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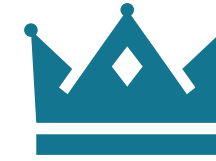
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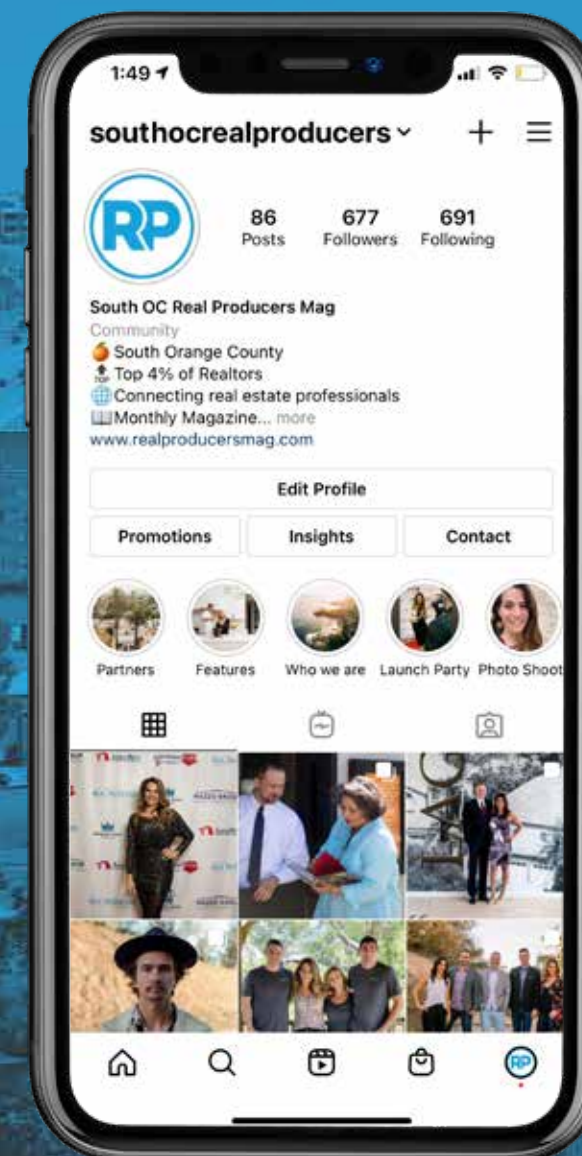
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WHAT TO PITCH THE MEDIA THIS SUMMER

► master the media

By Christina Daves

Take a look at the calendar and see what you can tie to real estate during the summer months. May and June mark college graduations. Can a new graduate buy a home? What does it take in the current market? Do you have creative, unique ways to help a new graduate buy a home?

June is National Safety Month. Pitch safety features every home should have and/or do certain safety features add value to a home? The second week in June is “National Gardening Week.” What’s the best bang-for-your-buck upgrade to a home, in terms of curb appeal and landscaping?

July is vacation rental month. If that’s your expertise, talk about purchasing a second home to use as a rental. July 15th is “Get to Know Your Customers Day.” Whether you use this to pitch the media or just make a note for yourself, this is a quarterly holiday and a great excuse for you to stay connected with your sphere of influence.

August has “National Safe at Home Week.” Similarly to June, you could pitch new safety features for homes and what you are seeing trending in that area with homes for sale. August 21st is

“Senior Citizen Day.” What is the trend for retirees? Are they staying in their large homes? Are they downsizing? Are they moving to retirement communities? What are you seeing in the market? Pitch that for this day in August.

It’s also summer, so you can pitch stories related to selling a home during the summer months. Is it a hot time with back-to-school coming? Is it a good or bad time to buy or sell? Why or why not? Position yourself as the real estate expert on any of these topics and pitch away!

Christina Daves
PR for Anyone®

Christina Daves is the founder of PR For Anyone®. She has trained thousands of real estate agents in gaining visibility by using traditional and social media together for maximum effectiveness. Agents she has worked with have appeared in national magazines, newspapers, radio, television, and blogs. Book your free business strategy session with Christina at www.ChatWithChristina.com, and learn more about her at www.ChristinaDaves.com.



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JIMMY REED & THE REED TEAM



» cover story

By Lindsey Wells

Photos by WASIO Photography

Putting People First

“If you want to help people in real estate at a high level, you have to be able to do it with people that have the same mindset as you. They don’t have to look like you, they don’t have to work at the same level as you, but they have to have the same mindset that they care about people first, and they want the experience to be a good one,” says Jimmy Reed.

For a child growing up with parents in the mortgage and real estate industries, it’s almost impossible not to inherit a certain level of business acumen. Jimmy Reed grew up in Southern California watching his parents navigate the waters of their respective businesses, his mother in mortgage and his father in real estate. Jimmy’s childhood was very black-and-white; he was raised by parents and grandparents who believed in being straightforward and staying true to their word.

By seeing his parents deal with the business world, Jimmy learned that

not everyone was raised with the same values. So Jimmy quickly ran in the opposite direction when he came of age and joined the military. “It took me going into the military, and then, fortuitously, God put me in the Military District of Washington in a high-profile position, to realize, ‘Oh, it’s not just business; it’s a human issue,’” Jimmy says. Within five years of leaving the military, he embraced his keenness for business—particularly the real estate business—and started in real estate sales 24 years ago, vowing to influence the industry positively.

Not long after getting into real estate, Jimmy reunited with and married his childhood sweetheart and now wife, Lisa Reed, who left her career to join him in the business. Jimmy steadily became busier and busier, eventually adding an assistant and transaction coordinator because he found himself too busy to handle it all. “I went from doing 12 deals a year to 20 deals a year to 30, 40, to doing almost 90 deals a year as a solo agent,” Jimmy says. “Of course, that was with a team supporting me, but I still couldn’t handle it all.”

A turning point in Jimmy’s career was when he was rated on Zillow as one of the top agents in all of Orange County—and he had no idea. “I wasn’t paying attention, and all my clients were giving me five-star reviews on Zillow, and I didn’t even know it,” Jimmy says. “This was long before Amazon, long before we came into this era of everything being review-based. All of this organically happened, the word got out, and I was bombarded. It’s a wonderful thing, but I was

...

...



The Reed Team (from left to right: Nick Ahrens, Darren Shepherd, Kayla Cardona, Crystal Stichter, Silvia Berlin, Jimmy Reed, Emily Shaffer, Haley Garrett, Lily Clarke, Gabby Cabel).

bombarded.” Within two years, Jimmy was voted the number 1 agent on Zillow, which he still holds to this day.

With more business than he could handle, Jimmy attempted to form a team. “Teams were just starting to show up on the landscape. There was no one coaching you on it, no one telling you how, no formal education—I was winging it, making all the mistakes you could possibly make,” he says. The light at the end of the tunnel appeared in the form of real estate coach Tom Ferry, who was speaking at a seminar in Chicago. “Listening to him was like being in a sermon where I felt like he was going to say my name in front of everybody because he was describing everything I was dealing with,” Jimmy recalls. After that seminar,

he hired Tom Ferry to be his coach and still uses the programs with his team today.

Jimmy and his team have certainly polished their systems and have come a long way since then. Now with RE/MAX Coastal Homes, The Reed Team is the number 1 rated team on Zillow in their area and ranked one of RE/MAX’s top seven teams in all of California for commissions earned. But, Jimmy says, they aren’t focused on the accolades. “They’re more addicted to the kudos and the reviews and referrals because it just means so much that we’re doing a good job,” he adds. These days, Jimmy spends a lot of time mentoring his team members. “What keeps me in the game is seeing growth in the people on the team. To see people that are coachable and hungry and want to be mentored, it’s one of my favorite parts of the business today, honestly. I think that’s because I

...



“What keeps me in the game is seeing **GROWTH** in the people on the team. To see people that are coachable and hungry and want to be mentored, it’s one of my favorite parts of the business today, honestly.”



The Reed Team is ranked one of RE/MAX's top seven teams in all of California for commissions earned.

...
 didn't have that, and I feel I can influence an industry today that scared me 25 years ago and be the change that I wanted to see."

"I coach them on work-life balance. I tell them that money isn't everything, although you'll have plenty if you do the right things," Jimmy says. In June, to reward the team, he is taking them and their significant others to Cabo San Lucas. "They work hard, and they earned it, and the company does well. Our clients have a certain level of expectation when dealing with this team. If I'm not vested in the culture

of it, how would I, from a legacy standpoint, ever expect that the public would continue to experience that high level of service?"

Lisa has since been able to retire professionally and spends a lot of time volunteering in the community. She and Jimmy have four kids and two grandkids, all of whom still live close by. Jimmy is quite the outdoors enthusiast in his down time, whether hiking, boating, or snowshoeing. He is also an avid archer and long-range shooter, and he and Lisa enjoy gardening and traveling.



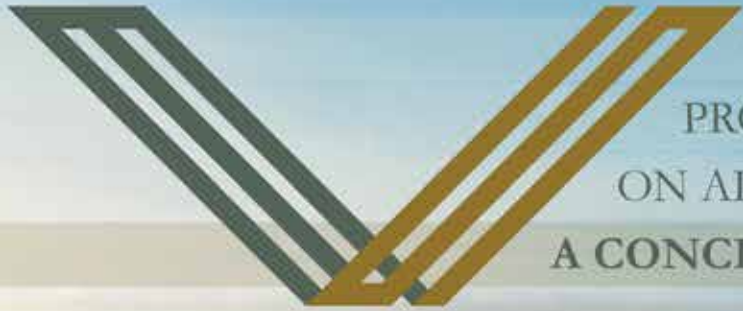


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Kevin Budde

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In 1976, at the tender age of 21, he was a starving college student who hadn't yet decided on a career path. Conversations with a next-door neighbor in the apartment complex Kevin Budde lived in sparked an interest in the mortgage business. He knew next to nothing about mortgages or what a job in lending would entail; all Kevin knew was that he wanted to be a part of the industry. He applied for a job as a loan officer and, three interviews later, heard those two little words he'd been waiting for: "You're hired." Forty-six years and countless awards and accolades later, Kevin is just as captivated by his work now as he was almost five decades ago.

With 46 years in the business, Kevin has witnessed all of the ups and downs the financial industry has seen over the years. Nevertheless, he has remained laser-focused and never wavered from his business model, which undoubtedly helped him through even the darkest of times. From 1980 to 1981, the industry saw interest rates for home loans reach as high as 17 percent. Then, Southern California suffered a major recession from 1990 to 1994, after the Berlin Wall came down and the aerospace and defense industry collapsed.

The housing market took another blow in 2008 to 2010, during the Great Recession. Then, in March 2020, when COVID-19 hit the United States, Kevin braced himself to experience his fourth major housing downturn, only to be surprised at the resiliency of the housing market during the pandemic.

"I have a saying I have used my whole career, and that is, 'The most constant part of our business is change.' Staying focused on the purchase market and working closely with REALTORS® has allowed me to weather the storms over the years," Kevin says. "There has always been someone buying or selling homes even in the worst of times. My goal was to be the last man standing, no matter what, and continue providing financing solutions to Realtors and their clients."

Kevin has approached his business from several perspectives throughout his career. There was a time that he attempted the large-team approach and had seven junior loan officers and four assistants. "I was able to achieve large numbers and, for two years running, I achieved national recognition as one of the top retail originators in the U.S.," Kevin says. "I can honestly say that it was not the most satisfying period to me. I lost that feeling of satisfaction from the personal touch of

...



After many successful years as a mortgage professional, Kevin Budde opened his own firm, Monarch Coast Financial, in 2019.

“

COMMUNICATION IS THE KEY TO ALL RELATIONSHIPS.

...

closely with my Realtor partners. Also, I received feedback from several top agents who stated they referred their clients to me for my ability to communicate well, and, most often, the loan was handled by a junior loan officer who did not have the same skills. That is when I decided to evolve my business plan and shrink down the volume and no longer have anyone between myself, the Realtor, and their client.”

In 2019, Kevin opened his own firm, Monarch Coast Financial, and is at the happiest point of his career. “I feel blessed I was able to design my business to exactly accomplish the best of both worlds,” he says. As the owner of the company, Kevin has total control of his day-to-day operations, with some of the most talented and experienced staff members backing him up. He can work closely with his Realtor

partners and speak directly with every client to find them ways to achieve their home-buying goals. “One of my sayings is, ‘Communication is the key to all relationships,’ and to personally communicate with my Realtors is where I find the greatest of satisfaction.”

Outside of his work, Kevin’s life has been enriched by his work as a Court Appointed Special Advocate (CASA) for children who have experienced abuse or neglect. He has also volunteered at Mercy House, a nonprofit dedicated to providing housing and comprehensive supportive services for the homeless population. Through his work with these various organizations, Kevin felt called to create his own organization, Giving Hands of Hope, which will provide food assistance to individuals and families in need who cannot make it to food banks or pantries due to lack of transportation, etc.

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“My strong faith has inspired me to want to serve more, and I felt the calling on my heart to do this,” Kevin says. “I think God is using me to not only help the individuals who have food insecurities and need this help but to really bring awareness about this issue.” At the time of this writing, Giving Hands of Hope was still in the early planning stages. Once it is up and running, Kevin hopes to grow the organization to include more volunteers to reach more people in need.

Kevin has spent 38 blissful years married to the love of his life, Cindy. They have three adult children and one grandson. “We’re a very, very close family, and my wife and my three kids and grandson are my world,” Kevin says. “I thank the Lord every single day to have blessed me to have this opportunity.”

Visit www.monarchcoastfinancial.com for more information.



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CHRIS SIRIANNI

Sold on Laguna Beach

Southern California is where it all started for real estate agent Chris Sirianni. Raised in Laguna Beach, he attended Laguna Beach High School, where he met his high school sweetheart. While many view Laguna Beach as a premier coastal destination, for Chris, it's home. For the past 15 years, he has had the honor of sharing his hometown with his clients and has closed sales on some of the most prominent properties in the area.

...



“I just love the area. I love sharing it with my clients and making their goals a reality through real estate in our town.”



••• Before real estate, Chris was brokering sales for commercial paper and printing, which required a lot of traveling. Once his first son came along in 2003, the travel required by his job became too much for comfort. “I wanted to be more grounded at home with my boy and my wife, so that’s what drew me into real estate, staying more local,” Chris says. “I’m a huge Laguna Beach apologist, and I just love the area. I love sharing it with my clients and making their goals a reality through real estate in our town.”

Chris is an independent agent for Villa Real Estate and manages the brokerage’s Laguna Beach office. When he’s on the job, Chris’s focus is as much on his clients and their individual needs as it is on the actual properties. His ability to interact with people of all ages and demographics has proven beneficial in his career. “I feel like I’m able to adapt to their needs and really satisfy their goals. That’s what keeps me going because every client is different,” Chris says. There is no cookie-cutter, one-size-fits-all business strategy; he knows that no one client is the same. “Every client has different needs, and it’s never the same thing from day to day. It’s always a new challenge and fun to adapt to what different people need.”

While he represents buyers and sellers at all price points, Chris has been fortunate to represent many high-profile buyers, such as musicians and Hollywood entertainers. “I take pride in my clientele and finding the best product and also keeping things very private,” Chris says. To date, he has sold the largest-square-footage home in Laguna Beach for \$32 million and the most expensive non-oceanfront home in Laguna Beach for \$22 million.

Chris’s aforementioned high-school sweetheart, Roshaunie, became his wife almost 21 years ago. He met her as a high-school freshman and the rest, as they always say, is history. Chris and Roshaunie now have two

sons, Jackson, 17, and Dylan, 14. In honor of Father’s Day, when asked what was most rewarding about being a dad, Chris, with no hesitation, said, “Everything.” He added, “Everything that my wife and I do is geared for our kids, whether it’s work or travel or leisure. Watching them grow from babies to young men is the most rewarding thing in itself.”

Jackson, the couple’s oldest son, plays basketball for Laguna Beach and is coached by Chris’s same high-school basketball coach. Both boys are avid athletes; Dylan is also a basketball player and plays volleyball. “They’re

just such good kids,” Chris says of his boys, beaming with pride. “They’re respectable, they’re passionate about what they enjoy, and they’re good at what they do.”

As a family, the Siriannis enjoy the beach and are big foodies. When Chris and Roshaunie have a date night by themselves, they will usually treat themselves to dinner and a “staycation” either at home or in one of the local resorts. “We love going out to eat, but we also love hanging at our house,” Chris says. “We’re not afraid to spend date night at home when the kids are gone.”



A native of Laguna Beach, Chris Sirianni manages the Laguna Beach office of Villa Real Estate.

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▶▶ agent spotlight
By Lindsey Wells

Mindset of an Entrepreneur

Photo by Lea Prokopowicz

EMILY WHITE

Emily White has worn many hats in her life. Entrepreneur. Woman of faith. Adventurer. REALTOR®. She's the daughter of a strong woman; she's been the wife of her best friend for 16 years; she's a friend to all she meets. One of the most important hats Emily has ever worn, however, is that of Mother.

Her entire life changed 11 years ago when Emily and her husband, David, welcomed their first child into the world. They named him Sean, a sweet-faced baby boy who was all too eager to meet his mom and dad. He was so eager that he was born early with complications and stayed in the hospital's NICU until it was safe for him to go home. Sean recovered and is happy and healthy as can be today. They say that new motherhood is the greatest thing and also the hardest thing. Emily doesn't recall getting much sleep during those days. Two years later, the couple's second child was born, a boy they named Charlie. With his arrival, their family was complete.

Back before children and real estate, Emily worked in the corporate world, although the prospect of real estate as a potential career never wandered far from her mind. Emily has always had the mindset of an entrepreneur. While others were making minimum wage in high school, she started her own Spanish tutoring business making \$20 per hour (in the late 1990s, mind you) with her own book of business. Emily also worked as an assistant to a top-producing real estate agent in Montecito, California, while in high school, which is perhaps where her interest in the industry began. After college, she enjoyed an exciting 13-year career in advertising, selling 30-second commercial spots on cable TV networks, including HGTV, CNN, Fox News, and Bravo.

Seven years ago, a career change was in order, and Emily decided to pursue her real estate license and go into business for herself. She was attracted to Keller Williams Realty because of its incredible culture and networking opportunities, and chose to launch her business, Emily Sells OC, under the KW umbrella. Emily loves a good challenge and is highly competitive. That, coupled with her stellar negotiating skills, has made her a force to be reckoned with in the local real estate market. With her media background of selling commercial airtime, she has the upper hand in getting her clients onto media platforms such as Apple TV, NBC, Fox, ABC, and CBS. "Advertising estates, like we have in Covenant Hills, is the best fit for this medium," Emily says. Also, she speaks Spanish and can fluently assist Spanish-speaking clients.

...

“FOR I
KNOW THE
PLANS
I HAVE
FOR YOU,’
DECLARES
THE LORD,
‘PLANS TO
PROSPER
YOU AND
NOT TO
HARM YOU,
PLANS TO
GIVE YOU
HOPE AND A
FUTURE.”

JEREMIAH 29:11



The White family (Charlie, Emily, David, and Sean).

Photo by Bodie Kuljian

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Emily has passed her love for the Spanish language on to her kids, who are now mostly bilingual. Before COVID, the boys attended a Spanish immersion school but have since moved over to a private religious school.

Both Sean and Charlie are sports enthusiasts. Sean, 11, loves golf and basketball, while Charlie, 9, is the football player in the family. Emily and David’s goal is to take their boys to all 50 states before they graduate from high school. So far, they’ve been to 26! They recently went to South Dakota and saw Mount Rushmore. “That is just a spectacular monument to see,” Emily says. The family also built their dream house in Covenant Hills and moved in just under a year ago.

Emily says of her boys, “One, I love seeing what interests them, what their passions are. Number two, it’s always great to see that ‘ah-ha’ moment with them when they actually follow through and do the things you’ve been teaching them their whole life. Like, ‘make your bed,’ ‘take the dishes out,’ ‘have some self-responsibility,’” she says. “As a parent, it’s important to be very consistent with your kids.”

Emily shared this Bible verse from Jeremiah 29:11: “‘For I know the plans I have for you,’ declares the Lord, ‘plans to prosper you and not to harm you, plans to give you hope and a future.’”



Emily and David White have been happily married for 16 years.

Photo by Bodie Kuljian



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