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►► publisher's note

New Year, New Narrative

Happy New Year, everyone! I admit, it's hard to start talking about 2021 without wanting to reference all that has occurred in the past year. It can feel somehow that 2020 gets to define and inform what happens in the coming year as well. But I don't think that's necessarily true.

I saw this Facebook post from Lisa Paragary months ago. The picture and her words struck me so profoundly that I asked her permission to share it with you all. I also asked many of you what your word or goal for 2021 would be and let me tell you, you did not disappoint! This Real Estate community blows me away. There is so much heart. So much passion; determination, aspiration and wisdom. I am increasingly humbled to be getting to know all of you. As much as I was looking to inspire you through the sharing of your stories with each other, the reverse has happened and I find myself challenged and inspired by YOU.

So here's to looking ahead to a brand new year. I pledge to continue to learn from each and every one of you that I have the honor of interviewing and getting to work alongside, and I aim to help deepen your connections and community; bringing better service to your clients and thriving success to your businesses.



Onward!

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LISA PARAGARY

Last night on my way to show a house, I was awestruck by this incredible sunset. I stopped to snap a picture to send to my family. It wasn't until I looked at the picture this morning that I saw the words "Ahead" on the street.

"Ahead" is the best message! No reason

to look back. What's done is done. "Ahead" is a message of hope and joy and new possibilities.

May the God of hope fill you with all joy and peace in believing, so that by the power of the Holy Spirit you may abound in hope.

Romans 15:13



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MICHAEL SANDOVAL

RE/MAX Gold

Michael Sandoval was seven years old when he got his first big break. Technically, it was his older brother who broke his arm and couldn't work his shift at Denio's Farmer's Market and Swap Meet in Roseville. But little Mike jumped at the opportunity. He received his very first piece of sales advice from his new boss, who was also his aunt, "Keep your hands out of your pockets and don't chew gum."

Thus began Mike's love of sales. Regardless of the product he was selling that day, he got to meet and interact with new faces every week.

He learned the art of negotiation; including that talking too much can sometimes blow the deal. It was also the perfect opportunity to hone his Spanish. Though his parents spoke Spanish exclusively in the home, he spoke English at school and everywhere else. "Working at Denio's was a gift in many ways. Not only did I feel like I had this superpower of bilingualism, but it showed me early on that work could be enjoyable. That I could do something I liked and make a living."

ENTREPRENEURIAL DNA

Back in their native Mexico, Mike's grandparents owned a town store on the border of Jalisco and Zacatecas.

His mother, and her 13 siblings, each worked diligently in the family business. "After my mother and father met and married, my aunt suggested they emigrate up to the Sacramento area where she was living." Just as their entrepreneurial parents before them, they started their own Janitorial Business. "My brother and I are first-generation natural-born citizens, but we grew up taking frequent trips back to visit our family in Mexico. It was eye-opening to experience first-hand the differences between our two homes."

While pursuing a triple BA at Sacramento State, Mike worked for his parents' company in the evenings.

"I went to class all day, cleaned for a few hours in the evening, then did my homework. I remember working in the Comcast corporate building. I stood in those big offices with beautiful furnishings and diplomas on the wall and dreamed of having an office just like it one day." Education was a main focus in the Sandoval home, but that didn't mean everyone didn't work. "I was learning discipline, but also, I was a college kid who wanted some spending money."

In 2003, Mike graduated with a BA in Real Estate and Land Use, Human Resources Management, and Risk Management and Insurance. "Initially, I leaned toward working in HR, but the reality of listening to people's complaints all day wasn't appealing." Real Estate seemed to better suit his love for sales, negotiations, and creative problem-solving. He contacted a local top agent and offered to work for him for free for six weeks while waiting for the DRE to issue his license. "He agreed and I began to shadow him and learn the ropes. Once he saw my work ethic and potential, he offered me a position on his team."

SEE A NEED, FILL A NEED

"As a new agent, I needed clients, so I started in my own circle of friends and family." It quickly became obvious to Mike that there was a real need for capable, honest, bilingual agents in the Hispanic community. "I observed two things; an intimidation factor and a vulnerability factor. Many non-English speaking families had no concept of how easy it could be to become a homeowner. The fear of an overly-complicated and cost-prohibitive process made them believe it was out of reach for them. Secondly, many of them had either been personally exploited or knew someone who had, especially in the market peak of 2005-2006. Without an advocate to properly interpret and explain the contracts, they felt unsafe."



Mike, Alma, Mikey & Christopher on a family vacation.

“*I try to serve in ways that impact the people who are truly in need. Helping people fills my heart with joy and gives purpose to my life.*”

With a new passion to educate, advocate, and protect his fellow Spanish speakers, Mike focused all his energy on the Hispanic community. Word spread like wild-fire that there was a trust-worthy agent of Mexican descent who was making the home-buying process understandable and accessible. "It's rewarding to see the smile of first-time buyers when I present them their keys — the ones who never believed they could own a home, or who worked and saved for twenty years to be in the position to do so." He also relishes being able to help large, extended families; the parents, the siblings, the cousins... eventually making a difference in a whole community.

THE JOY OF SERVICE

"Helping the community and those less fortunate, in turn, helps everyone. As a society, we need to help one another thrive." For Mike, sometimes that means helping a client

who cannot read or write English to fill out paperwork and read documents. Other times, it means interpreting important documents for neighbors, volunteering at his sons' school, or donating to charities active in the Hispanic community. "I try to serve in ways that impact the people who are truly in need. Helping people fills my heart with joy and gives purpose to my life."

Mike is also grateful for the diversity of friendships he's formed along the way. "My clients are not necessarily people I would have met otherwise. Each ethnicity, socio-economic group, and culture has its own way of thinking. I listen and learn from all my clients; it's an education in itself."

THE NEXT GENERATION

Mike met his wife when she was referred by a family member. She'd come to the States to learn English for a year, then decided to complete



her college education here. “She was so smart and beautiful, but I waited until the transaction was complete. Then I immediately asked her out for a burger.” They were married in 2011, then welcomed sons Michael and Christopher. “Our sons are 7 and 4, which are magical ages. They are so open to the world.”

Living on a golf course, Mike likes to jump in the golf cart and take the

boys to the park to play soccer or throw the ball around. “We have to get them out of the house as much as possible. We walk the dog, ride bikes, and swim in the pool.”

As for the upcoming generation, Mike has some thoughts. “I am from humble beginnings, with no special pedigree. My family and I created and grew a company from the ground up with nothing but determination and

drive to achieve our goals.” He clarifies that sometimes goals are reached quickly and other times it takes years of hard work. It may not work out exactly the way you expect, but that can mean something even better is out there.

“Now I have an office like the ones I cleaned in college. The diplomas and awards on the wall are mine. Anything is possible.”

“*Now I have an office like the ones I cleaned in college. The diplomas and awards on the wall are mine.* **ANYTHING IS POSSIBLE.**”



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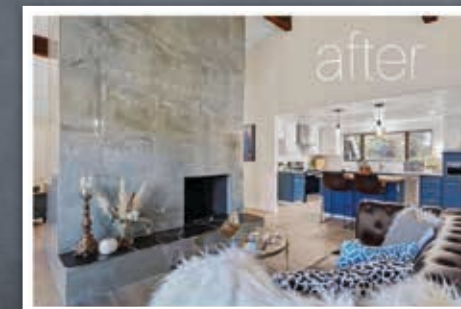
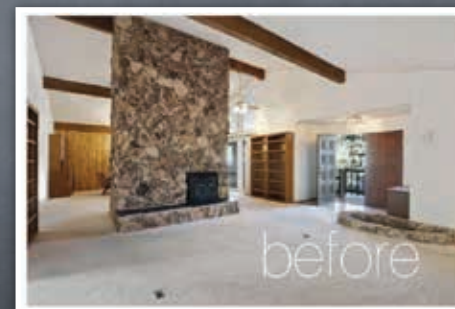


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MELANIE PRESCOTT: Platinum TC Services

Success is the Result of Hard Work Striking Opportunity

If you have ever had the pleasure of working with Platinum TC Services you would know that they focus on a hands-on approach to provide quality support and deliver a premier level of transaction coordination services to REALTORS® throughout the region.

Melanie Prescott is the Owner/Operator of Platinum TC Services, who is a true product of hard work, perseverance and growth through community support.

“I believe in supporting those who have been an integral part of my success and feel honored to be a member of the real estate community.”

Experience and Expertise

Coming from a corporate background and now venturing out fully on her own, Melanie has a new lease on life and is excited to focus on growth as she approaches a new year and this new adventure.

“I knew going out on my own could be a risky move, but thanks to the support of my friends, family and my wonderful TC community, this has been the best decision of my career. The loyalty and support that I have received from my agents has been extremely validating.”

Melanie began her career as a transaction coordinator by fate and luck. She remembers when friend Olivia Darzell, a transaction coordinator at the time, approached her and asked if she would consider taking over the role as a transaction coordinator in her office.

“At first, I didn’t know how much I would like it or if I would even be good at it,” Melanie remembers. “But I loved it, and because Olivia saw something in me, I am now in the dream job I didn’t know I wanted or existed. That was seven years ago.”

...

...

Benefits in Action

Melanie takes pride in the benefits she and her team deliver to REALTORS® and their clients.

"I like the fact that what we do frees REALTORS® up to focus on their strengths. When they work with us, they're not sitting behind a computer ... they're out in the field showing properties, working with clients, and building their relationships. We are there to take care of the behind-the-scenes paperwork and remove some of the stress of the transaction so they can focus on serving their clients. A TC saves an agent about 85% of their time spent on paperwork and administrative tasks."

Melanie is passionate about her work and supporting her clients in order to see them succeed.

"As a Transaction Coordinator, I like to get involved in the process early on. This allows me to prepare the file, open escrow, and get all of the details going upfront. Once the agent sells the property, we have a majority of everything ready to rock and roll," says Melanie.

Team Spirit

Teamwork is at the heart of the difference Melanie enjoys bringing to her clients. Her team includes a full-time assistant, two part-time assistants, an accountant and a marketing consultant. Melanie also considers her fellow TC's to be members of her team.

"The TC community is unique in the way that we support each other through and through. We don't look at one another as competition, but instead a squad."

Melanie talks about leaving her broker and starting her own business. "I wasn't the only one who left my broker, it was myself and two others,

Mercedes Natad and Kaylyn Humphers, who also left to go out on their own. If it weren't for Kaylyn's confidence we wouldn't have had the courage to take this leap. Not only are these girls part of my community, but I consider them my friends. I would do anything for these A-MAZING women. It was nice having a support system during the transition. We were able to understand and support one another along this journey, while aiding each other in new processes as well as a sounding board to bounce ideas off of. This experience has not only brought us closer but has shown me what an amazing community we are a part of."

Melanie is a huge advocate for supporting small businesses and other entrepreneurs as she explains that we're all in this together and success starts within your own community.

Life's Highlights

Away from work, Melanie cherishes her time with family, including her sons who are 22- and 17-year-olds. She takes pride in being able to show her sons that hard work and dedication can pay off.



Melanie with her daughter-in-law, Summer, eldest son, Grayson, youngest son, Zane, and mom, Sandra.

"Leading with a grateful heart and coming from a place of service will always set you up to succeed," she tells her sons.

She also cherishes the influence she received from her parents, including her dad, Sonny and step-mom, Carole; and her mom, Sandra, and stepdad, Don. She also enjoys the closeness she shares with siblings Bobby and Amanda.

"I was extremely blessed to have two amazing step-parents who were just as instrumental in making me the woman I am today as my own parents were."

In her free time, Melanie enjoys a game of darts, pool, and bowling with friends. She's also a huge music fan, especially when it comes to Rock-n-Roll music. She is a big fan of live music and looks forward to times when she can once again attend more concerts.



Melanie at the Shinedown concert in Boise, Idaho, where she met her favorite band.



Melanie at Scotty's Hideaway.

“Leading with a grateful heart and coming from a place of service will always set you up to succeed.”

Driven to Deliver

When you talk with Melanie, you realize the drive she has for what she does. Her down-to-earth nature and knowledgeable approach make her a fantastic resource for her clients.

As Melanie thinks about the work she does, she feels good about the impact her work has in helping her clients reach the closing table each day.

"I like to feel like I'm part of the team. It's been very rewarding building so many very good bonds and friendships with people in this business," she smiles.

Melanie mentions her favorite quote, "Well-behaved women rarely make history," and says that she is looking forward to this new year and the new narrative that will be written as she continues her Platinum level of service.

Day by day, Melanie truly provides the opportunity for her REALTOR® partners to become successful and do what they love.



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Anthony Tardiville

Lyon Real Estate



Meet Anthony Tardiville of Lyon Real Estate. He is two years into his career as a real estate agent and shows true dedication in assisting his clients with purchasing or selling their home. His passion for helping his clients find their dream home shines through in the way he listens to their wants and needs, as well as educates them on the purchase and sale process. We asked him to share a little about his journey as a REALTOR® with us below.



relationships with them. I also enjoy being an advocate for my clients with negotiating and keeping a strong business relationship with those in the industry.

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

No, not as quickly as I have. I knew that it would take time to establish myself and learn about the industry. I am so grateful and appreciate all the support I have received throughout the process.

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

The support of family and friends, being dedicated, staying focused, constantly learning and not getting discouraged. I also value the strong business relationships I have with not only my colleagues, but with those in the industry that contribute to having the transaction flow seamlessly.

Tell us about your family.

I have a younger brother and an older sister who has two boys, making me the middle child. Our mother passed away when I was nineteen and it was a hard time for us all. I learned that life can be unpredictable and unfair at times, and to not be angry but take the necessary time needed to experience life and feel those emotions. My siblings and I were always close but have become even more close as the years have gone by. We have experienced life through a different lens. It has allowed us to take one day at a time and to be grateful for the time we have with those in our lives. My partner and I just celebrated our 11-year anniversary. He has been such an important aspect in my life and supports me in any decision I have made. I can't imagine my life without them and am so grateful that I get to wake up and fall asleep next to them each day.

What are your hobbies and interests, as well as any charities or organizations you support?

I support the National Association for Down Syndrome. I enjoy going running, hiking, swimming, spending time with family and friends, traveling and cars. I had a great time skydiving about 12 years ago and would like to go it again. It was my first time on a plane, and I can say that I never landed my first time flying!

In closing, is there anything else you would like to share?

Owning your own business can be challenging, but also rewarding. Make sure to surround yourself with good people that support you and learn to balance your work and personal time to enjoy life.



What did you do before you became a REALTOR®?

I worked as a Program Manager in the Workforce Development Industry. It is a federally funded program to assist youth and adults in obtaining employment and provide business services to local employers in the training of their staff.



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

Balancing my work life with my friends and family. In owning your own business, you need to be flexible and available with your schedule to meet the needs of your clients. The industry is saturated with many good REALTORS®. Making yourself stand out and finding what makes you unique in what you can offer your clients is something that

I continue to work on.



How does Real Estate fit into your dreams and goals?

Real Estate allows me to have my own business and be in control of how successful it becomes. It puts the responsibility on me in achieving the goals I set for myself and opens the door to attain the dreams I set for myself.

I remember taking a training last year with Michael Fanning – S.V.P for Windermere Services and Ninja Coach who taught me to start every day with my gratitudes and affirmations to stay focused and on track to become not only successful in my career, but also in my personal life.

What's your favorite part of being a REALTOR®?

Working with people and assisting them with the purchase or sale of a home. I enjoy helping people and building

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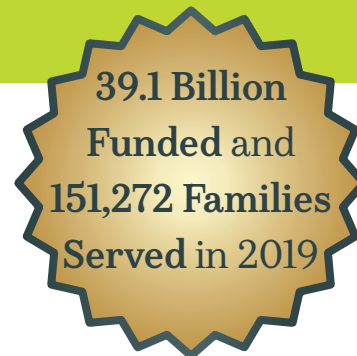
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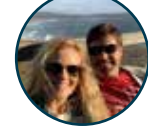
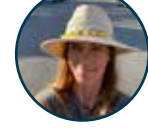

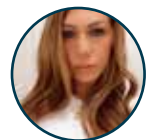



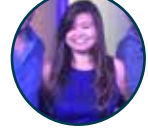














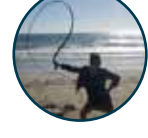

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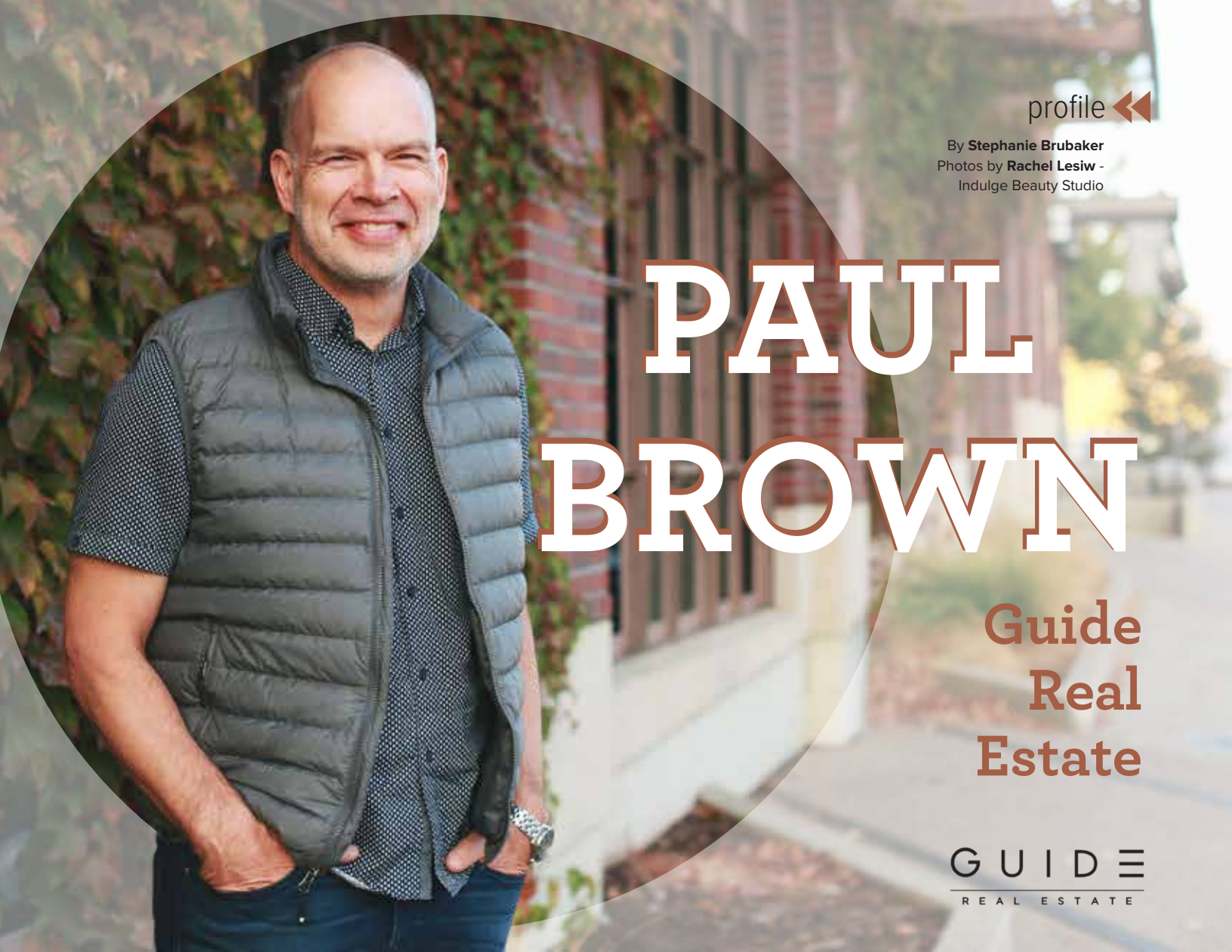
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PAUL BROWN

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GUIDE
REAL ESTATE

KEEPING IT REAL AND ASKING THE HARD QUESTIONS

Paul Brown believes he's the poster child for *Failing Forward*. "I think I'm really good at it!"

I chuckled at his self-deprecating candor, but his comment stayed with me. It's a rare perspective in our perfectionistic and image-driven culture — to be so positive about facing obstacles and not necessarily conquering them on the first day. Or the second. "I launched my real estate career on the verge of the Great Recession of 2008, when my wife was pregnant with our second child. On top of that, I was new to the area and knew very few people." Talk about formidable career challenges. But

by that point, the adversities of life had already driven Paul to ask hard questions of himself. He knew what he was after and that he was willing to play the long game to achieve it.

WHO AM I GOING TO BE?

Difficulty was no stranger to young Paul. "Growing up in my family wasn't easy. I didn't always have the support I needed, but I'm grateful for the work ethic my father instilled in me. He taught me to do the best job I could, and if possible, do it better than everyone else." At 10, when he got his first paper route, he immediately went to work looking for ways to go above and beyond what's expected of a typical paperboy. "I challenged myself to practice my aim until I could successfully

toss each paper directly onto the front porch on the first try. My goal was *no misses* — to not have to get off the bike at all." It took time and plenty of stops to go back and move the miss-thrown paper to its proper spot, but young Paul saw the benefit of his persistence right away...happy customers and bigger tips.

He brought that same hustle to his post-college advertising career as an Account Supervisor in a big-name San Francisco firm. "It was an exciting time — being creative and getting to work on multi-million dollar accounts with industry giants. I had the opportunity to travel and entertain clients in the finest restaurants." Paul also met his wife, Carolyn, at a dinner party in the

city. "I took her to dinner in North Beach and then we saw *Forrest Gump* in the Alhambra Theater. I'll never forget it." The couple never looked back. They were married at Mission Dolores, just down the street from their place in Noe Valley. "It was the best day of my life."

WHY ISN'T THIS WORKING?

Despite being blissfully married and living in a beautiful city, Paul found himself increasingly dissatisfied with his chosen career industry. "Advertising is a great fit for lots of people. But for me, it wasn't enough. I wanted to make a difference in peoples' lives in a meaningful way, not just convince people to buy a particular car or stay in a

particular resort." A well-respected colleague once mentioned to Paul that she thought he'd be excellent in customer service. "At the time, I misunderstood her meaning and was insulted. I thought she was suggesting I was better suited to work in a call-center or a retail job, which seemed like a backward career step." But time would clarify her statement, and years later Paul would call to tell her she was absolutely right. "She recognized that the industry didn't serve my true talents. I thrive on personal connection and serving people in a tangible way." Helping his clients put the right roof over their heads so that they can raise kids, have parties, and make memories was exactly what Paul was suited to do.

WHAT IF IT'S HARDER THAN I THOUGHT? However, those first five years were tough. Paul and Carolyn were *new* parents that moved to a *new* city (Folsom) and started a *new* business during a recession. But Paul's commitment to transparency and learning from struggle means he not only values that experience but freely shares the lessons he learned from that season with others. "It's important to be brave enough to say *I don't know the answer to that question—but I'll find out and get right back to you*. Being teachable and focusing on *getting it right* rather than *being right* has never backfired on me." Humility led him to seek out role models in all areas of life; not just examples of excellent real estate agents but of family men of integrity who contribute to their communities.

...



HOW CAN I HELP OTHERS?

One way Paul gives back to his community is by joining the conversation about toxic masculinity. He created the Instagram page THE GOOD MAN SYNDICATE. "It was born out of the Harvey Weinstein scandal, and being confronted by the deep pain and harm consistently caused by my gender. I gathered other men, and women, who were interested in discussing what it means to change that narrative. To discover what it means to be the best version of ourselves in today's times." Paul has the best form of motivation right in his own home — his wife of 26 years, Carolyn, and his two daughters, Campbell and Aubrey. Three pairs of female eyes are watching him work out what it means to be a GOOD MAN. And he wouldn't have it any other way. "The award I'm most interested in winning is HUSBAND

and DAD of the YEAR. I am a family man through and through, and they mean the world to me."



The Brown Family on the Golden Gate Bridge

WHAT MATTERS MOST TO ME?

In every area of his life, Paul is

committed to being his authentic self, which means being honest about both his successes and failures. "Transparency is strength, and it has an impact on people. I played the image game for many years, but life is so much more than trophies and recognition for unit sales. I will always be straight with my clients and colleagues because I genuinely care about them." And the legacy Paul desires to leave behind is just as straight-forward and simple. "I just want people to think Paul was a great guy — that I was kind, respectful, vulnerable, and honest — and that the way I lived my life reflected the faith I have in God."

When Paul isn't working, he's been an avid road cyclist for the last eight years, something he discovered helped him process his mother's dementia and eventual passing. "I love the bike." He has also been playing guitar for nearly 41 years, and enjoys writing songs. "I'm that guy who still carries around a pen and a composition notebook. My wife is brilliant so I listen to what she says and take notes." The guitar was his refuge for many years, a safe place for him as a kid. He recently got a tattoo on his left shoulder of a guitar with some flames, to represent turbulence; three beautiful roses, which are his wife and daughters; and the words he lives by — Faith, Hope, Grace, Love. "That says it all for me."



“ The award I'm most interested in winning is HUSBAND and DAD of the YEAR. I am a family man through and through, and they mean the world to me. ”

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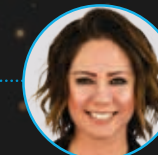
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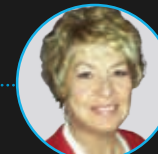


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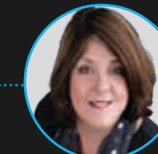
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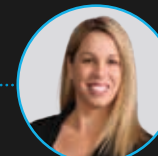
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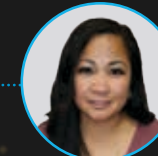
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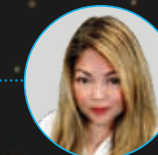
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Andrea Dodson ~ KW

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cover story

By Dave Danielson

Photos and cover photo by Nicole Sepulveda, XSIGHT Creative Solutions

The MORE Real Estate Group

Keller Williams Realty

Driven by the Experience

In a goal-oriented world, it's natural to set our sights on the final destinations in life. Yet, there's a lot to be said for the process of getting there. Three leaders who place a lot of importance on that process are Shelby Ryburn, Brian Martell and Ricky O'Neal.

As Co-Founders of the MORE Real Estate Group with Keller Williams, Brian, Ricky and Shelby are driven to create a distinctive experience for those around them.

"As recently as several years ago, when people talked about real estate, it wasn't always complimentary,"

Brian says. "We enjoy doing our part to raise the level of the experience people expect from our industry. It means a lot when we reach the end of a transaction, and our clients say, 'Wow, I had a great experience.' It isn't about just selling real estate. It's about approaching every relationship as an advisor advising them about the largest asset that they own and knowing that our clients not only trust us, but see us as a resource and a friend. The customer experience is paramount. We can't forget that this business is about real people who need a lot more from REALTORS than just someone that can show up and open a door or write a contract, and we take that responsibility to our community seriously." ●●●



Coming Together with MORE

Together, Brian, Ricky and Shelby formed The MORE Real Estate Group, with “M” standing for Martell, “O” for O’Neal, “R” for Ryburn, and “E” for ... Experience.

As the MORE name suggests, the group’s leadership is a powerful blend of individual talents working with a common purpose. The compelling story of how this dynamic team grew individually, honed their crafts and passions and then came together to form ‘MORE’ makes their collective focus on the ‘E’ more than fitting.

Brian Martell: Finding a Perfect Fit

Brian’s start in real estate can be traced back about 20 years. At the time, he owned a travel company. “I

sold that company, got into real estate and launched American Heritage Real Estate, a brokerage I opened in Folsom, right across from City Hall for four years and then over to the Blue Ravine area for another five years,” Brian recalls.

Business hit a pivotal crossroads at that time, as the economic downturn gripped the nation. “At that point, we decided to merge with someone who could take us to the next level. We interviewed every brokerage out there. In fact, it was about a six-month interview process.”

During that time, Brian was invited to attend Mega Camp, an event hosted by Keller Williams in Austin, Texas. With their God, Family and Business

approach, it all felt so natural. He immediately knew, hands-down, that Keller Williams was the right fit.

That experience was eye-opening for Brian.

“I had worked my entire career for myself, and I didn’t realize what I had been missing so I merged my team with Keller Williams so we could offer more support to our agents and clients,” he says. “Ricky had already been a friend of mine and came on board as a partner, and then Shelby, who had been with Keller Williams, came into our lives. Since 2009, we’ve been here with Keller Williams.”

Ricky O’Neal: Renewed Purpose and Fulfillment

Ricky remembers the way he found his rewarding path in real estate. “Brian and I had been buddies since the early 2000s. After college, I had worked for a land consulting company. It’s a fantastic company, but it wasn’t providing me with the fulfillment I needed for life,” he says.



The MORE Real Estate Group



At the same time, Ricky was working through some hurdles. “I was in a bit of a down spot in my life,” he says. “I felt like I had everything in life, yet something was off. There were also the demands of welcoming a new baby into our family. Overall, it felt like things were spiraling down a little.”

Listening to the radio coming home from work one day, Ricky was in the right place at the right time to hear a message that seemed to be just for him.

“The commercial was promoting a Tony Robbins event that was coming to town. What Tony said in the commercial changed my whole life. He said, ‘Success without fulfillment is failure,’ and I thought, ‘Wow, he’s talking to me.’ I went home and told my wife. I quit my job the next day, called Brian and said, ‘I’m getting into real estate.’”

Shelby Ryburn: Forward-Thinking Drive

As Shelby says, the story of how she, Brian and Ricky came together is unique and not something you find in a lot of partnerships.

“Early on in my career, I overheard a mentor say to someone, ‘If you’re not working with purpose, then why are you working?’ I think all three of us have a unique passion to live our life on purpose. We each have a really big ‘why’ and part of that why is to create a big world where people want to journey with us. Looking all the way back to my teenage years, I’ve always been that person that needed to see the value in what I was doing. I needed to know there was a mission and a direction toward something bigger. If I couldn’t see the vision of how it was making an impact or creating opportunities, I had a hard time doing it.”

At just 20 years old, Shelby started working with a property management company. “I learned pretty quickly that I liked the industry as a whole, yet after 5 years in management, I was ready for more, so I transitioned to the next natural step in my journey...real estate,” Shelby remembers.

“I moved back to LA where I had gone to college and started selling real estate in Hollywood, yet after some time, was offered an opportunity in the financial services industry that I ultimately wound up spending seven years in.”

“Oftentimes, we don’t know why our paths go in certain directions or why some doors close, yet closing the door to real estate at the time created an opportunity that gave me the experience I needed to know how to build big business through systems and people. It was during my corporate years that I became an instructor and a Certified Business Coach which enabled me to leverage those skills and get back into real estate,” Shelby explains.

“I was honored to have the opportunity to serve the real estate industry in a leadership capacity for several years running Keller Williams



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franchises followed by some time as Area Director of our local region here in Northern California. Then each of us came to a crossroads. Brian and Ricky had spent several years in business together while I was running brokerages and we were each looking to take things to the next level,” Shelby points out. “As cliché as it may sound, fate brought us together in a moment that we were each ready for more. We individually have a lot of years of experience in real estate and running businesses and we each had something to contribute to one another. During my time as Area Director, I had the honor of being in a room with Gary Keller once a month. Gary, one of the most influential people in the real estate industry said something that stuck with me. He said, ‘Retail isn’t dying. Boring retail is dying.’ Retailers have to redefine themselves. They’ve got to create an experience, not just sell a product. When the three of us decided to come together, ultimately we attached to the same core philosophy and decided to rebrand ourselves with that in mind. While MORE became an ode to our surnames, it’s the ‘E’ that defines our mission to create an Experience for our clients *and* for our incredible team who trust us to help them build their careers and futures. Success is not just about results. It’s about enjoying the journey and together we can help more people have that experience.”

The Power of Teamwork

When you walk with them, it’s clear to see that spirit extends to the experience they strive to create for their team of 16 professionals.

“Our desire is to provide the best environment to help our team reach their goals and love their life. We certainly want to help our clients as they buy and sell their homes, yet more than that, we want to invite them to live life with us outside the transaction, and that starts by providing a great internal experience with our team that will extend to our external experience for our clients,” Brian says.

Family Foundations

Away from work, Brian, Ricky and Shelby treasure time spent with their families.

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Brian and his wife, Valerie, have three children — 20-year-old Regan, 18-year-old Blair, and 16-year-old Keaton. Ricky and his wife, Emily, have two children — 11-year-old Allie, and 7-year-old Kellan. Shelby and her husband, Matt, have two children — 6-year-old Bennick, and 4-year-old Riley.

Moving Forward

Things don't always go as planned. Some hurdles and challenges arise. Some are expected. Others, like COVID-19, are not. The key is how you respond.

“When COVID-19 hit, none of us knew what to do initially. You can only control so much, so we quickly decided to shift our focus to helping our local communities by brainstorming ways we could be a resource to those that were struggling around us. We started by first figuring out ways to support local businesses,” Shelby remembers. “We launched Facebook groups, hosted webinars that inspired collaboration, and made a decision to be a voice of hope for our local communities in a season that was hard to keep your head up.”

Community is central to the group's approach. Whether they're deeply involved in a local organization, or spearheading a drive to collect thousands of coats for people in need, their heart is here.

As Brian says, “We live local, sell local and support local. We're really focused on being hyper-local. When we go to the grocery store or church, restaurant or chamber events, people know who we are and that we support the community.”

Through time, the MORE Real Estate Group has created many signs of its success in helping its clients. In fact, the group is the number one Keller Williams team in Sacramento.

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But as Ricky says, their success goes well beyond the numbers.

“Being the #1 Keller Williams Team in the Sacramento Region is an honor and it’s fun for the moment to see the numbers, but the infinite game is what counts,” he emphasizes. “Having fulfillment and fun around what we do is what is important. We want to provide people with an awesome experience; not just buying or selling real estate. One of my favorite sayings is ‘Don’t adapt to the energy in the room. Influence the energy in the room.’ Wherever they are, we want our team to influence the room in a positive way.”

Brian, Ricky and Shelby know their role of emphasizing the experience begins with holding themselves to a high standard.

As Shelby says, “We need to work harder on ourselves than we do on making a living. And that starts with the three of us leading by example. We all have coaches. There is never a time where we will have learned enough. It’s our job to consistently get better. Only then can we create an environment that holds people accountable for success, while not sacrificing the joy in the journey. That’s our goal as we define what an ‘experience’ looks like for our team. It’s about deeply caring about our people while challenging them to grow.”

In the end, the destinations we reach ARE important. But so is the journey of getting there, because that’s where life is lived out and memories are made. Everyday, Brian, Ricky and Shelby blend their individual strengths together with the aim of providing MORE for their clients, their team members, and their community along the way.

“There’s a difference between service and experience,” Ricky says. “Service is what happened during the transaction, but the EXPERIENCE is what keeps them coming back.”



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