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MEET THE SOUTH ORANGE COUNTY REAL PRODUCERS TEAM



Michele Kader
Owner/Publisher
(949) 280-3245
michele.kader@
realproducersmag.com



Ellen Buchanan
Editor



Heather Johnson
Account Manager/
Ad Strategist



Lindsey Wells
Writer



Bodie Kuljian
Photographer
Together Creative



Yaneck Wasiek
Photographer
WASIO Photography



Thomas Pellicer
Event Photographer



Gabriella Noel
Social Media Manager

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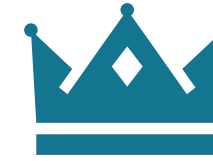
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FAQ

ABOUT THIS MAGAZINE

By Michele Kader



If you just made the 2021 Top 500 producers in South OC list and are new to our publication, you may be wondering what it's

all about. "FAQs About This Magazine" answers the most commonly asked questions around the country regarding the *Real Producers* platform. My door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice and to connect, elevate the industry, and inspire!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in South OC. We pulled the MLS numbers (by volume) from January 1, 2020, to December 31, 2020, in South OC, cut the list off at number 500, and our new 2021 Top 500 distribution list was born. This magazine is free exclusively to the top 500 agents in the area each year. The minimum production level for our group was \$12.9 million in 2020, based on data reported to MLS.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate Realtors. We will consider anyone brought to our attention, because 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 michele.kader@realproducersmag.com with

the subject line, "Nomination: (Name of Nominee)," and explain why you are nominating them to be featured. It could be 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 way. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photoshoot.

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly 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," in a sense. 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.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top Realtors, please let us know! Send an email to michele.kader@realproducersmag.com.

2020

BY THE NUMBERS

HERE'S WHAT SOUTH OC'S TOP 500 AGENTS SOLD...

9,886



TOTAL TRANSACTIONS

\$10.39 BILLION
SALES VOLUME



666

DOUBLE-ENDED TRANSACTIONS

5,515 LISTING SIDE
TRANSACTIONS

3,705

BUYING SIDE
TRANSACTIONS



\$20.78
MILLION

AVERAGE
SALES VOLUME
PER AGENT

19.77
AVERAGE
TRANSACTIONS
PER AGENT

Based on information reported to the MLS for residential sales in 2020 in South Orange County by the top 500 producing agents licensed in South Orange County.

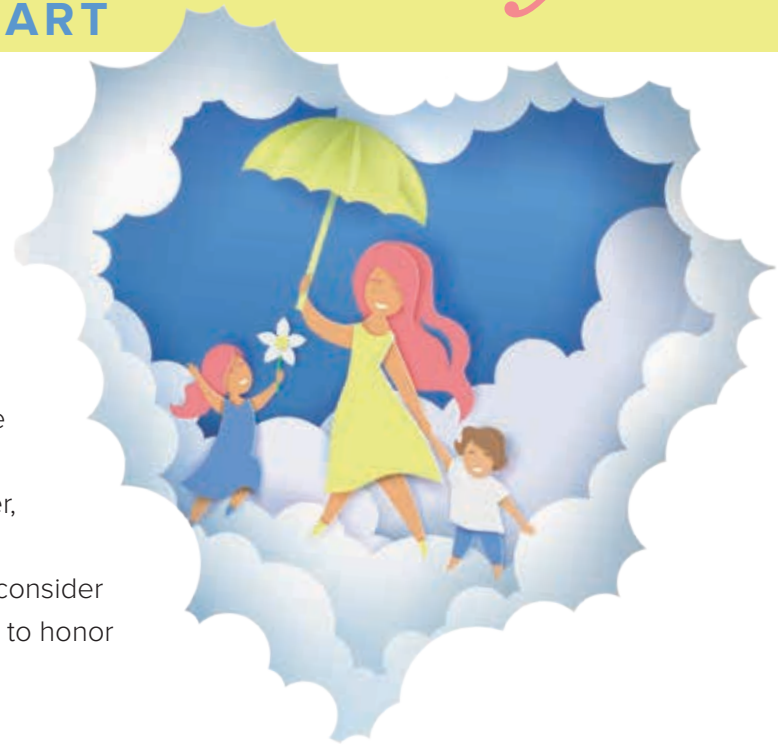
*Information is based on residential sales in 2020 in South Orange County by the top 500 agents by sales volume.

Mother's Day

GOOD FOR YOUR HEART

By Shauna Osborne

Traditionally, when we think of May and Mother's Day celebrations, visions of flowers, sunshine, brunch, and other goodies lavished upon our beloved mothers and mother figures come to mind. While those visions are beautiful and well-deserved sentiments, they cannot always be reality; in some cases, mothers and children find themselves unable to celebrate together, whether due to health, distance, or other difficulties. May is the month of mothers, so consider trying one or more of these alternative ways to honor moms this month!



Spoil a New or Single Mom:

We cannot deny that mothers are the lifeblood of the family ... and they definitely need a break sometimes! Do you know a single or brand-new mama who could use some pampering? Volunteer to babysit, and let her take the afternoon off to take a nap, eat a quiet meal, go to a yoga class, or get a facial – whatever she needs! Bring over her favorite coffee or wine, or make dinner for the whole family, so she doesn't have to cook. Anything you can do to take on some of her workload will mean the world!

Adopt a Senior Mom:

Check with seniors in your neighborhood, church, or community group who may be living alone to see if they have Mother's Day plans. Consider making a regular date with her to check in, visit, and perhaps share a meal or walk.

Practice Meaningful Self-Care:

If you are a mother yourself, give yourself a pat on the back for all the hard work you've done this

year: remote work, school closures, financial stress, housework, health worries, or all of the above. Give yourself permission to step away from the drudgery and do things this month to support your emotional, spiritual, and physical health, whether that's a daily swim or walk, long naps, a weekend away, or just space to process. Rehearse saying "no" to unessential responsibilities and obligations. Remember, you cannot pour from an empty cup!

Give Your Time or Money to a Worthy Cause:

A beautiful way to honor a much-missed mother or mother figure is to make a generous donation in her name to a cause or organization that was near to her heart. You might also seek out a local women's and children's shelter or anti-human-trafficking or domestic-violence organization, particularly as they attempt to recover lost funding from COVID times. International and national organizations such as Feeding America, Planned Parenthood, UNICEF, Moms Demand Action, Girls Inc., and Baby2Baby could also use your bequest to help support and uplift communities of women in need. When COVID risks have passed, you might brighten up spring for senior moms by volunteering in a nursing home or senior center.

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TIPS FOR MAKING GREAT REAL ESTATE VIDEOS

I had the pleasure of interviewing Cindy Ashton, a presentation strategist whose expertise is messaging and video, and asked her to share her tips on how to stand out in 2021.

Q: *What is your number-one tip to make a virtual showing stand out?*

A: Show, don't tell. Grab attention in the first seven seconds of your video with story. How?

1. Tell the story behind the features and benefits of the home. Instead of showing the garden and saying how beautiful it is, tell the story about how the couple that lives there got married in that garden and has been happily married for 50 years. You can start your video by saying, "Fifty years of marriage all started in this bed of roses." Or talk about how the living room was used as a speakeasy back in the 1920s. Start with, "Cigar smoke filled the air..."

2. Get your potential buyers imagining what is possible for them when living in that home. "Imagine your kids riding their bikes around this private cul-de-sac with the other neighborhood kids." Or, "Imagine you are working in your virtual office, you feel stressed, and all you have to do is lift your head and look out at that amazing view of the lake."

Q: *Everyone has moved their business online. Now that REALTORS® really can't network in person, what do you recommend they do to stand out digitally?*

A: 1. Be a real person. Too many agents come across on camera like "slimy" salespeople with canned phrases like, "I can sell your home for the highest price in the least amount of time." People hire people they like and feel connected to. Don't try to be too polished. Instead, plan out your talking points, get that great opening line that tells a story, and then just talk to the camera as if you are talking to your best friend or favorite client.

2. Be of service. You stand out when you make your videos about your clients.

In addition to posting videos about the homes you are currently selling, also post videos that give helpful tips on things that are important to them. If your clients have families, ask yourself what you can share that would help them, such as, "Four ways to keep your kids engaged with virtual learning." Or, "Three fun things your family can do together while stuck at home."

Q: *Video is simple now, with our handheld technology of cellphones and iPads, but there are nuances to creating a great video. Could you give us your top three skills to master so you stand out on video?*

A: 1. Lighting. Always have the light facing you. If you are outside, face the sun. Inside, face the window where the light comes in. You can buy a light ring or broadcast light. Or go old school and take the shade off the lamp and put the lamp in front of you.

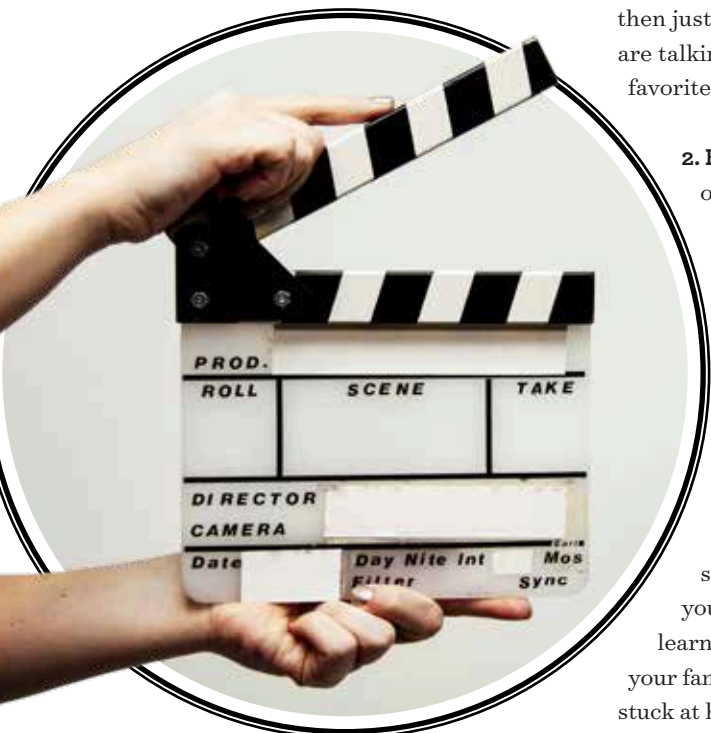
2. Sound. If you can't be heard, the viewer will keep scrolling. If you record your videos from your computer or laptop, snowball microphones are great. Newer phones have good internal microphones. If they don't or you are filming outside, get an external lavalier microphone.

3. Background. If you have all kinds of clutter behind you, the viewer will be distracted. Be sure to choose a location that is organized, clean, and aesthetically pleasing. And try to be at least three feet from the wall or any object behind you, as it makes you appear more powerful and confident.

Learn more about Cindy and Christina at www.CaptivateandCashIn.com/Agents.

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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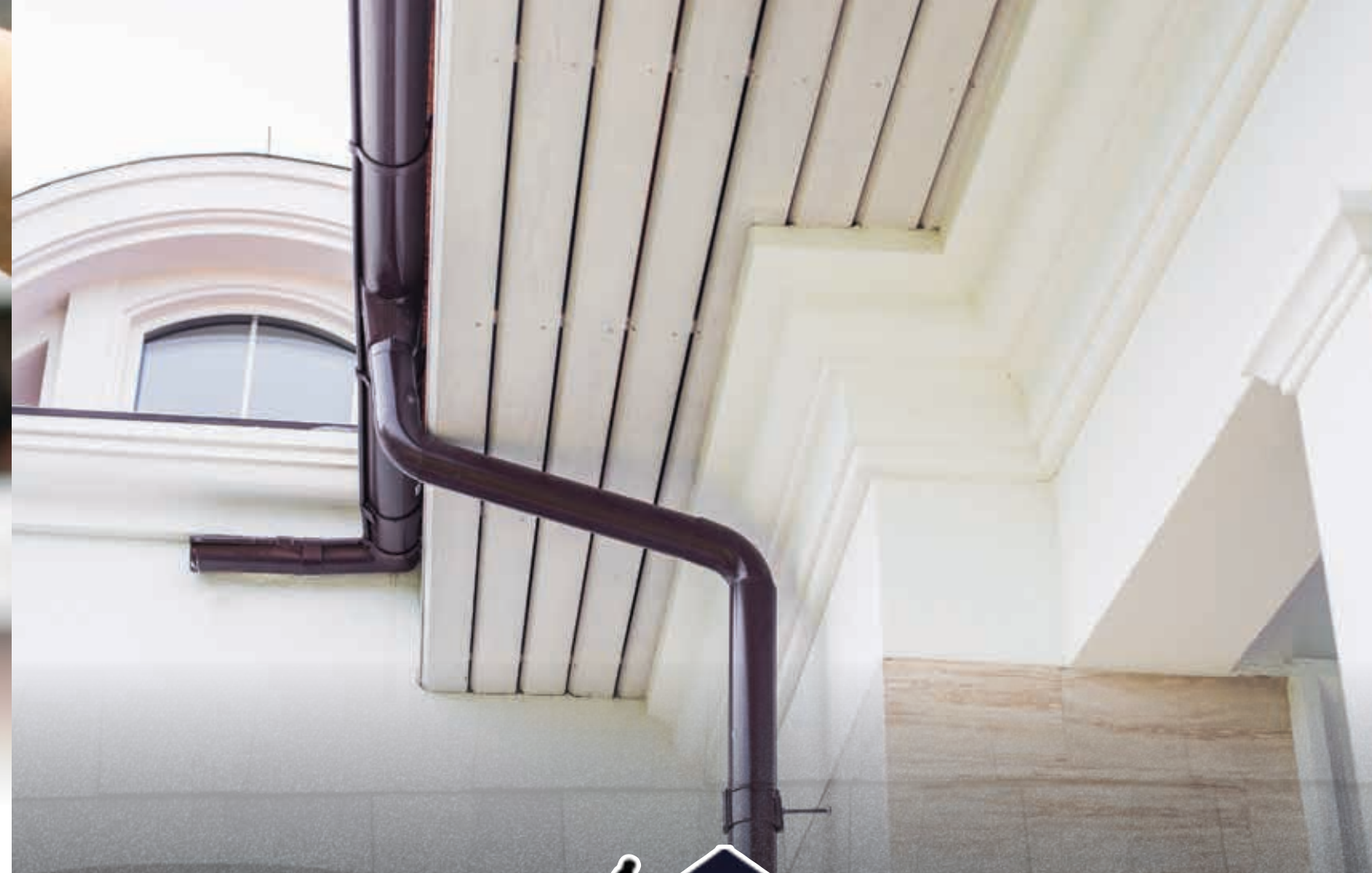
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JULIA ARCHULETTA



The Archuletta Family (from left to right: Raelyn, Julia, Flynn, Dave, Rhodes, Lyvia, Devinne).

PERFECTING THE JUGGLING ACT

By Lindsey Wells
Photos by Bodie Kuljian

Real estate runs deep in Julia Archuletta's blood. Growing up with two parents in the industry, she was double-exposed to real estate as a child and developed a love for it that she carried into adulthood. After working for a Fortune 500 company, Julia took the leap of faith into real estate she always knew she'd take.

Julia was born and raised in Los Angeles, just down the street from Magic Mountain. Her biological father was a contractor and got into flipping properties in Northern California in his later years. Her stepfather was a builder. Looking back on her childhood, Julia laughs as she remembers helping her dad with his blueprints. "His handwriting was just awful," she says. "I would help him out with writing and everything else he needed. I've pretty much grown up in the real estate world."

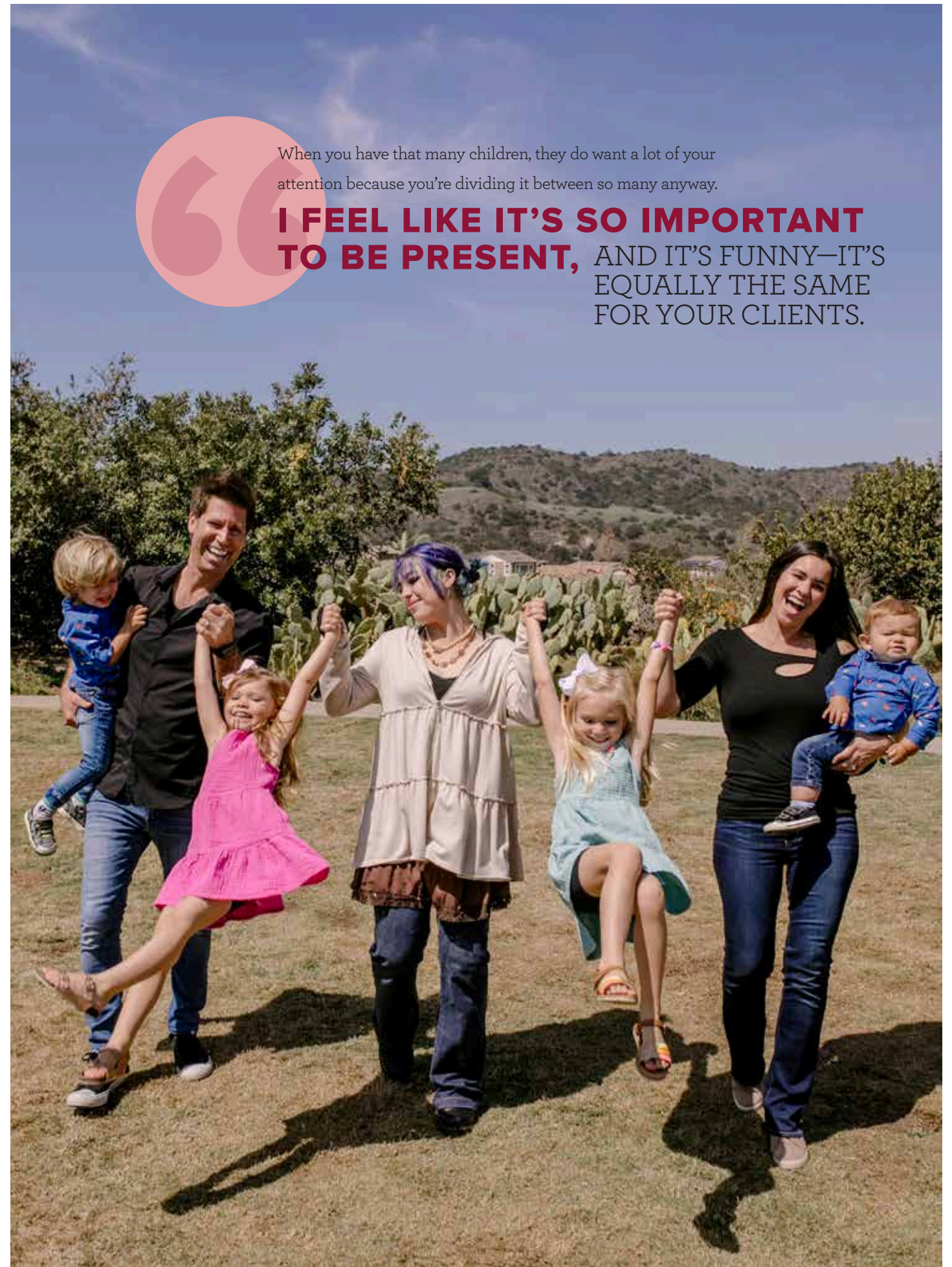


After graduating college, one of Julia's goals was to work for a Fortune 500 company before shifting into real estate. "I wanted to get a business foundation, and Fortune 500 companies definitely know what they're doing, and they do it well," she says. Julia interviewed with different companies and ultimately took a job in human resources with Target Corporation, where she worked for seven years before changing her path. "I'm such a Type-A person. From being with human resources for so long, everything is about dotting your I's and crossing your T's multiple times—very similar to real estate because you don't have the option to make mistakes. You double-check everything the first time, and I liked that." Julia will celebrate her eleventh year in real estate this year.

On January 1, 2020, Julia's husband, Dave, left his job of 20 years to work alongside his wife in the real estate business. At that time, the couple had four children and one on the way, and Julia knew she needed an extra hand. "We got pregnant with our last baby, and I knew if I were going to continue doing my business, I'd need a little bit more help," Julia says. "It was a big decision, but he left his job to partner up with me. Now, we're a team, which I am enjoying more than I expected."




On January 1, 2020, Dave joined Julia at Compass, where they lead The Archuletta Team.



When you have that many children, they do want a lot of your attention because you're dividing it between so many anyway.

I FEEL LIKE IT'S SO IMPORTANT TO BE PRESENT, AND IT'S FUNNY—IT'S EQUALLY THE SAME FOR YOUR CLIENTS.



As a mom of five, Julia Archuletta is successfully juggling raising a large family and running a business.



Dave and Julia's motto is,
**“BUILDING
LIFELONG
CLIENTS
ONE DAY
AT A TIME.”**

•••

At Compass, Dave and Julia lead The Archuletta Team as the top REALTORS® in Rancho Mission Viejo. With five kids ranging in age from 16 to 1, they have all but perfected the juggling act that comes along with raising a large family and running a successful business. “My husband and I working together as a team really balances things out because our clients will always have one of us. The older kids all go to school, and then the two littles are with the nanny, so it really allows us to be full-time, working parents. But during the off-time, we’re able to focus on the children,” Julia says. Their oldest child, Devinne, turned 16 on Tax Day. Next is Raelyn, 6, followed by Lyvia, 4, Rhodes, two-and-a-half, and Flynn, 1.

“At least one of us will always be focused on the children; when you have that many children, they do want a lot of your attention because you’re dividing it between so many anyway. I feel like it’s so important to be present, and it’s funny—it’s equally the same for your clients,” Julia adds. “Your clients want you to be present during the transaction. If you’re not present, that’s when the stress increases because they don’t know what’s going on.”

Dave and Julia’s motto is, “Building lifelong clients one day at a time,” similar to how Nordstrom is the golden child in department store customer service. To achieve this, they strive to answer their clients’ questions before they’re even asked. “A client should not have any questions if we’re doing our job and staying in daily communication with them. It makes us really stay on top of our game and building lifelong clients. Some of our clients, we’ve completed five, six, seven deals with. We always joke that they become part of our family, but it’s true.”

As with all other families, things have been different for the Archuletta family since COVID-19 shut the country down. Pre-COVID, they enjoyed trips to Disneyland. Now, hiking nearby trails and going to the beach is more their speed. “Or going out to Nana and Papa’s house because they have a pool, just to get out of the house with all of the kids and ‘get their wiggles out,’ we call it,” Julia says, laughing. When she and Dave can steal some time away by themselves, they find peace in sinking into a good movie and relaxing. “That’s always been our thing, even when we were dating and didn’t have any children.”



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Katie DiCaprio

CORNER ESCROW



►► business partner
spotlight

By Zachary Cohen
Photos by WASIO Photography



Katie and her boyfriend George Delgado have a blended family, with six children, ages 7 to 14: Ethan, Ryan, Gianna, Alyssa, Enzo, and Luca.

BUILT ON FAMILY VALUES

Growing up in Costa Mesa, Katie DiCaprio had the gift of being her parents' daughter. Her father, Mike Wilson, owned a painting and wall covering business, and his work ethic was second to none. Six days a week, he rose at 3:30 a.m. and returned home at 6 p.m., supporting his family and allowing his wife to stay home with the kids.

"That's where I got my work ethic from," Katie reflects. "And my mom taught me everything I know about being a mom."

Katie's mother, Trish, was a pillar at home; she devoted her life to raising her four children. "Oh my gosh. My mom was amazing," Katie beams. "I learned everything that makes a house feel warm and special. She created such amazing memories for her kids. Those memories — that's what I try to instill in my kids. Those memories are embedded in them for a lifetime. She put everything into that."

As Katie stepped into motherhood herself, she took the lessons that her parents taught her and applied them to a new era and culture.

FINDING HER FOOTING

During college, Katie worked as an assistant for a real estate agent, getting her feet wet in the business that would eventually be her full-time calling. At 20 years old, a friend referred her to an escrow company for an interview. "I didn't even know what escrow really was," Katie remembers. "I was so young and green."

Katie landed the job, and so began her escrow career. Twenty years later, she's still working in the same industry. Katie has found that she has a passion for her work — specifically, building relationships with her teammates, partners, and clients.

"Our escrow team is like my family. In the escrow industry, you don't find teams that are as big as ours that are so loyal. It is something very rare and I am extremely proud of what we have built together," Katie says.

...

In her twenty years in the business, Katie's escrow team has remained largely intact. That's a considerable feat in an industry with a high turnover rate.

BUILT ON FAMILY VALUES

Katie's love for family extends to her business. Fortunately, she works for an organization that values family. If she needs to step out of the office early to care for one of her kids, she's encouraged to do so.

"In our office, everyone has young kids, juggling schedules. I always want people to have balance. We want people to make their kids games, take vacations with family," Katie says. "I make a point to work extremely hard so I can take that time when needed for family, and I don't feel guilty about it."

This type of office atmosphere spills over to client interactions as well. Clients and partners can feel the joy with which Katie and her team do business and are attracted to it. Clients and partners become friends — and even family.

"Our whole foundation is building relationships and loyalty and truly becoming partners in business. It's about having our careers together," Katie says. "A lot of my clients that I

worked with 20 years ago, I work with today. We've gone to each other's baby showers and weddings and events. That foundation sets us apart from other companies."

BEYOND THE OFFICE

Katie grew up in a large, tight-knit family. That set the foundation for how she is with her immediate family today. Katie and her boyfriend, George, have a blended family, with six children, ages 7 to 14.

"It's all about balance. There are always ways to fit it all in. Yes, it's a juggling act," Katie smiles.

George also works at Corner Escrow; the couple's lives are intertwined in more ways than one. "We work together; we live together; we have fun together. For a lot of people, it would be really hard, but we have such a good balance in our strengths and weaknesses, and we are able to fill in the gaps in our crazy, hectic life. We work together, raise our family together, and are able to pick up the pieces together. We have such a strong partnership. It has made us even closer."

...



Having grown up in a large family herself, Katie DiCaprio knows what it takes to juggle the demands of motherhood and a successful career.



“ We work together; we live together; we have fun together... we have such a strong partnership. It has made us even closer. ”

For Katie DiCaprio, life is all about family and relationships. That extends from her role as a partner and mother to her role as Corner Escrow's Chief Marketing and Operations Officer. And she wouldn't have it any other way.

Seeing a woman working a full-time job, running a business, and taking care of six kids — that's powerful.



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» agent spotlight

By Lindsey Wells

GABRIELA HAIMES

Nurturing Her Sphere

A deep love for homes and architecture was instilled in Gabriela Haimes from the time she was a child. Her architect grandfather's appreciation for art and design rubbed off on young Gabriela, so much so that one of her favorite things to do was drive by open houses and take in the unique styles of each home. So it's no surprise that when Gabriela was offered the chance to make real estate a career, she jumped on the opportunity and never looked back.

Gabriela was attending nursing school while working as a financial analyst for Coldwell Banker Realty's corporate office in Mission Viejo when the opportunity arose. "I saw how much agents were making selling real estate, and I thought, 'I could do that,'" she says. Gabriela worked directly under the company's CFO, who noticed her interest in switching to sales. Coldwell Banker offered to pay for her real estate classes and licensing. Once she became licensed, Gabriela went to work assisting a top-producing agent to get her feet wet and learn the behind-the-scenes aspects of the job, and she was immediately hooked.



Gabriela Haimes and family (From left to right: Gavin, Devon, Daniel, Gabriela, Sander, Amanda). (Photo by Lea Prokopowicz)

Celebrating 23 years in real estate this year, Gabriela is no stranger to the industry's ups and downs and twists and turns. She takes joy in guiding her clients through it all. "I love getting people into their dream home, whether it's their first home or they're downsizing or upsizing. It's one of the biggest financial steps in people's lives, and there are so many different emotions that they go through," Gabriela says. "They might be scared to buy their first home or, if they're downsizing, they're sad to leave the home that their kids grew up in. I love holding their hand and helping guide them through the process. I'm a REALTOR®, a therapist, and a designer, all in one."

Gabriela's own family has always supported her real estate career. She and her fiancé, Sander, a fireman, just celebrated 11 years together. They have four children, ranging in age from 18 to 24. When Gabriela and Sander can spend quality time together, they enjoy taking advantage of everything Southern California has to offer, including surfing, paddle boarding, and bike riding. They're also big travelers and foodies and enjoy trying out new local eateries.

“
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into their dream home,
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”

...



Gabriela Haimes with her children, Daniel and Amanda. (Photo by Lea Prokopowicz)

•••

Gabriela prides herself on being her community's real estate expert and encourages new agents to strive to be the same. "It's all about your sphere of influence. Talk about your passion to everyone you know and show them what you love about it. Talk to your hairdresser, talk to your neighbor, talk to your friends and family. When my kids were little, I built my business and reputation up that way. I volunteered in the schools; I sponsored sporting events. I was heavily involved in what the kids were doing, and that's why I chose my career, so that I could be home with them, but also take them to their practices and games and just be there for them," Gabriela says.

"Everybody knew me because I was heavily part of the community and involved in everything around us. I donated my time and money to the different events and teams. Make yourself the community expert."



Gabriela Haimes and fiancé, Sander, recently celebrated 11 years together. (Photo by Lea Prokopowicz)

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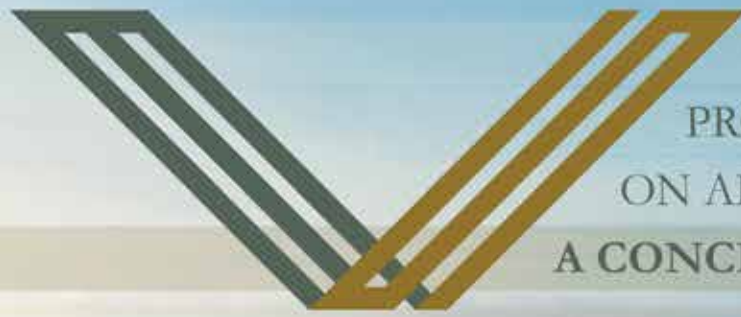

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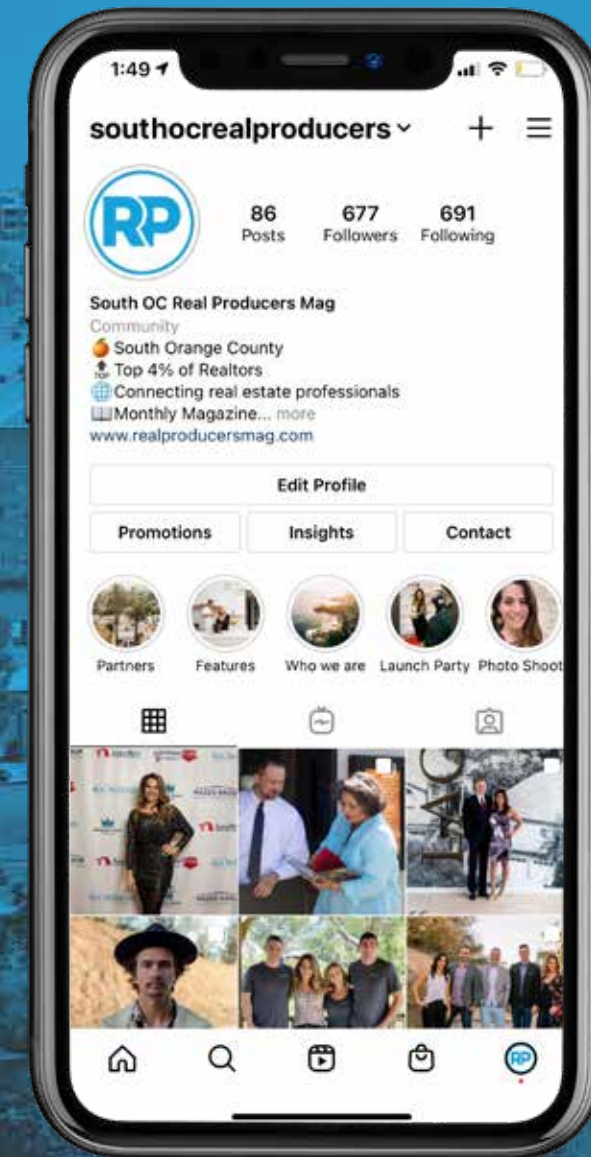
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Confidence, self-worth and a second chance at life. This is how Salvador describes himself and the opportunities in front of him today.

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