL CHALLENGES, AND ALL THE INGREDIENTS NEEDED TO BUILD A LIFE OF CURIOSITY, STRENGTH, AND ABUNDANCE. WHILE SHE WAS BORN IN THE UNITED STATES, IT WAS A DECADE AND A HALF BEFORE EILEEN WOULD RETURN FROM NEW ZEALAND TO HER PLACE OF BIRTH. HERE IN CALIFORNIA, SHE'S BUILT A LIFE THAT IS STEEPED IN SUCCESS, AND NOT JUST THE FINANCIAL KIND; EILEEN LIVES A LIFE OF GENUINE ABUNDANCE.

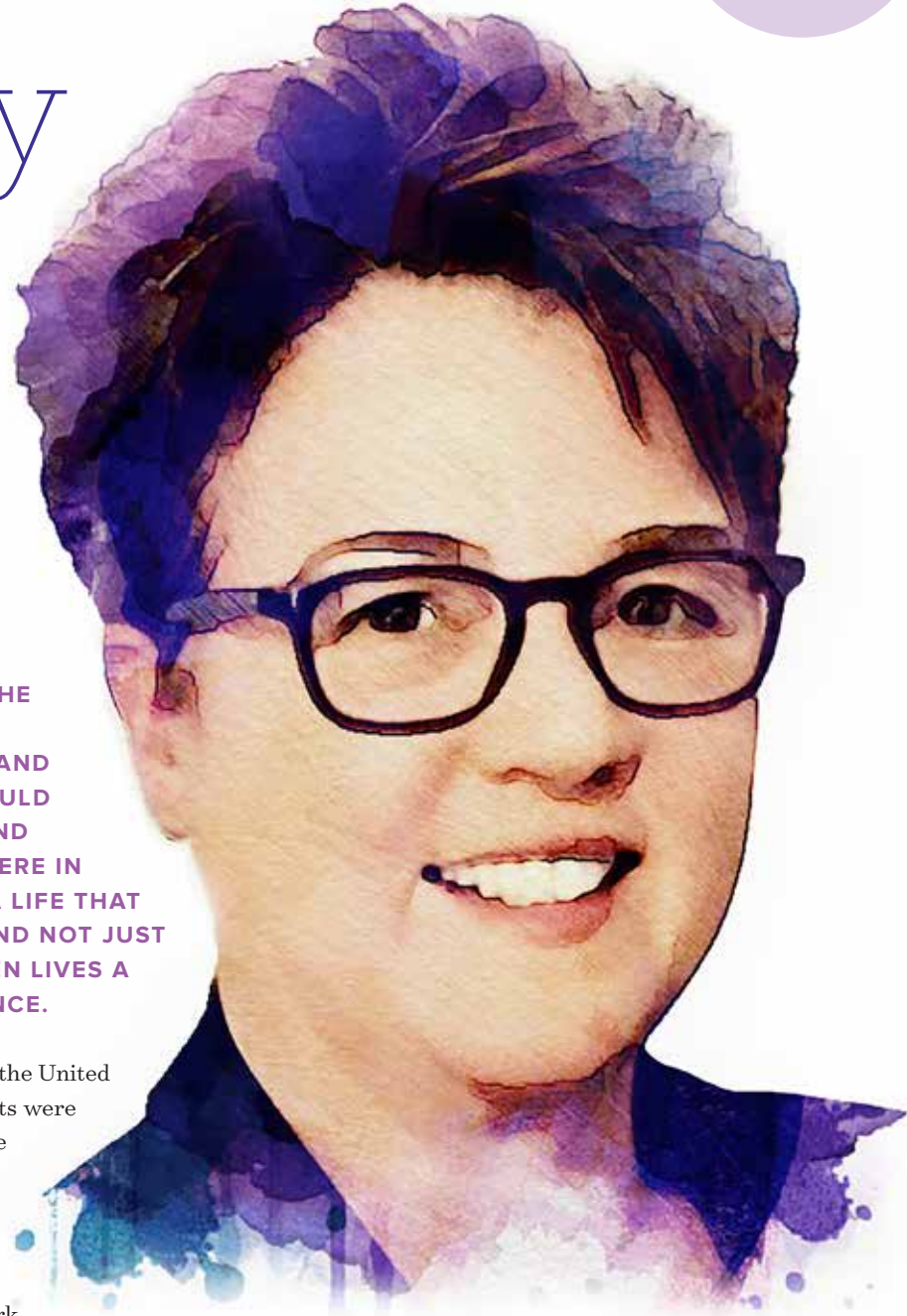
"I am the first generation born in the United States," Eileen begins. "My parents were both from Ireland, came over here separately, met, got married, had me, then returned to Ireland."

Eileen's Dad was a carpenter, and it was hard to find steady work in Ireland. He missed the lifestyle in the U.S. and sought more opportunities.

At the time, New Zealand and Australia were recruiting skilled tradesmen to help build up infrastructure. Eileen's father applied for work and was selected to emigrate to New Zealand. So Eileen's family took another journey across the seas, traveling by boat from London to New Zealand. The trip took six weeks.

In high school, Eileen's family returned to the United States, where she landed in California. Once again, she was faced with a new country and culture to navigate.

"I worked really hard on not having an accent. When you have one, people don't fully listen," Eileen recalls. "When I came here, I was in high school. Being in high school and really different from the people around me — that was really hard. I didn't know anyone. I had been



profile ◀◀
By Zach Cohen

using the metric system, driving on the other side of the road — all very opposite to what had been my reality."

Through all the change, all the challenges, Eileen learned the value of resilience. In the face of challenge and transition, she continued to stay true to herself; she continued to find her own way through the world.

Eileen also learned the value of work ethic early in life — a skill that would come in handy as she entered the business world.

"I've always been a hard worker," Eileen says. "That's how I have been successful and how I built my business: work, work, work."

Through it all, Eileen inherited a can-do attitude and a deep appreciation for the value of hard work. It's helped her to become one of the top-producing agents in the San Francisco Bay Area.

THE PATH TO REAL ESTATE

"Before real estate, I worked in the business world for many years, where I was managing other people's companies — operations management, mostly in transportation and logistics," Eileen explains.

After a 17-year career with FedEx, Eileen transitioned into operations management for Room and Board Home Furnishings, helping establish the retailer in the Northern California market and managing a \$40 million per year furniture delivery business.

"I'm pretty good at getting things from A to B and getting things done. It's all logistics," she explains. In operations management, Eileen discovered a passion for problem-solving and a drive to deliver an incredible customer experience. Yet, there came a time where she sought change.

"I was at a place where I felt like I wasn't growing. The company was based in Minneapolis. There were limited opportunities for growth outside of Minnesota," Eileen recalls. "I decided I wanted to look for other things to keep me occupied."

She considered going back to get her master's degree.

"But then I'd be in debt for \$60,000, and what do I want to do then? I'm not in my 20s, and I have 30 years of work experience," Eileen says. "I worked before to get my [real estate] license but didn't complete the process. I have always liked real estate. I love architecture and design. I decided I'm just going to do it and get my license."

That was in 2013. By 2015, Eileen transitioned to real estate full time.

FINDING TRUE SUCCESS

In addition to her coordination and operations management skills, Eileen has proven to be an expert communicator.

"I like working with people and building relationships. I enjoy that personal interaction with others," she explains.

Eileen is a natural leader, and it shows both in her work in real estate and in the community. She is a member of the Agent Leadership Team Council and is a Site Captain for the award-winning Pacific Beach Coalition, where she leads monthly clean-ups and educates volunteers and locals on how to better protect California's beautiful coast. She's also the local chapter's President for the National Association of Lesbian and Gay Real Estate Professionals.

Success to Eileen includes many things, especially a fulfilling and fun home life. She has been with her partner, Jill, for 22 years, and they've been married since 2009. They live with Jill's mom and their three "bully" dogs, and love to travel.

Whether at home, in the office, working with clients, or out in the community, Eileen's experience and personality shine. She is a beacon of light, a source of inspiration, the culmination of a journey across the sea and back — and she wouldn't have it any other way. She brings the diversity of her own life to her work every single day, and as a result, is an impeccable resource for her clients.

"Integrity is super important to me... [My work is] being a resource, being a good human being," Eileen explains. "Being honest, giving back to the community. Doing the right thing."



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JALAYNE FORRESTER

LIMITLESS POTENTIAL

► profile By Nick Ingrisani

Jalayne Forrester's career has taken a slew of interesting turns over the years, but the undercurrent to it all has been strong perseverance and quest for fulfillment.

Jalayne was born in Trumbull, CT, as the youngest of six kids. Her parents had planned to name their first daughter Jalayne (Jack+Elayne=Jalayne) since they started having kids, but it took a full house of five boys before it became a reality.

Real estate didn't run in Jalayne's family, but they were a practically minded bunch. Both of her parents came from a military background and met during WWII. However, Jalayne held slightly different values and realized at a young age that she didn't want to do anything with her life that didn't have an element of fun in it. So when it came time for her to go to college, she decided to pursue an education in theater – despite having no theatrical background in her upbringing.

After graduating, Jalayne moved out to California and got involved with business administration and theater production (she worked with the San Jose Repertory Theater), which was “a cool way to launch into adulthood.” She quickly realized that theatrical work is more of a vagabond lifestyle than she'd bargained for and decided to transition over to a more traditional career in marketing at high-tech companies.

After working in the industry for a number of years, she reached a crossroads once again. The generic marketing work fell flat



because there was nothing tangible she could point to as a result of her effort.

Things shifted while working at 3Com when she got tasked with helping the company publish a magazine that promoted their product. This new

publishing role proved much more fulfilling and she continued marketing for the magazine exclusively until the company sold it.

Then someone handed her a classified ad for a position at Sunset Magazine, a publication dating back to the late 1800s that profiled living in western America. The role aligned well with Jalayne's career vision and she stayed with the magazine for 10 years.

Transition to Real Estate

When Jalayne bought her first home they'd done an off-market deal with her husband's financial advisor. During the process, he commented that she'd make a great agent, and she remembered it years later when real estate got back on her radar.

“When I bought my first – and only – house in 1991, I didn't even use a real estate agent. Frankly, I didn't even know what a real estate agent did.”

It all came to fruition in the early 2000s. Jalayne was raising four kids and finding it difficult to manage the long commute and working hours at Sunset Magazine. She needed to find something more flexible that would align better with her life. Ultimately she left the magazine to focus on raising her family, taking on a bit of contract work on the side to continue to support the family financially.

A few years later, during a chance meeting with her sister-in-law's friend, who was a real estate broker, she began to piece together that it'd be possible to transfer the skills she'd acquired over the years into real estate. Everything she'd done at Sunset Magazine was business-to-consumer marketing, done through tried-and-true tactics that are key for success in real estate.

But for Jalayne, the biggest appeal of real estate was her knack for working with people and the meaning that purchasing a home holds for people. Jalayne got her real estate license in 2007 and started out doing a lot of relocation tours, taking a “round-the-bend” path into the industry.

“I realized during these tours that I really like having people in my car. I really liked servicing clients, talking to people... It surfaced that I'm really good with people.”

Thankfully, she didn't have to earn a living in real estate at the time – it was subsidizing the income they already had. But seeing everyone around her struggle during the recession motivated her to work hard and lay the foundation for her path forward as an agent.

Moving Onward and Upward

“You don't know how to be something just by studying it. You need to do it.”

Since 2013, Jalayne has worked out of Keller Williams' Los Gatos office and has been steadily building up her business. She's worked as a solo agent throughout her career, but now is starting to dabble with the idea of growing a team of her own, which presents its own set of challenges.

To ease into the managerial demands of running a team, Jalayne has taken on a leadership role in her office as a mentor for younger agents. She's working with seven mentees now and it's been incredibly fulfilling to help guide them on their journey. Her efforts were recognized in 2019 as she won the “Mentor of the Year” for her office.

“When I got started, I didn't know what I didn't know. I didn't realize that you need to know a lot more than just getting people to like a house. So I love introducing new agents to all

the other aspects of the business. If I had known what I could do for my clients and family sooner, I feel like my life would be very different.”

When asked what skills she considers paramount for success, Jalayne resoundingly responded with “tenacity and a firm belief that you can do it.” Real estate is a tough business, but she believes that anyone can do it with the right mindset. After all, real estate is Jalayne's third career, and she didn't get into it from a young age.

The business drew her in because of the gravity and importance it carries for people. Jalayne pins her success on the satisfaction of her clients. She's there for them at every step of the way and provides a human connection they can rely on through the buying or selling process. Buying a home is much more than a transaction – it's helping people establish a legacy for themselves and their families. This is a point she continually stresses to newer agents.

“You have to put people first. We don't get paid if we don't sell a home and we don't have a thriving business if we don't do right by our clients. So you have to be willing to walk away if a purchase, home, or property doesn't fit your client's needs.”

Beyond that, Jalayne seeks to inspire people to blossom into their full potential. She's still opening new doors and growing into who she is as an agent and a person today. The road ahead is long and fulfilling if you set your sights high.

“I realize now that potential is limitless. If you could do anything in your life, I want to tell people to do everything to its fullest. Don't limit yourself. You're way more capable of achieving greatness than you know.”

JENNIE LOK

FOLLOWING THE CALL

▶▶ flashback favorite

By Zach Cohen
Photos by Hyunah Jang

Having just passed \$100,000,000 for the year ... Jennie Lok is on our mind. We first told her story in April 2020 as a "Star on the Rise" ... and in just one and a half years since that article went to print, we are excited to shine a light on her again as a top-ranked agent here in Silicon Valley.

...



...

“I feel this is my calling. My calling is to help others through real estate.”

Jennie Lok always had a drive for sales and entrepreneurship. She first began to discover her passion way back in middle school.

“I was 12 or 13 years old,” she recalls. “I started by buying shoes on eBay, cleaning them up and selling them for profit. That started my initial drive to be very business-minded and be in sales.”

Jennie continued down this path through school. In high school, she would sell candy to peers in the hallways. She hosted parties, like an after-prom, where she would charge to bring in some extra cash. In her freshman year in college, Jennie started working in retail at Guess. She sold season tickets at the USC box office.

Then, at only 19, Jennie landed an internship at Northwestern Mutual, where she became the number one intern in the nation. She made \$40,000+ that summer in only eight weeks -- a haul for a college sophomore.

Yet, when it came time to make a career decision, Jennie was faced with her values and upbringing.

“I had two options,” she explains, “work at Teach for America or work at Oracle at the sales academy.”

Jennie was pulled to work for Teach for America. She spent most of the money earned during college traveling abroad and has a heart of empathy for those living in challenging life circumstances. As the daughter of Chinese immigrants, she has a personal connection to the struggle here in the United States, as well.

“I wanted to do Teach for America because I always had a passion for



teaching. When I was a little girl, I would write on a chalkboard and teach my stuffed animals. They all had their own black marble notebooks,” Jennie smiles.

“But, my parents said, ‘We didn’t pay for USC tuition for you to become a teacher in a low-income area, making 35 grand a year.’ So I said, ‘Okay,’ and took the job at Oracle.”

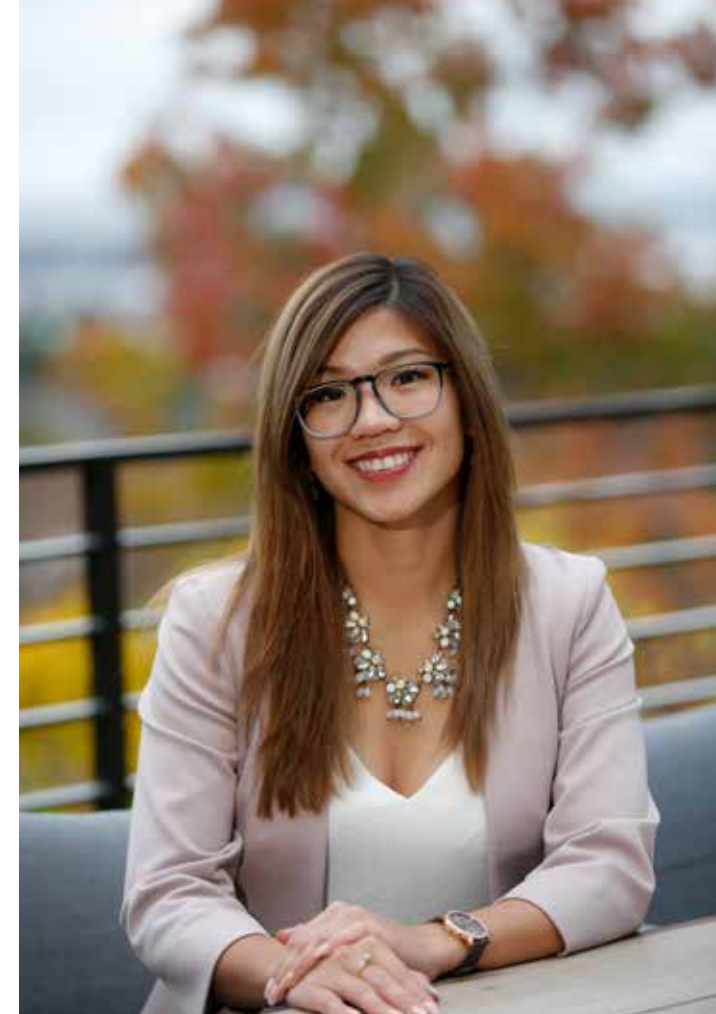
Jennie was happy to land in the Bay Area. Born and raised in New York, she fell in love with California during

her time at USC, but the Bay Area was ultimately where she wanted to build a life.

Within a year at Oracle, Jennie was promoted to become a Field Representative. She had, once again, found her way to the top of her sales team.

“I had a goal to buy a house at the age of 28 years old,” Jennie says. “I would work late nights. The lights would turn off, and I had to get up and turn them back on.”

“One day, I saw this real estate seminar class and went to it. I learned about



different channels of being able to build wealth. How to create income from flipping homes and buying investment properties out of state. That got me to start looking for a house even earlier.”

Two months later, Jennie was under contract for her first home – at 23 years old. She learned creative ways of taking out loans that allowed her to get her feet wet in the real estate world without so much as a down payment.

In true entrepreneurial fashion, Jennie turned her first home purchase into a money-maker right away. “I rented the rooms in my house to coworkers and started making cash flow. I didn’t have any monthly expenses. I thought, ‘How do I buy more?’” Jennie smiles.

“My initial idea was to get a higher-paying tech job within the industry. At the final interview [for a new job], I realized that I never felt a strong drive to do that

work... this was not something I was passionate about.”

Simultaneously, Jennie was studying to get her real estate license.

“I just decided to dive in and give real estate a shot full-time.”

Today, Jennie looks back with a sense of immense gratitude. Her decision to take a risk has paid off. She has a job that has not only provided her with the financial freedom she sought but a job that she is genuinely passionate about.

In each of the last two years, Jennie closed over 40 transactions for over \$40 million. She was even recognized as a National Association of REALTORS® 30 under 30 recipient.

Looking into the future, Jennie hopes to continue building her real estate business. Her goal in 2020 is to break the \$50 million sales mark. She owns



18 rental units with her partner and aspires to purchase more passive-income properties.

She’s also keying back in on self-care. After working so hard the last few years building her business up, Jennie is ready to take a step back to make sure that her work serves her own higher purpose, too.

“This year was more about self-care, self-love, finding the alignment inside,” Jennie smiles.

“My parents came all the way to America to create a new life and provide a life for their children without barely any money,” Jennie reflects humbly. “Being able to see their struggle...what I’m doing today is just talking to people and building relationships... I ask, ‘How can I really help people realize that American dream of homeownership and building wealth?’”

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LET'S TALK TODAY.



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