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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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AFTER



AFTER

Billionaire Andrew Carnegie famously said that 90% of millionaires got their wealth by investing in real estate. For the average investor, real estate offers the best way to develop significant wealth.

The reason for this is real estate can offer better cash-on-cash returns than traditional long-term investments, while also providing a different type of investment strategy, which is key to a well-balanced portfolio.

Shelby Elias, the owner of Sacramento-based United Wholesale Lending, has seen this first hand through developing his real estate portfolio and building a lending platform teaching others how to do the same. Shelby shares that many agents come to him interested in learning how to build an investment property portfolio. Because of Shelby's familiarity with investing in rental properties, he is passionate about guiding his clients and REALTOR partners through how to analyze their possible investments.

For example, one of the biggest conversations in residential real estate investing is the difference between traditional long-term rentals vs. short-term vacation rentals like Airbnb and VRBO, and which is the better choice? Shelby explains both have their benefits and it is important to understand the nuances of each.

"Traditional long-term rentals provide stable monthly income, consistent cash flow which everyone loves. With traditional rentals, you don't have to think as much about the location and seasonality of the market you invest in, because there will always be tenants in any city looking to rent".

Short-term rentals have more factors to take into consideration, but the financial benefit can prove to be much higher than a long-term rental. "When renting an Airbnb, you are charging rent per night, rather than per month. This usually means the cash flow on Airbnb's is much better than traditional rentals," says Shelby.

Recent trends in vacation rental properties suggest an opportunity is up for grabs. The pandemic introduced many travelers to Airbnb and VRBO-type vacation rentals. This altered behavior-built demand for Airbnb listings that remain dominant today. Investors came to recognize Airbnb's potential to outperform the market.

Shelby stresses there is value in both long-term and short-term rental investments, yet at this moment in time, it cannot be ignored that investing in vacation rental properties is incredibly profitable. "Buying a home, apartment, or a condo and converting it into vacation rental properties expands your profit potential, here is an example."



BEFORE



BEFORE

"If you were to purchase and then rent out a two-bedroom, two-bath house in Downtown Sacramento, you'd likely get a long-term tenant for somewhere between \$2,000 - \$2,300 per month. Now, with that same house listed on Airbnb, you'll yield about \$5,500 in net income after cleanings and expenses. Of course, Airbnb requires more work than a regular rental, but the upside is pretty incredible if you invest in the right property."

United Wholesale Lending created a rental property calculator that helps determine cap rate, cash flow, and other important financial indicators to consider when investing in real estate.

"There is so much opportunity available for building wealth through real estate investments. Equity is at an all-time high, it's such a great time to invest. I want to share with our referral partners how to analyze rental properties and how to break down deals, so they can not only grow their business through selling more homes but also build their investment portfolio".

To bring this knowledge to more agents, Shelby created a Mastermind group for top agents focused on brainstorming, education, and peer accountability. "We facilitate conversations about things like how to understand potential earnings on an Airbnb, how to break down an investment property deal, tax strategies for investing, how agents should be tracking their write-offs. The questions I

get asked the most have to do with building a successful real estate investment portfolio, I want to share the ins and outs of that. Everything I do, I do to provide value."

To inquire and join United Wholesale Lending's Mastermind, hosted monthly at Granite Bay Country Club, email Shelby@UWlmortgage.com.



FIND OUT MORE ABOUT SHELBY ELIAS AND UNITED WHOLESALE LENDING AT:

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Follow Shelby on Instagram for practical tips on investment properties: [@shelbyelias](https://www.instagram.com/shelbyelias)



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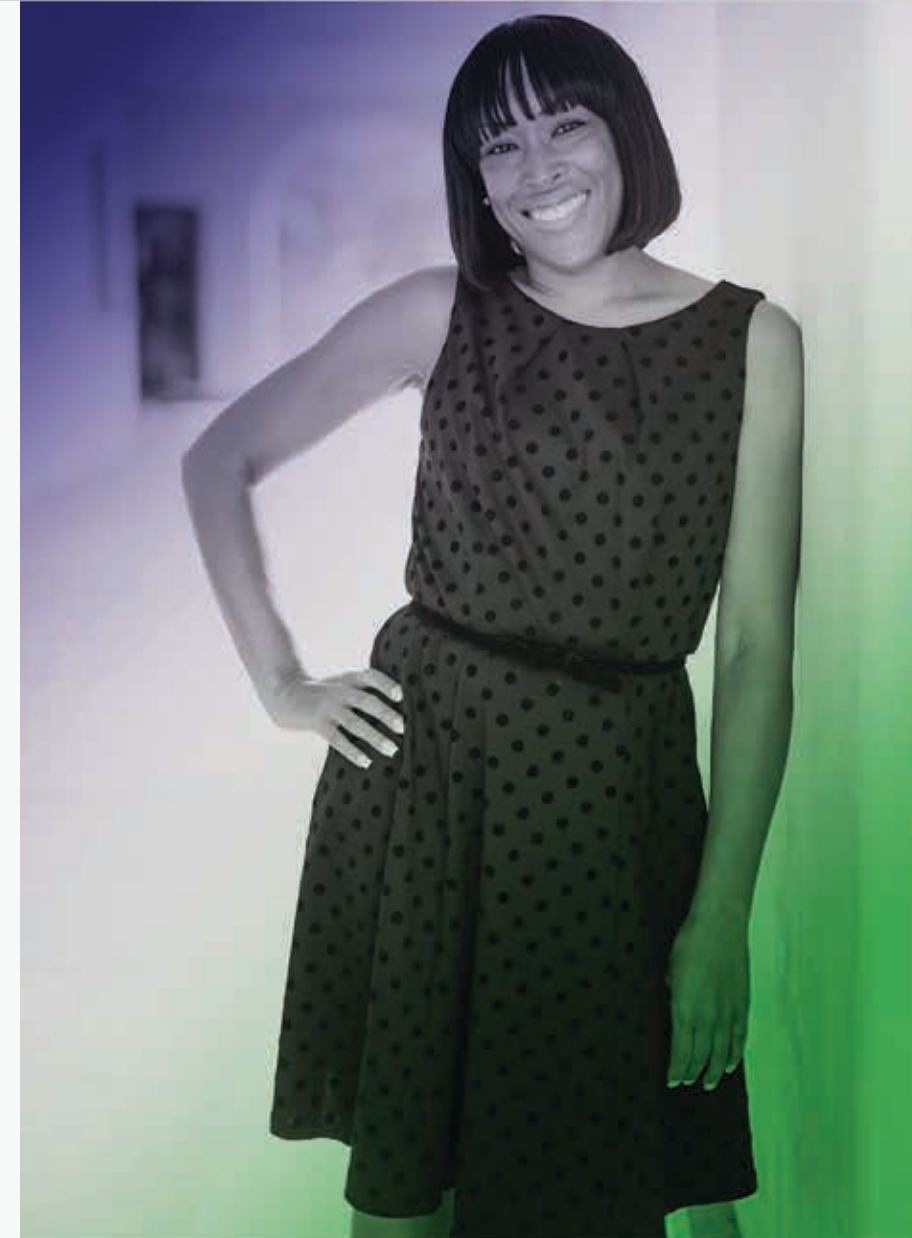
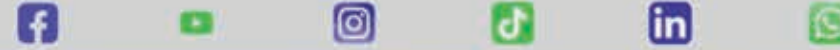


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Common Questions About *Sacramento Real Producers*

Real Producers is a national concept currently open in 125 markets across the country. As we approach the second anniversary of *Sacramento Real Producers*, I wanted to take the time to answer some pretty common questions.

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 2021 MLS; the ranking is annual and resets every year. This year, the minimum production level for our community was over \$14.5 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 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.

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!

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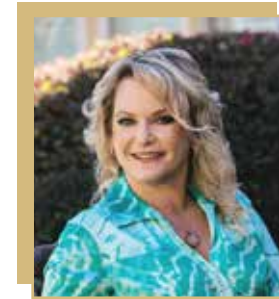
"Be your genuine self. Your personality will attract like-minded colleagues, and those colleagues will help you out."



Julie Shroyer

Doma

"Today we will do what others won't, so tomorrow we can accomplish what other's can't," and "Don't find fault ... find a remedy."



Laura Miller

*Keller Williams Realty
Capital Valley*

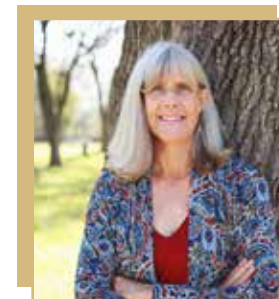
"Your ego has no place in this process - it just muddles the waters."



Tricia Rossi

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"Show up, work hard and be honest."



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Julie SHROYER

By Dave Danielson | Photos by Olha Melokhina Photography

DOMA *Architecting the Future of Real Estate Transactions*

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EXPERIENCE AT WORK

Julie Shroyer is Division President for Greater Sacramento. She has been in the industry since 1995, including in roles with the two largest title insurance providers in the United States.

In her current role with Doma, she has a strong spirit of pride in what the organization is developing.

"I've been in the industry of traditional title and escrow for over 27 years, and Doma is architecting the future of real estate transactions," she says.

"The company uses machine intelligence and its proprietary technology solutions to transform residential real estate, creating a vastly more simple, efficient, and affordable real estate closing experience."

LEADING CHANGE

The change is being accompanied, of course, by a landmark shift in the market itself.

"The consumer is driving the change. Millennials will be buying 50 percent of the homes in the next five years. Doma's technology will be focused on the millennial audience, with added efficiencies," Julie points out.

"I love the opportunities in what I'm doing now ... learning about new innovations and how to apply them to the traditional transaction, while paving the way for a new way of doing business. It's very exciting and will truly benefit the consumer." ...



▶ partner spotlight





“One of my favorite quotes is, **‘TODAY I WILL DO WHAT OTHERS WON’T, SO TOMORROW I CAN ACCOMPLISH WHAT OTHERS CAN’T.’** It’s the same approach I strive to take each day.



WONDERFUL LIFE

Family makes Julie’s life even richer, including her husband, Johnny, who serves as Vice President of Sales at Kar Global, and their children — their son, Troy Knox; their daughter Casey Stull, and their daughter Madison Shroyer.

In her free time, Julie has a passion for snow skiing, water skiing, wine tasting, and consignment-store shopping.

In addition, Julie has a heart for helping. She is involved in Bayside Church of Granite Bay.

“My husband and I are really passionate about attending a church that gives back at the level they do,” Julie says. “We are both very faith-based.”

Those who know Julie understand that they can rely on her and her team to be proactive to help their partners and clients alike ... with a tireless work ethic and thirst to enhance the experience.

“One of my favorite quotes is, ‘Today I will do what others won’t, so tomorrow I can accomplish what others can’t.’ It’s the same approach I strive to take each day.”

FOR MORE INFORMATION ABOUT DOMA:

CELL PHONE: 916-416-8245

EMAIL: JULIE.SHROYER@DOMA.COM



...

TEAM PRIDE

When you talk with Julie, one of the other elements that sparks her pride is her sales team — a group of six professionals who bring an impressive blend of knowledge and experience, including **Angela Hamilton, Carmen Fabrizio, Justin Hill, Brie Cropp, Michael Hendricksen and Area Manager, Will Van Weele.**

“All of our team members are focused on the future, and how to improve the purchase transaction for everyone involved in the transaction,” she says. “Our real goal is to make the REALTOR® and lender shine, from the beginning to the end of the transaction.”

AT HOME WITH TECHNOLOGY

You can see her creativity and marketing expertise at work, even during her free time. She truly embraces technology in all walks of life.

As she says, “About two years ago I got involved in TikTok, and since then, I created a channel on how to have a fun, fit, fantastic lifestyle over 50. I have 207,000 followers, with a huge reach. That’s my hobby!”

Julie has appeared on the Dr. Oz Show and has worked with more than 50 national companies to promote their products.





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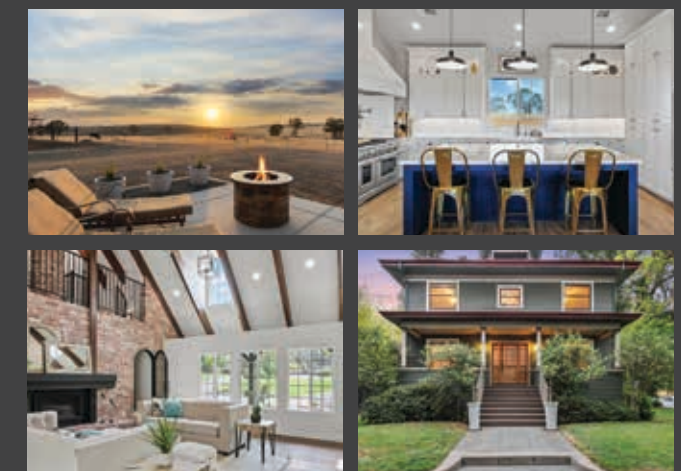
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I couldn't imagine passing my clients off to someone else. They are too important to me. That was one of my biggest professional ah-has



Laura

By Chris Menezes
Photo Credit XSIGHT Creative Solutions

MILLER

The Full Package

Laura Miller is the full package. A tenacious fighter with a gentle spirit and love for people, she encompasses both the yin and the yang. She is always pursuing ways to cultivate her craft and become more well-rounded in her personal life. Keeping a close ear to the ground, she maintains a sensitive awareness to the needs of others, their expectations, and how she can exceed them.

Laura's tenacious spirit, knack for negotiation, and conflict-resolution skills, coupled with her desire

to help people, motivated her pursuit to become an attorney at a young age. At 17 years old, she got a job at a law office and developed a side business as a process server. She worked both while earning her Bachelor of Arts degree at California State University, Sacramento (CSUS), where she graduated Cum Laude and was inducted into the English Honor Society.

After graduating from CSUS, Laura went to law school and discovered mid-way through her first year that she was pregnant with her first baby. After returning for her second year with her newborn son, Cole (now 27), and a baby carrier now in tow, ●●●





...

she realized the challenges of being a new mom, managing a law office, owning a process serving business, and continuing school would be more daunting than expected. So, she elected to shelve her studies and enjoy her new baby instead.

“I had expectations of returning to school in two years, but the life of being a mother won,” Laura explained. “I had planned to specialize in real estate law once I graduated, as the first year of law school was all about contracts, agency law, property, and civil procedure. Ironic that these areas of study would perfectly sublimate into a future as a real estate agent, a future I did not yet know would exist.”

During this time, Laura and her husband of 32 years, Ed, were building a car dealership from the ground up. Laura enjoyed helping at the car lot, volunteering at Cole’s school, and relishing in the fleeting time with her toddler. And, in 2002, Laura and Ed learned their second child, Jared, would be arriving that October. With the shifting in the economy and the prospect of another mouth to feed, Laura considered earning an outside income. “I figured a career in real estate would allow me the flexibility to be a mom and still help out at the business. I could do everything I felt like I needed to do.”

Laura started her real estate career in 2005 at Century 21 Noel David Realty in the village of Fair Oaks, where the agent who helped her buy her first home, John David, was the managing broker. She consulted with John before entering the business, and he encouraged her to go for it, saying she’d be good at it. While he was definitely right about that, Laura didn’t fully anticipate how difficult her job was about to become as the market teetered on full collapse with plummeting values and a density of foreclosures on the near horizon.

When the market did fall, however, Laura met the challenge head-on and began reaching out to people in a multitude of ways.

She knocked on doors, hosted educational workshops, and reached out to distressed homeowners, trying to help them find their way out of imminent foreclosure. She also spoke at several financial institution’s conferences regarding short sales and became the “go-to” agent for them. Serving the distressed homeowner became Laura’s passion, and that passion has not wavered 17 years later.

While Laura’s ability to confront conflict head-on, and face difficulty with a certain fearlessness has been a boon to her real estate career these past 17 years — and, in many ways, has enabled her to operate a \$30 million a year business as an individual agent doing everything herself — it is her genuine love of people and her ability to develop meaningful relationships that continues to propel her business on referrals and repeat clients today.

Laura genuinely enjoys the relationships she’s developed with her clients — so much so that she insists on personally handling every part of the transaction. She does all her own staging and loves being able to work alongside them, where she can get to know them more, get a better sense of their needs, and be able to personally take care of them as a friend or like a member of her own family. She cherishes the opportunity to become an important figure in their lives and is incredibly grateful for the trust they place in her. Often invited to weddings, baptisms, and birthdays, she has become a lifelong fixture in many of her clients’ lives. And it’s for these reasons that she has resisted the idea of



Because my life is being everything to everybody all the time, Ed thrives in the ‘Laura management business,’ and always ensures I have what I need. He is an integral part of my success, and I couldn’t be Laura without him.



forming a team. “I couldn’t imagine passing my clients off to someone else. They are too important to me. That was one of my biggest professional ah-has,” she said.

While Laura insists on always being there for her clients, she said that she would not be able to do what she does without the help of her husband, Ed. Ed obtained his real estate license after retiring from the car dealership about three years ago and has been helping Laura ever since. “Because my life is being everything to everybody all the time, Ed thrives in the ‘Laura management business,’ and always ensures I have what I need,” Laura explained. “He is an integral part of my success, and I couldn’t be Laura without him.”

In addition to helping Laura run an elite business, Ed is a professional poker player. So, when they are not working, they love traveling to fun locations where Ed plays in tournaments. Laura also loves yoga and has taken a keen interest in mysticism. She is fascinated by metaphysics and spirituality and how it is applied to everything, including real estate.

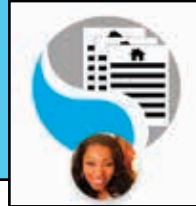
As Laura continues to focus on real estate and building her client base, she will continue looking for ways to improve her craft and add value to her clients. Ultimately, she just wants to live her best life and help others to live their best lives as well: whether that involves real estate or some other aspect of life. And for that reason, she will always thrive.

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TRICIA ROSSI



The Connector

Tricia was born and raised in a housing project in New Jersey. Sometimes it felt like her family was struggling just to survive, and the stress and discouragement were almost tangible. Tricia knew she was made for more and believed that if she could improve her reality, she would change her legacy. When Tricia found out her friend was driving to California, she saw her chance to start a new and better life.

“There were no opportunities for me to better myself in my hometown,” Tricia reflected. “I left New Jersey with no skills or manners. I had nothing going for me except a drive to change my life. I began to fill my ‘tool-belt’ with relationships. People in my life helped shape me into a confident woman with grace and poise.”

Getting Connected

Tricia Rossi moved to California at age 18 and found an employer who saw potential that Tricia hadn't seen in herself. Her manager became a mentor, teaching young Tricia essential skills for her job *and* her life. Her mentor helped her grow and mature, and encouraged Tricia to be diligent and plan for the future.

“People in my life helped shape me into a confident woman with grace and poise.”

Rossi worked in the banking industry for nine years. She started as a teller and was promoted in six months. She eventually became a bank officer and was introduced to real estate agents who were helping people make their dreams come true.

She saved her money and bought her first house at the age of 19. By the

time Tricia turned 25, she had also bought a handful of investment properties. She realized that she wanted to play a part in others being able to change their legacies through homeownership. Tricia transitioned from a career in banking to real estate, so she could be a full-time mom *and* bring in a full-time income.



•••

Connecting the Dots

Tricia earned her real estate license in 2004 and decided she wanted to prepare herself to help others even better, so she earned her broker's license in 2006. The flexibility of real estate allowed her to schedule her responsibilities as a REALTOR® around her responsibilities as a mom. She raised both of her boys without missing any of their school or sporting events.

When her sons were younger, Tricia focused on parenting. As they became more independent, she focused on relationship marketing. In 2017, Tricia started intentionally seeking out, and connecting with, REALTORS® in other cities and states that shared her heart for people and her ethics in business. She literally drives or flies to meet other agents in their hometowns so she can get to know them personally *and* experience a taste of their community.

In 2021, Tricia took 54 flights to connect face to face with other REALTORS® in their cities. In December alone, she closed five deals, and four of those were referrals from other REALTORS®.

“Some REALTORS® spend money on advertisement. I spend money on networking and relationships, and I like to know where my sellers are moving. I invest my time connecting with REALTORS® in every state so I know high-quality people to connect my clients to when they move. The other agents are an extension of myself. We share the same standard of client care.”

*One of my favorite sayings is **Luxury is an experience, not a price point.** I treat people with respect and show them that they matter.*



In August 2020, Tricia joined Nick Sadek Sotheby's International Realty. Her team consists of herself, another agent, and a full-time assistant. Tricia said that Nick is not only an excellent leader but a most kind and generous man. The mission and vision of Sotheby's International Realty are right in line with Tricia's personal mission.

Living Connected

Tricia lives downtown and loves being able to walk to dinner, the Capital, or to watch the Kings play. Her favorite spots are on the Sacramento Water Front, including the Tower Bridge, the Tower Café, and the historic Tower Theater, where she loves to watch movies. Her days start with the hustle and bustle of the busy city, and all the activity going on around her is very motivating. She loves to cook, enjoys traveling for the purpose of connecting with others, and is very active on social media.



Her oldest son is in the United States Marine Corps, and her youngest son is in college. They spend time together intentionally in between her short trips to connect with REALTORS® in other areas. The three stay deeply connected despite the busyness of life. Tricia's passion is motherhood, and her goal is to give her sons the experiences that she didn't have. As they say, Tricia wants her “ceiling” to be their “floor.”

Despite the odds, Tricia broke the cycle of poverty into which she was born, and defied the stereotype as a single mother. Key relationships early in her life and career helped her grow into the person she is today. She is forever grateful for the people who believed in her and spoke into her life when she first moved to California. She credits them with her work ethic, and is thankful that they taught her how to treat people.

Although she never had a real estate mentor, Tricia is honored to *be* one. Her life was forever changed because of relationships she built, and now as a REALTOR®, she is focused on building relationships with others so even *more* lives can be changed. Her drive to connect to others motivates her to be a relationship marketer and has opened up a new world of possibilities. One of the biggest lessons Tricia has learned in life is that *everyone is equal*. Tricia Rossi treats clients the same whether they are spending \$200,000 or \$10 million.

“I don't help dollars, I help people,” Tricia smiled. “I don't work for the money, I work for my clients. One of my favorite sayings is *Luxury is an experience, not a price point*. I treat people with respect and show them that they matter. The money will come; that's been proven.”

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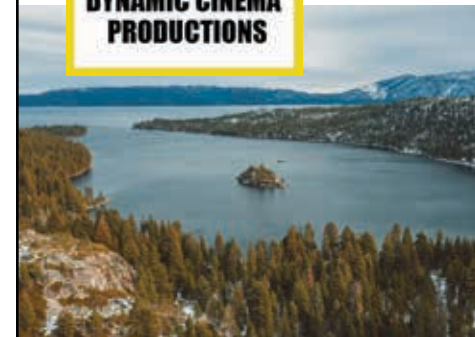
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▶▶ star on the rise

JENNY ROSAS

KINSHIP REAL ESTATE

Meet Jenny Rosas of Kinship Real Estate, a first-generation American who has fulfilled her dream of owning her own business. Jenny's strong work ethic and dedication to her clients has allowed her to help others achieve their real estate goals. "I never thought I would have made such a huge difference in so many lives of my past clients, colleagues, and friends with this journey." Jenny doesn't just end up with satisfied clients, many of her clients have developed into lifelong friendships.

What are you most passionate about right now in your business? I am in a chapter of my business where I find the most passion with building a tribe so to speak with my team and past clients. It's been exciting to create a foundation and culture that resonates with the community, team members, and clients. I'm very grateful to be where I am at today.

What has been the most rewarding aspect of your business? The most rewarding aspect of my business is being able to help every person I interact with. From my direct clients I help buy and sell homes, to my lender or escrow partners, and even my vendors, I get the opportunity to help someone. It's really a blessing to be able to help people every day.

How does real estate fit into your dreams and goals? After losing our home when I was younger, my goal was always set to be able to own a home again. Real estate has afforded me the ability to purchase my own home and it is a definite next mission of mine to purchase a home for my parents next. Real estate has really helped me find my purpose, and it's been

an incredible journey to keep on this path to what I always wanted to do which was to own my own business. In college and earlier years, I was always thinking of business ideas so now that I have found the industry that allows me to do everything that I could dream of doing, this is the long-term game now to really create that footprint in the area.

What's your favorite part of being a REALTOR®? My favorite part of being a REALTOR® is when I deliver results and not just end up with raving clients, but lifelong friends! I didn't start out with a big network in the area, so seeing that grow makes it so much more rewarding and very enjoyable. Also, I am now becoming that aspiration to newer agents or folks interested in real estate, and I love when they reach out to me and ask how they can be like me and do what I do. I am always an open book and really enjoy sharing my story to encourage them.

To what would you attribute your rapid success in the industry? The persistence that makes me a force in Sacramento real estate developed when I was a child. As



Jenny with her recently engaged fiancé Miguel.



Jenny and Miguel at Horseshoe Bend, AZ



Team member Klarissa Soto with Jenny Rosas.



White water rafting with her family in Durango, CO

a first-generation American, I developed a strong work ethic early, along with the drive to provide for my family. I also learned the power of homeownership after a period without secure housing as a child. Remembering this time alights my passion for helping others achieve their own real estate goals. But most importantly, my rapid success is credited to my wonderful partner, Miguel. All my clients and friends have seen him support me not just emotionally but physically being there. From helping me post and take down open house signs every weekend, to driving me to showings so that I can call and text my clients, and being in charge of the household has allowed me to focus 1,000% on the business when I started. I am very lucky to have him do all that he does. He is absolutely amazing.

What are your future goals and your plan for obtaining them? I'm grateful for the opportunity to work on my team while being backed by a supportive broker. My future goals of building a mighty team seem easily achievable now. I am focused this year on building the foundation it takes to support my team and really have fun along the way. I do plan on growing the team a little more later on in the year.






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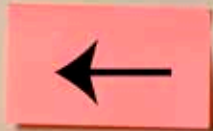
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to grow forward

The Great Retrace was developed by Michael J. Maher, international bestselling author of “7L, The Seven Levels of Communication.” As one of the most referred real estate agents in the country, Michael shares his expertise with professionals in the real estate industry through his business, ReferCo and via his platform of giving, “The Generosity Generation.” www.referco.com or <https://www.facebook.com/ReferralGuru>.

Neal K. Smith is a Certified Mortgage Planner with over 29 years of experience in the mortgage industry. Neal is Founder and Owner of NKS Financial and Branch Manager for Finance of America Mortgage. He is a Certified Referral Trainer of ReferCo and 7L, and regularly leads classes and workshops on productive mornings, time-blocking and The Great Retrace. neal@teamnks.com or 916.907.6513

re-trace / rē'trās / verb
to trace (something) back to its source or beginning

Move your business forward by going back to the beginning? Yes!

Thanking a referral before closing a sale is common. Now, you probably reach out referral source to express appreciation for the recommendation. Most professionals do this automatically, but what if you took this appreciation one, two, or three steps further? You'd be amazed at what could happen.

Meet The Great Retrace (TGR), a groundbreaking referral process created by international bestselling author of “7L, The Seven Levels of Communication” and one of the most referred real estate agents in the country, Michael J. Maher.

The concept is simple but powerful. You begin by thanking the partner who referred you to your current client, then grow appreciation by working along the connected chain of people who lead you to this client by contacting each friend, family member or colleague who referred you along the way.

Like a strand of pearls, the appreciation you share grows in an

expanding chain as you spread gratitude to each person. As Michael Maher says, “An Army of Your Ambassadors is created one referrer at a time.”

Let's look:

You just closed a sale with Janet. First, you call Cindy, who referred Janet to you, to share the good news about Janet and thank Cindy for the referral. Next, you trace who connected you with Cindy. Let's say it's Jeff. You then call Jeff to let him know that, via the introduction he made to Cindy, you received a referral from Cindy to a new client, Janet, and you just closed a sale with Janet. You thank Jeff for not only referring you to Cindy but unknowingly referring you to Janet. Furthermore, if someone connected you with Jeff, you would also include that person in your retrace, calling that person as well to thank them. A handwritten note to each of these valued referrers after the call further solidifies the feelings of appreciation. As you expand your circle of gratitude, your influence expands organically.

Ready to try? Follow these simple steps to not only grow your business by referral but also spread love, generosity and appreciation:

1. Select a format for recording your efforts with The Great Retrace in your business, like a database or spreadsheet.
2. Create a list of clients by working backward through six months of recently closed clients.
3. Next to the name of the person you completed business with, record the name of the person who referred you to them. Contact that person to thank them. After the call, consider writing a handwritten note of thanks as well.
4. Then, trace who connected you with the second person, record their name. Call that person to thank them. Send a handwritten note after the call.
5. Continue along the strand until you arrive at the friend, family member or colleague who started the chain, repeating the process of gratitude and positivity with each person.

Put The Great Retrace to work and observe the positivity as future referrals grow, all while enjoying reconnecting with people whom you appreciate and appreciate you in return.

To learn more, listen the Referrals Podcast at:
<https://referralspodcast.libsyn.com/the-great-retrace-episode-19>.

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SALLY DUNBAR

Hands Up For Hooters

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By Ruth Gnirk
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Sally likes to dream, but she loves to make dreams a reality! As a REALTOR®, she has been helping clients live out the American dream of homeownership for four decades. As a breast cancer survivor and life advocate, she has encouraged nearly 300 people to conquer their fears, lead a healthier lifestyle, and help find a cure through her team Hands Up For Hooters. Astoundingly, this year they will have collectively raised \$1 million, one \$50 check at a time, to support the Komen Foundation's goal of ending breast cancer!

HANDS UP FOR HOMES

When Sally was in college, she watched her mother, Nancy, change careers. She admired the freedom and success that Nancy found as a Santa Barbara REALTOR®. Although Sally was intrigued by the idea of a career in real estate, she thought she looked too young to be taken seriously. Instead, she began working for a title company to gain experience and then earned her real estate broker's license in 1979. She delayed a full-time commitment to real estate, fearing instability of income.

A decade later, as a wife and mother of daughters ages 5 and 3, Sally realized the best choice for her family was to commit to being a full-time REALTOR®. To create work-life balance, she set personal criteria for any new activity, saying “no” unless it made her money or supported her family. Her dedication paid off as she achieved Master's Club level her first year of full-time real estate. Sally has stayed in the top 10% of Lyon Real Estate for 25 years straight!

HANDS UP FOR HOOTERS

Enjoying her stable career as a REALTOR® with Lyon Real Estate, Sally was shocked by her breast cancer diagnosis in 2005. Her mom's only sister, Margaret, had died of breast cancer when Margaret was in her 50s. Despite the diagnosis, Sally was determined to beat the odds, and she *did!* She carried on with her life and career, believing that her breast cancer journey was behind her.



...

In 2011, she began walking for fun with her co-worker Becky Lund. One day, to raise the stakes, Becky suggested that they walk in the Susan G. Komen 3-Day event in which participants raise \$2,300 for Komen then walk 20 miles a day for three days in a row. The pair wondered how anyone could raise \$2,300 *and* walk 60 miles, but they signed up and followed the training schedule exactly. They walked their first Komen 3-Day in San Francisco in 2013, and it was exhilarating!

Later that year, Sally discovered that there was an additional 3-Day event in her aunt Margaret's hometown of Seattle, on her mother's 90th birthday. Over her mom's loud protests that she couldn't possibly do that at her age, Sally signed them both up and began fundraising. On her 90th birthday, Sally's amazing mother Nancy walked 5 miles in honor of her sister. The next day, Nancy walked *another* 4 miles, surprising herself and the 1,200 other walkers who were inspired by her.

HANDS UP FOR HOPE

After Sally's third event in 2014, she became personally connected to the need for supporting the Komen

Foundation, the largest contributor to breast cancer issues in the world, next to the U.S. government. Sally realized that she, and other survivors, were symbols of hope and life to the men, women, and families yet to receive a diagnosis. She resolved to do *more* for the Komen Foundation, so they could put an end to breast cancer.

Knowing that no big achievement is reached without an even bigger goal, Sally set a goal of raising \$100,000 in 2015. She knew that amount would take a team, so she formed *Hands Up For Hooters*, and set a goal of recruiting 45 team members. She surpassed the goal, with 69 registered team-mates, 57 of whom raised the required \$2,300 and walked in the 60-mile San Diego 3-Day event!

"We raised \$148,000," recalled Sally with a gleam in her eye, "and we were like a Cinderella team, appearing out of nowhere. That first year, we were the second largest team in the *nation* walking for Komen, and in 2021, we were *the largest!* We are now in our seventh year, with 52 members, and our team is about more than simply raising money for the Komen Foundation. It has become about personal growth, healthy living, friendships, and learning that we are all much bigger than we think we are."



Nicole McKane, a Chicago Title Company rep who is a "Founding Hooter," recently shared this: "The experience of being a Hooter changed me. I discovered that if I can walk 60 miles, I CAN

be a mom, I CAN work full time, and I CAN fundraise, even though it is uncomfortable. If I can do THIS, I can do ANYTHING."

"Committing to this event, despite the fear that you can't do it, can be life-changing. We can do so much more than we think!" Sally said. She wants to extend an invitation to the real estate community to join her team! During this Million Dollar Year, they want to add 20 new members to walk the San Diego 3-Day Nov 18 through 20. The team *Hands Up*

For Hooters starts training weekend mornings in May, beginning with three-mile walks, and increasing the length of each walk until they can comfortably walk 20 miles in a day!

"Walking 60 miles is hard, but it's not as hard as chemo, or saying goodbye to your mom, your daughter, or your husband," said Sally, quickly adding, "Yes, men get breast cancer, too. Being on an exuberant, supportive team like this, with the ability to impact our grandchildren's futures by ending breast cancer deaths, is an

opportunity that rarely comes along in your life. In spite of your fear that you can't do it, say *yes*; I promise you there is a way, and we will help you! Along the way, you just might change your life."

If you have any questions, you can email Sally directly at SDunbar@GoLyon.com.

To register for Hands Up For Hooters and the Komen San Diego 3-Day, or to donate, go to www.HandsUpForHooters.com.



“Our team is about more than simply raising money for the Komen Foundation. It has become about **personal growth, healthy living, friendships**, and learning that **we are all much bigger than we think we are**.”



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connie van

fulfilling their vision

In a world of unknowns and uncertainties, it's good to know that you can trust in those who truly care about your dreams.

That's the spirit that drives the efforts of Connie Van.

As a leader of the Connie Van Real Estate Group with Keller Williams, Connie is rewarded each day through the work she does for those around her ... fulfilling their vision along the way.

"I love meeting with clients to hear about what they're looking to achieve. I intently listen to how we can serve them. When you ask the right question and listen, you hear why it's important for them to achieve what they need," Connie explains.

"I like doing a needs analysis, and I know I can help make a difference and solve one more problem in this world for someone."

Following Opportunity

Connie immigrated to the United States from Vietnam with her family when she was 8 years old. Along the way, she has always taken the American dream.

"There's nothing that makes you want to succeed more than knowing that your family came here with only two suitcases," Connie says. "I want to make my mom proud. I want to be able to say we can make a difference if we are given this golden opportunity to live in the U.S. Coming from an immigrant family, I just knew that I had to do more. That's why I work very hard. I'm so grateful."

Getting Her Start

Connie earned her real estate license 14 years ago. Since then, she has continued to build her business and her team.

"Through time I wanted to take a step back and leverage the efforts of others. I knew for me to scale and have more family time, it was time to plan and grow," she says. "I invest in multiple coaches for my team and I, especially on the operations side. The systems and marketing we have created and are rolling out has me very excited for 2022."

Signs of Success

The signs of success have been plentiful. In fact, in 2021, she and her team recorded \$67.8 million in sales volume on 108 transactions.

"In this business, you get addicted to success. But it's not about the money ... it's the sense of accomplishment of helping other people reach their goals and problem solve for them," Connie says. "I hope to inspire other people to know that you can break the cycle of being poor, or whatever your family background has been. I want to empower others to do the same."

Family Foundation

Family is at the center of life for Connie, including her husband, and their three daughters.

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“My husband is not only an invaluable business partner and jack of all trades for us, but is also a full-time engineer with Cal Trans,” Connie says. “I am so thankful for his unyielding support and dedication to my girls and me.”

One of the biggest parts of success for Connie is balancing a healthy family life with her day-to-day work in real estate.

“Balancing after-school pickups, appointments, and being available for my clients is a juggling act,” Connie says. “Being present and not attached to my phone during family time is on the forefront of my mind when I think about what I could improve on personally.”

Away from work, Connie is also a member of the Board of Directors for AREAA.

“Their community efforts aligned with what I already was supporting before my membership. Most recently we donated resources to the Elk Grove Food Bank and had a successful Adopt a Family during the holidays,” she says.

Connie also enjoys listening to audiobooks in the car.

Long-Term Resource

Those who get to know and work with Connie know they can rely on her honesty and integrity to see them through to the closing table — and beyond.

“I really enjoy being their go-to for a wide range of questions or issues they may have. Even though I sell them real estate, when their AC breaks, they call me to ask who I use for AC,” she says. “To me, that is the highest compliment.”

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“We have recently expanded our team and are very excited for what’s in store!”



“

My real advice to you is, surround yourself with people who are doing and living the life you want to live. You are the average of the five people around you. Be a fly on the wall. Don't be the smartest person in the room. If you are, then you are in the wrong room. ...

You can build a successful career based on referrals and doing a good job taking care of people. Be a good person, do the right things, and success will come.

”



As Connie keeps working for the future, she shares helpful advice with others who are looking to take their next steps forward in real estate.

“My advice to you is to keep growing. Be learning-based. Be obsessed with learning new things that will improve your crafts and be able to provide value to those around you. It is hard to imagine the massive success when you are new to this business,” Connie says.

“If you asked me 13 years ago what success looks like, I would tell you it is to make \$100,000. Knowing what I know now, that goal was too small. It seemed big because that was how big my world was. That was the ceiling of those around. So my real advice to you is, surround yourself with people who are doing and living the life you want to live. You are the average of the five people around you. Be a fly on the wall. Don't be the smartest person in the room. If you are, then you are in the wrong room.”

Day by day, Connie continues to add to her reputation for results ... in turn, she's proud of how that happens.

“One of the things that I'm most proud of is the fact that my business has been built without advertising,” Connie says. “You can build a successful career based on referrals and doing a good job taking care of people. Be a good person, do the right things, and success will come.”



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