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Cover photo courtesy of Bethany Pryor Photography.



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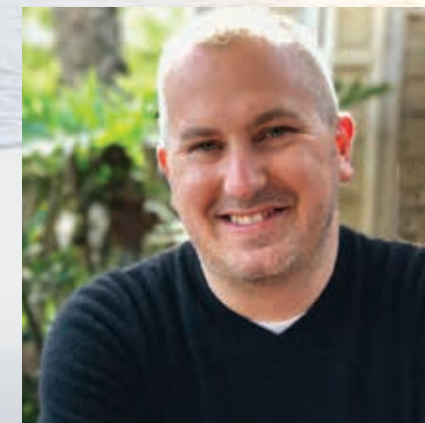


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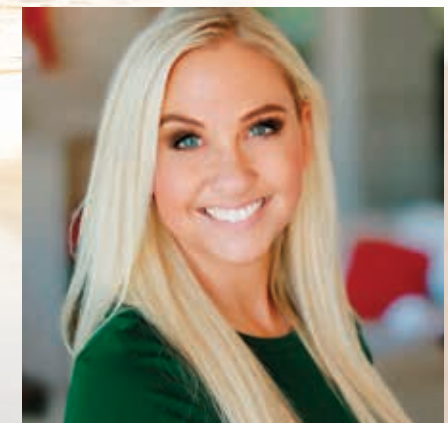
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CONGRATULATIONS!

► publisher's note



If you are reading this, then you should give yourself a big pat on the back! That means you have made the *Real Producers'* Top 500 list for 2022!

This may be the first time you are receiving this publication, and you may not know entirely what it is all about yet. Others of you have been receiving the *Real Producers* publication every month since 2019. Either way, you will want to tune in because I am going to give you a bit of a recap on what we're all about, as well as things to come for *Real Producers* in 2022.

First, you are receiving this magazine because you are a Top 500-producing real estate agent (based on your annual MLS production numbers) in South Orange County! That means that you will receive this publication, which is exclusive for the highest-producing agents in the market, every single month for the rest of 2022. Consider it a badge of honor!

Being in the Top 500, you also have the opportunity to be featured in our publication to share your story, and the beautiful thing is, there is no cost

to you. This is not a "pay-to-play" model. It is a testament to you and your hard work! Agents are nominated by their peers, and the actual cost of producing, printing, and mailing each magazine is covered by the advertising partners you see in each issue, which are 100-percent vetted by REALTORS® such as yourself. (If you currently utilize a business that does excellent work, we would love to hear about them!)

Would you like to be considered for a feature story? Here are a few quick tips to increase your chances: meet up with a member of our team, support *Real Producers*, and attend our private events. We also encourage you to contribute to our content by nominating your peers and submitting story ideas. Our goal is for this publication to showcase what you are most interested in, so please contact us and stay in

touch. Story ideas and nominations can be sent to me directly at Michele.Kader@realproducersmag.com.

In addition to the magazine, *South OC Real Producers* will host fun and free social events to bring the real estate community together. These events are designed to increase social connections between top real estate professionals and affiliates so the "best of the best" can grow their businesses together on a more intimate level.

In fact, our next event is coming in just a couple of months. Stay tuned for details and the opportunity to RSVP! Event invites will be shared through email. Follow our Instagram (@southocrealproducers) for event updates and announcements!

I'd like to personally thank all of our affiliate sponsors who partner with us to make the magazine free to all top producers, as well as the many real estate professionals who contributed to all of our issues and have shown so much support for our platform. Just know that *South OC Real Producers* would not exist without you! I look forward to seeing you at one of our upcoming events or speaking sooner than later! Don't hesitate to reach out to me!

Very respectfully yours,

Michele Kader

Owner/Publisher

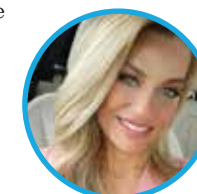
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2021

BY THE NUMBERS

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

8,977



TOTAL TRANSACTIONS



\$10.7B

SALES VOLUME

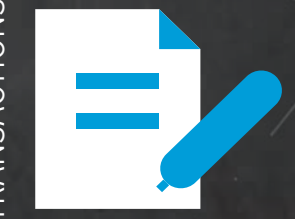
4,994

LISTING SIDE
TRANSACTIONS



3,983

BUYING SIDE
TRANSACTIONS



\$21.4 MILLION

AVERAGE
SALES VOLUME
PER AGENT



18

AVERAGE
TRANSACTIONS
PER AGENT

*Information is based on residential sales in 2021 in South Orange County by the top 500 producing agents by sales volume licensed in South Orange County.

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Do you need a luxury car to sell luxury real estate?



CASEY KIRKLAND
COLDWELL
BANKER REALTY
Nooooooooooooo.



ROB BRANDON
ANVIL REAL ESTATE
I don't believe you do. I still feel it's about relationships. But you might have some clients that would want to see a nice car. Or if you don't have a nicer car, as long as they know your experience. But if you are selling luxury, you probably might have a luxury car. If we are saying luxury is \$5 million or higher and my client is flying in with me driving ... I am renting a nice car or borrowing one from a friend. I drive a Honda Accord!!!! Haha



HAILEY POTOK
PACIFIC SOTHEBY'S INTERNATIONAL REALTY
I do not feel that you need a luxury car to sell real estate. However, in Orange County, when you take buyers around in a luxury vehicle you will gain more respect. They will assume that you are successful, depending on your car. Therefore, if you want luxury listings, "fake it till you make it."



RINO CATURANO
KELLER WILLIAMS MISSION VIEJO
I say no. I say you have to have a luxury personality.



TONY ENGLISH
ENGLISH REALTY
I just bought a LS 500 three days ago [at the time of this writing in early March]. Yes, clients expect you to be successful, and when you drive a mid-range car, they always comment on it or at least think about it. They lose respect.



CORA BERKERY
COLDWELL BANKER REALTY
I don't believe you need a luxury car to sell real estate. However, I do believe that some people will judge you by the car you drive. Everyone will notice, some will make a determination about you, and others will dismiss it, especially as the price range goes up. This doesn't apply to ranch property, though, where everyone will expect you to drive a pickup, and they may not even mind if it's dirty!



CHRIS WALKER
COLDWELL BANKER REALTY
I don't think it is right, but I do think there is a connection for some buyers to the type of car a real estate agent drives. For some, the connection is, they drive a nice car ... therefore, they must be successful.



JACQUELINE THOMPSON
SURTERRE PROPERTIES
It is not about the car, it is about the presentation. A well-kept vehicle shows pride of ownership and commitment to proper care. As an agent, how you present yourself says a lot about how you will represent a property, its owners and/or buyers. The vehicle is merely the first part of your arrival, and making sure it is clean and presentation-ready sets the tone, regardless of the make or model.



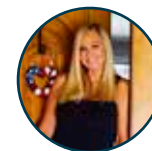
BRYAN GERLACH
PACIFIC SOTHEBY'S INTERNATIONAL REALTY
Definitely not. I was driving a 2013 Jetta wagon until January 2020. Didn't stop me from selling multiple properties over \$5 million.



MELODY SMITH
ANVIL REAL ESTATE
Am I considered a luxury agent?
But for what I sell, no. I had a smart car for years till you couldn't lease them in the U.S. anymore.



ROBERT MACK
FIV REALTY
Well, it helps, but the real answer is no. It's not about your resources, it's about your resourcefulness. My first year in the business, I sold a \$2.5 million home in Laguna Beach. I had no experience, no business cards, no signs, no lockbox, and didn't even get a signed listing agreement. I was doorknocking Expireds, and the seller gave me a chance. I delivered. I was driving a beat up Mitsubishi Diamanté and was broke as a joke!



ANNIKA GODFREY
COLDWELL BANKER REALTY
I guess I never really thought of it. Maybe because everyone always says, "Oooh, fancy car." But I guess that makes sense. I just do me and it seems to work out. I would never tell an agent to go get a fancy car to sell luxury homes.



CESI PAGANO
KELLER WILLIAMS REALTY
You don't need a luxury car to sell luxury real estate. I know many Realtors who don't have luxury cars and sell luxury real estate. However, if you can afford a nice car, I do recommend it.



BRAD FELDMAN
DOUGLAS ELLIMAN REAL ESTATE
No, you don't need a luxury car to sell luxury real estate. But if you're doing well, splurge and have fun. Life is short ... drive what you wish. However, if you are living in a one-bedroom apartment, buy a house first. You aren't fooling anyone.



PARISA HOUSHANGI
KELLER WILLIAMS LAGUNA
Some of my colleagues may believe driving a luxury car will create an image of a successful agent and they will get more transactions due to it. However, I believe you can drive a very moderate or just comfortable car yet still have a lot of business because your business should come from your contribution to your clients, your knowledge, your experience, your customer service, and how you solve challenging situations. Since COVID, we have not put our clients inside our cars to impress them with the luxury car.



DANIELE SMITH
COLDWELL BANKER REALTY
My initial answer is yes. First impressions are important in this business. Meeting clients for the first time in a newer and or luxury car allows additional confidence which can lead to a successful presence and possibly seal the deal.



JIMMY REED
RE/MAX COASTAL HOMES
It can help, for sure! But is it required? No. What is required is, you must be able to articulate your value in any level of the market within the first 10 seconds of engaging with clients. Many luxury clients are driving economy cars or trucks. What they are looking for is someone that has a Maserati mindset when it comes to how they drive their business for their clients. Not necessarily what they pull up in. Oftentimes, they are used to seeing Realtors overcompensating in those areas instead of rolling up their sleeves and being able to have a degree of separation from them and everyone else in the market that will make them the obvious choice in the luxury market.

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cover story
By Dave Danielson

CANDICE BLAIR

GUIDING THEM THROUGH



Photo by Bethany Pryor Photography

As clients pursue their goals, they are also navigating the unknown ... a process filled with moving parts, unexpected ups and downs. In turn, most of them realize they face unfamiliar waters that they need help navigating.

Along the way, they count on your expertise to reach the results they want.

Candice Blair's clients turn to her in the same way, as well.

As broker associate and team leader with the Candice Blair Group with Coldwell Banker, Candice is there for those around her ... guiding them through.

"I love talking to people and finding out what their plans are for the future, and

then being there for them ... guiding them with a consultative approach, and finding out the best solution for that person," Candice says.

Getting a Head Start

In many ways, the direction that Candice has taken professionally can be traced back to her childhood.

...

Photo by Bethany Pryor Photography

“

I love talking to people and finding out what their plans are, then being there for them ... guiding them with a consultative approach and finding the best solution.

”



Derek Gray (left) is a Realtor with Candice's Niguel Point Properties brokerage and also works with her in support of the Candice Blair Group. (Photo by Bethany Pryor Photography)

“My parents were in real estate, so that was something that I was exposed to from a very young age,” Candice says.

As Candice grew and started her career, she took a different direction in life at first.

“Before I got into real estate, I had a job where I was doing tech software sales.

As part of that, I was doing a lot of traveling. Eventually, I got tired of that. The time came when I really just wanted to settle down and be home more.”

So in 2002, Candice made the decision to study and earn her real estate broker's license.

Making Her Experience Count

In many cases, our past paths can

help our future ones be even more successful. That was definitely the case when it came to Candice.

As she got her start in real estate, Candice drew upon her prior sales training and career experience to gain traction and move forward in the business.

“I think one of the things that made it easier for me was the fact that I

was very accustomed to working 9 to 5,” Candice says. “So I took that regular schedule with me as I got my start in real estate.”

As she made her entrance into the business, Candice was running her family's property management company at the same time, selling a few homes.

Gaining Ground

Day by day, Candice worked diligently, learned and grew, and has found real results. In fact, in 2021, she recorded a remarkable total of \$33 million in sales volume as an individual agent.

In time, Candice also created and grew her team of seven professionals, including four sales agents.

“We have a mentorship, and we support each other,” Candice says. “We work together, and share leads, and do open houses. We are all working open houses together.”

In addition, Candice also owns a real estate company in Riverside called Trilogy Properties and owns Niguel Point Property Management based in Laguna Niguel.

Rewarding Life

Family makes life even richer for Candice. She looks forward to time spent with her two children — 17-year-old son, Benjamin, 14-year-old son, Alex, and her boyfriend, Derek Gray.

“Derek is an amazing boyfriend who supports what I do. He is also a REALTOR®,” she says.

In her free time, Candice enjoys walking, hiking, and going to church. Plus, she also enjoys investing in real estate and has done some property flipping as well.

She looks forward to traveling with Derek to wine country and Cancun, and also



Photo by Bethany Pryor Photography



Candice Blair with sons, Benjamin and Alex, and boyfriend, Derek.
(Photo by Tina Captures Photography)

recently got an RV and looks forward to exploring state parks this summer.

When it comes to giving back, Candice donates to Cancer Kinship — a company that mentors new cancer patients. She is a member of the Laguna Niguel Chamber of Commerce and is also very involved with her local BNI group, serving as the Welcome Host.

Positive Action

Those who have a chance to know and work with Candice appreciate her positive, glass-is-half-full approach.

Those attributes, combined with her driven nature, add up for Candice to effectively guide her clients through to their goals.



Photo by Bodie Kuljian



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Terri Glenn

Business Development

Terri has been working in the escrow industry since 2002 when she retired from her career as a Flight Attendant. She has so much passion and an abundance of energy for her job, and that shines through when you meet her. She loves helping The Escrow Source grow their business and helping their clients have a smooth transaction.

Terri's goal is to make sure that all of The Escrow Source's client's needs are always taken care of quickly and as efficiently as possible. She is available to them 24/7 and truly prides herself on being a phone call away.

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recommended by one of you — one of South Orange County's top 500 agents. There is no question that just like our top-producing agents, these valued partners are the best of the best in their respective fields.

We'd like to take a moment to thank them. If you haven't met them personally, we encourage you to reach

out and learn more about their businesses and services. They are happy to meet and connect with you. These business partners, together with you, our top 500 agents, form the *Real Producers* community in South Orange County!



SANDY VIETRO VERSAL ESCROW

license and began selling in 1995. While she enjoyed selling real estate, Sandy found that working in escrow was a much better fit for her life. She worked for 17 years as a sales representative for an escrow company in the North Orange County area before accepting the position as Versal Escrow Service's Account Executive at its Newport Beach location. Her role in the company is to cultivate relationships with real estate professionals, something she is extremely well-versed in doing.

one of the best and most sought-after escrow officers in Orange County.

Versal Escrow Services, Inc. is a well-established escrow company jointly owned by Fidelity National Financial (FNF), ranked 402 in the Fortune 500. The company's bread and butter is the luxury resale market along the coast, and since its inception has become known to deliver a concierge level of quality and service to its clients.

For more information, email Sandy at sandy.vietro@versalescrow.com or visit www.versalescrow.com.



Your first point of contact at Versal Escrow will most likely be our preferred partner, Sandy Vietro, the company's Account Executive. An Orange County native, Sandy obtained her real estate

A real estate professional's second point of contact at Versal Escrow Service's San Clemente location is Christopher Keahey, the escrow officer and branch manager — and

KEVIN RUDRUD NFM LENDING



Our preferred partner, Kevin Rudrud, has personally closed over \$1 billion in residential mortgages and has helped thousands of families

purchase their dream home since starting his career in 2002. He has been recognized as one of the top mortgage originators in the United States by *Mortgage Executive Magazine* every year since 2014. He has been honored as a Scotsman's Guide Verified Top Producer since 2019.

Kevin and his team are recognized experts in all home purchasing and refinance transactions involving Conventional, FHA, and

VA loans. His expertise in the industry is backed by hundreds of 5-star reviews from his clients and partners. In addition, NFM Lending has just been recognized by National Mortgage News as one of the best mortgage companies to work for in the country for the second year in a row.

Kevin's business is built on three simple principles: communicating proactively, always providing accurate numbers, and closing on time. His years of mortgage experience enable him to educate and guide his clients in all

aspects related to the purchase or refinance of their properties.

Clients consistently praise Kevin's attention to detail, work ethic, and commitment to customer service.

For more information, call Kevin at 949-698-8441, email him at Kevin@nfm lending.com, or visit www.KevinRudrud.com.





JUSTIN WOODFORD

AMERISPEC

Our preferred partner, Justin Woodford, is the COO of AmeriSpec Orange Coast Home Inspection Service, Inc., and has co-owned his office since 2000. With over 24 years of home inspection experience and over 15,000 inspections performed, Justin and AmeriSpec's mission is to put things into perspective so that the client does not dismiss a good fit over a fixable issue. He and the company take pride in being family-oriented and built on the foundation of unwavering devotion to trustworthy service.

AmeriSpec's reviews and NPS scores reflect the professionalism and top-tier service you will always receive when working with AmeriSpec for all your home inspection needs.

For more information, call 949-454-0508 or visit www.amerispec.net/woodford.



JJ MAZZO

THE MAZZO GROUP | CROSSCOUNTRY MORTGAGE

market, the Mazzo Group at CrossCountry Mortgage guarantees competitive rates and a staff of professionals that will help you make the most informed decision when navigating various loan options. What sets this group apart from others, though, is not just its competitive rates; JJ Mazzo was the first in his region to create the 10-day escrow close guarantee, which allows borrowers to have the same advantage as cash buyers when competing for an accepted offer on a home purchase.

Another thing that makes this group special is its execution; everything is done in-house, including the docs, funding, underwriting, and processing. JJ Mazzo runs a small company within a larger one,

reporting only to the CEO, allowing the group to do things others just *can't*.

In addition to his leadership role with the Mazzo Group, JJ is a Senior Business Coach with The CORE Training, Inc., the number one mortgage coaching company in the country. JJ's lovely wife, Kimberly, also helps in the business.

For more information, call (877) 237-9694 or visit www.themazzogroup.com.



One of our preferred partners, who has assisted *Real Producers* and sponsored events for us, is JJ Mazzo, senior vice president of the Mazzo Group at CrossCountry Mortgage.

Whether you're purchasing or refinancing, with an offering of virtually every mortgage product on the

DINO KATSIAMETIS

CALIFORNIA COASTAL LOANS

Our preferred partner, Dino Katsiametis of California Coastal Loans, has close to 23 years of experience and is an expert practitioner in the mortgage, banking, and real estate industries. He has a passion for serving clients with a financial planning/relational approach instead of a "one-time transaction" mindset. Because of this, Dino is truly considered a trusted advisor by his clients, REALTORS®, and other financial professionals he works with.

Within his practice, Dino works alongside CPAs, financial planners, attorneys, accountants, real estate and banking professionals to provide

comprehensive economic scenarios, along with win-win opportunities for his clients. Integrity, attentiveness, availability, insightfulness, and strategic thinking are some of the words that clients use to describe Dino, but the proof is in his execution and delivery.

Dino lives in San Juan Capistrano, close to family and church, which he considers the foundations of his character. Alongside his mortgage company, Dino founded the popular podcast called *God's Men of Influence*, where he promotes Christian values by interviewing men in leadership positions in the community about their walk with God, as well as the radio show *Money Matters with Dino*.



For more information, contact Dino at 949-720-1616, email him at Dino@CACoastalLoans.com or visit www.cacoastalloans.com/dino.



BRIAN & MARIA CASE

FARMERS INSURANCE



Our preferred partners, Brian and Maria Case, with Farmer's Insurance, are longtime residents of California and proud to serve the San Clemente area as their local Farmers® agents.

Brian and Maria are dedicated to helping clients identify the insurance coverage that best fits their needs. Their process is straightforward and personalized to help make clients smarter about insurance and, therefore, able to make better decisions regarding the coverages they need across the board.

In the insurance industry for over nine years, Brian and Maria have

developed extensive subject-matter expertise. They have the experience to help all clients navigate the sometimes intimidating world of insurance and better understand their coverage options — whether it's for auto, home, renters, business insurance, and more.

For more information, call Brian and Maria at (949) 716-3643, and they'll be happy to answer any questions you might have..



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Elissa VAUGHT

MADE FOR THIS

When you have a knack for your work and a passion for giving your all, it shows in all that you do.

That's the way it is with Elissa Vaught.

As a Broker Associate with Douglas Elliman Real Estate, Elissa seems to have been made for what she does.

GETTING AN EARLY EDUCATION

Born and raised in Orange County, Elissa and her three siblings received a great education early on about what it takes to build success, in more ways than one.

"My dad built homes throughout my entire childhood. I watched him build most of South Orange County, including Dana Point, Aliso Viejo, Mission Viejo, and Ladara Ranch," Elissa says. "In fact, in Covenant Hills, all of my siblings and I each have a street named after us."

"Through that process, I got to visit construction sites and walk through model

homes. I always enjoyed visiting my dad at his job sites throughout Orange County."

STEPS FORWARD

After graduating from Laguna Hills High School in 1996, Elissa attended Saddleback College for general education and was a cheerleader during her time there. She welcomed her first daughter, Erica, into the world in 1999, and couldn't be more in love. "She was the best baby and always so happy! I loved showing her off to everyone."

"My idea of a fun weekend was walking through model homes with my daughter on my hip, pretending I was going to buy a home." ...



Elissa's builder father named a street in Covenant Hill for her and each of her siblings.



Elissa Vaught's husband, Clay, is a construction professional, and they met on a job site.

TURNING HER PASSION INTO HER PROFESSION

It wasn't long before Elissa's lifelong interest in real estate became her career. She earned her license in 2003 while working in the mortgage industry, and began her journey.

"I started out with Century 21 and trained under some of the top agents of that time. Being a single mom, I needed extra income, so I took a job with William Lyon Homes as a project coordinator for three years," Elissa explains.

"I met my husband, Clay, on a construction site when he was a superintendent for William Lyon Homes."



CONNECTING CLIENTS WITH THEIR FUTURE

Elissa's passion for her work is easy to see.

"I really love meeting new families and clients. Everyone has a different journey that leads to a new front door. It's fun to learn about people's stories and how I can help them build wealth in real estate," Elissa notes. "I stay in touch with all of my clients, and 90 percent of my business is referral based."

Elissa gained traction, found success, and has continued building her business through time. She continues to learn and educate herself on the top real estate trends, including earning her broker's license in 2012.

FAMILY HIGHLIGHTS

Away from work, Elissa's life is made much richer by family. Her parents and siblings all live within 10 miles of each other and get together often with their families and kids. She also cherishes time with Clay and their children, Erica, Josh, and Briana. Erica graduated from Baylor University and went on to be a technology engineer at a large financial firm. The youngest two attend a local private school.

"I cherish my time in the car on the way to school every day with my kids," Elissa says. "I love our morning conversations and daily affirmations that I have them repeat."

In her free time, Elissa enjoys reading a good book, playing pickleball, or country line dancing. She also loves entertaining and hosting dinner parties regularly at her home.

When it comes to giving back, Elissa's favorite groups to support are Safe Families and Bikers Against Child Abuse (B.A.C.A.).

Safe Families is an organization through Olive Crest focused on keeping children safe and families together. B.A.C.A. exists with the intent to create a safer environment for abused children. They work in conjunction with local and state officials who are already in place to protect children.

Those who work with Elissa rely on her thoughtful and thorough approach with them. They know that they can count on her.

"I want my clients to know that they can always call on me," she says. "I'm always there to help and serve in any capacity that I can."

As Elissa looks to the future, she has a vision of success that she continues working toward as she serves those around her. She recently formed The Vaught Team and brought on a fantastic agent, Ashley Garcia, who comes from an international real estate background, specializing in luxury properties in Los Cabos, Mexico, with an emphasis on foreign investments for North Americans.

"As I continue working on building my business, it's very important for me to leave a solid legacy for my children," Elissa emphasizes. "Plus, one of my five-year goals that I'm working toward is to have my husband build us a custom home here in South Orange County for our family."

Congratulations to Elissa Vaught. Each day, she demonstrates the power of helping others reach their goals ... and, in turn, shows that she was definitely made for this.



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Kevin Rudrud to the NFM Family



"In today's competitive marketplace there are many choices for top-producing mortgage teams. After months of careful study, my team and I chose NFM as the platform that we consider to be the best in the business. Our referral partners and clients demand that we work with the best of the best and NFM's leadership, support, and culture were the obvious choice. We are thrilled to announce this exciting partnership with NFM!"

Kevin Rudrud
Branch Manager | NMLS# 335381

"Kevin is an extraordinarily sharp and spirited leader. Over the years, he has built a fantastic team and earned a loyal following among his business partners. He has a dynamic personality, a methodical approach, and a passion for succeeding rivaled by few people in our industry. It's an honor to welcome Kevin into the NFM Family."

Jan Ozga, President



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The 3 Laws of Achievement

How to Put Your Success on Autopilot



By Joshua Lee Henry



Success is simple. Regardless of how you define it, the steps for achieving success have been laid out and repeated over hundreds and hundreds of years. Those steps can be summed up as: Determine exactly what you want in life. Resolve to do whatever it takes to achieve it.

Sure, there are a handful of other tips that help support these two steps, things like learning from failure, mastering people skills, and making sacrifices that bring you closer to your vision.

But the above two steps are the gist of what it takes to achieve anything you want in life.

So why aren't more people satisfied with their current level of success? Because while the formula for success is pretty straightforward, the work required to get there can be downright hard.

When you have big goals, it can feel as though others don't understand your dreams. Maybe you don't feel

supported by friends and loved ones. Maybe you don't think you have the financial resources necessary to achieve what you want. Or maybe you don't think you have the education, training, or skill set needed to get you where you want to go.

Nobody likes to be rejected, let alone experience loss or persist through difficulty. But the truth is...within every obstacle is an opportunity.

All these difficult situations can feel like setbacks. It might even feel like you're pushing a boulder uphill. Or you may feel that the world is against you. But as cheesy as it sounds, you can turn your setback into a setup. There is power in persistence. That's why I encourage you to keep reaching for the stars and pursuing your dreams.

Whether your goal in 2022 is to add new members to your team, experience greater meaning, improve your relationships, feel better about yourself, increase your production, have more peace in life, improve your finances, get into better shape, make more money, get more referrals, sell more homes, find true love...

It can all be accomplished (and more) if you truly want it.

Anything is possible for those who believe.

Here are the three universal laws to help keep you focused and motivated with your goals:

1. The Law of Attraction: Your Mind is a Magnet

If you've seen the movie *The Secret* or

have read any personal development books, you may have come across this one before. "Thoughts are Things" legendary speaker, Earl Nightingale, said it like this: "*You become what you think about most of the time.*"

There is an overwhelming amount of scientific evidence that supports this. Entire fields of study, like metaphysics and psychoanalysis, preach the power of thought. Plain and simple, positive people attract positive things. They attract more opportunities, warmer relationships, and deeper meaning.

But for negative people, many of them can never seem to see the silver lining through the clouds. Much like the Eeyore, the melancholic donkey from the cartoon Winnie the Pooh, they go through life seeing the glass half empty. Even Einstein said, "Stay away from negative people. They have a problem for every solution."

When you have a positive outlook, more positive opportunities come your way. There really is power in positive thinking.

2. The Law of Action: Movement Beats Meditation

This is the part that many self-help gurus get wrong. Some teach that all you have to do is think more/better/harder, and you'll magically get what you want. But that simply (unfortunately) isn't the case.

Without dismissing the power of positive thinking, it's important to follow it up with the second law immediately, the Law of Action. Nothing happens unless someone or something moves.

There is a verse in the Bible that says, "Faith without action is dead." It's not enough to just *think* something. You also have to apply energy.

Once you've clearly identified your goals and have begun to shift your mindset, the next step is to execute a plan of action.

Planning, in and of itself, is a kinetic activity. You'll need to work through the challenges and obstacles and create timelines for reaching your goal.

3. The Law of Accountability: What Gets Measured Gets Managed

One of my mentors, John Maxwell, teaches, "Activity doesn't equal accomplishment." What he means is, with all your "doing," make sure you're not getting bogged down with busy work.

Like the four tires of a car, you need to make sure all your wheels are pointing in the same direction to really get traction.

Focus your time and energy on the most effective results. Get a coach or accountability partner to help you stay on track if needed.

Another tip is to keep a progress journal. You can update it regularly with new listings, lessons learned during a transaction, or when you get referrals. And you can use it for logging and celebrating other major wins in your business and life too.

If you haven't already mapped out your ideal year for 2022, I want to encourage you to do so now. Applying these three Laws of Achievement will put your success on autopilot.

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