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TABLE OF CONTENTS



08
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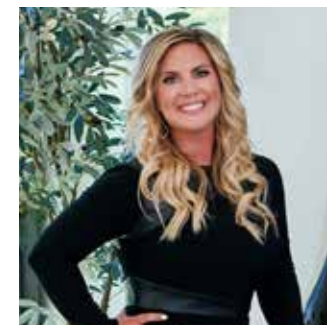
13
Meet the Sacramento Real Producers Team



14
Publisher's Note



18
Agent on Fire: Kelly Pleasant, Pleasant Real Estate Group at Guide Real Estate



24
Celebrating Leaders: Ashley Haney, Haney Real Estate



32
Partner Spotlight: Overhead Door Company of Sacramento, Inc.



38
Star on the Rise: Terri Cicchetti



42
Profile: Kristen Snedeker, Legacy Properties



50
Cover Story: Tom Phillips, Tom Phillips Team - Coldwell Banker

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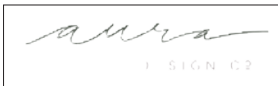
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►► publisher's note

Return to Normal?

It'll be July when you read this but I'm writing it on June 1st and California is officially 2 weeks out from 'opening up'. There's a wave of anticipation in the air as we approach this 'Return to Normal' and I don't think I'm the only one wondering if it can really be as simple as all that.

Part of me is SO ready.

Ready for big events, movie theaters, eating indoors and hugging people freely. I'm ready for vacations and baseball games; I dream of concerts and crowded spaces. We have our next BIG EVENT coming up and I am absolutely thrilled for the chance to increase the regularity at which we create opportunities to gather the Sacramento Real Producers community together.

But in the same breath I feel myself hesitating. It's been a LONG time since these things were a regular part of life and the world has collectively gone through a bit of trauma in the last year and a half. It may sound dramatic to state it that way, but consider the definition.

Trauma: an emotional response to a terrible event. Longer term reactions include unpredictable emotions, flashbacks, strained relationships and even physical symptoms like headaches or nausea.

As professionals, parents, friends, and caretakers, we have been pushing through this pandemic; channeling all our inner strength and courage to stay positive and focused. I've talked to so many of you about your routines and strategies during this time and one thing is certain: the resiliency and grit that develops in adversity and hard times is a beautiful and inspiring thing. But as we begin to open up more and more I think it's reasonable to expect some of those trauma response emotions, that have been buried for the sake of survival, to start bubbling to the surface as well.

So I thought this month I'd just include a gentle reminder to be kind to yourself and others as we slowly adjust to a 'post pandemic' way of life. Emotions are complex and they can often contradict themselves. In the midst of the excitement to rush out and enjoy all the routines and activities we've been missing, don't be surprised if you also come across unexplained anxiety or grief. There was loss that may not have had the chance to be fully mourned yet. There was fear and uncertainty that may just finally feel permission to express itself. And that is okay.

I'm not sure who this Publisher's Note is for. It may be for you, it may be a helpful insight into some of your clients or family members, or it may actually be only for me! But for whatever it's worth, I'm planning to build in some extra time for self reflection these next couple months. I think grace and patience for ourselves and others is going to continue to play an important role as we and the rest of humanity attempt to regain our balance in this beautifully spinning world.



Here's to the ever-unfolding journey, Katie

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3 QUESTIONS TO GUIDE IN SELF REFLECTION

An excerpt taken from a Forbes article by Janice Marturano.

1. What roles did I play before the pandemic? Sit quietly for a while and allow your mind and body to settle. When you are ready, make a list of all the roles you played before the pandemic hit your community. Try to be ex-

haustive with your list and then highlight roles that were significantly impacted by the pandemic. Read through your list slowly and notice the sensations that arise as you consider each role. Grief? Relief? Gratitude? Longing?

2. What are the most important lessons I have learned about myself during the pandemic? Here are a few to get you started. What do I miss? What do I not

miss at all? What did I learn about my relationships? What did I learn about my courage, flexibility or strength?

3. When I imagine my best life, what does it look like? What do you want to change or initiate now? With some added self-awareness comes your opportunity to create or modify your place in these historic times. What change is right here at your fingertips?

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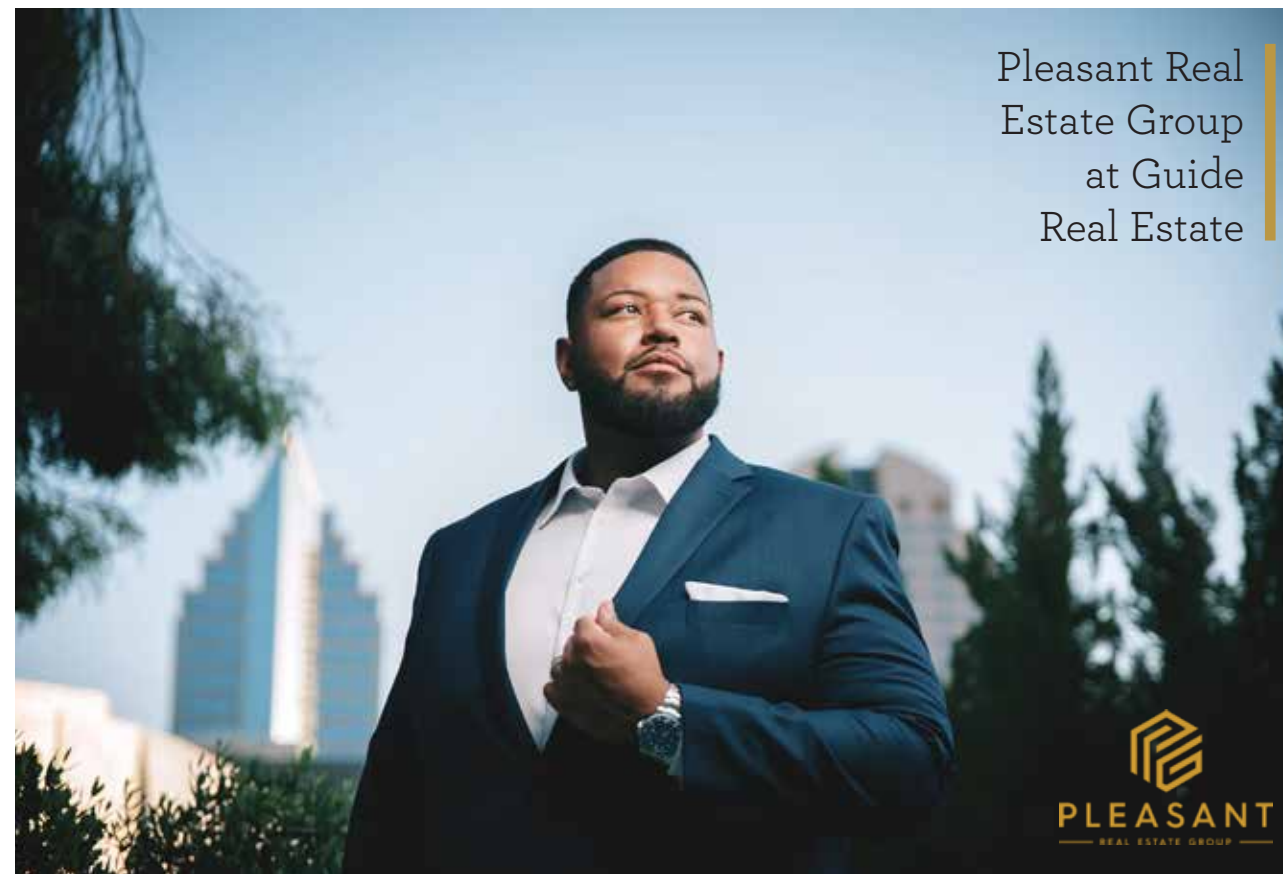
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PLEASANT

By Chris Menezes



Pleasant Real Estate Group at Guide Real Estate

Photos by XSIGHT Creative Solutions

►► agent on fire

A Pleasant Vibe

As the recent recipient of the Homesnap Top 5% of REALTORS® nationwide, Kelly Pleasant is incredibly proud of everything he has accomplished his past 10 years in real estate. And he should be! When he entered the business, he had no sales experience, prices were at an all-time low, and he had to jump right into short sales. He worked full time and didn't get paid for the first four to five months.

All of that hard work in the beginning paid off, however. Once he closed that first deal, the dominos began to fall. His goal was to make Sacramento Association of REALTORS® (SAR) Master's Club within his first year in the business, and he did exactly that.

Kelly credits his quick success to his uncle, Kevin Cooper, for mentoring him in the business when he got started. Kevin had been in real estate ever since Kelly was in high school, growing up in Sacramento, and tried to get him to enter the business for years.

"For the longest time, I couldn't grasp leaving the 'security' that comes with a 9-5 and consistent check, to go out and fish on your own with no safety net," Kelly explains.

Although stepping out on his own was a big step for Kelly when he was younger, he always looked up to his father, a psychiatrist who ran his own successful practice for over 40 years. He also always admired his mother, who was an active philanthropist in the community.

Sadly, Kelly lost his father in 2020 unexpectedly, and his mother passed from cancer just this year, the day before Mother's Day. He is still close to his sister, who lives in Chicago, and cherishes the time they can spend together.

"Because of my parents, I knew how important it was to serve something greater than ourselves at a young age," Kelly says. "Knowing the drive they had being successful entrepreneurs fueled my drive to be successful as well. I wouldn't be where I am today without them and will continue to make them proud."

"Although I didn't start there when I was younger, due to fear, as time went by and I started looking at my life, I knew I had to go left or right, continue



...
 on the boat I was on, or step out in faith and burn the boat, so failure wouldn't be an option."

Kelly was on a county "boat," doing a lot of administrative work for area municipalities, when he got to the point where he realized it was going to be sink or swim for him if he ever wanted to shoot for something greater. He called up his uncle, signed up for classes and gave his two weeks' notice with the county the moment he got his license.

From the very beginning, Kelly treated his business like a business, going into the office every day, learning PnL's and the right way to run a successful business. He had a natural knack for people and felt just as comfortable talking to a physician buying a \$1-million-dollar home as he did a person buying a \$230,000 home.

A highlight of his career includes representing Sacramento Kings Franchise Player, De'Aaron Fox, in listing

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"I'm tenacious in helping my clients envision their future and ensure that vision becomes a reality.

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downsizing, or relocating. Also, I'm just a good vibe, easy to talk to and always positive. My clients love working with me because of my authenticity and my good vibes only mentality."

It wasn't long before Kelly started mentoring other agents, just two years into the business in fact.

"You do well the first year and people take notice. You do well



Kelly and his family at his wedding in November 2019 – Cabo San Lucas, Mexico.



the second year, and they start asking you questions," Kelly explains. Kelly started taking people under his wing early on and continues to mentor people, not just people on his team, but newer agents who join the brokerage.

"If you have the opportunity to turn around and put your hand out to help someone, that is the best way to ensure our industry as a whole will reach the level of excellence we all strive for. My success is your success. The more success we have as top producers, the more the industry has. There are a lot of big corporations trying to commodify us and the only way we can avoid that is through excellent service," Kelly emphasizes.

Kelly graduated from the SAR Leadership Academy in 2019, the same year he started his team, Pleasant Real Estate Group, with Guide Real Estate. "Knowing how to run a business, I was super confident I could not only fish for myself, but I could teach others how to fish for themselves as well," he says.

Kelly is most passionate about helping people build legacy and

generational wealth through real estate. He loves the relationships he can build. Most of his clients turn into authentic friendships. He also loves the hustle and the competition the business brings.

"I still get excited when I leave from meeting a seller with the listing agreement signed, or the phone call saying my buyer got their offer accepted on their dream home," he says. "Success to me is being able to do what you want on your terms, not adhering to any one thing because you have to do it. It also embodies making sure my loved ones are good as well."

Kelly and his wife, Renalyn, were married November 2019 and reside in Elk Grove. When Kelly can get away, he loves traveling abroad and taking weekend trips. He also enjoys sporting events, playing golf, and bowling. He is a frequent Napa visitor and always enjoys a glass of fine wine, whisky/bourbon, and dining out.

Kelly is also passionate about giving back to the community and is a big supporter of Big



Brothers Big Sisters, Sacramento Food Bank, and Loaves and Fishes. He serves as a Director with the Sacramento Association of REALTORS® and is Secretary/Treasurer for the Master's Club.

As Kelly continues growing Pleasant Real Estate Group, helping everyone he can along the way, whether clients, other agents, or those in the community, he will continue making life just a little more pleasant for everyone, continuing the Pleasant legacy set by his family before him.



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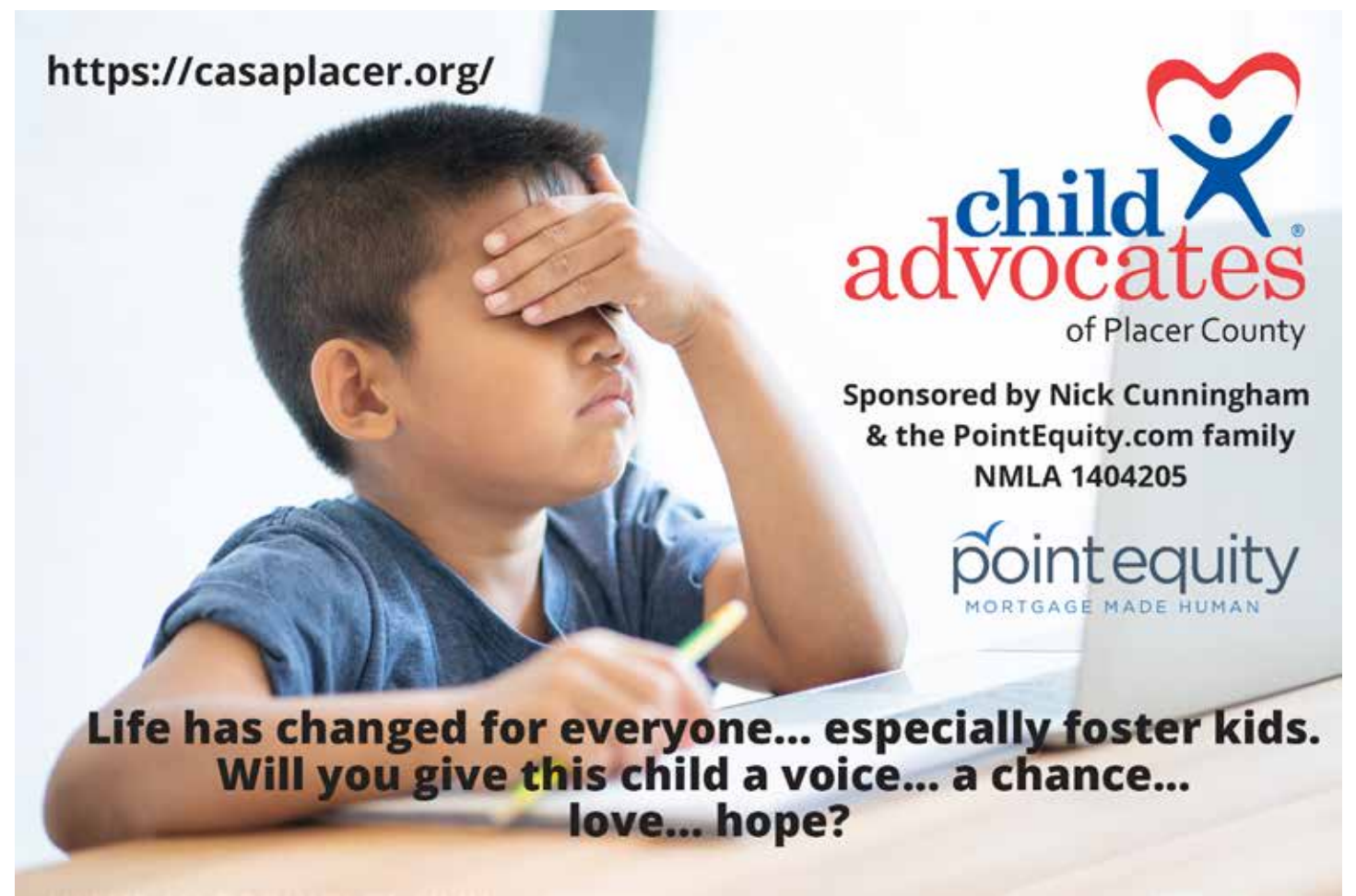
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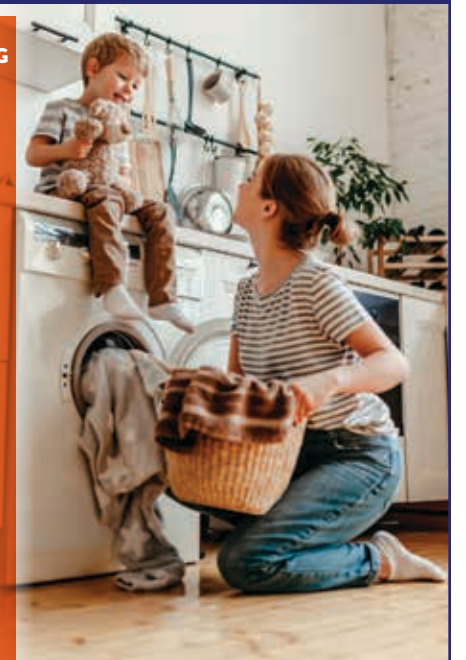


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“When it comes to the way I run my real estate business, I really focus on it as a relational business and not a transactional business,” Ashley says.

Sustained Drive

Those who know Ashley see her strong drive to achieve at a high level. That drive has been part of her DNA all the way along. In fact, when she was 7 years old, she won a national gymnastics title in tumbling. Later, her talents took her to UC-Davis on a diving scholarship.

As Ashley came of age, she worked in corporate America. In time, she was ready for a new path.

“My dad was very entrepreneurial, and was making an exit and retiring,” Ashley remembers. “He suggested that I work with him, managing the books for a construction business.”

Ashley’s real estate path was about to hit the fast track.

“Within 30 days, we got into flipping homes. Through time, we’ve done over 100 flips,” she recalls. “As part of that process, we were paying someone else to do the real estate portion of each home as it went to market.”

Moving Forward

She got her real estate license. That was nine years ago.

Then, 30 days later, she started her own team, hiring two agents and an administrative assistant. Over time, she continued to grow her business — and her reputation for reaching real results for her clients.

Today, Ashley’s team includes two other agents and an administrative assistant. Their record of achievement is impressive across all price points, from first-time homebuyers to ultra-luxury deals. Last year, she completed a deal that was over \$4 million.

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By Dave Danielson
Photos by Olha Melokhina Photography - www.OlhaStudio.com

Relationships Built to Last

If something is worth doing, it’s worth doing right.

That’s a truth that Ashley Haney applies to her work every day.

As broker/owner of Haney Real Estate, Ashley puts her drive and energy to work with a mindset that is focused on the long-term ... doing business the right way with relationships that are built to last.

•••

The passion Ashley has for her work is easy to see.

“I love every aspect of the business, from being able to watch homeownership dreams come true for first-time buyers, to helping people who never thought they would be able to achieve that dream,” she emphasizes. “This is such a fun, diverse business. There are definitely challenges along the way, but I like the fact that no two days are the same. Real estate also brings the challenge of needing to think on your feet. That’s something I really enjoy, too.”

Giving Back

Part of the passion Ashley brings to her work is directed at helping the industry as a whole.

Last year, during the depths of the COVID-19 pandemic, she served as President of the Placer County Association of REALTORS®. She dove in and got involved in supporting the industry during very difficult times.



“I love every aspect of the business, from being able to watch homeownership dreams come true for first-time buyers, to helping people who never thought they would be able to achieve that dream.”

“At first, real estate was not considered to be an essential service,” she remembers. “But we were able to work with local and state government to turn things around and get that changed.”

Family Foundation

Away from work, Ashley treasures

time with her family, including her fiancé, Nate, and their children — 10-year-old Riley, 10-year-old Rubi, 8-year-old Rocco, and 7-year-old Isaac.

In their free time, the family is very active with school activities, plus sports like softball and baseball. They also enjoy time with their three dogs.

Some of Ashley’s favorite free-time activities include being with friends, camping and traveling.

Giving back is also an important part of life for Ashley. Her family founded the Allegiant Giving Corporation... a nonprofit group that supports youth with leadership scholarships, in addition to supporting veterans as they transition back into civilian life.

As Ashley considers her success in the business, she offers advice for others who are thinking about entering real estate themselves.

As she says, “It’s really all about consistency. People see the opportunity that exists in the business. But getting to that point takes a lot of consistency. It’s also very important to treat your real estate business like a business.”

Each day, Ashley gives her all to help her clients reach new milestones in their lives. Along the way, she does so with care, consistency and a gift for fostering relationships that are built to last.



Ashley, Nate, and their children.



The Haney family



Ashley and her fiancé, Nate



Benjamin Androvich

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in the area. Don't be fooled... Be sure to look for the official red ribbon logo!

A Family-Focused Business Model

Overhead Door Company is locally owned and operated by Shawn and Melonie San Filippo. They are the third generation to run the family-owned business. Melonie's grandparents, Neil and Doris Rogers, originally purchased the company in the 1970s. In 2004, her parents, David and Cathy Leesha, purchased the company and ran it successfully for 16 years before retiring in 2021, which is when Shawn and Melonie purchased the business.

Shawn and Melonie San Filippo grew up in Elk Grove and started dating in high school. This August they will celebrate their 25th wedding anniversary. During that time, Melonie attended San Diego State University, and Shawn served in the U.S. Navy prior to owning the business and has worked with Overhead Door for 25 years. They have also raised two amazing sons, Mason and Logan. Mason attends the University of California Santa Barbara and has a passion for real estate. He got his love for real estate from Melonie's sister and her husband, Brandon, and Mandy Shepard, owners of The Residence Real Estate



Group and members of the *Sacramento Real Producers* community. Mason passed his REALTOR® licensing exam last year and is on track to graduate this December. Logan attends Cuesta Community College in San Luis Obispo. During his breaks from school, he can often be spotted in the warehouse at Overhead Door or assisting the team as a commercial helper.

It has been a family venture from the beginning. Even Shawn and Melonie's nieces, Stella and Sierra, have worked for the company in different capacities. You may have even spotted them in a handful of Overhead Door Company's social media videos.

"It's exciting to see the next generation get excited about something their great grandparents started almost 50 years ago and have a love for the

family business," Melonie reflects.

Teamwork Makes the Dream Work

When asked what sets their business apart from the competitors, Melonie and Shawn enthusiastically declared, "Our team!"

"Our team is incredible. We could not do this without them. They are the backbone of this company," Melonie shares.

Anthony Allen, the VP of their commercial department, is celebrating 25 years with the company this month. Anthony is often quoted as saying, "We bleed red ribbon." He is regularly

the first person at work and the last to leave. His dedication and work ethic is respected by all of his peers. Coincidentally, Anthony is Melonie's third cousin and is second-generation Overhead Door. Anthony possesses a wealth of knowledge for architects, contractors, and builders on commercial construction and design.

Sits Saymnath started in 2001 and has worked for all three generations of Overhead Door owners. Sits runs ...



“ WE PRIDE OURSELVES ON OUR CUSTOMER SERVICE. WE BELIEVE IN DOING WHAT’S RIGHT, AND TAKING CARE OF PEOPLE.”

Remodeling Magazine’s 2021 “Cost Vs. Value” Report shows garage doors has the best resale value in home improvements.

... accounts payable and is also the HR specialist. He wears many hats for the company and could honestly have several titles on his office door – a fun fact that he reminds everyone of often. He is an incredible family man and very loyal. When not working, he can always be found coaching his kids or helping his family. Sits has a strong work ethic and does whatever it takes to ensure the Overhead Door office is a better place. His contributions to the team are a true asset.



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good when it comes to style and design. His brother, Adam, started in customer service and worked his way to accounts receivable before stepping into the role of Director of Operations. The office runs on Adam’s strong work ethic and wealth of knowledge. Not only does he have 17 years of experience, but he is also known as a helpful and kind coworker. This year the folks at Overhead Door congratulated Adam and his wife, Arie, on the birth of their first child.

Jack Turnbough, also known as “Jack T” or “Jack of all trades,” has also worked for three generations of Overhead Door owners. He started out as an installer and is now a customer service specialist who trains new installers and helps wherever he is needed. His list of skills and wealth of knowledge of garage doors is mind-boggling. Jack is a true team

player and a mentor to many other techs and installers.

Cole Mazzanti is the newest team member. Cole’s amazing attitude, dedication, eagerness to learn, along with a lot of hard work is what helped propel him from customer service to Accounts Receivable Specialist.

In addition to their amazing office staff, Melonie and Shawn truly appreciate their team of installers and techs out in the field as well. Overhead Door has a total of 24 employees, each of whom contributes to the success of the company in their own unique way.

“We pride ourselves on our customer service. We believe in doing what’s right, and taking care of people,” Shawn states.



Four generations strong!

Work Hard, Play Hard

It’s not all business for the Overhead Door Company. Shawn and Melonie enjoy being outside and can often be found boating, golfing, riding bikes, and paddle boarding on the weekends. They also enjoy entertaining their friends and family, especially if they are gathering poolside or at the beach, and have fallen in love with visiting Napa. With both their boys currently residing on the Central Coast, they also enjoy trips to visit them.

Overhead Door Company’s family-focused business model means the team spends a lot of time together outside of work as well. From company picnics and holiday parties to nights out at River Cats games, you will not only see this exceptional team working well together in the office and out in the field, but truly living life together as an extended family.

It’s safe to say that after three generations in the business, the



OHD Tech Team

remarkable team at Overhead Door Company of Sacramento, Inc. are looking forward to many great things ahead. In 2021, the Overhead Door brand is celebrating 100 years in business! At the same time, Shawn, Melonie, and their team hope to continue growing their family business and legacy.

For more information about Overhead Door Company of Sacramento Inc.:

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star on the rise ◀◀

Terri Cicchetti

THE TERRI CICCHETTI GROUP

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Meet Terri Cicchetti (DRE # 02075629) of Keller Williams Folsom. After 25 years as a successful entrepreneur in a variety of industries, she began her career as a REALTOR® just two and a half years ago. Throughout her life, one thread has remained a constant theme: Terri loves taking care of people! As the awards and accolades stack up – including 2019 Rookie of the Year Northern CA, Masters Club 2019 and 2020, and many more – you can be sure she is applying that same genuine care for people in her real estate profession as well.

When she is not busy working, Terri enjoys spending time with her five beautiful children, her amazing grandchildren, and her husband,



whom she describes as her “soulmate.” They can be found watching sports together, gathering together on Sundays, or enjoying watching their six dogs swim together in the pool. Her family is the reason behind everything Terri does and her greatest motivation.

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

The biggest challenge I faced entering real estate was establishing my foundation to build my business. For my entire adult life, I dedicated myself to my five children and husband. All of my spare time was committed to my family. We didn’t have a strong network of friends nor extended family to lean on at the onset. I had to begin my business the old-fashioned way: meeting people, connecting, asking questions, and being willing to put myself out there.

What has been the most rewarding aspect of your business?

Honestly, the most rewarding aspect of my business has been seeing the tears of joy from my clients when I hand them the keys to their new home. For many individuals, homeownership was always a fantasy, something talked about amongst

themselves but never deemed obtainable. I love helping my clients understand their dreams can and will become their reality by working alongside me.

How do you define success?

For me, success is measured by one person or one family at a time. It’s never about what I did last week, last month, or last year but what have I done right now for that family I’m working with to get into their new home. This simple yet important philosophy drives me each and every time I work with my clients.



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

There are a few things I can attribute to my rapid success in the industry. First and foremost, I come up with solutions for my clients when faced with obstacles. It is very easy in this line of work and life, in general, to give up. I understand the world is not black and white

“Honestly, the most rewarding aspect of my business has been seeing the tears of joy from my clients when I hand them the keys to their new home.”

and requires creatively thinking outside of the box to get my client to the finish line. Second, I am always there for my clients no matter the time, day, or occasion. I understand their needs don’t always simply fit inside the societal 9am-to-5pm workday box, and I make myself available 24/7. I find one of the biggest ways someone can limit their reach and impact is by limiting the number of times they can actually help someone. Lastly, I treat my clients as if they were family, and I am genuine. I deeply care

about people, their goals, dreams, and aspirations. I truly believe it is an honor to be part of such an important decision and I take that very seriously from the moment we begin to the moment I hand them the keys to their new home.

What advice or recommendations would you give to agents just starting out?

You will get more noes than yeses. There will come a time when you want to quit or doubt your choice of career. But those are the most important moments. Those are the moments that define who you are and where you will end up. The greatest accomplishments in life don’t come from the easiest of paths. It comes from overcoming our greatest obstacles and difficulties. Become who you were meant to be!



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LEGACY PROPERTIES

Taking the Road Less Traveled

“Two roads diverged
in a wood, and I—
I took the one less traveled by,
And that has made all
the difference.”
— Robert Frost

When looking back at her own path, Kristen Snedeker echoes the same sentiment. Never caring much for what others did, Kristen has always followed her intuition, even if it wasn't the most popular thing or what was “expected” of her. This has allowed her to take risks other might not have, both in life and business, which, in the end, has made all the difference.

Kristen grew up in Marin County. Both her parents were successful working professionals. Her mother was an executive at an advertising agency in San Francisco, managing several high-level accounts. She taught Kristen to be driven, independent, and that women can have it all.

Kristen decided at a young age that she was more interested in experiencing life than taking the path already



carved out for her. After a brief stint at a local university, Kristen found that her time was better spent traveling and obtaining real-world knowledge, which would help shape her as a strong, independent woman. Kristen lived in Florida, Lake Tahoe, and finally settled in San Diego, where she entered the workforce and began building her resume. Kristen worked in the surf industry for the next several years at the Rip Curl corporate office in Carlsbad, CA, in both admin and sales roles.

Kristen met her husband, Darin, in San Diego during this time. He had

just graduated from the fire academy in Northern California and was visiting the area, looking for possible recruitment opportunities that would allow him to partake in some of the best surf around. She knew right away she had met the man she was going to marry, and that's just what she did many years later.

Kristen and Darin left San Diego in 2004 when Darin was hired at a local fire department, and they bought their first home in the South Land Park neighborhood of

Sacramento. After going through the home-buying process, she could see how real estate would be the perfect fit for her and knew she had found her future career. Plus, she knew she was never meant to work a traditional schedule and sit behind a desk all day, so the flexibility of real estate was appealing to her. She wanted to be her own boss and continue to live life on her own terms.

Kristen set out to carve her own path in real estate in 2005. “I have never worked at a big box brokerage and have never been traditionally trained or had a mentor or been part of a team. Everything I have learned in this business I taught myself, which I don't necessarily recommend, but it has served me well,” she says.

Having a strong drive to succeed made Kristen nimble enough to survive all the ups and downs she would encounter along the way, starting with the 2008 market crash, when she was approached by a local broker to manage their foreclosure department. She soon became the Vice President of Operations of that brokerage, marking the start of her real estate management career. As the market progressed, she pivoted again to negotiating short sales and then back to a traditional equity-based market. ...





“SUCCESS TO ME IS CLOSING THE BEST DEAL POSSIBLE FOR MY CLIENTS, WHILE KNOWING I STAYED TRUE TO MY CORE VALUES AND THAT I’VE MADE A POSITIVE IMPACT IN SOMEONE’S LIFE.”



months. Watch out for big things coming!”

Kristin says she aims to bring a level of kindness and positivity to her business by practicing “being a human first and a REALTOR® second. I put a huge emphasis on always doing the ‘right thing’ and taking the high road in all my business interactions. I firmly believe that what goes around comes around, so I am always conscious of living my life with that in mind. Success to me is closing the best deal possible for my clients, while knowing I stayed true to my core values and that I’ve made a positive impact in someone’s life,” she says.

Kristen believes that one of the biggest perks of real estate, however, is that she can have a full-time successful career, while still being a stay-at-home mom and raising her kids herself. She and Darin have two active daughters, Ella and Evyn, ages 10 and 7. Kristen stays busy coaching their sports teams and loves to take them camping and hiking, to teach them her own love of the outdoors. They look forward to traveling internationally with the girls soon, to show them the world, and have just taken them to get their own passports!

“We travel together as a family as often as possible and encourage our girls to be adventurous and share our zest for life,” she says. “I try to raise my daughters to know that they are strong, independent ladies that can do or be anything they want to be in life, and I hope they will take the road less traveled as well.”



Continually exploring the varied paths of real estate, Kristen’s newest venture is in real estate investments. Just a couple years ago, she decided it was time to focus on building a portfolio of cash-flowing rentals to create residual income for retirement. After several books, podcasts, and hours of research, she decided to jump in and purchased her first out-of-state investment property. Today, she owns several properties in Idaho, Texas, and Ohio, and is looking to build her portfolio even further over the next few years.

••• After several years of successfully managing that firm, Kristen figured it was time to start her own brokerage. So, she obtained her broker’s license in 2013 and formed Legacy Properties. “My intention initially was not to grow a large brokerage, but rather just to be my own boss, make my own rules, and have my own brand,” Kristen explains. “Over the last nine years, my brokerage has grown organically without any active recruiting, and I now have nine agents with me and am poised to expand even further over the next 12

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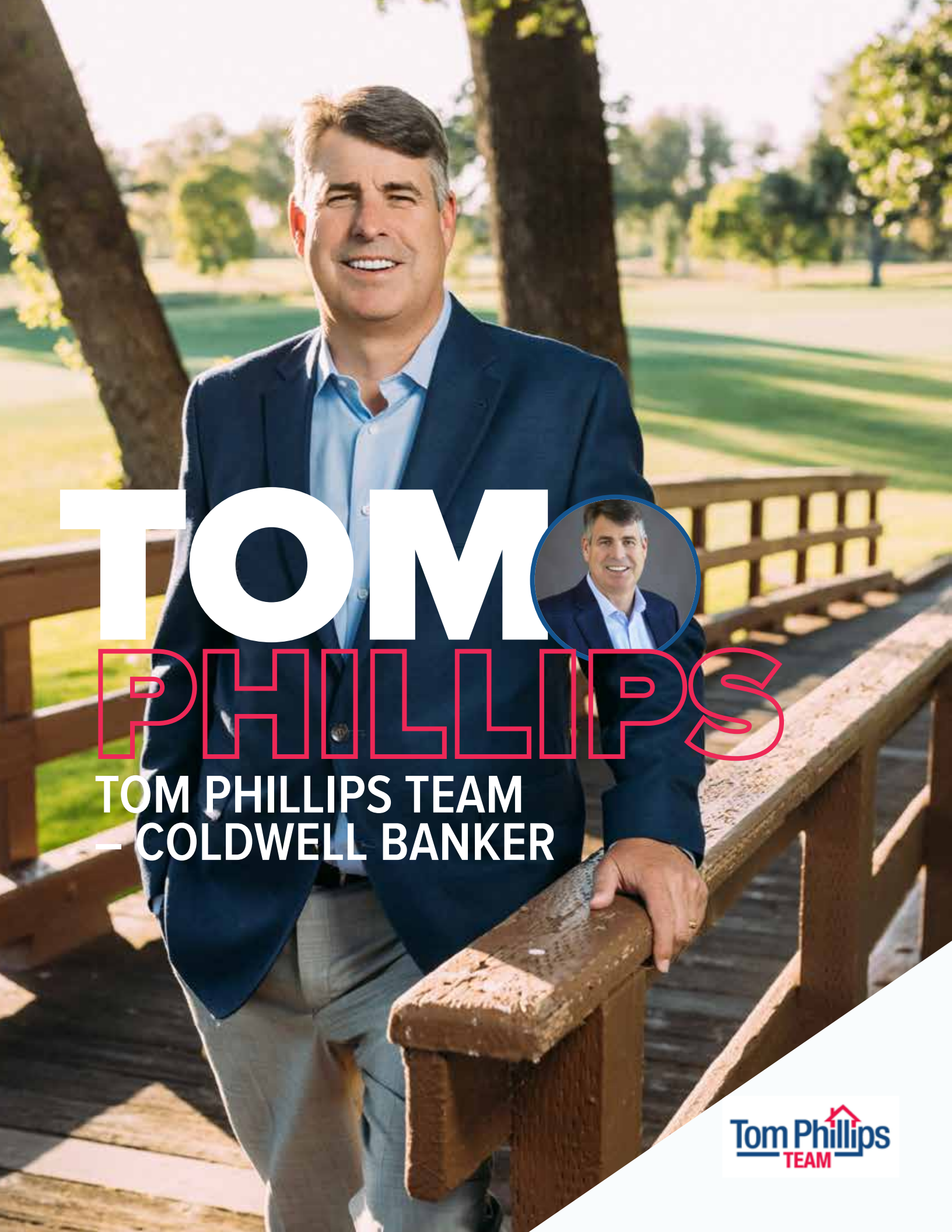


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TOM PHILLIPS

TOM PHILLIPS TEAM
— COLDWELL BANKER



cover story

By **Dave Danielson**
Photos and cover photo by
XSIGHT Creative Solutions

The Real Bottom Line

Real estate is obviously a business filled with numbers. They play an important part, for sure. But, as you know, the most important part goes way beyond that.

One local leader who lives that truth is Tom Phillips.

As a Team Lead with the Tom Phillips Team with Coldwell Banker, Tom stays focused on what matters most in life and business ... to those things that make up the real bottom line.

“For me, the part I like the most about what I do is helping families,” Tom says. “My philosophy is that what’s best for you and your family is what is the most important to me. I’m not about the check. It’s about what’s best for a client’s family.”

Building On Strengths

Tom earned his real estate license in 2003. Before that, he had a successful, 18-year career selling commercial printing services.

“It was a great experience. I’ve always been in a referral relationship business. Working with people and building relationships have always been very important to me. During the course of my printing sales, I called on companies like Boeing and Microsoft and even universities such as Stanford,” he recalls.

“The downside was I was on the road over 100 days a year. As my

...



YOU HAVE TO SHOW UP ... AND SHOW UP EVERY DAY. THIS BUSINESS DOESN'T HAPPEN OVERNIGHT. IT TAKES TIME AND PATIENCE.



...

kids were growing up, I wanted to be home more to be able to spend time with them and coach them.”

One path seemed to outshine the others.

“My mom has been a REALTOR® for a long time, and I was able to see the benefits of that,” he says. “At the time, the residential side of the business made the most sense.”

In This Together

What made the whole direction even more attractive to Tom was the fact that his wife, Kathy, joined him.

“We decided to jump into the real estate business and got licensed together,” Tom says.

“We were blessed to be able to get up and running quickly. Kathy and I both grew up here, so we had



some advantages there, too. We were very well received by the community.”

Tom finished 2004 earning Rookie of the Year honors with Lyon Real Estate.

Through time, Tom and Kathy kept building forward — eventually starting a team that today includes Mike Huetter and Jackie Malhotra.

Signs of Success

Today, the signs of success have continued to build. In fact, the team averages between \$50 million and \$65 million in sales volume annually.

The passion Tom carries with him in his work is easy to see.

“I like that I’m my own boss and I have the flexibility to spend quality time with my kids,” Tom says.

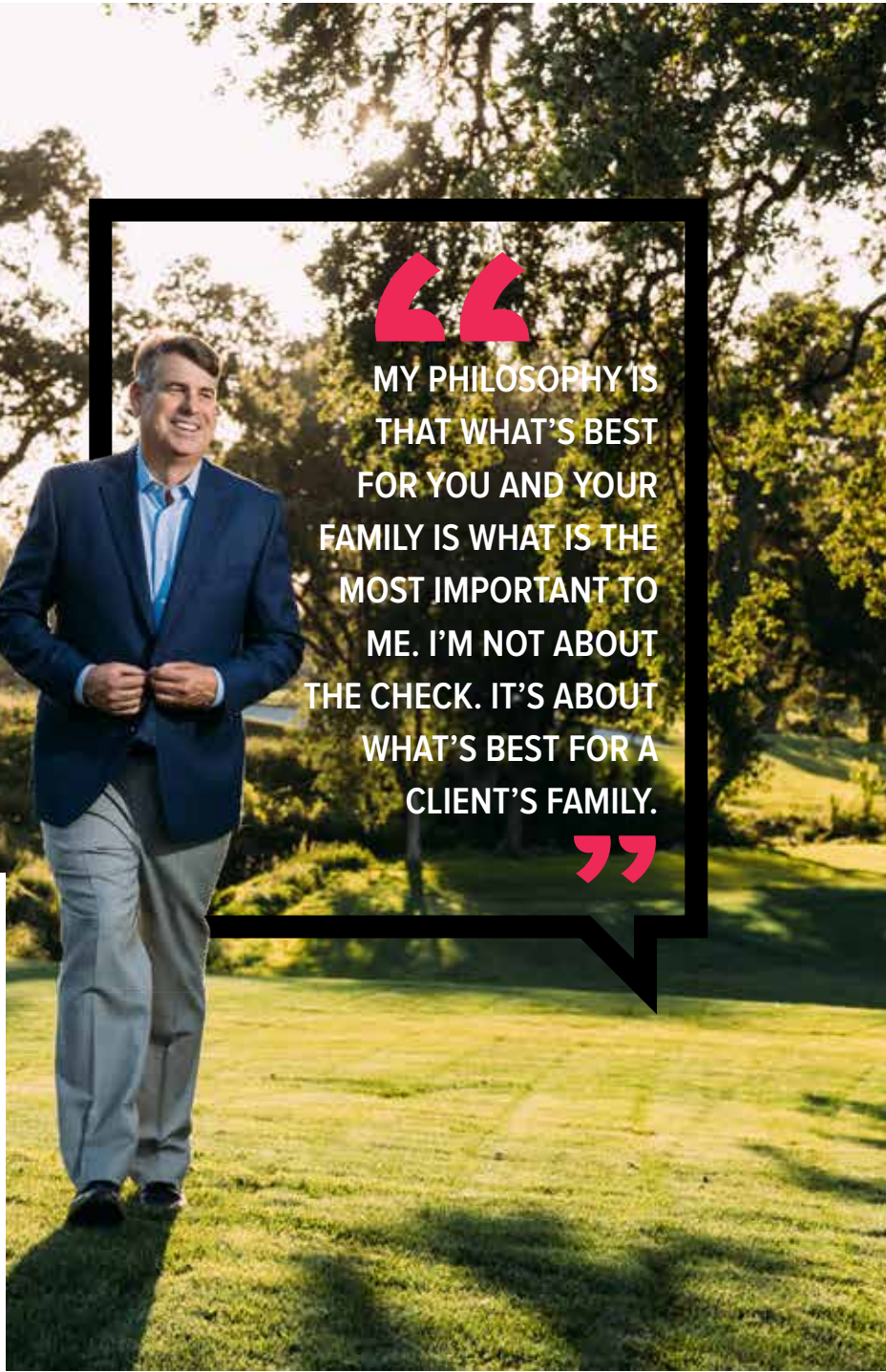
“I like being able to spend time coaching my children in their sports and also being able to get away to travel with them. This job has allowed me to do that.”

Rewarding Life

Away from work, Tom and Kathy have a life together that revolves around family, including their children — Tommy, Jonathan and Caroline.

In their free time, they have a passion for being in the outdoors. Tom took up golf and tries to get out once or twice a week to play.

...



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•••
 Tom and Kathy are also very active in the community. Tom is Past-President of the local Active 20-30 Club. In addition, Kathy has been an involved member of the National Charity League.

Their oldest son, Tommy, has had health conditions growing up and has required more than 20 surgeries. Through time, the family has traveled across the country for Tommy to receive the care he needs and has relied on the comforts of the Ronald McDonald House. In turn, they enjoy providing support and giving back to the organization.

Making a Difference
 Tom and his team make a vital difference for those they work with each day. In the process, they’ve achieved many goals by helping those around them reach theirs.

As Tom considers their common mission, he offers advice for others thinking about pursuing their own goals in the business.

“You have to show up ... and show up every day. This business doesn’t happen overnight. It takes time and patience. It takes you showing up every day and following a routine ... not giving up on that routine,” Tom says. “Get as educated as you possibly can. You will have successes and failures. But if you stick to it, this is a great business to be in.”

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