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If you are interested in contributing or nominating Realtors for certain stories, please email us at katie.macdiarmid@realproducersmag.com.

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Melanie Prescott



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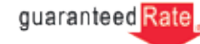
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One-Year Anniversary ISSUE



One year ago, the first issue of *Sacramento Real Producers* was released! While none of us could have predicted what happened in 2020, I also could not have predicted the overwhelming success we would have over the following 12 months of *SacRP*!

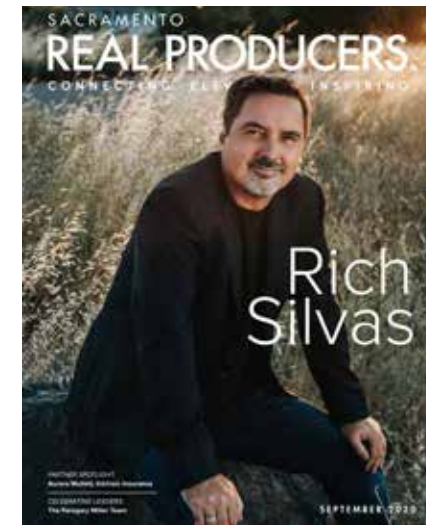
Thank you so much to the many, many REALTORS® who embraced us with open arms. From allowing us to celebrate you and share your stories, to showing up at our events and collaborative calls. We appreciate you and are so excited to continue expanding the creative ways that continue to deepen the connections within this community.

If you are a REALTOR® reading this note, I know you have a “go-to” guy or gal in pretty much every industry that you would need but I have a favor to ask. The next time you have an opportunity or need within your business or for one of your clients, I would love for you to give one of our partners a shot at earning your trust. They are highly recommended by your peers and approved by us to deliver you the quality and service you deserve. Please give them and *SacRP* the chance to show you that we truly are building the best and classiest network in the region. And definitely reach out to me to share how the experience goes!

I am thankful for many things about *SacRP* but the best part is the community. We are building something truly special here in town and we are just getting started!

Thank you for supporting us! It means more than you know!

Cheers to the journey!



KATIE MACDIARMID
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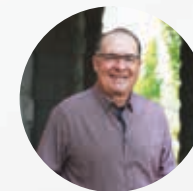
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▶ announcement

Common Questions About Sacramento Real Producers

Real Producers is a national concept currently open in 125 markets across the country. With the one-year anniversary of Sacramento Real Producers, I wanted to take the time to answer some pretty common questions.

way. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview and write an article, and for our photographers to schedule a photoshoot.

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What is the purpose of Real Producers magazine?

The mission of *Sacramento Real Producers* is simple. We strive to inform and inspire the top-producing real estate agents in the Sacramento market and connect them socially. We do this by telling their personal stories. How they have succeeded and failed. What drives them to achieve year in and year out. Where do they spend their time when they are not working, and what are they passionate about other than real estate. We give local top-producing REALTORS® a platform to tell their story in a way they have not been able to do so before.

The secondary focus is to provide an avenue for our affiliate partners to create and continue relationships with these top performers, on a level that they might not be able to achieve on their own.

Who receives this magazine?

This magazine is mailed to the top 500 producing agents in the greater Sacramento area, according to volume each year. This is based on the 2020 MLS; the ranking is annual and resets every year. This year, the minimum production level for our community was over \$11.5 million. Just to be included in this group is an accomplishment that testifies to your hard work, dedication and proficiency.

What is the process for being featured in the magazine?

It's really simple – you can nominate other REALTORS® (or yourselves!). We will consider anyone brought to our attention; we don't know everyone's story, so we need your help to learn about them! A nomination currently looks like this: You email us at katie.macdiarmid@realproducersmag.com with the subject "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be that they have an amazing story that needs to be told; perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big

What does it cost to be featured?

Zero, zilch, zip, nada, nil. It costs absolutely nothing! We are not a pay-to-play model whatsoever. We write real stories about real producers, so nominate away, friends!

Who are the preferred partners?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community and a top professional in their industry. They will have an ad in every issue of the magazine, attend our events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval." Our goal is to create a powerhouse network, not only for the best REALTORS® in the area, but the best affiliates, as well, so we can grow stronger together.

How can I refer a preferred partner?

If you know and want to recommend a local business that works with top REALTORS®, please email us to let us know at katie.macdiarmid@realproducersmag.com.

Still have questions? Don't hesitate to reach out!



KATIE MACDIARMID
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announcement

Save *the* Date

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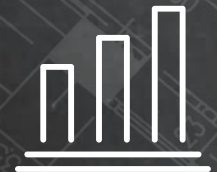
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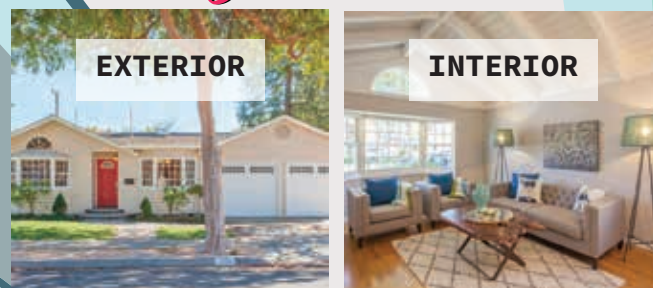
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kevin mcdonald



▶▶ celebrating leaders

By **Dave Danielson**

Photos by **Rachel Lesiw** - Indulge Beauty Studio



Kevin McDonald and his wife, Morgan

ENJOYING THE RIDE

Arriving at a destination is rewarding. There's no doubt about that. But there's a lot to be said for the journey.

One of those individuals who enjoys both the ride through life and the real estate business is Kevin McDonald, Team Leader of the Kevin McDonald Real Estate Group with Prato Real Estate.

Kevin's ride most days begins on his electric segway scooter, as he makes his way into town to the office.

"That ride is so much fun. Along the way, people I know see me, honk and wave at me," he says with a smile.

MEANT TO BE

His ride into real estate may have been meant to be.

"I've had friends and family in the real estate business on the loan side for a long time, and always admired them," Kevin remembers.

During a season of life 17 years ago, Kevin was sensing that it was time for a real change.

"I was in corporate America at the time. While my job was great-paying and the atmosphere was good, I noticed something. When times got tight, they laid off people who had been there for 20 or 30 years. I real-

ized the path I was on and I thought, 'Why am I doing this?'"

From the start of his real estate career, the fit for Kevin has felt right. Within his first few months in the industry, he had ended up with 12 open escrows.

"I went out and met people, and it seemed that everyone I met wanted to write an offer," he says. "It has been the best career I could have chosen. It's a destiny thing for me. It's truly a great career. You're never doing the same thing two days in a row."

•••

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ALWAYS NEW

Kevin loves the variety of his work.

“I love the satisfaction of working a good deal for someone or getting someone their first home that maybe they never thought they would get,” Kevin explains. “If you do the right things, people are ecstatic and I love that. There are the stresses of the unknowns, and yet it’s the most gratifying when you get through it.”

The signs of Kevin’s success have steadily mounted through time. In fact, in 2020, Kevin completed approximately 90 transactions himself, and his team totaled 170 transactions with their volume totaling about \$70 million together.

TEAM SPOTLIGHT

Kevin is quick to shine the spotlight on his team that features five other agents, along with a full-time assistant, as well as a full-time Transaction Coordinator.

“We have a younger group, and we all tend to have the same mentality,” Kevin says. “I’ve known a lot of the guys on my team for quite some time ... some of them since high school. I’ve helped them get into the business,

while others have come from other resources. For example, one person I sold a house to had so much fun that they decided to get into it themselves. We work as a team. We all help each other. We want to make sure we have a good, positive team atmosphere.”

One of Kevin’s passions as a REALTOR® centers on his work as a mentor and coach to others.

“I like training people from the beginning. It helps to be able to work with people from the start without needing to overcome bad habits. Our main goal is making sure that our clients are taken care of, the job we set out to do is getting done, and we’re having fun along the way. We want to make sure the client has a good experience the whole way through.”

FINDING FULFILLMENT

Away from work, Kevin cherishes time with his wife, Morgan.

“Morgan has always been a big support for me. I wouldn’t be able to do what I do without her.”

In their free time, Kevin and Morgan enjoy time with their two dogs. They

enjoy real estate together in buying and renting several single family, multi-family, commercial, and now short term rental properties!

“Morgan is a huge help on that. She handles a lot of the renting and logistics,” Kevin says. “We’ve also bought property and built a house together.”

Kevin is passionate about giving back to his community and the industry he loves. In fact, he served as President of the local Association of REALTORS® in 2018. Plus, he’s also a Director with the California Association of REALTORS, along with being a National Association of Realtors Director representing Placer County AOR.

As he says, “It means a lot to have a voice in helping to shape the way we do real estate in California. As part of that, I’m also able to represent the state nationally. I’m very proud to be able to represent the local area.”

As another day ends, Kevin heads home on his scooter. There are more cars honking. More friends waving.

“That’s a fun little ride I really enjoy, and it’s made more fun by seeing the people I know,” Kevin smiles.



“ IF YOU DO THE RIGHT THINGS, PEOPLE ARE ECSTATIC AND I LOVE THAT. THERE ARE THE STRESSES OF THE UNKNOWN, AND YET IT’S THE MOST GRATIFYING WHEN YOU GET THROUGH IT. ”





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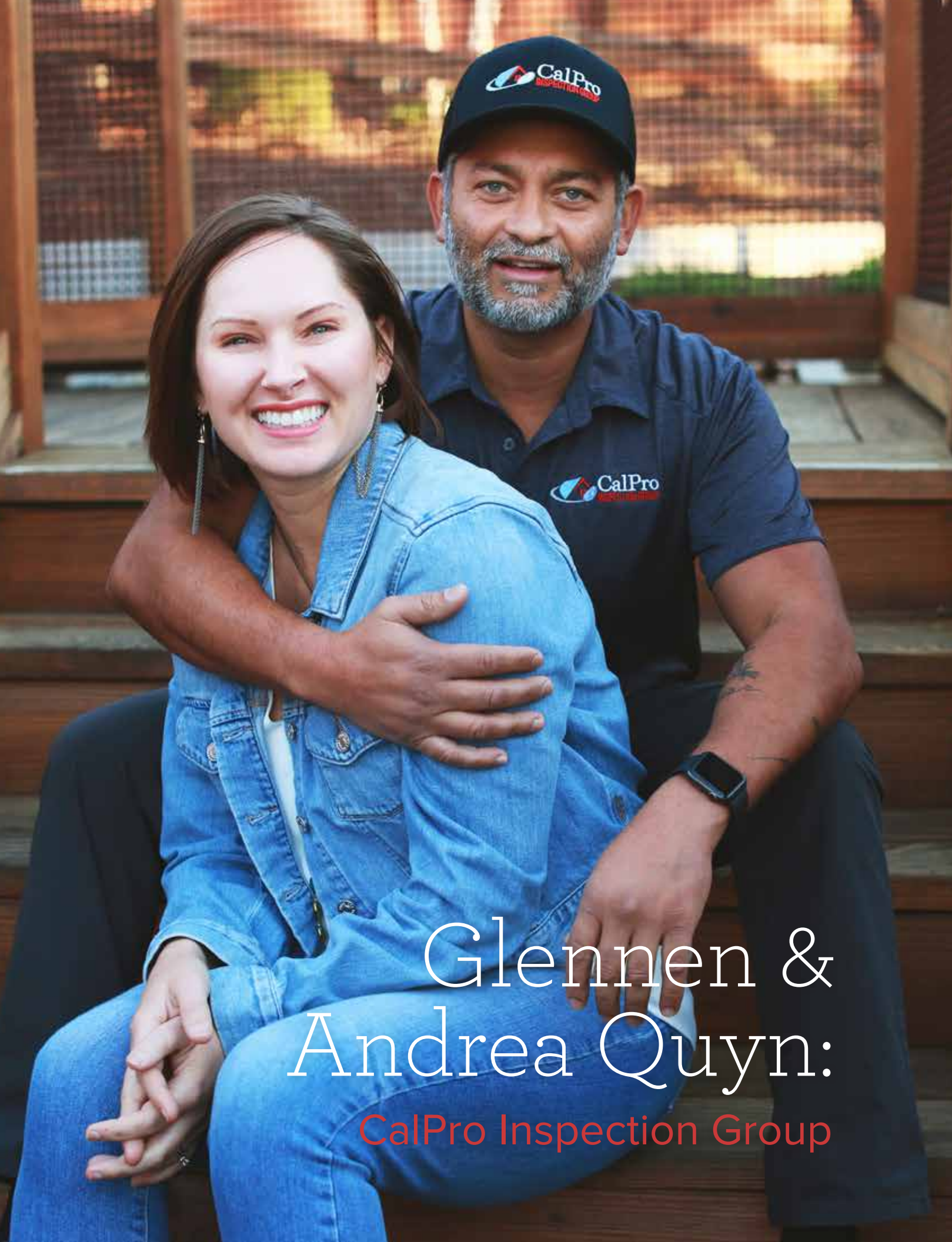
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Glennen & Andrea Quyn: CalPro Inspection Group

Partner with Northern California's Fastest-Growing Inspection Company



▶ partner spotlight

By **Dave Danielson**
Photos by **Rachel Lesiw** - Indulge Beauty Studio

Success leaves clues, and as those who have worked with CalPro Inspection Group will attest, there are plenty of them to explain the organization's rapid rise as Northern California's fastest-growing inspection company.

CalPro Inspection Group is led by Glennen and Andrea Quyn, a venture that got its start 12 years ago as Glennen was looking for a new way to make a difference.

"My degree is in Aviation Management, and I had been working as a bartender," Glennen remembers. "My daughter and son were children then, and I wanted to find a new direction with my career and get out of working all of the late-night shifts."



Taking a New Path

After some conversation with a customer and doing some research, Glennen became intrigued by home inspection.

"It felt right, and it was something that I could build on," Glennen says. "I took an online course, and did some online studying, became a home inspector and started gaining valuable experience."

Glennen went beyond that.

"I also wanted to add to my understanding of the construction and building industry, so I studied and became a general contractor," he says.

A Growing Resource

While business was very good, the days were very long. Glennen found himself routinely working 18-hour days.

"I was inspecting houses and making good money then and doing some construction on the side. With my customer service background, people continued to use me and they told other people about CalPro Inspection Group."

...



••• In time, CalPro Inspection Group grew to five inspectors. As the inspection side of business took off, Glennen decided to focus full time on that. At the same time, he also added more people and grew the business. In turn, he found a greater work/life balance.

“In the process of doing that, I’ve enjoyed putting people in place and developing opportunities for them and teaching them a brand new skill,” he smiles. “At the same time, we took the business to another level and started adding more services to be a one-stop shop for our partners and clients, including termite inspection and repair. In turn, we went from eight employees to 37 in a year and a half.”

Fulfilling Purpose

Andrea serves as COO of CalPro Inspection Group. As she says, the company continues to expand, having acquired another Bay-area company recently.

“We’ve really expanded our service locations to cover the entire Bay area, as well as the Sacramento area,” she points out. “Part of the reason for our success is the outstanding team members we have at the company, including Charles Skinner, who is our General Home Inspection Manager, and Leo Skattebo, who is our Termite and Pest Control Manager.”

Away from work, Glennen and Andrea have a strong focus on their family, including three children and parents.



“We believe that to have a great company, you have to have a great product and a great team.”

Glennen was born and raised in Sri Lanka, and they have a passion for traveling the world and sharing new experiences together.

The “why” for Glennen and Andrea is clear.

“We started small and we’ve built into a larger team. One of the important things we’ve done as part of that is maintained a very strong focus on leadership development,” Glennen says. “We believe that to have a great company, you have to have a great product and a great team. It all works out perfectly in the end. In the process, we really want to create more opportunities for other people.”

“This business feeds almost 40 families,” Andrea says. “And we continue to grow for our REALTOR® partners to make their jobs easier. We want to make their jobs easier. We want them to only need to make one phone call ... and we want that call to be to us. That’s our goal with each location or service we add. We always look to see if there’s something else we can do to help.”

As Glennen adds, “If we could sum it up, we want people, when they think of CalPro, to recognize us as a locally-owned resource that treats its employees like family.”

For more information about CalPro Inspection Group:
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▶ making a difference

By Selena Boyts
Photos by XSIGHT Creative Solutions

“Success isn’t about how much money you make, it’s about the difference you make in people’s lives.” -Michelle Obama

Social impact is defined as the “effect an organization’s (or individual’s) actions have on the well-being of the community.”

It could also be defined by what Roy Machado and his team at All City Homes are doing for their local community, and beyond, by approaching real estate through the lens of social responsibility and justice.

Hip Hop and Entrepreneurship

Roy was born in the Philippines and moved to the United States with his family when he was six years old. Growing up in the Elk Grove area, he found that hip hop culture was one of the few things that accepted everybody, no matter where they came from.

“Hip hop culture combines the spirit of the American Dream with the underdog fighting for success, and ingrains a sense of community responsibility in the listener,” Roy explains.

The name ALL CITY stems from hip hop culture as well. “All City” in graffiti terms means you represent all the cities, such as Sacramento, Elk Grove, Roseville, and the surrounding commu-

nities. The “All City” label implies that you are the best, and the name speaks to the company’s target demographic – their own generation and people in those areas – and tells everyone they hold high standards of quality for their business, offering the best service to their clients.

All City Homes was founded by Roy Machado and his business partner, Serina Lowden, with the vision of providing their local communities with an alternative choice to the more traditional ways of doing business in the real estate industry. With Roy’s background in Ethnic Studies and community organizing, they applied an activist approach, believing that the acquisition of real estate is a vehicle in creating generational wealth.

They saw a need for a unique agency with a genuine focus on rebuilding their hometowns. “As real estate agents, we are wealth managers. Our goal is to promote homeownership for everyone, and in doing so, have the ability to change people’s lives and communities everywhere,” Roy emphasizes.

“Most of the agents here are black and brown and we’ve done that for a reason,” Roy comments. “We are trying to reach everyone, and we need people who come from that background so they [the client] can relate and feel comfortable in the process of the transaction. I think it is important to see more black and brown brokerages on their feet, with their own identity; it promotes homeownership within those communities which creates more opportunities for my community, and that’s important to me.”

With their three-prong mission statement, it’s clear that Roy Machado and his team aren’t just in the business of making money. They are in the business of: Empowering People through Homeownership, Creating a Memorable Experience, and Uplifting Communities through Social Responsibility.

It Starts With You

Roy’s favorite part about working in real estate is the educational aspect. He believes there is real power in knowledge and aims to empower his clients by discovering what their concerns are; he calls it “unveiling their fear.” Once he knows the myths his clients have bought into and understands their reasons for not purchasing, he can break it all down, giving them a full and clear understanding about what they need to do to own a home.

“I tell people they can do it no matter what background or income. I can provide a game plan to reach goals. They don’t know what they don’t know,” Roy says. “When you are uneducated, you feel powerless, victimized. When you are educated, you are giving yourself an opportunity to succeed in anything you want to do.”

This past year, when everyone was surrounded by uncertainty and fear, Roy and the agents at All City Homes remained faithful to their mission, offering 34 homebuyer classes called “Hacking Homeownership” and helping 203 families achieve the dream of homeownership. “I found my niche and it means something to me,” Roy states.

...

Roy and his team understand that homes are where memories are made and holidays are celebrated, but they take it a step further focusing on the legacy of generational wealth. Wealth management is power and if a person is embedded in the community as a homeowner, they have autonomy. All City agents are transforming lives through homeownership.

“Education uplifts communities. It starts with yourself. As soon as you educate yourself, you cannot help but share your knowledge. And at that point it’s contagious,” Roy shares. “It is an empowering thing for us as well because we aren’t just helping them now, but also their family for generations.”

From Selling Records to Rebuilding Communities

In 2006, Roy owned his own record shop. He had built a business around his love for music, but as everything began to go digital, his friends and family encouraged him to go into real estate. He was hesitant at first, but when friends and family members began losing their homes in the 2007 market crash, he made the decision to go all-in with real estate with the goal of helping people keep their homes.

The All City Homes team is focused on uplifting their local communities by promoting and engaging in social responsibility. It isn’t something they advertise or boast about; it’s simply who they are. Roy believes trust is hard to come by, and he takes their community involvement seriously. All of their agents volunteer for nonprofit organizations and causes that help displaced veterans, mental health, drug abuse, homelessness, and making sure that they are developing anti-racist real estate practices.

Roy volunteers with local arts and youth in Sacramento and supports several organizations in the area. All City Homes hosts a number of events that pull communities together, promoting art, music and education. These events put All City Homes in the purview of the community, but also lets the residents know Roy and his team are there to help rebuild the community.

For example, All City Homes has partnered with 25th & Jazz – a Sacramento based startup operating as an incubator space focused on developing entrepreneurs and creatives of color. It also serves as a creative space for events and community gatherings that aims to cultivate art and culturally responsive programming. In both efforts, 25th & Jazz’s core emphasis is community empowerment.

“I am really passionate about my role in giving back. I hope to leave a lasting impression on my community by curating spaces for people of color to thrive in real estate, but also in other areas that make a difference.”

What can you do?

As a husband and father of four, Roy Machado has a lot on his plate, but he keeps his priorities straight. He knows who he is and what he stands for. Roy knows he can’t heal the whole world, but he believes anyone can help one person. You might be asking “What can I do?” and Roy has the answer:

“Create opportunities for dialogue within your community and ask them how you can help. You have a product. Let them know how it can be useful to them. At the end of the day, it helps your business, but it goes deeper than that. It’s about creating opportunities for success for others and holding ourselves accountable to make sure we are helping.”



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ANNE WIENS
REALTOR® | BROKER ASSOCIATE

Workaholic with a Passion for Real Estate and Helping Others

Each day, Anne Wiens strives to make each client feel like they are her only client.

“My career is fun, fulfilling and important. I’m really honored that my clients choose me to help them through the transaction.

It’s nice to be part of their lives,” Anne emphasizes. “I stay in touch and frequently become good friends with them. I just love it. Every day is different and there’s always an opportunity to help others.”

...



“

Getting started in real estate is harder than it looks, but you can be successful by setting up good systems, learning everything you can about your client, and always putting them first. When you care about them sincerely, you can meet their needs.

”



The Real Deal: Dynamic Duo Making Every Client Feel Like They Are The Only Client.

...

As part of one of the top Brokerages in the area, Coldwell Banker Sun Ridge Real Estate, Anne takes pride in her vast amount of availability and energy, successful track record, and large number of repeat and referral clients.

Growing and Learning

Anne is a California native, born in San Francisco and raised in Marin County. She comes from a family where education is very important.

“In fact, my parents and almost everyone else in my family are all teachers, and they always wanted me to be a teacher, too,” Anne smiles. “I have the utmost respect for them, but it’s just not my calling.”

“I had various jobs in the Bay Area with a lot of community interaction,” she says. “I had a chance to work with a lot of well-known clients, including members of the San Francisco Giants organization, two venture

capital firms, and one of my first jobs was working with a prominent private practice of orthopedic surgeons and sports medicine specialists. Through the course of those different positions, it led me to the desire to be entrepreneurial and be my own boss.”

Their Path to Real Estate

In 1999, Anne met Tim and they started their relationship that stretches well over 20 years.

“I met him through a popular Christian Singles website, and after we married in 2000, I moved to Fresno where he was from and still living. We lived there for a few years, then moved to Placer County in 2003,” Anne recalls. “In the meantime, I had gone back to school and got my degree in public relations and communications/journalism.”

Around the same time, Anne had started working for a national home builder in the front office. In the process, she came in contact with people who encouraged her to consider real estate. By 2004, she made the move, got her license and started her career. Tim also got his license at the same time.

Like most who enter real estate, Anne and Tim faced the challenges of transitioning into the field.

“It was really hard to get started in the beginning and it was very slow starting out,” she remembers. “Even though we had no family connections and didn’t know any agents already in the business or anyone in the Sacramento area, we just decided to go for it.”

Signs of Success

Over time, Anne and Tim have built their real estate business by helping their clients reach their goals.

...



When you talk with Anne, it's easy to see the drive she has to help her clients in their journey to the closing table. Nearly 100 percent of Anne's business is referral-based and earned through unparalleled dedication to clients and extensive local real estate expertise.

"I like doing things quickly and well, and I'm obsessed with listening to and meeting clients' needs. I think I get a lot of my energy and enthusiasm from my parents. They always worked a lot of extra jobs," Anne says. "As teachers, it seemed that they were always doing other things in addition to their school jobs, including coaching, providing child care, and working for a local newspaper. I get my drive, work ethic and confidence from my parents. They were super hard workers who got little sleep due to working multiple jobs."

Helping Others Move Ahead

As Anne considers the success that she and Tim have in the industry, she's also mindful of new REALTORS® who are entering the business today.

"When I talk with people who are just starting in real estate, the number one thing I advise them on is the importance of knowing the legal contracts inside and out," she says. "Getting started in real estate is harder than it looks, but you can be successful by setting up good systems, learning everything you can about your client, and always putting them first. When you care about them sincerely, you can meet their needs."

Day by day, Anne Wiens moves forward ... guiding her clients and helping them achieve their goals.



Their results have been rewarding. In fact, through time, Anne has closed an astounding total of over \$280 million in career sales volume, representing more than 830 transactions.

Beyond the numbers, the path they share is rewarding.

"We get along very well. I think part of the reason it works so well for us to work together is that we have extremely different personalities," Anne explains. "He has a software and computer science degree and background, and gets energy from working by himself, while I prefer working with people and negotiating deals. We have very different strengths and weaknesses. He is extremely organized with a spreadsheet, and he helps me when I need assistance with the contracts and paperwork. It's nice working together. He is so easygoing and very smart."



The Drive to Make a Difference

Away from work, Anne and Tim enjoy time spent with their families, friends, and dog, Bianca. Anne enjoys photographing nature and sunsets. Tim has many hobbies including working on his '65 Mustang.

Giving back is also important to them. One group that is near and dear to Anne and Tim is Stand Up Placer, an organization that supports women who have survived difficult situations in life. They also support various animal rescue organizations and homeless shelters.



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