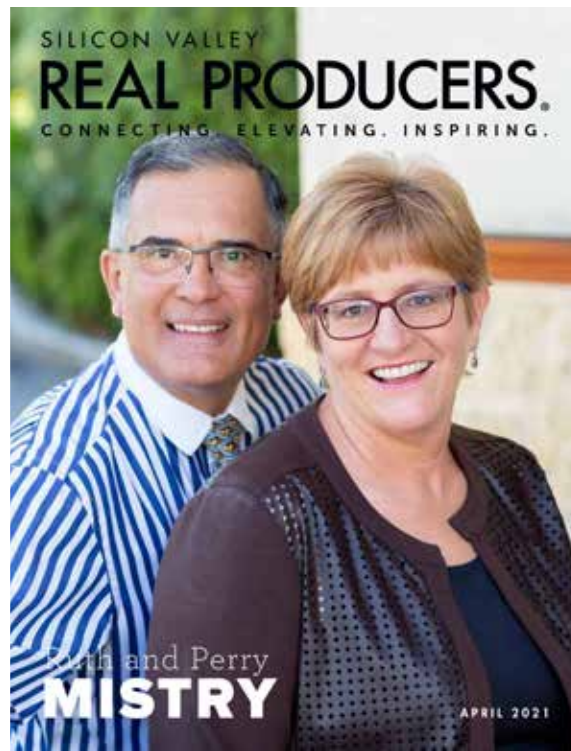


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ace relocation systems

▶▶ partner spotlight

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



Creating New Beginnings

When people think of moving and storage companies, they often think of “large, strong men” picking up sofas and lifting heavy furniture into trucks. Yes, that is part of the process, but for families in the midst of moving, there is much more, especially in these uncertain times.

“Moving is considered an essential service, just as all aspects of the housing industry are. Ace Relocation Systems is helping families create new beginnings while taking every precaution to protect our customers and the families that work for us each and every day,” General Manager Pete Pfeilsticker says.

Moving is more than a task; it is a process. Eric Galpine (pictured left), the Ace Relocations Systems National Sales Training Manager and their

leading sales consultant, knows that his success hinges on understanding the specific needs of each family. He puts together a customized approach that achieves each family’s goals.

“We seek to understand what’s important to each of our clients. We move one family at a time,” Eric says.

Rising to the Top

Eric has been with Ace Relocations Systems for a decade, and he’s not planning on making a change anytime soon.

“I stay because of the quality of the service and our management team,” Eric explains. “It all starts with the owners and trickles down through all of our employees. We provide a great service, and that makes my job fun and simple and gives me the confidence to go out into the marketplace.”



...

Eric is driven to come through for his clients because he's rendering more than moving services; he provides solutions during a highly emotional time.

"To go into someone's home and help them move all of their personal possessions is an opportunity to really provide value," Eric says. "I am determined to find a solution for each family and show the concern. It can be stressful for folks to move. It's emotional. To be able to give people the confidence and provide great service is what keeps me coming back."

There's good reason that Eric is Ace Relocation Systems' (and Atlas Van Lines') #1 producer - he cares.

The Power to Move Anywhere in the World

Ace Relocation Services is one of the Bay Area's go-to moving resources. With 10 offices in the country, they are able to provide a variety of services no matter where a family is moving to or from. Yet, Ace's capabilities are even more sweeping when their van line affiliate, Atlas, is brought into the picture.

"We are an agent of Atlas Van Lines, one of the largest moving companies in the world," Eric says. "It's a trusted company, one that exemplifies quality in the brand. Atlas also helps us provide nationwide coverage, so where we don't have an office (we have 10 locations and over 150 trucks), we can still help. Atlas has over 500 agents around the United States and Canada, which gives us coverage in every major city in the country."

Atlas can even help Pete, Eric, and their team moves families across international borders.



"We provide local moving, up and down the state, across the country, and around the world," Eric says. "It's full service that's available, too. We can come into the home and literally pack everything. Expensive artwork, motorcycles, the grand piano, all the kitchen tools - everything. Once we arrive at the new home, we'll unpack everything. It's a complete turnkey solution."

For clients that prefer to do part of the packing and/or unpacking themselves, Eric offers customizable solutions, too. The bottom line is that he will provide whatever the client needs.

We listen to what their needs are so that we can identify needs, concerns, and provide a tailor-made solution for them. That's what's allowing us to continue to be successful.



Partnering for Success

Navigating the seas of moving and moving companies can be a headache. With an organization like Ace Relocation Services on hand, real estate agents can rest assured knowing that they are providing their clients with a top-of-the-line recommendation.

"You can provide a lot of value to clients by talking to them about relocation services. By having a good moving company in your back pocket, you can offer the total package," Eric says. "Why not complete the package of recommendations and talk to your clients about moving services? Help your clients move, and by doing that, you're going to have more successful relationships."

For all of the services that Eric can provide to his clients, none is more important than the genuine care he offers. He treats each and every client as an individual, and each and every move as unique.

"Ace Relocation Systems and Atlas Van Lines provide top-tier moving services," Pete says. "Eric Galpine uses their services to sell peace of mind. This continues to be a very successful synergy."

"We listen to what their needs are so that we can identify needs, concerns, and provide a tailor-made solution for them. That's what's allowing us to continue to be successful," Eric says. "Now more than ever, families are looking for quality, professionalism, and someone that is going to show concern."

For more information, please visit www.acerelocation.com.

SUSIE

RISE



▶▶ rising star
Story By Zach Cohen

DETERMINED TO RISE

Back in 2010, Susie began her journey of becoming a pharmacist and was led directly to her future career. The thing was, she discovered her greatest passion wasn't for working in the medical field.

Susie grew up in San Francisco and lived in the Bay Area until she left for college; she headed across the country to Boston and enrolled at Northeastern University. During her time in school, Susie helped her extended family and friends with multiple investment properties and syndications in South Korea. Her interest in real estate sparked her curiosity to learn more about this relationship-driven field.

"I would go back and forth and help our managing partners handle properties," Susie says. "That's when it all started. Real estate investing opened my eyes to this fascinating field because it's really fun. I loved how it was relationship-based, and I had a chance to meet new people and foster existing connections, all while helping others achieve what they wanted."

After completing her degree, Susie returned to California, accepted a position as a pharmacist, and passed her board exam.

"When people ask me how I transitioned from pharmacy to real estate, I always tell them, 'Well, following my passion was a no-brainer,'" Susie explains. "I knew that I had to finish what I started in pharmacy, but I realized something really profound in real estate that I couldn't find anywhere else. It was an opportunity to help people establish the American dream. This led me to believe that the home buying process meant so much more than the actual act of purchasing a home. I personally feel like I help my clients achieve a bigger purpose in life, which honestly makes my daily activities that much more meaningful."



BEGINNING AGAIN: REAL ESTATE

When Susie transitioned into real estate full-time, she left her position as a pharmacist and moved towards the career that she was most passionate about.

"I loved counseling patients as a pharmacist, but there was a limit as to what I could help them within the confines of the pharmacy. With real estate, it's a whole lifetime. It's an emotional and endearing process," Susie says.

Susie also recognized the ample opportunities for growth in real estate.

"In the long run, I felt that real estate is a compounding career. The longer you are in it and the more people you build relationships with, you can only grow and build upwards."

Susie is prepared to leverage her technological abilities and relatability to truly engage with her clients and provide them with the best value in the field.

"I think there is always an opportunity if you are willing to make the opportunity happen," Susie says. "In this situation (COVID), we have the opportunity to be more virtual. We have the opportunity to connect with people without leaving our homes. This truly gives me a digital advantage over others that might still feel uncomfortable with change. I'm taking that as an opportunity for me to scale and grow even bigger than before."



IF THERE IS SOMETHING THAT I HOPE TO CONVEY THROUGH THIS ARTICLE, IT IS THAT REGARDLESS OF WHAT SITUATION YOU ARE FACING RIGHT NOW, YOU ARE ABLE TO OVERCOME ANYTHING WITH A POSITIVE MINDSET. BECAUSE AT THE END OF THE DAY, YOU WILL BE THE ONLY ONE THAT CAN KEEP YOURSELF ACCOUNTABLE, AND THIS SENSE OF INDEPENDENT RESPONSIBILITY WILL BE THE DRIVING FACTOR TO SUCCESS.



BEYOND REAL ESTATE

Since her childhood, Susie has been tuned into Korean affairs and engaged as a Korean-American. Supporting her dad in becoming the President of the Korean-American community across all the western states fueled her excitement in being an avid advocate for Asian awareness.

“I’ve always been a natural Korean patriot,” Susie smiles. “I continually centered my core purpose around educating the public about Korean culture. I’ve been carrying out this mission ever since I was four years old, where I performed Korean folk across the United States and South Korea. I also participated in Korean traditional attire ‘Hanbok’ fashion shows led annually by internationally recognized famous designers in Busan, South Korea.”

Back in 2012-2014, Susie was named Miss Asian Global. Today, she continues to volunteer for this organization, which focuses on empowering women by redefining the traditional perception of beauty.

RISING TO THE TOP

Susie was not fazed by the onset of COVID-19 and shelter in place – quite the opposite. She saw the time as an opportunity.

“I am constantly growing and learning new ways that the world is changing around me. I am not afraid to make mistakes and learn from the failures I have experienced,” Susie says. “I openly accept challenges, and I am able to consistently work on improving myself so that I can become a better version of myself every day.”

For Susie, real estate is much more than just buying and selling homes. It’s a channel for connecting people and communities. Through the beginning stages of her career, she remains both humble and hungry.

“I constantly stay curious, trying to expose myself to as many options and new opportunities as possible,” Susie says. “It’s important to remember that no one has ever experienced these trying times. During this challenging period, a lot of us have struggled. With that comes financial, familial, and work challenges. If there is something that I hope to convey through this article, it is that regardless of what situation you are facing right now, you are able to overcome anything with a positive mindset. Because at the end of the day, you will be the only one that can keep yourself accountable, and this sense of independent responsibility will be the driving factor to success.”

Susie has leaned further into her curiosity during the ongoing pandemic; she has founded a team, Susie Lee Group, at her new parent brokerage, Compass. With her team, Susie continues to expand her outreach to her clients by leveraging her digital presence in social media and video listings.

“Times have changed, and it’s very exciting. I’m following my passion,” Susie says. “I transitioned from being a pharmacist to a full-time real estate agent, and the more I do it, the more I know that I made the absolute right choice in choosing real estate as my lifelong career path.”

JORDAN

MOTT

#NVA2BZY

▶▶ flashback favorite (july 2018)

We are launching a new story category this month – “flashback favorite.”

It's appropriate that the first time we feature this “flashback favorite” that it is Jordan Mott. He called his shot. His #JourneyTo100Million is extraordinary. He's on track to hit his goal already by the summer. Check out his social media for current stats. We first told his story in July 2018. Flash forward three years and it's clear to me we picked a “star on the rise” that has continued on his trajectory of success. He has something unique within him that he doesn't take for granted and it's shown year over year over year in his results.

Watching winners win is a great part of being able to shine a light on each of you.

Jordan Mott's goal was to become a millionaire by the time he turned 30. He accomplished it five years early. Only three years into his real estate career and the achievements are stacking up, from rising star his first year to rookie of the year in his second year. Out of 3,000 agents, he's ranked within the top 30 agents at Intero and earned the Executive Circle Award in 2016. While Jordan makes it seem easy, his success was no accident. “It doesn't come without hard work. If you work your butt off, you get to define what the results are going to be. When I first started, I put in 80-hour weeks. For the first three months, I didn't see a dime. Then, I had two cash transactions one on a Tuesday, and one on a Wednesday both closed within a week. If your taking action to develop business, the universe is going to provide you with business.”

Jordan got involved in real estate right after college. He graduated from Penn State and returned to the West Coast. While earning his real estate license, he worked as a marketing and advertising assistant at Coldwell Banker. What he may lack in experience he makes up for with his work ethic and strategy. “There are agents that have been in the industry for longer or will do it for cheaper. At the

end of the day, all I can assure my client of is that my results speak for themselves and that I am going to work harder than anyone else to get them the best possible result.”

Jordan's determination is inspiring, but it's his mindset that truly sets him apart. It's not what one would expect from a young millionaire. “I have to be very careful because accumulating a large amount of wealth in your youth can be disastrous. My dad gave me this advice when I started. He said, ‘You're going to do great in this industry. Do not graduate into a lifestyle that matches your income.’ I live very modestly. I have an 800 square foot house. I don't find the need for all of the materialistic stuff because that's not what brings me joy or success.”

What brings Jordan joy is giving back whether that's in his career or personal life. “I'm passionate about giving back because, in my opinion, I don't get to keep what I have unless I'm willing to give it back. I want to be remembered as someone who gave back with no intention of receiving anything in return; I want to be known as being selfless.”

...



“

In my opinion, it only becomes a failure if you continue to make the same mistake, because if you learn from it, then you are able to grow from it. *It strengthens you as a person.*

”

••• Already, Jordan is building that legacy. For the last three years, Jordan has been investing in the lives of the high school students on The Harker School football team. Coincidentally, Jordan met the head coach at an open house. Somehow, they got on the topic of football, and the coach asked him if he would be interested in coaching. Coaching football is like another full-time job, practice Monday through Thursday, games on Fridays, Saturdays, and Sundays to review the film, but Jordan doesn't see it that way. "It's been a great experience to have some type of balance in my life, to have three hours a day coaching these kids and making a difference. The kids ask me, 'Hey, did you sell a house today? How much did you make on that one?' I don't mind. It's a good example that if they're willing to work their butt off like I've done, then they can accomplish anything they want as well."

Jordan measures success in the fullness of his life, not his wallet. "I have great friends and family. I'm in good health. I'm able to give back. I'm financially stable. All of that creates success in my opinion. I'm so grateful for the positive people that surround me on a daily basis. You become a reflection of those you surround yourself with. I've been blessed with so many great people in my life, that have supported me through the ups and downs, without them I wouldn't be able to accomplish any of this."

Grateful does not mean satisfied, Jordan's drive is as strong as ever.

"Complacency doesn't resonate with me. Yeah, that was a great year, but how are we going to top that next year?" His advice to new REALTORS® who are hoping for similar success: "Take top producers out for a cup of coffee; ask them how they got where they are. Don't be afraid of rejection, every time you receive a no you're one step closer to that yes. Persistence pays off." His best advice though comes from him reflecting on past failures. "In my opinion, it only becomes a failure if you continue to make the same mistake, because if you learn from it, then you are able to grow from it. It strengthens you as a person."

Still early in his career, real estate holds so much potential for Jordan.

"Ultimately, I want to start flipping houses as well as get involved on the development side of real estate. I need to be challenged in some regard." No matter the amount of success he achieves, he strives to stay focused on what's important. "You can accomplish as much as you want in this industry but at the end of the day what are you giving back? You never know who you are going to make a difference for. There's so much negativity in the world these days, that if you hold the door open for someone or buy coffee for the person behind you in line, it makes a huge difference. Everything comes full circle." For Jordan Mott, it certainly has come full circle. "My life is pretty full. I couldn't imagine having more because I have everything I need."

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▶▶ profile

Story By Zach Cohen
Photo By Anita Barcsa

mark
martinho

SEEKING THE SIMPLE LIFE

Coming from an engineering and financial background, Mark Martinho stepped into the real estate world in 2003 with a clear vision. He's always valued his lifestyle, and in his short stint as a financial analyst, he got a first-hand peek into what the lives of high-earning Wall Street professionals looked like.

"When I got to see the lifestyle of high-up Wall Street characters, I realized that I didn't want that lifestyle. I saw stress, relationship issues, and unhappy kids. I came out of that time seeking a comfortable lifestyle. A more relaxed lifestyle. A lifestyle that worked for me."

When the dot-com industry went bust in 2001, Mark was working at Merrill Lynch as an equity analyst and his entire division was about to get shut down. He had to make decisions about what to do next in life.

"I had an engineering background and a financial background but wasn't excited about either one," Mark admits.

In true form to his engineering, analytical mindset, Mark began by writing lists: pros and cons, what he wanted from a career, what he didn't want.

"I worked construction in college and felt like I understood structures like houses. To be frank, it was a lack of imagination that real estate fits the bill for the pros and cons regarding what I wanted," Mark explains. "So, I took a step in."

In 2003, Mark began his real estate career. By 2007, he founded his own brokerage, Vabrato, a boutique real estate company in Redwood City. In the years since, he's come to love the industry.

The Early Days:
Unwinding a Technical Mindset
Early on, Mark focused on his analytical skills as a differentiator. He studied hard, drilled down deep on the local real estate market, and scrutinized economic indicators to shed light on home value trends.

"My thinking and arrogance were that being a market expert alone would lead to success. It was humbling. I had my ass handed to me. It was tough to come at it from that perspective. There is a social aspect to this business that cannot be underestimated," Mark reflects.

As time went on, however, Mark began to learn what would truly make him successful. It's not that market trends were irrelevant, it's just that he needed a more well-rounded skill set in order to really help his clients achieve their goals in a stress-free manner.

"It was an epiphany," Mark says.
For years, Mark struggled to reach out to his circle of friends and family for referrals. He didn't want them to think he was only engaging in a relationship with them for business.

"So I wouldn't ask," he says.

"But one day, things changed. I had this handyman who did great work. I was thinking that he needed more work, so I started emailing clients who needed some work and referred him. And it occurred to me what I was doing – here's someone I genuinely like and I like the quality of their work. There are people that are genuinely happy to see and help a good person succeed."

Mark began to ask, "Why am I not turning this on myself? I have friends and family that want me to succeed. They can see me asking for referrals as something beyond me just seeking business. They may want to help me."

This new mindset allowed Mark to ask for more business, and in turn, get more business.

The Simple Life
Mark has an admirable and simple approach to life.

"It all comes back to lifestyle for me. I'm not looking to build an empire. I like helping folks."

At 54 years old, he is slowly growing his business and training for a Spartan race. He aspires to keep his lifestyle humble while indulging in the things that truly bring him joy.

"My philosophy is that I'm enjoying my time on this planet. I try to do the least amount of damage possible and be there for my family. I don't overthink life. Go out there and enjoy the day."

“
I DON'T OVERTHINK
LIFE. GO OUT THERE
AND ENJOY THE DAY.

I HAVE A HOT CUP
OF COFFEE, MY
FAMILY IS HEALTHY,
THE WEATHER IS
GORGEOUS, AND I'M
IN THE BAY AREA.
WHAT ELSE DO
I NEED? ”



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