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Mike Maletich
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Marissa Menezes
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Chris Menezes
Writer



Shane Dasher
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Austin Boaman
Videographer
www.ab-films.org
(951) 415-7116



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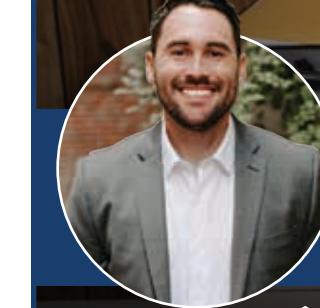
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MARNI JIMENEZ



Marni Jimenez has a way of making the difficult seem simple. Confident yet kind and down-to-earth, she approaches life with tremendous belief that anything is possible. And it's that belief that enabled her to enter real estate at the age of twenty-two, having just moved to Riverside, knowing no one, to build a top producing business and ultimately establish her own team and brokerage with Grove Realty.

Born and raised in Orange County and on The Central Coast, Marni had too much of an entrepreneurial spirit for completing school and opted to pursue self-employment over college. Sales came naturally to her. She always had a side hustle, whether selling coffee machines or Herbalife, while working in restaurants, serving tables. So, when she moved to Riverside in 1990 and began looking into a career in real estate, it didn't take much to sell her.

"I wanted a job that rewarded hard work and treated people like family, and I liked that real estate didn't have a capped salary. I was paid according to the value I brought, and that motivated me," Marni explained.

Having no sphere of influence starting out, Marni had to grind out her business the old-fashioned way – calling through the phone book, holding open houses, and door knocking. However, once she connected with her clients and began building relationships with them, her business began operating on referrals and repeat clients. Because Marni has always placed her client's interest above her own, she quickly established trust in her, and that trust is what fuels her business today, over thirty years later.

"We are passionate about looking out for our client's best interest above our own, and we've reaped the benefits of that for years," said Marni. "My clients seem to truly feel this

•••

“We are
PASSIONATE

about looking out for our client's best
interest above our own, and we've
reaped the benefits of that for years.





from us, and I often am told that they hired me because they knew I would look out for their best interest.

That's the best compliment I could receive, and that's why they refer us to their family and friends."

Marni is still incredibly passionate about "loving" on her clients and showing them how much she appreciates them. And now, having officially started her team in 2021, she enjoys mentoring her agents on how to "love on their clients" and build a satisfying career in real estate as well. Grove Realty also has a robust backend system to handle a lot of the heavy lifting for agents, so they can focus their time and energy on generating business.

Marni runs Grove Realty with her husband, Raul Jimenez, so when they are not working together, they love to travel in their fifth wheel, usually over long weekends, whether by themselves or with friends. They also take time to go to the lake every summer with their kids and grandkids. "This is by far the best trip we take all year long," said Marni. "All our kids are amazing individuals who truly love each other, and that really blesses us!"

And the end of the day, Marni said her highest hope is, "To honor the Lord with my life and in my conduct and let him bring me any increase he wants me to have."

As Marni continues showing love to the people in her life, placing their interest and care before her own, and showing other agents how to do the same, her business is bound to grow, with the increase overflowing to others.



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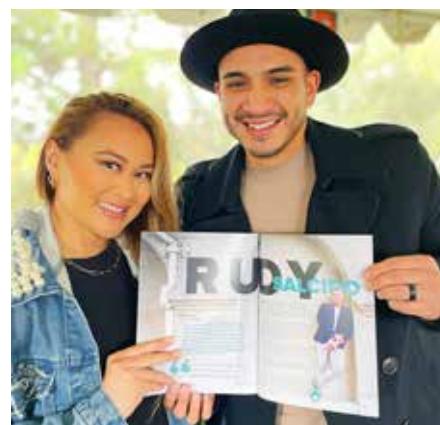
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► rising star

Nathan HANLON

Written By **Chris Menezes**.

Photography By **Marissa Menezes**



WHEN NATHAN HANLON STARTED HIS CAREER AS A REALTOR® FIVE YEARS AGO, HE KNEW HE COULD MAKE A DIFFERENCE IN THE INDUSTRY. HE WAS TWENTY-FOUR YEARS OLD, OPTIMISTIC ABOUT THE FUTURE, AND EXCITED TO LEAVE HIS MARK. NOW THAT HIS BUSINESS IS IN FULL BLOOM, HIS EXCITEMENT AND DRIVE HAVE KICKED INTO HIGH GEAR, AND ALL HIS GOALS HAVE LEVELED UP.

Although Nathan has been selling for the past five years, he's been part of the real estate industry for about 10 years. Born and raised in Riverside, Nathan got his start in real estate with a property management company at the age of 19. Ever the entrepreneur, he also started his own junk removal company called Junk Monkey and ran it for a few years before deciding to become a REALTOR®.

"I had worked with some shady real estate agents over the years and often thought, 'I could be a way better agent!'" Nathan explained.

With a desire to bring a high level of service and integrity to the people he planned to serve, Nathan set out

in the business and quickly caught the attention of Brad Alewine, who took him under his wing.

"He must have seen something in me, I guess," said Nathan. "For those who don't know him, Brad is one of the nicest, most ethical, and knowledgeable agents out there. He taught me to make sacrifices and do what it takes to get the deal closed because it will always come full circle. My job was just to help the clients achieve their goals."

Focusing solely on his clients and doing whatever he could to help them achieve their goals, even at



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I use a lot of creative marketing to help sellers get maximum exposure and have their home stand out above the rest, which often requires me spending more money than most probably do.



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personal cost, is exactly what Nathan did and continues to do to build his business.

“I probably make less money than other real estate agents because of the amount of money I invest in my clients,” he said. “I use a lot of creative marketing to help sellers get maximum exposure and have their home stand out above the rest, which often requires me spending more money than most probably do. But I know it will continue to come full circle in another five years – all those people will be referring me clients, and I won’t have to work as hard searching for leads.”

The only thing that has caused Nathan to change his business since starting out – and in a good way – was he and his wife, Zoe, having their two kids, Finn and Ellie. “Family is the most important thing, so I try to spend as much time with my kids as I can,” he said. “I’m just incredibly grateful that real estate gives me the opportunity to not only work with my kids but spend extra time with them as well. I also enjoy dirt biking and mountain biking, which is always fun too.”

As Nathan continues to grow his business, his highest hope is to help as many people as possible, whether through real estate or by giving back to charities and non-profit organizations. He also hopes to elevate the industry and continue to be an example of high ethics, integrity, and selflessness. Of course, he also wants to be the name everyone thinks of when they think of real estate, but what agent doesn’t?

“

FAMILY IS THE MOST IMPORTANT THING, SO I TRY TO SPEND AS MUCH TIME WITH MY KIDS AS I CAN.



2021

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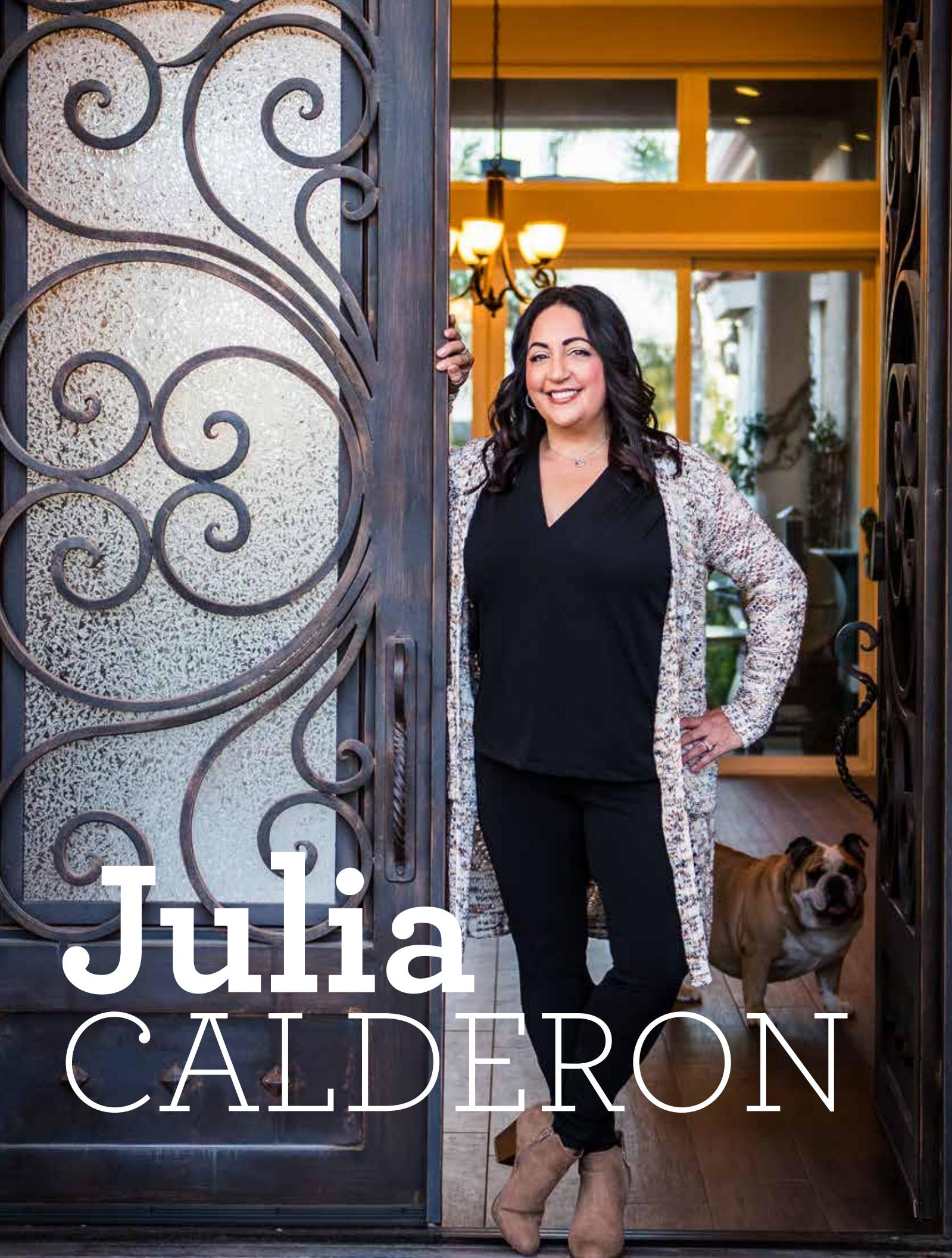
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Julia CALDERON



Faith, family, and business are the three pillars of Julia Calderon's life. Everything she does is for her family – her husband, kids, grandparents, and chosen family. She was taught by her grandmothers to always be prepared should she need to step up as a provider. And sure enough, that time came about three and a half years ago.

"My husband was in the car industry for 22 years, and it was taking a toll on

his health. We decided that he would end his career, and I would become the main provider. This was a wake-up call for me. I was now faced with supporting a family of five as he had done for so many years," Julia explained.

Although the task was intimidating, Julia rose to the occasion. And with the full support of her husband, Hector, she's achieved a level of success they never thought possible. Hector is now the Project Manager for

their investment company Residential Rescuers. They've successfully renovated several homes, sold them, increased both their portfolio and clients' portfolios, teaching them how to build wealth through real estate.

Although Julia didn't officially start her real estate career until 2012, nearly 13 years after staying home to raise their three kids, Jacob, Jonathan, and Isabella, she and Hector had been investing in real

“ *I really enjoy pouring into the people I mentor, refining skills, teaching them to work this business the right way – by always caring for their clients' needs first.*

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estate from the time they were 18 years old. "I work for today and the years ahead. That's thanks to my husband, who instilled that in me since we were very young. I was very blessed to meet the love of my life at just 14 years old, we've grown up together, and I wouldn't have it any other way. The bumps in the road have made us who we are today. He is my best friend, my support, and my biggest fan too! We celebrated 32 years together on January 19th. He is the love of my life, and I am blessed to call him mine."

Julia first considered obtaining her real estate license while searching for an investment property with Hector. As they were reaching out to various agents at the time, they could not get anyone to answer their calls or to meet them to even open a door.

"My husband said I could do so much better than the agents we were encountering. I originally only got my license for our own investments, but it quickly snowballed into a career."

Julia credits much of her success in life and business to her grandmothers. Her maternal grandmother, Josephine Leyyas, was an entrepreneur who owned two hair salons in convalescent homes which allowed her to give her daughters and nieces jobs that allowed them to help

provide for their families with schedules that helped them be home with their children. She set an example of balancing work, family, and faith in a way that affects each of Julia's days. Julia describes her paternal Grandma McKee as a warrior! After being a homemaker for 30+ years, she was faced with supporting herself and being on her own. She did so without feeling sorry for herself and reinvented herself later in life with a dignity and grace that left such an impression on Julia. "She showed me that I could be a stay-at-home mom, and there would be time for me to change the narrative; there would be a time in my life that I could become a professional and still be a great mom. She always told me to prepare to be able to support myself even if I never needed to do so."

Inspired by the support and mentorship she received from her former office manager, John Shulte, Julia started the mentorship program at Keller Williams Corona last year. She currently has two agents she is mentoring and two who have graduated, and she is excited to see them grow in the business. Her hope in mentoring is to build her own team, The Calderon Group.

"I really enjoy pouring into the people I mentor, refining skills, teaching them to work this business

the right way – by always caring for their clients' needs first. So many aspects of real estate fuel my soul! From teaching new agents to helping people realize their dreams of homeownership, and making lifelong connections and friendships." Julia fosters lifelong connections with former clients through consistent Client Appreciation Events, staying in touch over social media and personal texts and phone calls. It is important to Julia that her business stay very personal, that her clients know they matter to her, and that she considers them friends.

In addition to mentoring agents and building her business, Julia is currently passionate about Project 100, an endeavor she and Cristina Moody came up with this past year to help 100 renters become 100 homeowners. "I want to help people believe in themselves enough to take the leap to purchase a home."

As Julia continues helping peoples' dreams come true, she does so with hopes one day her ultimate dream will come true as well. "I'm building a business and a legacy that I hope one day my children will take over and continue blessing lives and leading more people to homeownership. My dream is for my family and me to work side by side, connected in business and life, as I watch my future grandchildren grow up."



Work hard
Stay humble

Brittney Ybarra

►REALTOR® life

Written By **Chris Menezes**
Photography By **Marissa Menezes**



BRITTNEY YBARRA'S TRANSITION INTO REAL ESTATE STARTED WITH A LEAP OF FAITH. SHE HAD BEEN WORKING IN THE FASHION INDUSTRY SINCE SHE WAS TWENTY-ONE (2012) AND LOVED IT. "IT WAS AMAZING," SHE SAID. REAL ESTATE HADN'T ENTERED HER PURVIEW, AND SHE WAS NOT LOOKING TO LEAVE. HOWEVER, AFTER SIX YEARS IN THE INDUSTRY, SHE FELT THERE WAS SOMETHING MORE OUT THERE, WAITING FOR HER.

"I heard God tell me this wasn't where he wanted me and knew He had bigger plans for me," Brittney explained. "I stepped out on faith not knowing what my next move was going to be, and that's when my brother began encouraging me to become a real estate agent, telling me I'd be great at it."

Brittney's brother, Jonathan Ybarra of SoCal Prime Properties with Keller Williams the Lakes, has always been a huge role model for her, from growing up in the Inland Empire together to graduating from Riverside Polytechnic

High School, where Brittney earned a scholarship to play softball at Marshall University. Brittney spent two years playing softball at Marshall University before transferring to California State University, San Bernardino, to earn her Bachelor of Science.

"I have been so fortunate to call Jonathan my brother," Brittney explained. "I can honestly say I am extremely blessed, not just for him, but for all my friends and family who have influenced me to be who I am today and showed me how to keep God

the center in every aspect of my life. I would be absolutely nothing without my father, Anthony, mother, Carmen, brother, Jonathan, and sister, Naomi."

Brittney obtained her real estate license in January of 2019 and started her career. To better learn the business before completely jumping in as an agent, she started out as a transaction coordinator and assistant for Amaya Group Real Estate in Moreno Valley. "It was sink or swim for me as an assistant," she said. "I had the expectation over me to know





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TO KEEP GOD THE

CENTER IN EVERY

ASPECT OF MY LIFE.

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everything and to figure it out. I was so eager to learn but so afraid to make a mistake. I have truly learned in this business that mistakes are bound to happen and that it is okay! I am someone who gives you everything I have, so making mistakes is hard for me. Learning that they don't define you has been the ultimate game-changer for my life."

Brittney soon joined her brother as a full-time agent at SoCal Prime Properties, where she has built her business on client relationships and delivering 5-star service. She said her ultimate goal is to make an impact on the lives of others, "to show them what love and protection feel like, to advocate for others and help them reach their goals."

"We believe every family deserves a place to call their own, and every client deserves an honest agent who has their best interest in mind," said Brittney. "We strive to impact not only the real estate world but, more importantly, the community as well."

Outside of real estate, Brittney coaches sixteen-and-under girls travel softball with the Firecrackers organization. "My goal is to help these young women get scholarships to play at the next level and help get their college paid for," she said. When she is not pouring into her business or her players, she enjoys spending time with her fiancé, family, friends, and "geeking out" over Harry Potter and Marvel movies.

As Brittney continues building her business, she is looking forward to becoming a wife and a mother someday, to begin growing her own family while digging deeper into her business and her community. In the meantime, she remains focused on helping more and more people achieve their dreams, whether in real estate or softball, to show them how to aim for something more and achieve it.

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*consult your CPA

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Andy Burton
Independent Area Director
951.334.5301
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Sr. Account Executive
Tania@NewVentureEscrow.com
619-807-0711

Courtney Louis
Vice President of Sales
Courtney@NewVentureEscrow.com
858-229-9035



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