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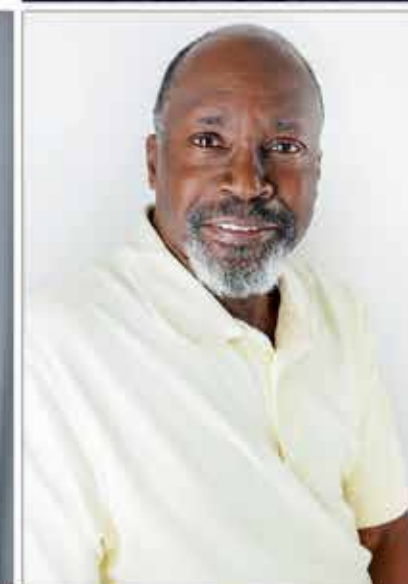


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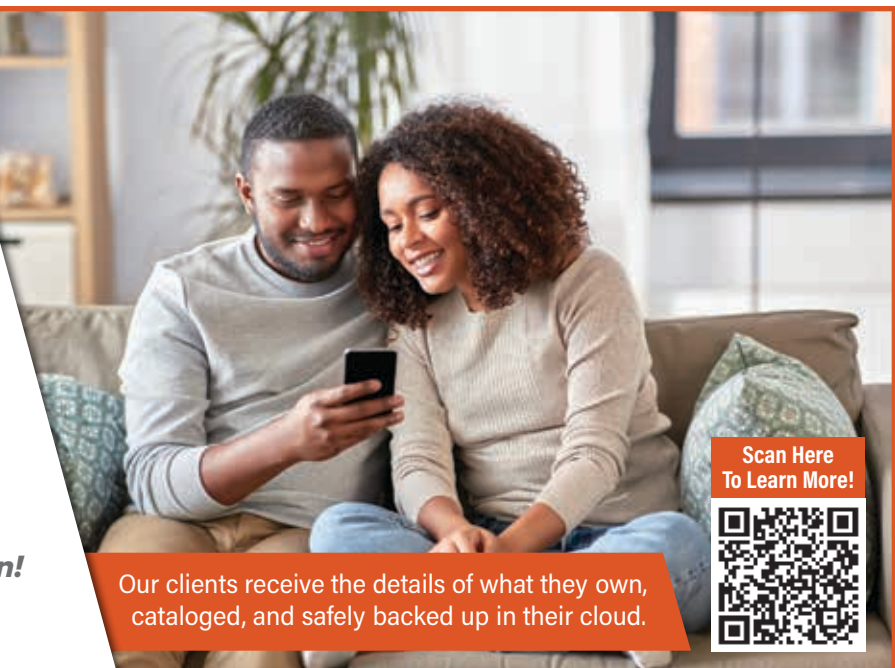
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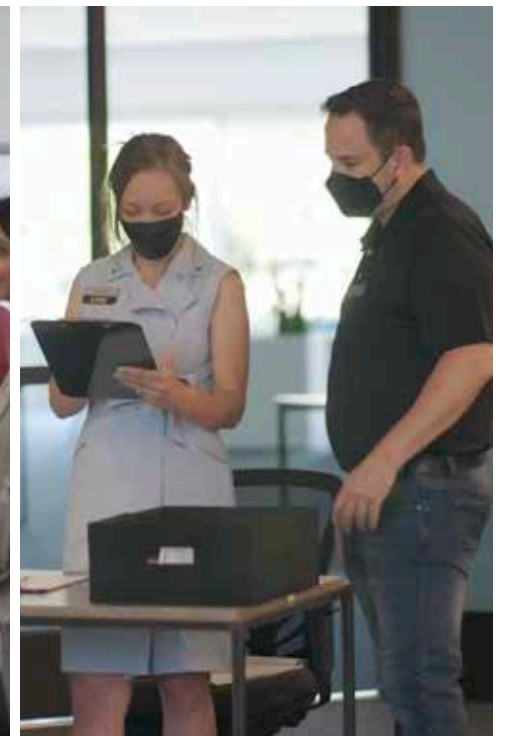
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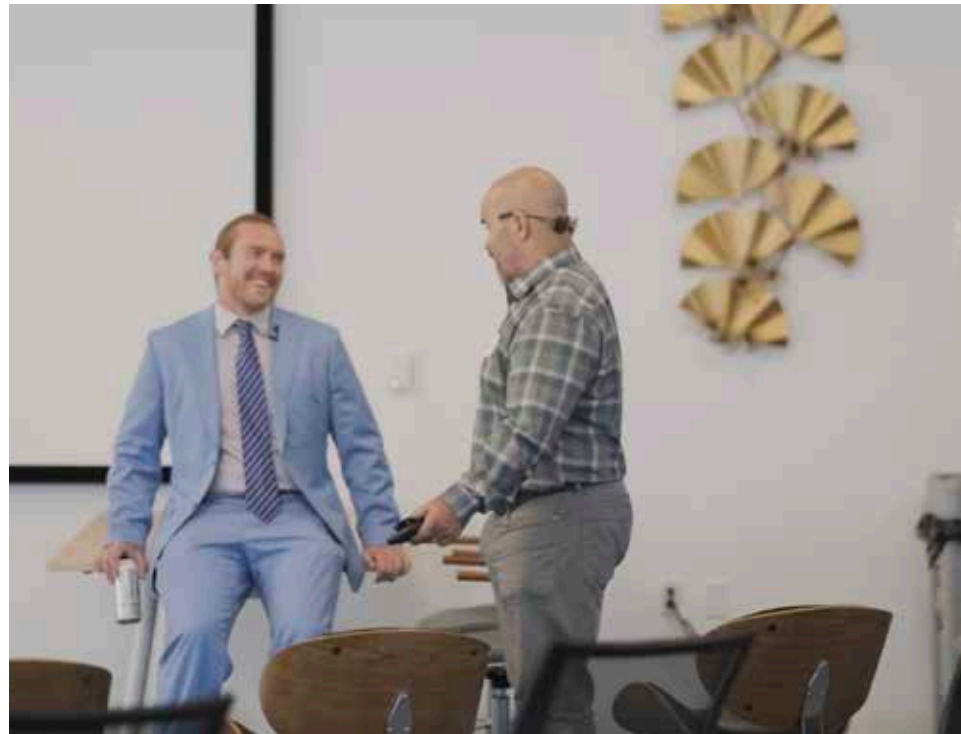
JORDAN MOTT AND SILICON VALLEY REAL PRODUCERS PRESENT

JOURNEY TO \$100,000,000

► events

It was exciting to bring everyone together for networking and an interview with Jordan Mott. Jordan sold over \$100,000,000 in real estate in five and a half months at the start of 2021 and shared his entire system on how he accomplished such an incredible result. Thank you to INVZN Media for their event photography.





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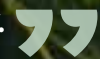


joey OLIVA

EVERY HOUSE
TELLS A STORY



REAL ESTATE — IT WAS ALWAYS AROUND ME,” JOEY OLIVA BEGINS. “EVERYONE ASKS, ‘WHEN DID YOU START REAL ESTATE?’ I SAY, ‘WHEN I WAS BORN, BASICALLY.’”



▶▶ profile

Written By **Zach Cohen**
Photos By **Ewa Samples,**
May The Art Be With You

Growing up in the Peninsula, Joey watched his mother build and maintain a thriving real estate business. His grandfather was the founder of Marshall Realty, the brokerage Joey now runs. Joey’s great-grandmother was the first in the family to take on real estate sales as a profession. That makes Joey a fourth-generation agent.

“The day-to-day was always part of my life growing up. I didn’t know any different. As soon as I was 9 years old and could ride a scooter, I was handing out mailers for my mom. In the summers, I worked in every office, answered phones, stuffed mailers. It was always a part of my DNA, I guess.”

CROSS-COUNTRY DREAMS

As he approached adulthood, Joey dreamt of a different life. He was drawn to theatre and music, and from 3,000 miles away, he heard Broadway calling his name. After graduating high school, Joey enrolled at Fordham University, packed up his life, and moved to the Big Apple.

Upon graduation, Joey landed work in the advertising sector of New York’s theatre scene. For six years, he worked for influential Broadway producers and creators. But when his grandfather passed away, a chain of events eventually brought Joey back to the Bay Area.

“I made a visit home for his funeral, and I saw what my family was doing marketing-wise for their real estate business. It was the same old stuff. I learned so much being in a field that was old-school. My job was to convince these old-school Broadway producers to think outside the box with online and social media advertising. I thought I could do this for my family company.”



...

Joey loved New York, but he was ready to return home.

FINDING HOME

Initially, Joey’s plan was to just handle marketing for the brokerage. Yet, before long, he decided to get his license.

“It was a natural progression. I always knew I’d be coming back to the Bay, and this was the way I could come back and actually afford to live in the area,” Joey quips.

Today, Joey serves as the broker of record for Marshall Realty. He works alongside his mom, Annie, uncle, Bob, and cousin, Johnny — making Marshall Realty a true family operation. Joey also works with the property management division of Marshall Realty, which manages over 400 units. In 2020, Joey personally closed 24 transactions for \$40 million.



“One of the most important things is I approach my real estate practice with a commitment that I would be a top concierge at Four Seasons Hotel. That’s the business model I use,” Joey explains. “Four Seasons customer service — it’s being available to navigate this super competitive Bay Area real estate market. It’s understanding client needs. And when selling a



house, it’s taking my marketing experience and really honing in on telling the house’s story.”

When listing a home, Joey is able to leverage his love for storytelling and his advertising experience to deliver exceptional results. In addition, he’s able to call upon his old press contacts to get his properties national or even international coverage. Recently, Joey listed one of the Bay Area’s most famous estates, that of the late Bing Crosby.

“Storytelling — that’s something I love to do. I am a storyteller by nature. My first true love is theatre.

When you get a house, anyone can put up a sign and hand out flyers. But what story are you going to portray that will get a buyer to fall in love? You’re not just selling bricks and beams. Every house has a story to tell.”

A COMMUNITY ADVOCATE

As a Bay Area native, Joey’s ties to his community run deep. He stays involved in local politics and nonprofits; one of his passions is Jazz at the Ballroom, a non-profit started by a friend.

“We aim to bring the American Songbook to schools and Alzheimer’s homes. We put on over 20 concerts per year at different venues in the Bay Area,” Joey explains.

“

YOU’RE NOT JUST SELLING BRICKS AND BEAMS. EVERY HOUSE HAS A STORY TO TELL.

”



Joey lives in San Francisco, and while he dearly misses New York, San Francisco has become home once again.

“I miss New York every day. In fact, we just closed on a condo in Columbus Circle. My goal is to get my license in New York and sell there,” Joey explains. “But I love being here. I’m a big advocate of the community I live in. I would just like to continue telling the stories of these homes. I would like to continue to make new stories with new families and new owners.”

Bigger picture, Joey hopes to drive Marshall Realty into the future.

“I’d love to grow the brokerage firm, to expand it to possibly New York City or Los Angeles or San Diego. It’s all about growth and expansion in all ways. We’ve had this mom-and-pop small business since 1959 that’s indelible in the community. But I’d love to be able to grow it. My role is as an expander.”

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▶ cover story
By Dave Danielson

THE DISEN CAI

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LEADING FROM A POSITION OF STRENGTH



IN BUSINESS IN GENERAL, AND IN REAL ESTATE SPECIFICALLY, PEOPLE OFTEN TALK ABOUT THE IMPORTANCE OF BEING ABLE TO LEVERAGE FROM A POSITION OF STRENGTH.

That's the way it has been for the Disen Cai Real Estate Group with Keller Williams.

As one of the top-producing teams on the San Francisco Peninsula, the group is well respected and has the connections to make things happen for its clients. In short, it deals from a true position of strength.

The numbers the team has recorded reflect that strength. In fact, over the last year, the team has amassed over \$200 million in volume, placing them in the top five amongst agents in Northern California and Hawaii.

Reaching these powerful numbers requires drive, strength of character, and expertise – characteristics that all agents at Disen Cai Real Estate Group hold.

Making a Fast Start

Born in China, Disen Cai and his family moved to the Bay Area when he was in fourth grade. He grew up in the area, then returned to China for college where he studied fine arts. But after school, Disen

decided to pursue a professional path in real estate, and he became an agent in Beijing, China. While he did well, after two years, Disen decided to take a different path with a better work environment.

“It's a different environment in China; it's very aggressive, and there aren't many laws to regulate the business and industry there. It's very rough,” Disen recalls. “I felt like I needed to grow my career in a different way at that time.”

Disen worked in other industries, including insurance sales, logistics, and event planning for the next few years, until he decided to return to the United States. Unsure of where he wanted to take his career next, he worked in the restaurant industry, until real estate entered the picture again. In fact, it was while working his restaurant job that he closed his first deal.

“My first deal took place in the back of a restaurant in the walk-in refrigerator. I did it there because it was the only quiet place to take a call inside the restaurant,” he remembers.



After his first taste of success, there was no turning back for Disen. And that was only eight years ago, which makes his fast rise in the industry even more astounding.

“There are no secrets and no shortcuts to the success we’ve had,” Disen points out. “It’s about hard work. There was no plan B. I dove into it

with a make-it-or-die, burn-the-boats approach.”

Steps to the Top

In the beginning, there was a lot of footwork — literally.

Alex Tai, a former member of Disen’s team, says of his friend and former business partner, “I believe Disen

wore out the soles of three pairs of shoes in a year.”

Disen recalls, “I started off with door knocking. I’m a big door knocker. I used to do it six days a week.”

Time passed and success followed. Disen saw results really kicking in during his third year.

While he isn’t walking as many miles today as he used to, he’s still pounding the pavement in other ways.

“Success is fleeting every single day,” Disen emphasizes. “We have to build off of the relationships we already have. We can’t sit back and hope that business will continue from just that stream. Because once we

stop working, there’s nothing. The prospecting never stops. Regardless of whatever may be going on in our business, or the market, that’s the number one thing. This is a lead-generation business.”

Joining Forces

For Disen, recruiting great talent has been just as important as the lead

generation part of his business — and sometimes they are one and the same.

For example, Escrow Manager Tiffany Tisen was a former client turned team member. Tiffany was an attorney before joining Disen Cai Real Estate Group over three years ago and she has become an integral part of the team.

Listing Manager Nancy Jweinat started over two years ago with the team as an operations assistant and is always keeping the team’s listings looking sharp. She is an active community volunteer and met Disen through their mutual service.

Wilson Chow, a buyer’s specialist with the team, is a childhood friend of Disen’s. While running his family business, Wilson considered the example set by Disen and other friends who were making it in real estate and decided to follow suit. Equipped with a fantastic network from growing up in the Bay Area and a natural affinity for people, Wilson is working his way towards becoming a top agent.

Sabine Dillon, an agent with a track record of success on the Peninsula for over 20 years, joined the team in the beginning of 2021. She takes her job as a community servant leader very seriously, and pours her heart into all of her transactions and client relationships.

One thing is clear — Disen Cai Real Estate Group has a powerful team with diverse backgrounds and experiences.

“Each has contributed to the Disen Cai Real Estate Group culture of productivity, integrity, and community. This is a culture we are proud to share with each of our clients, partners, and peers,” Disen says.





...

Winning Together

A winning team sustains and builds on its own achievements. The Disen Cai Real Estate Group has found success through tireless drive towards building a business that provides the very best real estate experience for every client and partner. For their ever-growing team members, Disen Cai Real Estate Group offers a platform for unrelenting success.

Disen agrees. "What we do benefits our clients. That's important, and that's where our money comes from. But as part of helping them, I'm also here to build a better future for myself and my family," Disen explains. "And the same thing applies to my teammates. If I can help them in any way to start their business and bring them to a higher level, then I'm happy to do that. We're creating financial freedom."

As Disen reflects on the fast start his team has made, and the future in front of him, he knows he is on the right path to continue to lead from a position of strength.



“WE'RE FORTUNATE IN THIS ENVIRONMENT WITH THIS GROUP OF AGENTS, BECAUSE WE DO BUSINESS WITH AGENTS FROM EVERYWHERE, AND THE MAJORITY OF AGENTS IN THE BUSINESS HOLD HIGH STANDARDS. AND I THINK FOR YOUNGER AGENTS LIKE OURSELVES, THEY HAVE REALLY CREATED A VERY NICE PLATFORM FOR US TO GROW IN A POSITIVE WAY.”

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From the beginning, Amy Felix has had the drive to build things that help others.

Now, as head of EPIC (Empower People Impact Cultures), Amy draws on her sense of curiosity, creativity, and abundance to construct a better world.

EARLY BLUEPRINTS

Amy has always had a good idea of her direction. “When I was little, I didn’t really know the word architect, but I loved buildings. My mom and I visited model homes,” Amy remembers. “I loved the buildings and all the designs. It fascinated me. At the same time, I always wanted to run my own business.”

She took action.

“As a 6-year-old, I did drawings for my family and charged them a nickel or quarter for them,” she smiles. “Then, when I was 12, a neighbor and I created our own neighborhood newspaper and sold little subscriptions. And I had a lemonade stand, too.”

Amy’s entrepreneurial side continued. At 18, she entered sales with Cutco — a pursuit she enjoyed while earning her architectural degree at Rensselaer Polytechnic Institute in Troy, NY. During a couple of college summers, Amy lived on the island of Guam, running a Cutco branch office there — an experience that taught her a lot about business.

After college, Amy began her architecture career and completed her first Ironman. During the first four years, she worked at a couple of architectural firms, where she continued to learn and hone her talents.

While she enjoyed the experience, Amy says, “I felt like I wasn’t learning how to really build. Even though I was close to getting my architecture license, I thought even if I got the official architect label, it wasn’t going to be what I wanted, unless I knew how to actually build.”

PUTTING IT TOGETHER

Amy went to work for a home builder and became fully immersed in the building process.

“It was amazing. I was able to get on a job site at the very beginning when it was literally dirt,” Amy recalls. “And that had always been my goal to see a project go from dirt to people living in it. I totally hit my goal and learned so much. I made a lot of friends on the construction side. And my favorite subcontractor was our concrete company,” Amy points out.

Soon, that subcontractor recruited Amy, and she went to work with them. In her role as VDC (Virtual Design & Construction) Director she had many responsibilities which included quantitative takeoffs, estimating calculations, generating and negotiating proposals, managing and coordinating the structural concrete scope on multifamily design-build projects, and managing a team of 3D modelers.

BUILDING PRODUCER

Five years ago, Amy founded Amy Vander Heyden Architects. She grew it on the side of her full time job. However because Amy’s passion and vision extends beyond that of an architect’s role, she created a dba called EPIC. She is defining a new role in the AEC (architecture, engineering, and construction) industry by coining the term Building Producer.

“It’s like a movie producer — someone who’s directing and coordinating. That’s where I come in,” Amy explains. “Yes, I’m trained and licensed as an architect. I have some understanding of engineering concepts, I’m familiar with construction bidding & estimating, I’m successful in working with city building, planning, and fire departments for permits, and I have field, and I have field experience as a construction manager. But my strength, and what EPIC does best, is we’re a production company. Owners want and benefit from having someone to take the lead on their project, to guide them through the whole process and help them evaluate the big picture, not just a piece of it. I frequently see architects, engineers, and contractors looking to someone else to make the decision. Not me. I’m the opposite. I want to oversee the whole project, like an owner’s rep, and use my knowledge to collaborate on a clear plan for project funding (and if applicable profitability), obtain all agency and service provider approvals, fully coordinate the architecture & engineering designs, and then efficiently execute the construction. In simple terms, if someone says to me ‘I want to build a building’, my answer is ‘I’d love to do that with you.’”

Amy Vander Heyden Architects and EPIC provide traditional architecture and entitlement services for ground-up construction projects, peer reviews, and innovative 3D production models. They’re also valuable for photorealistic renderings, project budgeting by collecting subcontractor bids, and flipping houses.

“We’re problem solvers. We really like to bridge the gap,” Amy emphasizes. “This industry has a lot of great, really smart people ... but I’m interested in them talking more to each other — making it more of one voice and one plan.”

EPIC has developed several projects that give back. Amy’s current favorite project is one with a church. As Amy says, “I’m very socially driven. If I can find a way to be even five to 10 percent more efficient with some projects, I could channel that money toward good causes and have a really great social impact.”

As of June 2021, EPIC has grown in to Amy’s full time pursuit. As someone who has always dreamed of running her own business, this is an exciting step. Amy aspires not just to run an architecture firm, but is growing in to being a full service design-build operation and a developer social enterprise as well.

PERFECTLY JOINED

A foundational, positive impact on Amy’s life is her marriage to Real Producers Publisher Mitch Felix. The two met when they were with Cutco years ago, and were married in August 2018.

“I feel so lucky that we get along in so many different ways. We have a very good business relationship.

With a fresh perspective, Amy Felix is building ... and making a difference that promises to be — **EPIC.**

Even before we were dating, we were co-workers and friends in sales. We talked about strategy or philosophy together,” Amy smiles. “It’s such a nice treat, really, to know that we support each other so strongly.”

Amy is also excited about building their family. They welcomed their daughter Juliet in to the world in February 2020 and are excitedly expecting their second in December.

Amy looks forward to the future and her evolving role as a Building Producer. “Right now, there’s so much innovation, and there’s a lot of opportunities,” Amy says. “There are still so many things in the way buildings are designed and built that are the same as decades ago. My vision is to make a positive impact in the world through the process of building.”

With a fresh perspective, Amy Felix is building ... and making a difference that promises to be — EPIC.

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Hoi Wing Ng

FINDING HIS GROOVE

▶ profile
By Zach Cohen

“When people ask why they need a real estate agent, it’s because people need someone by their side – not a machine or a businessman. They need a person. I’m an honest professional and a friend that can help them make the right choice.”

When Hoi Wing Ng came over to the United States from his home of Hong Kong in 2000, he never imagined a career in real estate. He landed in California to study accounting and economics at UC Santa Barbara, with hopes of building a career in those fields.

“In Hong Kong, it’s unstable. Jobs are harder to come by. There is limited opportunity compared to here,” Hoi explains.

“And I met my wife here,” he adds with a smile.

After graduating from UC Santa Barbara, Hoi launched a career as an accountant in San Francisco. After seven years, however, he was ready for a change.

“It’s complicated. Hong Kong – the standard of living is high, real estate even costlier than the Bay Area. And I met my wife here.



“I have always had a passion for doing business. I was always doing side businesses when I was an accountant,” Hoi recalls.

For a time, he delved into investing in the stock market, only to find that the instability and roller coaster ride of Wall Street didn’t suit his

“
There is a lot of machinery involved in a real estate transaction, so I need to set expectations, be upfront with my clients, and always provide solutions along the way.
”

disposition. In real estate, he recognized a more stable opportunity.

“Me and my wife bought a house, and it seemed like a relatively easy process. I thought, ‘I could do this,’” Hoi recalls. “When I looked at investing and starting a new career, it was like killing two birds with one stone.”

In 2016, Hoi began his real estate career.

“I tried it out and it has been rewarding,” he says. “We are blessed to be in the Bay Area.”

Hoi often reflects on what the real estate market in Hong Kong looks like.

“It financially makes more sense to live and work here in the Bay Area. Hong Kong is very crowded. It’s a tiny city, but overpopulated. The living environment isn’t good for a family,” Hoi says.

For the past 20 years, and for the foreseeable future, the Bay Area is home. Hoi and his wife, Julia, now have two children, Alicia and Olivia. Outside of work, Hoi enjoys traveling and spending time with his family.

In real estate, Hoi has built a powerhouse of a business based on the simple principles of integrity and honesty. He values personal relationships, and it shows in his numbers.

“I feel lucky to have a few great mentors that have helped me out to get me where I am today,” Hoi

says. “I am satisfied. I consider myself fortunate. The process is personal. There are ups and downs. For me, it’s far more rewarding for me to see my clients are able to move into their dream homes and/or get top dollars for the sale of their homes than the paychecks. There is a lot of machinery involved in a real estate transaction, so I need to set expectations, be upfront with my clients, and always provide solutions along the way.”

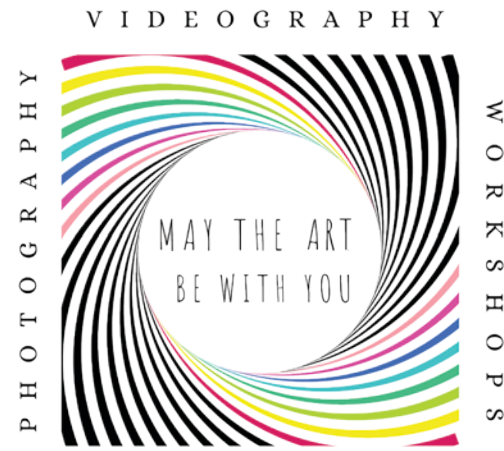
Hoi is always out to help his clients – even when it means going far above and beyond the call of duty to save a deal.

Recently, the stock market took a tumble – a big tumble – and it deeply influenced a client’s home-buying plans.

“I reached out to them and we came up with strategies to negotiate with the builders and get another \$20,000 reduction in price just a few weeks before closing. I can honestly say that most of the real estate agents out there won’t even bother to put in extra effort for their clients. I didn’t have to do that, but it’s the right thing to do. I’m willing to go above and beyond.”

Hoi understands that if he does right by his clients, he will earn a special place in their hearts. From a business standpoint, that equates to referrals – and a sustainable business model.

“This is the right career for me,” he smiles.



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