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TABLE OF CONTENTS

06 Preferred Partners		08 Cover Story: Ashley Cooper		12 Preferred Partner Spotlight: Cronees
16 Rising Star: David Dodson		20 July 2021 Magazine Reveal Lunch		22 April Mann



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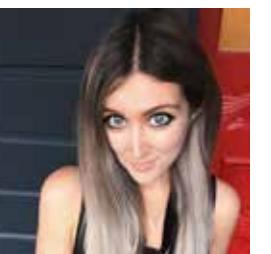
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Ashley COOPER

**THE ASHLEY
COOPER TEAM**



► cover story

Photos By Marissa Menezes



Ashley Cooper's first foray into the world of real estate was doing leasing for an apartment community while in college. She was always the top producer and thought "Wow, I could really do this on a larger scale." That was what prompted her to get licensed and start selling real estate and the rest is history. Now she runs The Ashley Cooper Team and feels excited about her team growing and the opportunity that gives them to help more families. "I'm excited that as a team leader, I get to be a part of my team's 'why,' helping them to achieve their goals and coaching them to be the best agents that they can be." Ashley's favorite things about what she does are all based in human connections, the relationships, the people, the stories, the "why."

When asked what she feels is a secret to her success, Ashley says "Being able to relate to and connect to people. I have a passion for knowing my clients' why and then working towards that goal." When she's not working, Ashley is passionate about fitness and family time. One of her favorite local spots is where these photos were taken, Vail Headquarters in Temecula, where she loves to connect with family and friends while their kids run around and enjoy the open space.

On balancing work and family life, Ashley says "Work-life balance is a challenge for everyone but as a mom, I think that it is the hardest. We never escape the mom guilt. I haven't always been the best at balancing work and career, but I made a promise to myself and my family that I would be present and I would do better at creating a balance. I can't say that I have it all figured out, but I will say that I am so much better at it. Time is a thief! It is the one thing that you will never get back. It took me a while to realize how true this is, but now that I have it, it has allowed me to have the best of both worlds and to share so many more adventures and so much more quality time with my family."

...

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Cronees



► preferred partner spotlight

Cronees is an all-in-one solution designed to simplify the way that real estate agents use technology. Teams and agents can enjoy their CRM, lead generation, website, and marketing technology managed in one place with Cronees. Cronees does all of the backend work for agents and teams, giving agents the most time to work with their clients. Cronees builds out and manages your current technology stack, while making recommendations on technology that should be utilized. Cronees makes it easy for agents who are not technology savvy.



Working with Cronees is the best way to streamline the way that teams, brokerages, and agents use technology. High-level teams and top producers from all over the country use Cronees to make technology work for them, not against them - and it's easy to see why. For the first time, teams and agents can have all the technology that they need to grow their business at their fingertips with one convenient solution. Cronees is effective, using some of the latest tools and technology to help agents grow their business and expand their market share.

Technology can often be confusing and difficult to use for agents, making it time-consuming and sometimes even ineffective. Cronees aims to remove the technological burden on teams, agents, and brokerages by taking the guesswork out of using technology, allowing agents to do what they do best – sell. Cronees aims to streamline an agent's technology stack, increase productivity, and encourage growth.

Cronees was founded by real estate agents Drew Kachurak and Aaron Crow to provide a solution for busy agents in a crazy and ever-changing housing market. As agents themselves, Drew and Aaron recognized that a solution to simplify the way that agents use technology was needed. Cronees was created to provide this solution to teams, agents, and brokerages so that they can grow their business without the headache that often comes with technology.

Check out all that Cronees has to offer and how they can help grow your business at www.cronees.com!



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David Dodson

► rising star

Photos by Marissa Menezes

David Dodson is bringing three generations worth of experience in the motorsports industry to his real estate career. Growing up in Grand Terrace and spending a lot of time at his dad's go-kart shop in San Bernardino, David learned the value of hard work, honed his competitive edge, and gained an understanding of both the glamorous and non-glamorous sides of owning your own business. After college David moved to Indianapolis, IN, to pursue a career in motorsports marketing. He eventually moved to Erie, PA, where he was involved in marketing and race team coordination for the internationally ranked karting team, J3 Competition. The team ended up developing their own kart chassis (Compkart), which David helped launch in 2014.

•••

“

My background in motorsports and growing up with a family-run business influenced everything that I do and stand for today! Early on, learning how to build motors ... I learned about having a plan and setting all your parts up for the building process is key.

Being in a family business, I learned early on marketing, people skills, and the flow of having good months and bad ones! And being a racer I learned that without the right tools, team, and practice – you can't win races. On the track you have to find the limit to be fast - until then you have to go over the limit aka (failing), so in order to be the fastest you have to first fail fast then you know what not to do and not be afraid of it.

”



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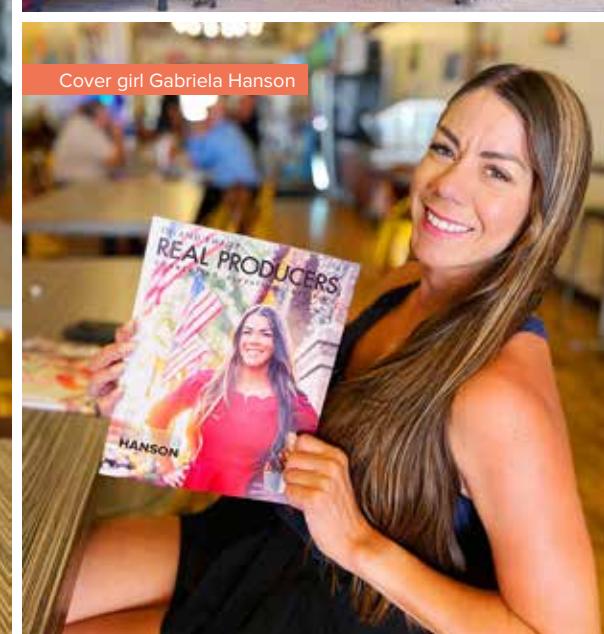
When asked how he ended up in real estate, David says “Like most people, I was involved in the home buying/selling process and thought ‘I can do that!’ and ‘I would do that differently.’ Also, a lot of people I knew in motorsports are also involved in real estate and encouraged me to make the switch from race cars to floor plans.” In the real estate world, David enjoys interacting with people and helping them achieve their home dreams. He says “There is nothing like handing the keys to a new homeowner!” When he’s not working David and his girlfriend, April, love heading up into the mountains to trail run “just find a trail and speed hike up and run down.” They checked off a few bucket list items this past year when they skydived in Vegas in December and completed a 100-mile Ultra Marathon in Bryce Canyon, Utah in May. His favorite spots in the Inland Empire include The Food Lab in Riverside, Escape Craft Brewery in Redlands, and The Grizzly Bear Café in Wrightwood. David is currently with Keller Williams Mission Grove and you can find him on social media @davidodson.



July 2021

Magazine Reveal

Lunch



Our main goal with *Inland Empire Real Producers* is to help build connections in a competitive industry. These magazine reveal parties are such an amazing opportunity for the people featured in the same issue to get to know each other on a more personal level. This lunch was particularly great because cover girl Gabby Hanson really openly shared some of the secrets to her success and has allowed us to share what she said here also! Our Rising Star, Ralph Richardson, asked Gabby what she felt had made her so successful. Gabby replied to Ralph's question with a question, asking him about his systems. Ralph is currently doing a great job consistently utilizing social media, so we checked that off the list. He's using a CRM to manage where his clients are in the process and keep track of leads. Another check!

Gabby asked about farming and Ralph said he had done it for about a year and not seen results. Gabby is really successful with her farm and had some great suggestions: door hangers every other week vs. less frequent/more expensive postcards, "coming soon" flyers for listings within the farm, flags for the Fourth of July, regular events. Gabby also shared about her weekly newsletter for past clients and leads. Her goal with door knocking isn't necessarily to get a listing but to get an email address. She hosts about four events per year for her past clients to stay engaged with them in addition to staying in touch through social media. We can't wait for next month's get-together!



April Mann

Lois Lauer Realty

April Mann credits connection, transparency, and hard work as the “secrets” of her success. “I make a conscious effort to be present and not distracted when I am with clients. I am also transparent. We are all in this boat together. I am here every step of the way, and in the end, we feel like family. I work hard and my clients appreciate that I don’t lay on the pressure. They know everything that is happening at all times.” April grew up in Grand Terrace where her family moved from Ohio to be close to her mom’s family. Prior to real estate she was attending college full time in San Diego and working full time at Nordstrom as a beauty consultant, she learned to balance and hustle young two things that serve her well in real estate! “I just loved being able to be

After getting married to her husband Rick and having her children, Logan and Brooklyn, April decided to stay home until Logan was in fifth grade. She decided to pursue real estate because “like everyone else, I was obsessed with it!” April got her license fast and jumped right in! April credits working hard and staying humble as two of the keys to success in real estate and adds jokingly, “that and some boundaries!” April and her family love traveling and going to concerts together and watching her kids play water polo. She loves nature, hiking, walking, and exploring and her passion is interior design. She and Rick love to tackle projects together and April did professional home staging for 18 months in addition to real estate “I just loved being able to be

creative and express that side.” She adds with a laugh “without spending my own money!” She also jokes “Do dogs count as a hobby? I love my doodles!”

“When someone asks me ‘How do you do it all?’ I just tell them I have days that I am stressed and feel like I am failing, just like anyone else. Those are the days that make me grow, persevere, and get through it. I’m lucky to have a husband and mom that are good listeners! This is the example I want to show my kids, work hard and be humble. Be thankful for this life. Make time for your family and the things that keep you sane. Vacations, yoga, nights out with friends. My clients respect me more when they realize I am a real person, a mom, and a wife doing my best to be a good human.”

•••





I make a conscious effort to be present and not distracted when I am with clients.



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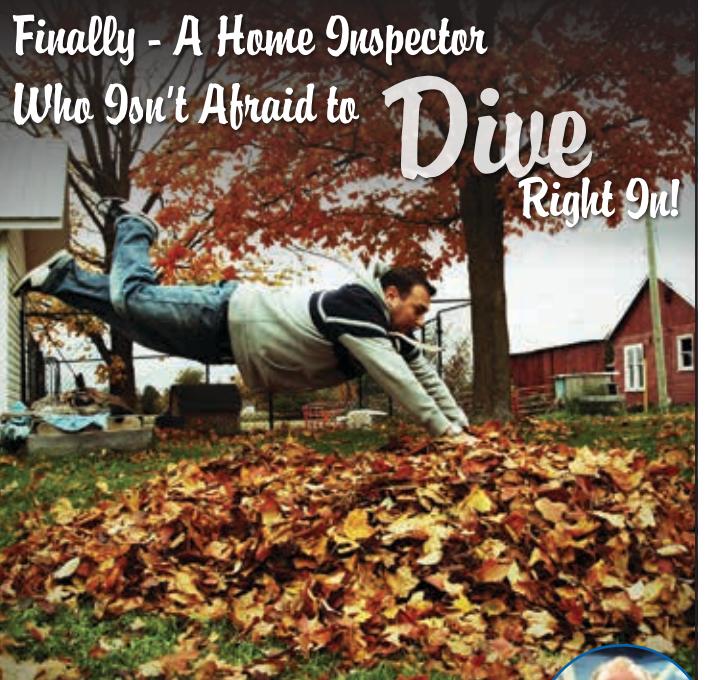
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