

SILICON VALLEY

REAL PRODUCERS.®

CONNECTING. VENTURING. INSPIRING.



MARK
VON
KAENEL

Photo by Teresa Nora Trobbe -
www.FotosByT.com

FEBRUARY 2021



WHY FILL YOUR EMPTY LISTING WITH VIRTUAL STAGING?

Increase Buyer Interest



Higher Sale Price



Sell Homes Faster



New Users
BOGO FREE
on First order
of Two Staged
Photos!

PROFESSIONAL PHOTOS & 3D LISTINGS... SELL HOMES FASTER!

ARE YOU MAKING THE RIGHT FIRST IMPRESSION?

Offering Professional Photography, 3D, Video,
Aerial Drone, plus virtual tour/property
websites, print flyers, and more!



Real Producers
Mention Ad for
**FREE
EZ-FlashCard
Video**
on Next Order!



VIRTUALTOURCAFE™
.COM

**LET US HELP WOW YOUR CURRENT
& FUTURE SELLERS!**

Virtual Tour Cafe LLC
6200 Stoneridge Mall Rd, Suite 300 Pleasanton CA 94588
(877) 744-8285 or (925) 609-2408

VIRTUALTOURCAFE.COM

RealEZPhotoFix. A Division of VirtualTourCafe, LLC.
6200 Stoneridge Mall Rd., Suite 300,
Pleasanton, CA 94588
(925) 609-2408 | www.realezphotofix.com



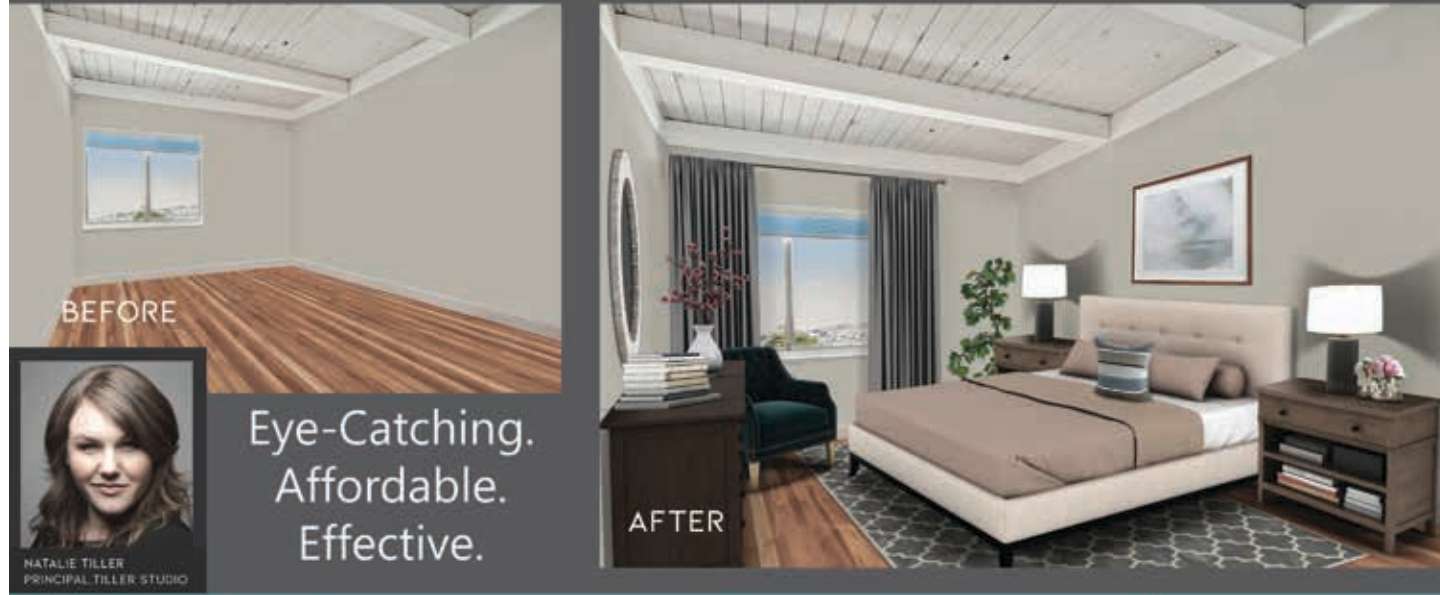
be challenged
be checked
be mated
be home.

VISIT US AT CORCORANGL.COM

corcoran
GLOBAL LIVING



Virtual Staging
...by a local interior designer
who knows your market.



Eye-Catching.
Affordable.
Effective.

408.673.1698 text ok
roomElixir by Tiller Studio

ROOMELIXIR.COM

hello@roomelixir.com
facebook.com/roomElixir

SOLID IMPRESSIONS

Certified Residential Appraiser
specializing in *high-value and luxury properties*

APPRAISALS OFFERED FOR:
Refinance, Estate Planning, Date of Death,
Trust, Foreclosure, Bankruptcy, Short Sale,
Divorce Property Appraiser

NEED AN APPRAISAL FAST? GIVE US A CALL!
408-937-1029 | appraisals@solidimpressions.com
www.solidimpressions.com

Do you or one of your clients have a
NOISE PROBLEM

preventing the purchase or sale of a Residential,
Commercial, or Industrial property?

IF SO, LET'S DISCUSS HOW
WE CAN HELP YOU SOLVE THE PROBLEM!

ENVIRONMENTAL CONSULTING SERVICES

Stan Shelly
408.257.1045 | info@environconsultserv.com
www.environconsultserv.com

40+ years of professional noise mitigation experience

TABLE OF CONTENTS

07
Preferred Partners

10
Stories of Resilience

14
Mothers In Real Estate: Finding Balance and Fulfillment

18
Profile: Sasai Zhang

22
Words of Wisdom: Real Wisdom

27
Cover Story: Mark Von Kaenel



If you are interested in contributing or nominating a REALTOR® for certain stories, please email us at Mitch@SiliconValleyRealProducers.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The publication contains paid advertisements by local companies. These companies are not endorsed or specifically recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies. NOTE: When community events take place, photographers may be present to take photos for that event and they may be used in this publication.

GORMAN
INTERIORS
Making Decorating Dreams a Reality

Designing Spaces Unique to Each Client's Dreams and Goals

www.gormaninteriors.com | 408-623-5262



Whoever said looks don't count?

You WILL Make More Money:

Staged homes sell for a minimum of 11% above the asking price and spend far less time on the market when compared to un-staged homes.

Your House WILL Sell Faster:

The longer a property stays in the market, the lower the price it will attract.

You WILL Receive A Positive Return on Your Investment:

1-3% investment on home staging yields an 8 - 10% return.

Your Online Photos WILL Stand Out:

90% of potential home buyers start their property search on the internet. Staged homes increase visibility and potential buyers.



Visit our website to schedule your Free Consultation!

www.stagethis.net

Laurie M. Piazza

✉ lpiazza@stagethis.net 📞 (408) 930-1986

PREFERRED PARTNERS



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

APPRAISALS - RESIDENTIAL

Solid Impressions
Appraisals
Eddie Davis
(408) 823-0625
SolidImpressions.com

CLEANING SERVICES - COMMERCIAL

S&R Janitorial
Sonia Romero
(650) 400-8335
srjanitorialservices.com

COMMERCIAL REAL ESTATE SPECIALIST

Compass Commercial Real Estate
Jonathan G. Hanhan
(510) 375-7575

ENVIRONMENTAL CONSULTANT

Environmental Consulting Services
Stan Shelly
(408) 218-7651
environconsultsrv.com

HEALTH AND MEDICAL

In-Health Clinic
Jennifer Walker
(408) 356-0273
in-HC.com

INSPECTIONS

Western Way
Termite Services
Chris Tiopan
(408) 837-7734
WesternWayServices.com

INSURANCE

Goosehead Insurance Agency
Justin Turner
(951) 965-4651

INTERIOR DESIGN

Gorman Interiors
Cindy Gorman
(408) 623-5262
GormanInteriors.com

LEAD GENERATION MARKETING

Baoss Digital
Bao Le
(408) 605-8923
BaossDigital.com

MARKETING

Aerial Canvas
Brendan Hsu
(650) 850-2431
AerialCanvas.com

MOLD REMEDIATION

Mold Remedies
Richard Wolf
(415) 719-8909
MoldRemedies.com

MORTGAGE

Guaranteed Rate
Nicole Santizo
(408) 499-1270
GuaranteedRate.com/
loan-expert/Nicole

Opes Advisors
Bryan Russell
(408) 655-5835
OpesAdvisors.com/
about-us/our-team/
bryan-russell/

Summit Funding, Inc.
Karen Bartholomew
(925) 443-2000
SummitFunding.net/sites/
kbartholomew

Valente Mortgage Team
Shane Valente
(214) 507-5792
ShaneValente.com

MOVERS

Ace Relocation Systems Inc
Pete Pfeilsticker
(408) 309-9456
AceRelocation.com

Clutch Moving Company
Steven Mandac
(650) 285-1261
ClutchMovingCompany.com

PHOTOGRAPHY

Fotos by T
Teresa Trobble
2828 S. Bascom Ave
San Jose, CA 95124
(408) 316-1613
Fotosbyt.com/
life-in-your-brand

PHOTOGRAPHY/ VIDEOGRAPHY/ VIRTUAL STAGING

VirtualTourCafe &
RealEZPhotoFix
Tim Denbo
(925) 549-0714
VirtualTourCafe.com &
RealEZPhotoFix.com

PROPERTY MANAGEMENT

Presidential Property Management
John Adams
(408) 442-7690
PresidentialPM.com

REAL ESTATE BROKERAGE

Corcoran Global Living
Nancy Robinson
(408) 203-7914

STAGING & HOME DESIGN

Encore Staging Services
Vanessa Nielsen
(408) 800-1566
EncoreStagingServices.com

Stage This! Stage That!

Laurie Piazza
(408) 930-1986
StageThis.net

VIRTUAL STAGING/SOCIAL MEDIA MARKETING

Tiller Studio
Natalie Tiller
3383 Payne Ave
San Jose, CA 95117
(432) 638-2315
www.roomelixir.com

BAOSSDIGITAL presents

COLD TO SOLD

GET 10 TO 20 HOT LIVE TRANSFERS AND BOOKED APPOINTMENTS WITH MOTIVATED BUYERS AND SELLERS, GUARANTEED.

Exclusive, motivated and high-quality buyer and seller leads each and every day. Guaranteed.

Receive live transfers and booked appointments with motivated, ready-to-go leads.

Guaranteed results or you get your money back.

Unprecedented and unmatched support. Your success is our success.

Trusted by top agents from national real estate brands.

<https://go.baossdigital.com/success-stories>

Featured in:

The New York Weekly NBC NEWS THRIVE GLOBAL KIVO DAILY

MOLD INSPECTION/ AIR QUALITY TESTING ELIMINATE SMOKE ODOR!

WE ARE HERE TO HELP

MOLD REMEDIES

Bay Area's Premiere Environmental Inspection & Mold Removal Company

OVER 20 YEARS OF EXPERIENCE!

Call for more details!
(800) 460-9535
www.moldremedies.com
info@moldremedies.com

CSLB #827821 and Certified by the IICRC and IAQA

Property Management Services for Residential & Commercial Investors in Silicon Valley!

LEASING | MAINTENANCE | ACCOUNTING

PRESIDENTIAL PROPERTY MANAGEMENT
Ask about our Realtor Referral Program!

(408) 829-8155 | www.presidentialpm.com
info@presidentialpm.com | Cal BRE# C/01998337

Partner with an Insurance Agent you'll love!

JUSTIN TURNER | Agent/Owner
Lic#0F89647
951.965.4651
justin.turner@goosehead.com
www.goosehead.com

We only align ourselves with AM Best A Rated and Better Insurance Carriers. Have your clients give us a call today to discuss their options!

MEET THE SILICON VALLEY REAL PRODUCERS TEAM



Mitch Felix,
Founder & Publisher



Amy Felix,
Editor



Teresa Nora Trobbe,
Photographer



Nicole Wright,
Ad Strategist



Zach Cohen,
Head Writer



Dave Danielson,
Writer



Nick Ingrisani,
Writer

YOUR HOME LOAN EXPERT IS HERE FOR YOU. GET STARTED TODAY.

CONTACT ME TODAY TO ACHIEVE YOUR FINANCIAL GOALS, REFINANCE OR HOMEOWNERSHIP

KAREN BARTHOLOMEW
BRANCH MANAGER & MORTGAGE CONSULTANT
NMLS ID# 280075
(925) 443-2000
teambartholomew@summitfunding.net
www.summitfunding.net/kbartholomew

The Karen Bartholomew Team

2073 Third Street, Livermore, CA 94550 Branch NMLS ID# 395759 | Summit Funding, Inc. NMLS ID# 3199 | www.nmlsconsumeraccess.org

stories of . resilience

Written By Zach Cohen



CAROLINE DINSMORE

“A smooth sea never made a skilled sailor,” Caroline Dinsmore says.

Caroline may have never seen a global pandemic before, but she’s more than familiar with deep recessions and uncertain times. She survived the dot-com bust and 9/11. In 2008, Caroline was three years into her real estate career.

“And I was far from being a top producer,” she reminds us.

Caroline was working to build her business in a world where she was provided with minimal tech and training.

“The brokerage I was with gave us one week of training when we first started. After that, it was sink or swim,” she recalls.

Caroline was also a new mom, as her daughter was born in August 2007.

“My daughter seemed to have concerning developmental delays. We took her to all sorts of doctors and experts who all said that she was likely to be autistic but that it was too early to test her. (It turns out that she is on the spectrum and very high functioning),” Caroline says.

“Toward the end of the recession, my mom started to show early signs of Alzheimer’s and I had to help her get her affairs in order, as I’d later become her primary caregiver with a durable power of attorney. In other words, I was to be the one responsible for every aspect of her life as her health and cognitive abilities declined.”

Caroline was facing challenges in multiple aspects of both her personal life and professional life. But that didn’t stop her; she persevered and came out of the recession stronger.

“I’ve learned that everything is cyclical. You always need to be prepared for the downturns,” Caroline reminds us.

Caroline focused on education and treating clients right, and it led to tremendous gains.

“I sold more during the 2008-2012 recession than I had in the three years leading up to the recession ... Hard to believe that in the depths of one of the worst recessions I could thrive,” Caroline explains.

Another lesson that Caroline took from the recession is the need to prepare for the next one. When the market turned up in 2012, she began to make more money. In turn, she saved more.

“During the heady days of 2013-2018, when my business was non-stop, I started socking money away because I knew that one day the market would go down again. During the next downturn, I wanted to be in a position where, at worst, I wouldn’t have to worry about how to pay my bills, and at best, I could reinvest in my business and look for other solid opportunities to invest in.”

Today, Caroline is thriving in her business and life. When shelter-in-place began, she hired another coach to help her refine her systems, she enrolled in online classes, and hired a marketing team.

“When the market turns again, I’ll be well-positioned to have more buyers and sellers call me,” Caroline says. “Oh, and I’m homeschooling my now 12-year-old daughter, who is fully mainstreamed and thriving in 7th-grade public school. All that early intervention and therapy along the way has definitely paid off. My mom has late-stage Alzheimer’s, but she lives in a small care home down the street from me, so I am still able to visit her all the time. I am very fortunate.”



DEBBIE WONG

In 2008, Debbie Wong was a full-time agent, an assistant office manager, and a working mom of three. She was doing well in real estate, where she focused primarily on corporate relocations and was beginning to shift her business towards listings. When the Great Recession hit, corporate relocations, listings, and the entire real estate business screeched to a halt.

“I was extremely fortunate to have a true visionary (John Finnegan) as my broker/mentor,” Debbie recalls. “He saw what was brewing as early as 2006, and was prepared for the downturn of the economy when it hit hard in 2008.”

In preparation for what was coming, Debbie and her brokerage shifted their business to work the distressed property market.

“Over 250 agents in our company earned the SFR (Short Sales and Foreclosure Resource) designation. We operated a fully functional short sale company that directly negotiated with the banks for the short payoffs on our own listings and for other brokerages,” Debbie recalls. “We had to carry twice the number of listings because the chance of the short sale going through was a 50/50 ratio, and often took four to six months to

complete. We closed over 450 short sales as a result. We had several REO agents working for us at the time.”

Debbie had the opportunity to enter the short sale market but instead chose to focus on BPOs (broker price opinions) as a side business. During the recession, she performed over 2,000 BPOs.

“The business had dramatically shifted,” Debbie remembers. “A lot of agents left the business. [The] real estate business was good but only for those that worked hard. You had to be willing to shift the meaning of what good meant; there were no slam dunks. [There were] longer turnaround times for closing, appraisal challenges, seller defaults, buyer qualifications, transactions falling out, and short sales not getting approved. Falling property values were the new norm.”

Debbie reminds us that as hard as the real estate business was, it was equally challenging to remain grounded and compassionate. Many families were losing their homes and struggling, financially and emotionally.

Debbie and her team spent tremendous effort fostering their company culture and maintaining a positive attitude, both in and out of the business. She carries these lessons learned with her into the current day.

“Align yourself with other like-minded people,” Debbie reminds us. “Focus on what you can control, not on what the problem is. Be solution-oriented. Think about what the best way to achieve the best possible outcome is. Stay positive; avoid negativity.”

“[Resilience is] staying the course, even if the road gets a little bumpy. [It’s] looking for a positive lesson, even in the face of dire circumstances. [It’s] never giving up.”



ELYSE BARCA

“There are certain moments in time we seem to remember so vividly: where were you on 9/11, the 1989 earthquake, the day you got married, the birth of a child, etc. September 2008 was one of those moments,” Elyse Barca says.

Elyse remembers the spring of 2008 as a robust time in the real estate market. But by that fall, everything changed. She has a vivid memory of a Monday morning sales meeting in September.

“The in-house lender walked into the room. He looked pale and distraught. He announced that Lehmann Brothers had just gone belly up and all bets were off as to what would happen next. It was a very sobering meeting,” she remembers.

•••

“My daily life, so to speak, changed dramatically.”

For Elyse, the most challenging element was dealing with uncertainty. The unknown, especially on a global scale, was frightening. She was faced with her own fears of uncertainty, as well as the task of walking her clients through unpredictable times.

“[It was] creative problem solving on a whole new level,” she recalls. “Whether the Great Recession or worldwide pandemic, dealing with uncertainty is difficult.”

Through the challenge, however, lessons emerged. Elyse discovered a new level of patience. She also learned a lesson in impermanence.

“Nothing lasts forever,” she reminds us.

In this current time of great change, Elise recalls these lessons learned. She remembers gratitude, and she remembers that tomorrow offers a whole new beginning.

“The defining moments, be it life, death, the Great Recession, worldwide pandemic, earthquake, etc. all test our ability to adapt. That ability to adapt to new normals defines how we will survive and thrive – or not.”



RON DAVIS

“Things won’t always be the way they were, but they will be the way they are,” Ron Davis reminds us.

In 2008, Ron was the broker of a real estate firm that he opened in 1999. As the Great Recession hit and the real estate market began to crumble, Ron had also just broken ground on a 4100 square foot home in Brisbane.

But then again, Ron was already familiar with the challenges of a recession.

“I opened my coffeehouse five days before 9/11 and was partially through adding a second story to my previous house when the market tanked in ‘91,” Ron explains. “I lost my other

job, was halfway through the addition to my home, and I found out my wife was pregnant all on the same day.”

Those earlier challenges helped Ron adjust in 2008, and they are serving him now. He’s learned that to stay afloat, you have to have a healthy mindset and an attitude of perseverance.

“Life is short,” Ron continues. “[You] better figure out what works now because what worked before may not. One thing that always works is honesty. When times get tight, people are tempted to cut corners.”

But rather than cutting corners, Ron suggests that we dig into what we know.

“Gaurd your mindset and know what exactly what you want and who you are,” he says. “Resilience has a connotation that you will come back to who you were. I think it helps to make peace with the worst-case scenario and do the best you can do for your family, yourself, and your associates and clients. ‘Don’t worry, be happy’ sounds trite, but I think it’s fitting right now.”



WWW.FOTOSBYT.COM

2828 S BASCOM AVE / SAN JOSE, CA 95124

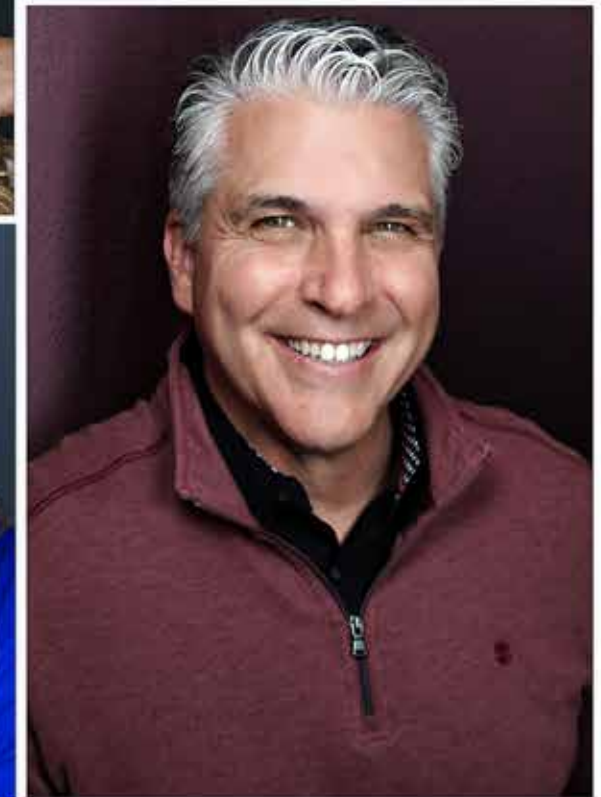
Teresa Nora Trobbe

☎ 408 316 1613

✉ info@fotosbyt.com



Look your best to optimize success!



▶▶ mothers in real estate

By Dave Danielson

Finding **BALANCE** and **FULFILLMENT** in **LIFE** and **WORK**

The balance between work and life has never been easy. But in the past year, that blend has taken on an entirely new dynamic with COVID-19.

We sat down and talked with several leading local REALTORS® who also happen to be mothers. They shared their perspectives with us on finding balance and fulfillment in life and work.

VITAL ROLES IN LIFE

One leading real estate agent and mother who joined us for the conversation was Nicki Banucci. She has two children, a son and a daughter. Growing up, she never thought she wanted children, but all that changed.

“I went on a listing appointment one day and fell in love with this little boy. And I couldn’t stop thinking about him. And I told my husband at the time ... so we had our two kids,” Nicki says. “It has been a totally different dynamic for me to figure out how to balance work and the kids, because kids were not my priority in life. Now that I have them, I really want to enjoy them and spend time with them, so I really try to balance my work life and my kids’ life. And so quarantine has been great, because I can just spend time with them.”

Nneka Jenkins has five children, including two stepkids. She always felt drawn to motherhood.

“When I came into my stepkids’ lives, I was 23. So I’ve been in their life since they’re like, 8 and 4. My biggest priority in life was to be a mom. I had no idea I was going to end up in real estate, and my biggest regret in my life is I wish I had known that I wanted to be in real estate at 21. I love doing both.”

STRONGER TOGETHER

As Nneka says, people ask her how she does it.

“If I had to attribute it to one thing, it’s my support system. I have a really strong mother, who is a single mom. And she taught me that I needed to balance better, and I needed to delegate ... making sure I understood delegation is super important. So I don’t do it all on my own. I have a super supportive husband who just left corporate America, and we run the business together.”

Juliet Kulda and her husband have a house that’s full of love and energy with 10 children. In 2003, while Juliet’s husband was in construction, she decided to make the move into real estate.

“It ends up being more than I realized right away, it’s not a part-time job. So that was a big challenge for me. On all the different levels from work to home, you do need help. And I always tell moms, ‘Get some help. You know, get cleaners, get someone to give you a couple of hours so you can go on a walk.’”

Juliet remembers when she had hired her first nanny. In the beginning, she was reluctant.

As she says, “I remember at first I thought I didn’t want her to do laundry. I didn’t want her to cook. I felt like no one could do it better than me, and then I started coming home, and my house looked like a hotel. It was incredible.”

RISING ABOVE

Olivia McNally and her husband have a 2-year-old son, and a puppy they recently added to the mix.

“Then, less than 30 days later, we went into quarantine. So our 1,300-square-foot house contained a 6-month-old, a 60-pound puppy, and

two parents who were going nuts. I got super busy during COVID-19, which is such a blessing, and yet it can be very challenging,” Olivia explains. “Sometimes, people say, ‘Olivia, how did you work corporate eight hours a day, bartend at night, and go to college full time to pay off your college debt by yourself?’ I say, ‘I don’t know, I just did it, because that’s just how we’re structured,’” Olivia says. “I find that to be the common story with a lot of top-producing agents that I surround myself with ... that we just do it; we just figure it out.”

Vicky Costantini agrees. She has three children and has experienced the hurdles of trying to get a lot done in work and life—in many cases, at the same time.

“Given my background in banking and knowing almost everyone in my hometown, I got really busy really fast, and found that I had to juggle kids, family, dinner ... fielding phone calls while you’re burning dinner and hoping somehow that that laundry pile diminishes,” she smiles. “But I love it. I don’t regret any of it.”

In fact, Vicky has found that having multiple children has helped her network.

“There’s no better advertisement than being able to be on PTA, have a few kids, manage your house and manage your business to impress people,” she says. “And a big part of that is having love at home and not just about being a REALTOR®.”

BUILDING BOUNDARIES

One of Vicky’s secrets is discipline in the various aspects of her life to maintain boundaries.





One example of having that discipline, as Juliet explains, is keeping a schedule.

“We have a certain schedule around our family life, which is really important. Several nights a week, we sit down to the family dinner, the candles are lit, the table is set. Everybody gives a high and low point in their day. How did you win it? What was your challenge? We all get to hear something about each person,” Juliet says. “You’d be surprised at what you hear. That’s a really important family routine. And we sit there sometimes for an hour or two.”

There are also boundaries that come with choosing who to work with. As Nneka explains, a big part of that is a person’s respect for your priorities.

“I remember during my first month in the business. My baby son was making a sound in the background. It was eight at night and my client said, ‘Can you keep that kid quiet?’ I was so early in the business, and I was caught off guard. I was so upset about it,” Nneka recalls. “Now, if that happened, it wouldn’t take me more than

a second or two to realize I didn’t need to do business with that person.”

Nicki agrees.

“Our schedules are important to us, too. If my clients don’t like it, then they don’t get to be my clients. Saturday is my day with my family, and Sunday was my workday,” Nicki says. “For me, it’s been helpful to have that firm line. And my clients, if they don’t get it, then they don’t get me.”

HANGING UP THE PHONE

One of the best boundaries that can be drawn begins with the phone.

As Juliet says, “It’s easy to do when you come home at the end of the day, and you have your phone in your hand. Your kids are excited to see you, and you say, ‘Hold on. I’ve got to finish this text.’ I’ve learned to stay in the car until I finish that. And when I walk in the door, the phone is not in my hand.”

Olivia has seen the importance of hanging up the phone, as well.

“One of the biggest defining moments of being a new mom was just a few months ago when our 2-year-old looked at my

husband and me and said, ‘No phones, Mommy, Daddy, no phones.’ I got it very clearly at that moment,” Olivia says. “If there is an emergency happening, I say to my son, ‘Mama needs to work for five minutes. We’re going to turn the timer on for five minutes. And when the timer goes off, Mommy’s full attention is back on you. And it works. He’s only 2, and he gets it. And it’s made me a better mom. And it’s made me define those boundaries for my clients for myself and for my family.’”

In the end, the balance between work and life and be an elusive, hard-to-pin-down goal. But, Nicki says, there is real value in consistently working toward it—and in providing a lifelong example for the next generation.

“I think it’s helpful for our kids to see us working so hard and what we get out of it. I think it was Tony Robbins who said, ‘If you want to have this amazing trip to Tahiti, figure out what you have to do to get there and then have a puzzle, and make that puzzle a picture on your wall. Every time you’re reaching a step, you have another picture piece of the puzzle, until it’s complete,’” Nicki says. “My kids see the results of what I do, and they get excited. In that way, they see that they can do it, too.”

PESTS DON'T STAND A CHANCE... In Your Client's New Home



Family Owned & Operated

**FULL-SERVICE
TERMITE & PEST
MANAGEMENT**



WesternWayServices.com
408-837-7734

**CALL US
TODAY FOR A
FREE QUOTE!**

Experienced
in VA loans
and refinance
inspections.

**PEST CONTROL
SOIL TREATMENTS
LOCAL SPOT TREATMENT OPTIONS
FUMIGATIONS & REPAIRS**



COMPASS COMMERCIAL

**Leaders in
Commercial
Real Estate
Leasing & Sales**

**Industrial • Retail
Office • Multi-Family**



Jon Hanhan
Sr. Vice President
Lic. No. 01800203
hanhan@compass.com
408.909.0998

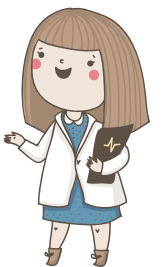


*Pain/Stress is an Everyday Reality -
Let us Improve Yours!*



Do you suffer from:

- Insomnia
- Adrenal Fatigue
- Sports Injury
- Headaches



Contact us today to learn more about our Integrated Practice.

408-356-0270 • Info@In-HealthClinic.com



SASAI ZHANG

THE ART OF BALANCE

“It started with my husband,” Sasai Zhang begins. “He is an investor type and would like to go see houses before I got into real estate. We live in San Mateo. We would leave the house at 1:00 and get to Costco at 4:30 because my husband would stop at every single open house. So, it started from there.”

Week after week, Sasai and her husband traveled through the neighborhood, familiarizing themselves with the real estate market. Sasai began to have an overarching understanding of the value of homes, different communities, how the market worked, and what it took to make a deal.

“More and more we thought, ‘Why don’t we do something with this?’ I couldn’t spend all my weekends hopping around seeing houses with him,” Sasai says with a laugh. “He just wanted to look!”

The Path to Real Estate

When Sasai and her husband, Guang, bought their first house in San Mateo, they had a challenging experience with their real estate agent. After moving in, they discovered a major leak in the roof, and having no knowledge of disclosures, were at a loss about what to do.

“We called the agent back, and he said he couldn’t do anything, then stopped answering our phone calls. It was a really bad experience,” Sasai recalls.

At the time, Sasai was working as an office manager at a local dental office. But after four years, she was ready for a change. She decided it was time to give real estate an honest shot.

“Every skill that I took from being a dental manager to real estate is [about] dealing with people.”

Diving In

“My first year was really hard,” Sasai says. She began working real estate part-time around her work at the dental office. But quickly, she realized that doing both wasn’t going to cut it. She would never be successful in real estate unless she committed, fully.

“I had to learn everything from the ground up,” Sasai explains. Being from Thailand, she didn’t have a large sphere of influence. Slowly but surely, she found her way.

“This business is about human relationships. Yes, we sell homes, but were not really selling homes. We are selling ourselves. We are helping people to make decisions,” Sasai says.

In the last four years, she’s become one of the best in the business at helping others make these decisions.

“People need to know how you can help them... How can we show them the value that we can bring to them? How can we make them aware that yes, we can help them, and we care about them.”

The Art of Balance

With two young daughters at home, Sasai has had to learn how to balance her real estate business and her time with family. While her schedule is flexible, her weekends and evenings are often filled with real estate appointments. Thankfully, her husband is able to step in and help during these times.





...

"I don't have a set schedule. My family expects to not see me on the weekends, but I do a lot of activities with the kids during the week or while they are at school. That's when I get to spend time with them. They get out of school, and I have to go out and meet clients, so my husband takes over."

Sasai understands that balance is a practice. Rather than having balance perfected and "figured out," she sees maintaining balance as an ever-evolving experience.

"I'm still working on my balance," Sasai admits. "It's still not perfect."

“THIS BUSINESS IS ABOUT HUMAN RELATIONSHIPS. YES, WE SELL HOMES, BUT WERE NOT REALLY SELLING HOMES. WE ARE SELLING OURSELVES. WE ARE HELPING PEOPLE TO MAKE DECISIONS.”

Looking Ahead

With Redfin, Sasai is more content than she's been at any point in her real estate career. "Right now, I'm pretty happy. Being with Redfin, you can be an owner. Every decision that I make, I have a goal set. I know why I am here," she explains.

2018 was Sasai's best year to date, and her ultimate goal is to hit President's Club. Her decision to move to Redfin, however, was primarily based on her dedication to family and balance.

"Looking at work-life balance, I had no time for my family [before]. I had to think, 'When is my next deal, when is my next deal?' By March 2018, it was too much for me, and I started thinking about Redfin seriously. I took two weeks off to go to Thailand, and I came back and said I will take this opportunity. I may not make as much as I used to, but to trade that off for the time I have with my family...my kids are growing, and I can't turn time back. I can make any money any time, but I can't have time back in my life."

For Sasai Zhang, it's about the art of balance.

Real Wisdom



» words of wisdom

Compiled by **Zach Cohen**

“God comes in every form... God exists in my car, in my home. But the one place I believe God truly exists is in the person who is in front of me that I am talking to. Because if I am not being honest and respectful of the person in front of me, that is where I am doing an injustice to the word God.” **Sunita Merchia**

“This business is a grind. You have to be willing to work. There’s no silver bullet,” **Rick Ardizzone**

“Integrity is the foundation. We treat all of our clients as close family. It’s a source of endless joy for me to work with the clients and help them make good choices.” **Michael Galli**

“As long as you figure out what problem you want to solve, you can always figure out how to get there.” **Sophie Shen**

“When I first started in real estate, I didn’t know how to do this business. But as I learned, I realized the difference is sometimes doing the same thing, but with a different level of intensity.” **Anson Ip**

“I’m keeping [my team] very lean and mean. Big looks good from afar, but it’s not always great.” **Joe Velasco**

“As much as you want to be available all the time, the sooner you realize your worth and set boundaries, the more successful you’ll be and people tend to respect you more over the long run.” **Sydney Ereno**

“I was good at accounting. I had a 4.0 in my major in college. I misunderstood that to mean that’s what I should do for a living. It took me a decade to realize that just because you’re good at something that doesn’t mean you should do it as a career.” **Terrel Beppu**

“Now I’m reaching 30. I want to try to slow down a little bit. To understand myself. To understand the world. To understand the meaning of life.” **Yoga Yang**

“I have a simple life philosophy,” Tyler explains. “Give everyone the best possible experience they can get.” **Tyler Williams**

“We’re caretakers of someone’s dream. I have to get it done for my clients.” **Adriana Trenev**

“It’s valuable to set a goal, create a strategy, look at what psychology I want to embrace, what are the ideas and thoughts I should be having around this, what’s the identity, who is the person I want to be as I go after this goal? That’s all powerful, but ultimately, what animates that is the soul.” **Brett Jennings**

“Just be kind, man. You know what I mean? People lose their mind if someone cuts them off on the freeway, and they ruin their day ... Calm down. It’s all good. Be kind to people.” **Eddie Oberoi**

“I’m very much looked upon as a very business, stuffy unapproachable guy, but I graduated with an art degree from San Jose State University. I draw and paint. It’s a kind of therapy for me.” **Terry Meyer**

“If they know you, they’ll say hello. If they like you, they’ll go to dinner and have a drink with you. But only if they trust you, they’ll let you sell their home.” **Greg Simpson**

“My whole experience as an immigrant here in the United States taught me so much. But most importantly, that you always have to hustle. Nobody is just going to hand you something for nothing.” **Vicky Yu**

“You have this vision of looking at the business or client in a different manner. People see that. When we serve when we do business, people recognize that.” **Samit Shah**

“Be true to yourself and don’t try to be who you think you’re supposed to be. It’s not going to hold up. Be who you are. If that doesn’t work, that’s okay.” **Owen Halliday**

“It’s my job to be able to do something, to create change, to help impact people’s lives in a good way.” **Bobby Ohadi**

“There is no perfect balance in life. Most of us need a job to pay the bills. The other side of the coin is pairing what I am good at with my passion and making a difference in the world.” **Alan Wang**

“At the end of the day when you drive home, where you go to is everything. You could just have the worst, crummiest day. If you are in a place at the end of the day when you drive in, you love that flower garden, or maybe your in the city and love the buildings or the nearest Starbucks ... that’s your soul, that’s what keeps you going. And so to be a part of that in someone’s life. To think because of me you live where you live and you love it. How great is that? That’s what keeps me going.” **Carol Burnett**

“I understood it wasn’t a get rich scheme, but a foundation. I always have the philosophy that the foundation has to be on stone and not sand, because [if it’s built on sand], when there is a disruption in the market, they are going to fail.” **Susan Fixsen**

“I’ll call it providence or serendipity. It’s the sort of experience we may only read and wonder about; if you risk all that you have for what you believe, then who and what you need will show up, and only just in the nick of time. When we read such provocative thoughts, our natural inclination is to doubt. The coward inside all of us wants to say, ‘Only in books and stories, this can’t really be true.’ Yet, in order to realize and experience the truth, we must have the courage to take that first step in faith. I call that point between doubt and decisive action, ‘the faith gap.’ Each time you fill this faith gap by following your calling, which is seemingly always in the face of fear and doubt, the more your belief will strengthen like a muscle.” **Chris Trapani**

If you risk all that you have for what you believe, then who and what you need will show up, and only just in the nick of time.

CHRIS TRAPPANI

“It’s my job to be able to do something, to create change, to help impact people’s lives in a good way.”

BOBBY OHADI

“If you really think about life – we’re not curing diseases. We’re helping people find their dreams and help them get to their next destination in life. This place they will see their children walk or crawl or speak a word ... It’s important. It’s about getting it right. Always putting the client in front of your own interest. Always. Always ... I want to see that more out there. That’s why I do this.” **Rodger Shaheen**

“That’s key. If you want to be good at something, you have to eat, sleep, and dream it.” **Phil Chen**

“In reality, we assume that once we reach the ‘there,’ there will be this transcended moment of arrival. ‘Oh my god!’ But most of the time you wake like any normal day. I’d be lying if I said every day I wake up and recognize it ... but you have to realize, we’re in a lucky spot.” **James Steele**

“In my whole time in real estate, I’ve never set goals,” Lee says candidly. “My only goal is to always do my best.” **Lee Ginsburg**

“I have an interview with my clients, just the way you are interviewing me. What do you want to achieve? What has been your lifestyle? ... if I get to know them well, then I get to do a better job for them.” **Rumana Jabeen**

“So often, people feel like scripts are fake. But I come at it from a different standpoint. A great script establishes credibility and experience. You can spend 20 years learning about real estate or you can use the knowledge that’s been accumulated by the industry and create a compelling script that sells.” **David Kelsey**

“The first step is the hardest in the morning. The hardest door to knock is the first door. If you train yourself to be comfortable in the uncomfortable ... I’ve trained myself to say yes to things, throw myself in it and commit.” **Joe Polyak**

“When we think about it, we have it better than most. Why not share that?” **David Oliphant**

“Every time I finish a [yoga] class I think, ‘I can never stop doing this regardless of how busy I am.’ It not only helps me recover but it helps me show up as a calm resource the next day to the people I’m trying to help. Are we doing the things that help us be present in our lives, and care for ourselves and the people around us? Are we taking that time to show up instead of showing up, hoping we get that time? To me, it’s been flipped. There’s a lot of backward thinking.”

David Oliphant

YOUR CLIENT STANDS OUT. THEIR OFFER SHOULD TOO.

Partner with Opes Advisors :

- **Personal Financial Modeling**
- **Reliable Pre-approvals**
- **Reputation for closing loans on time**

Help when they make the most important financial decision of their life.



Bryan Russell
Branch Manager | Sr. Mortgage Advisor
NMLS 229012
408.357.7812
408.655.5835 mobile
brussell@opesadvisors.com

Call me today to schedule a complimentary evaluation.

www.opesadvisors.com | 750 University Ave, Suite 275 | Los Gatos, CA 95032

Opes Advisors, A Division of Flagstar Bank | Member FDIC | Equal Housing Lender Programs for qualified borrowers. Subject to credit approval. Underwriting terms and conditions apply. Some restrictions may apply.



A Division of Flagstar Bank



SHANE VALENTE

BROKER, LENDER
ENTREPRENEUR

Home ownership is a lifetime commitment and we will be there for you every step of the way.

The Valente Mortgage Team
(214) 507-5792
shanevalente.com
NMLS# 279284
200 Clock Tower Place, Ste. A-100, Carmel CA

Professional Cleaning
you'll LOVE as part of your Real Estate Team!

Let us help get that home ready to sell.

S & R

Janitorial Services
Call today to schedule your appointment
650-400-8335
www.srjanitorialservice.com
COMMERCIAL | RESIDENTIAL

Moving you down the street or around the globe.
RESIDENTIAL | CORPORATE | STORAGE

Call Eric Galpine for a **FREE, no-obligation moving estimate!**

Ready to Move?
408-878-0007
egalpine@acerelocation.com
www.AceRelocation.com

HOME STAGING

THAT GETS YOU STUNNING RESULTS.



Photo Credit:
Aerial Canvas

Give your listing the best chance for success with **Encore Staging Services.**

The #1 preferred home staging company of top agents in Silicon Valley.

Call or Text 408.800.1566 | [EncoreStagingServices.com/Portfolio](https://www.EncoreStagingServices.com/Portfolio) | [@HomeStagingBayArea](https://www.instagram.com/HomeStagingBayArea)

» cover story

Written by **Zach Cohen**
Photos by **Teresa Nora Trobbe** -
www.FotosByT.com



Mark Von Kaenel

**ADVENTURE,
INTEGRITY,
SERVICE**

Before starting his real estate career at the age of 24, Mark Von Kaenel already had built an impressive resume.

“I’ve always been an entrepreneur; ever since I was a kid, I’ve had businesses,” Mark reflects.

After graduating from high school, Mark and his wife, Dianna, moved to Los Angeles. While his wife pursued a career in modeling, Mark pursued a career in law enforcement, ultimately working for a private investigator that specialized in finding runaway kids

and stolen vehicles. With this experience, Mark created his own firm, Consolidated Recovery Services.

Within a year, his asset liquidation business had reached national acclaim as the top company in the

...

nation. Though he was proud of his successes, Mark was growing tired of the daily stressors of the business.

A NEW ADVENTURE

“When we sold the asset liquidation business, which was number one in the country, my wife and I wanted to come home to start a family. I had a nice residual income and had the chance to really look at what business to get into,” Mark remembers.

During this transition, Mark spoke with Greg Macres, one of the founders and CIO of Contempo Realty. Greg asked Mark a simple yet profound question: “Mark, what exactly do you want?”

“At the time, coming out of having 40 employees, I didn’t want that headache anymore. At the same time, my wife and I were looking for a house to buy. We felt the agents weren’t really listening to us. So as I was looking for a career, and was introduced to Greg... my mind began turning.”

Mark is business-oriented, a hard worker, and has a depth of care for others. With this in mind, real estate seemed to be a perfect match. In 1994, he was officially licensed, and just three years later, he obtained his broker’s license.

Over the years, Mark has run his own brokerage, built a successful property management company, and in 2013, started the first Keller Williams brokerage in Los Gatos. Regardless of what brokerage he works for, the through-line has been his commitment to being a resource for his agents and clients. While most agents hone in on a specific niche--a neighborhood, a type of home, etc.--Mark made a conscious choice to be a generalist.

“Where others said you have to specialize *within* real estate, I wanted to specialize *in* real estate. I wanted to be a full resource for my clients. And it worked.”



KELLER WILLIAMS CALLS

“By 1999, I was killing it,” Mark remembers. “My goal was to be on the RE/MAX Top 100 list. I made the list, but I was really killing myself. My second kid was on the way, my wife ready to divorce me. It wasn’t a great quality of life.”

Mark refocused his energy, building towards balance and service. Rather than working at the expense of his family life, he began working to support it. In 2000, he launched his own individual company, Von Kaenel Real Estate.

“We were renegades,” Mark smiles. “We didn’t hire new agents. From 2000-2012, we had people knocking on our door, all the big companies. By 2012, we were really a productive company.”

Mark remembers that, at the time, Keller Williams’ reputation in the Bay Area was lackluster. They were considered an old-school company. But when Mark was invited to visit the Keller Williams offices in the Los Angeles area, he was offered insight into a new flavor at Keller Williams.

...



“

WHERE OTHERS SAID YOU HAVE TO SPECIALIZE *WITHIN* REAL ESTATE, I WANTED TO SPECIALIZE *IN* REAL ESTATE. I WANTED TO BE A FULL RESOURCE FOR MY CLIENTS. AND IT WORKED.



“Rick Cunningham came knocking at my door, and I started to look into it. We went to LA, and he had offices from Newport Beach to Santa Monica. He was thriving. Keller Williams had elevated their brand in that area,” Mark explains. “It started to click. Keller Williams had the best resources I’d seen in 20 years in the business. It was the first time I saw training for agents to truly build a business for themselves.

“I was in. I felt I had the resources needed to assist my clients at a high level and help real estate agents become successful business people.”

In year one, Mark’s Keller Williams business was profitable. In year two, they closed a billion dollars in sales, and they’ve opened several additional offices since. Today, Mark is the Operating Partner/Managing Broker of Keller Williams Bay Area Estates and Keller Williams Coastal Estates.

“It’s been a great success with Keller Williams and we are excited about our future growth, both for our team’s production and the brokerage,” Mark beams.

INTEGRITY & SERVICE

Mark and his wife, Dianna, have now lived in Los Gatos for over two decades. They’ve raised a family in the area, built a business, and become an integral part of the community.

One of Mark’s proudest points is his support of the community. In 2019, Keller Williams Bay Area Estates was recognized as the Business of the Year by the Los Gatos Chamber of Commerce, a testament to their commitment to the community.

“We’ve lived in Los Gatos forever,” Mark says. “I’m very involved in this community. We think globally but act locally. This community means

everything. We are leaders in this community, and we need to act like it.”

Mark continues to look for opportunities to grow and make a meaningful impact on the world around him. His driving force is the desire to build up those around him, beginning with his family and extending it to his coworkers, clients, and community. He surrounds himself with people who are dedicated to excellence and care.

“I am truly providing agents a platform where they can thrive. I’m teaching them how to run a business.”

Perhaps Mark’s greatest achievement is inspiring his agents to imbue their work with meaning.

“Everyone needs to figure out what their big ‘why’ is,” Mark says. “What gets you up in the morning? If you know what is going to drive you every day, it’s going to allow you to wake up and take on the world.”

DO YOU HAVE CLIENTS THAT NEED HELP MOVING?

- RESIDENTAL
- WHITE GLOVE DELIVERY
- COMMERCIAL
- LONG DISTANCE
- STORAGE
- RECEIVING
- WAREHOUSING
- PACKING

Call for a **FREE Quote Today!**



“Needed a mover and asked for recommendations from my realtor. She recommended Clutch Moving. They showed up on time and were friendly and professional. We did a walkthrough and told them what I wanted to happen and then they made it happen. They were fast but careful and I had no problems. They had extra moving supplies if needed too. I would recommend them to anyone.” -Will M.



Licensed & Insured
www.ClutchMovingCompany.com | (650) 535-2424
 Serving Silicon Valley since 2016

Want the best for your clients? Work with the best in the business.

When you choose to work with us, your clients will enjoy:

- Low, low mortgage rates.
- A lightning-fast online application through the Digital Mortgage.
- Impeccable service that has earned us a 96% customer satisfaction score.¹
- Day and night availability.
- Constant loan status updates, every step of the way.
- Diverse loan options and programs.
- A smooth, streamlined process ensured by our elite team.



20 YEARS OF EXPERIENCE • PERSONALIZED SERVICE • UNMATCHED EFFICIENCY • TIME-SAVING TECH



NICOLE SANTIZO VP of Mortgage Lending

Contact Nicole today for a distinctive mortgage experience.

167 S. San Antonio Rd.
 Suite 16, Los Altos, CA 94022

Office: (650) 584-0958
 Cell: (408) 499-1270

Rate.com/nicole
 nicole.santizo@rate.com

guaranteed Rate

CHAIRMAN'S CIRCLE

Top Originators¹

160MM+ IN FUNDED LOANS²

1 As ranked among the 200 top originators on Scotsman Guide 2018. | 2 Source: \$162 million volume, or 176 loans funded with Guaranteed Rate in 2019, according to internal loan production reports. | 3 96% Customer Satisfaction: Data Source: Guaranteed Rate's Client Satisfaction Surveys (Averaged 2015-2019) | Applicant subject to credit and underwriting approval. Not all applicants will be approved for financing. Receipt of application does not represent an approval for financing or interest rate guarantee. Restrictions may apply, contact Guaranteed Rate for current rates and for more information.

EQUAL HOUSING LENDER. N. Santizo NMLS #1582907; CA - CA-DB0582907 | GR NMLS #2611 (Nationwide Mortgage Licensing System www.nmlsconsumeraccess.org) • CA - Licensed by the Department of Business Oversight, Division of Corporations under the California Residential Mortgage Lending Act Lic #4130699



AERIAL  CANVAS

REAL PRODUCERS PREMIER PACKAGE

- HDR PHOTOS
- CINEMATIC VIDEO
- AGENT FEAT. HOME INTRO/OUTRO
- DRONE PHOTOS/VIDEO
- 3D MATTERPORT
- DEDICATED LISTING WEBSITE
- 2X ZILLOW EXPOSURE
- NEXT-DAY TURNAROUND

WWW.AERIALCANVAS.COM/RP

PASSWORD: 2020