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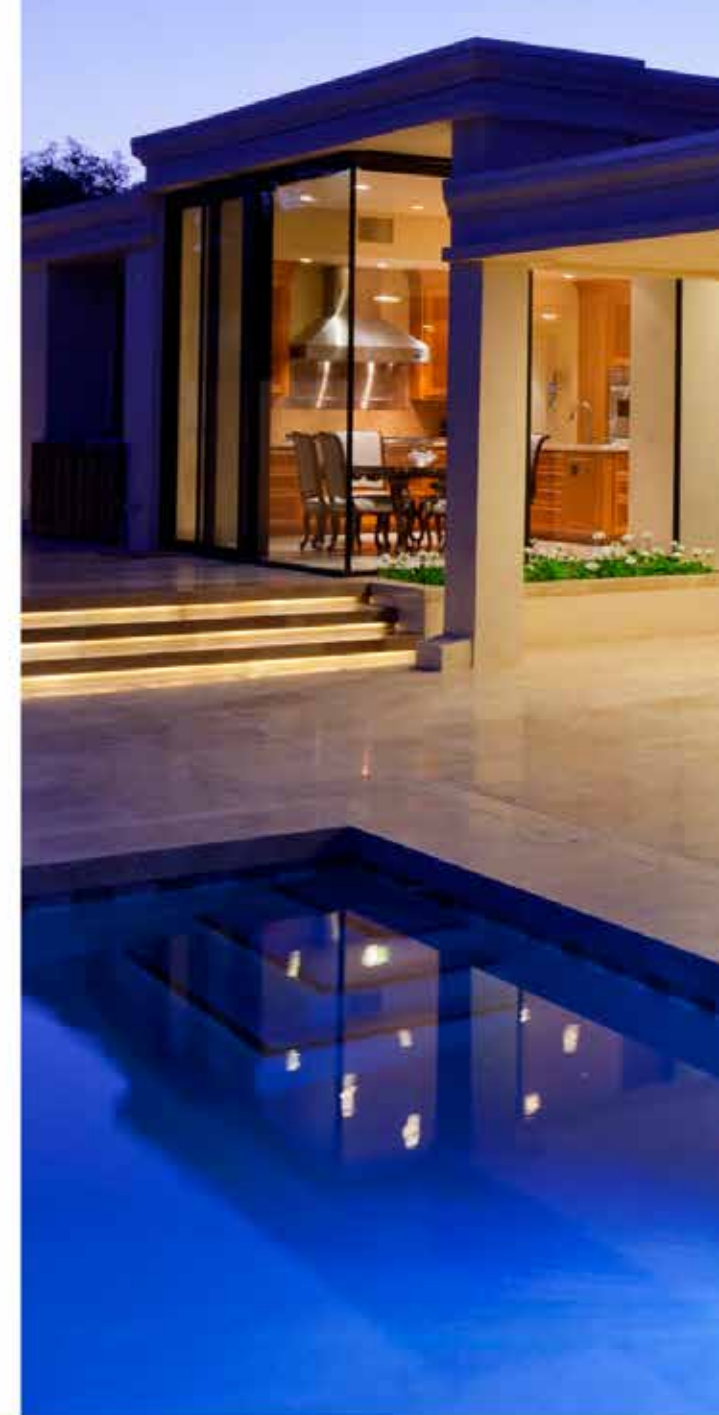


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ANDREW WEINBERGER

A NEW MODEL FOR SUCCESS

By Zachary Cohen
Photos By Ewa Samples —
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In the late '90s and early 2000s, Andrew Weinberger worked for Intel Corporation. It was the height of the tech boom, and Silicon Valley was thriving. Yet, by 2005, Andrew sensed a changing landscape on the horizon.

"I saw the writing on the wall. Things were winding down in the tech world at the time. There was a lot of outsourcing of jobs as we led into the recession."

Inspired by the opportunity to guide others through such a monumental transaction, Andrew had dreamed of becoming a REALTOR® nearly two decades prior, at the ripe young age of 18. However, his mom dissuaded him from taking the leap at the time.

"I was 18. I went to my mom and said, 'I don't want to go to school. I want to be a real estate agent.' Like all good moms, she told me to get that



“I’m not about trying to get you closed. I want to get you what you need. Working for Redfin, we have a team approach, a company approach, and it’s all focused on the customer. If there’s someone better on my team that is a better fit, I can refer you. It’s a refreshing mindset.”



ridiculous thought out of my head, that no one is going to buy a house from an 18-year-old kid,” Andrew reflects with a laugh.

Seventeen years later, Andrew turned back toward real estate.

“I still had this desire to do something in real estate. So I decided to go off and get my license.”

Building a Business

Andrew began part-time in 2005. In 2009, the changes he expected in the tech world came to fruition.

“Sure enough, by 2009, our company closed their site here in Santa Clara for my organization of over 1000 people, and that was the end of my time at Intel.”

Instead of plugging back into the tech world in a new role, Andrew decided to devote himself to real estate full-time.

Over the years, Andrew steadily grew his business through a traditional brokerage model. In 2018, he joined Redfin, representing the next step in the evolution of his business. Redfin has allowed Andrew to focus on what he loves about the industry and leave the marketing side to the company.



FUN FACT

Andrew was born in Ukraine. He moved to the U.S. with his family in 1978 at 7 years old. His native language is Hungarian, and he speaks Russian as well.



“One of the things I realized was I was spending at least 50% of my day every day marketing, trying to figure out how to get the next client. It took away from the fun. That wasn’t fun for me. I really just liked being with people,” Andrew explains. “Redfin turned out to be the perfect fit. It’s the place where I don’t have to spend a second of time finding a customer because that’s what they do. They bring the leads, and we win the trust of the customer to help them with what they need.”

With Redfin, Andrew has enjoyed tremendous success. He closed \$51 million in 2021, and he’s pacing to exceed that number in 2022. But most importantly, he’s happier. He gets to spend more time with his clients and then head home to be with his family.

“I’m not about trying to get you closed. I want to get you what you need. Working for Redfin, we have a team approach, a company approach, and it’s all focused on the customer. If there’s someone better on my team that is a better fit, I can refer you. It’s a refreshing mindset.”



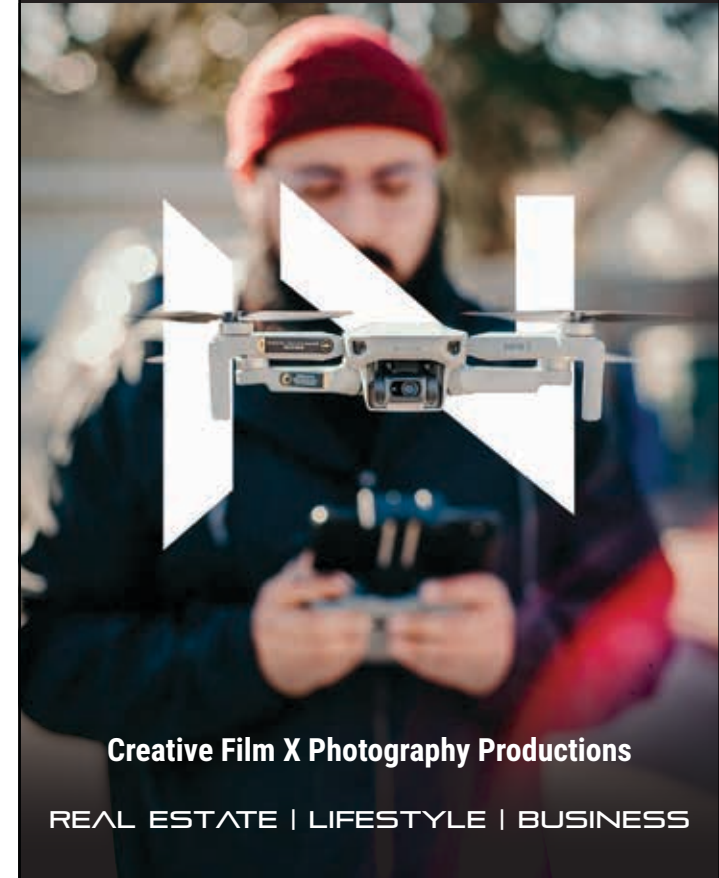
Real Estate with Heart

Outside real estate, Andrew spends most of his time with his wife, Mellownee, and daughter, Mia. They are big 49ers fans and enjoy going to games. Andrew describes his home life as family-oriented and down-to-earth — just like his real estate business.

As Andrew looks ahead, he hopes to continue implementing the strategies that have made him a successful agent for the past 17+ years: consistency, communication, transparency, and client care.

“I have a customer-first mindset. I want to make sure we are a good fit above all else ... I honestly and sincerely care about the outcome for clients, and that’s not a line. I listen. I want to make sure people really end up with something that’s going to make them super happy.”

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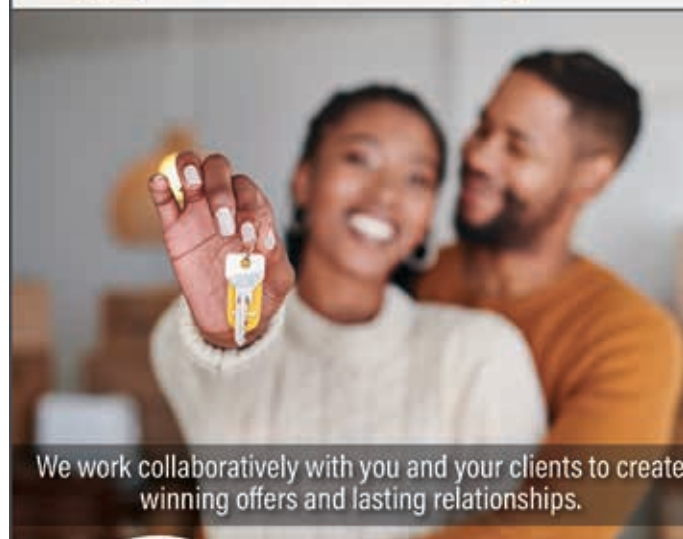


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KATHERINE HUNT

EXPERIENCE WITH A NEW LOOK

» profile

By Zachary Cohen
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Katherine Hunt's real estate journey began in 1988. Although she didn't envision herself as a REALTOR® at the time, she soon realized real estate was going to be a great fit for her as a career. When her college roommate alerted her to a job as an administrative assistant for a 20 person real estate office, she accepted, and so began her real estate career.

Over the next 34 years, Katherine thrived in multiple real estate sectors: residential sales, mortgage lending, and investing. After 2010, Katherine took some time away from the client-facing aspect of the business, but she returned in late 2017.

THE ARC OF SUCCESS

Katherine has had the pleasure of working for several different top brokerages, from Cornish and Carey to Coldwell Banker. When her daughters were young, she moved into mortgage lending, where she spent over a decade working with past clients. In 2009, after the economic recession impacted the real estate world, Katherine stepped back from client service to focus on family. Throughout this time, she continued to manage an investment portfolio, renovating both personal and investment properties..

"Even as a kid, I helped my parents paint and attach door knobs in apartments. Then in high school, I was interested in architecture and drafting. I studied design in college," Katherine reflects. "So I've always really liked real estate, and I believe in real estate... It was time to return to the client aspect of the business."

EXPERIENCE WITH A NEW LOOK

Katherine has always approached her work in real estate as a consultant, not a salesperson. She's personable, client-focused, and transparent. She brings integrity, experience, and perspective to the table. There's an immediate likability to her way that is both genuine and confident.



“ So I've always really liked real estate, and I believe in real estate... It was time to return to the client aspect of the business. ”

...



Katherine brings a wealth of experience, but she had been reluctant to engage with the ever-evolving technology in real estate.

Today, Katherine works primarily with buyers in the mid-peninsula, although she also assists her past clients as sellers too.

WORDS OF WISDOM

Over the past 34 years, Katherine has had the chance to gain a broad perspective. That puts her in a position to offer unmatched advice.

Katherine elaborates on the multifaceted values of homeownership to prospective home buyers. She believes that, while purchasing a home is often looked at as a permanent decision, it's not as restrictive as some people think.

"The sayings are true: homeownership is very valuable... Yes, it is expensive, but this is one of the best places to own real estate historically. It's not only an investment

“

What I enjoy is simple — getting to know people and helping them enjoy the accomplishment of this very important milestone in their lives.

”

but a contribution to your life, your stability, and your community. This area is so resilient. It's dynamic. It's a great place to be.”

Katherine advises agents to find a community to support them, whether that's a team, a brokerage, or another organization.

“Try to find a community. That's one of the reasons teams are so prevalent now. It's to have that closer network of people to work with. You need support. It's a complicated business and getting more complicated all the time. There's a lot of nuance that goes into this business,” she says.

“What I enjoy is simple — getting to know people and helping them enjoy the accomplishment of this very important milestone in their lives.”

FAMILY SPOTLIGHT

Katherine's two children, Carolyn and Tracy, are now 25 and 23, and are both grown and establishing their own careers. Katherine spent many years engaging in the local community through her children, which, coincidentally, has helped her tremendously in real estate. “I feel like we did every camp on the Peninsula — soccer to dance to chess to robotics,” Katherine laughs.



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TITLE

KAT MUSTO

silicon valley real producers agent feature: By Zachary Cohen

FUN FACT

Kat is classically trained in Cecchetti ballet; she danced professionally through age 18.

FINDING HER JOY

Kat Musto's real estate career began in 2016 when she first landed a job at the front desk for Intero Real Estate Services. Prior to that, she was readying herself for a career as a clinical psychologist. Kat was drawn to the psychology field because she holds a strong desire to make a positive impact in the lives of others.

"I love people," Kat begins, her smile shining through her words. "And I think there's a lot of joy to experience in life. I think we're naturally met with great times and difficult times. What drove me to psychology was I thought there was a lot of beauty to experience in life, and I wanted to help people find passion and success in life."

At a Crossroads

After graduating from California State University, Kat worked in several environments, from a drug rehab center to a schizophrenic ward. At each stop, she held the same intention: to be a light in the world.

"I want to help people find joy in growing themselves and their business. I think we need more of that," she says.

Kat soon discovered the realities of her chosen profession. In order to build a financially rewarding career in the Bay Area, where she was born and raised, she would need to go back to obtain a doctorate. As she contemplated her next move, she landed a side job working the front desk at Intero.

Kat soon realized that real estate might provide a rewarding career that would help her feel fulfilled financially and allow her to accomplish her goal of being a light in others' lives.

"Shortly after starting there, I saw all the opportunities that real estate holds. I loved meeting all the agents," Kat reflects. "I was just going to dip my toes into real estate and make some extra money and go back to graduate school. That was my mindset. But after being at Intero for about a year, I started to see all the opportunities that real estate holds. I saw how it is very similar to working in psychology."

Committing to Real Estate

Soon, Kat was connected with Juliette Kulda of the Kulda Real Estate Group, and she transitioned to Keller Williams to be a part of Juliette's team. That's when her real estate career began to flourish. She started as a Marketing Coordinator and then moved into several different roles, from Lead Coordinator to Lead Generation

Manager to Director of Inside Sales. She learned the ins and outs of running a high-powered real estate business and oversaw the hiring and training of many agents.

Kat stayed with Juliette's team for just under five years before transitioning to her current role as Team Leader and Director of Growth for Keller Williams Palo Alto.

"The move to becoming a team leader was very aligned with my big vision for my life," Kat says. "What I love most is meeting agents and getting to know them. I love the opportunity to consult our agents and help them grow their business to the highest level. I am passionate about meeting people and providing value, and this position allows me to do that at the highest level."

A Servant Leader

In real estate, Kat sees herself as a servant leader. She applies her love for people and desire to bring joy into the world to her role.

"This desire to bring joy shows up even more than I ever could have expected, especially with this role as team leader. I have the opportunity to work with some of the top agents, consult them, and partner with them in success. It's also about being a resource to help people overcome obstacles."

Kat shows up every day with a smile on her face. She combines her positive attitude with her real estate knowledge to serve her agents, whatever their needs may be.

Thriving and Smiling

Kat is thriving in her personal life, too. She and her fiancé, Christian, will be married in December 2022. She enjoys spending time outdoors, walking the beach, hiking, traveling, and entertaining family and friends at home.

"I'm Italian, so I show my love through feeding people," she laughs.

Kat has a bright future ahead of her, personally and professionally. She is thoroughly enjoying her new role as a team leader, and she's excited to continue to be a part of growing the Palo Alto real estate community.

"As I look ahead, I want this market center to be seen as a place that's respected, where all of its agents are thriving, and a place that people want to be for community and culture. And I also want to climb Mt. Kilimanjaro," she concludes, smiling as always.

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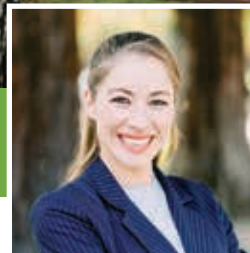
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By Nick Ingrisani and Zachary Cohen | Photos By Ewa Samples, www.maytheartbewithyou.com

SVRP COVER STORY: **ANDY, CHRIS, & SEAN** BUCHANAN



PASSING THE TORCH

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Andy Buchanan got his start in real estate at just 22 years old, and over 30 years later, his business has come full circle. His two sons, Chris and Sean, are now an integral part of his real estate team, and he's in the process of passing the torch of his business to the next generation. This brings Andy a sense of both fulfillment and pride.

"Everything I have done in the last two years has been in their name. In 2021, we will sell \$50-55 million in real estate, and it'll be in their names, which is more business than I've done in any year myself," Andy beams.

Andy Buchanan: Beginnings

Andy Buchanan grew up as a competitive athlete and had all intentions of becoming a professional. He played top-level youth hockey and baseball and ended up playing baseball while studying finance. His life had geared him toward a career in professional sports, but in his junior year at college, Andy got injured and was told that continuing to play baseball was out of the question. That's when real estate entered his radar.

Andy sold 16 houses in his first year while attending college full-time. The following year, he sold 20 homes and decided to leave college to focus on real estate.

Building From the Ground Up

Andy brought his dedication, discipline, and work ethic from athletics into his real estate business. As a hockey goalie, winning and losing were on his sword, and that's what he wanted for his business, too. Although he has hired assistants throughout the years, Andy never wanted to build a bigger team. He always wanted to treat every client as if they were family.

"When I was a kid, everything was about accountability. If something went wrong, I was always taught to look in the mirror and try to figure out what I could have done better. For me, that discipline and accountability of highly competitive sports, I took the view that I'd outwork and outperform the other guy."

By 2000, Andy had kicked his business up a notch and became a top 1% REALTOR® in California with Coldwell Banker in Cupertino. All the while, his motto held strong: if you treat people well — like family — it'll come back to you. He sold houses to all

of his softball and hockey buddies, then extended the circle out to their families and friends, too.

These days, Andy works alongside his two sons, Chris and Sean. He's laid out the game plan for his boys, and now they're running with it. They're leveraging their social networks in the same way and turning those relationships into consistent business.

"I'm finally at a point where I'll ride off into the sunset and let my sons, Chris and Sean, take the business to another level."

Where Rivers Meet

Chris joined the team first in October 2018. After graduating college, Chris was torn between staying in Boston, where he interned as a financial advisor and returning to California to join his father in business. After multiple conversations with Andy, he decided to return to the Bay Area to sell real estate.

"The one thing that always stood out to me in real estate was my dad's flexibility with his schedule. Now, I wasn't seeing all of his day-to-day hard work as a kid, but he went to all of our hockey trips and coached our teams. I wanted that same flexibility when I have my own kids."

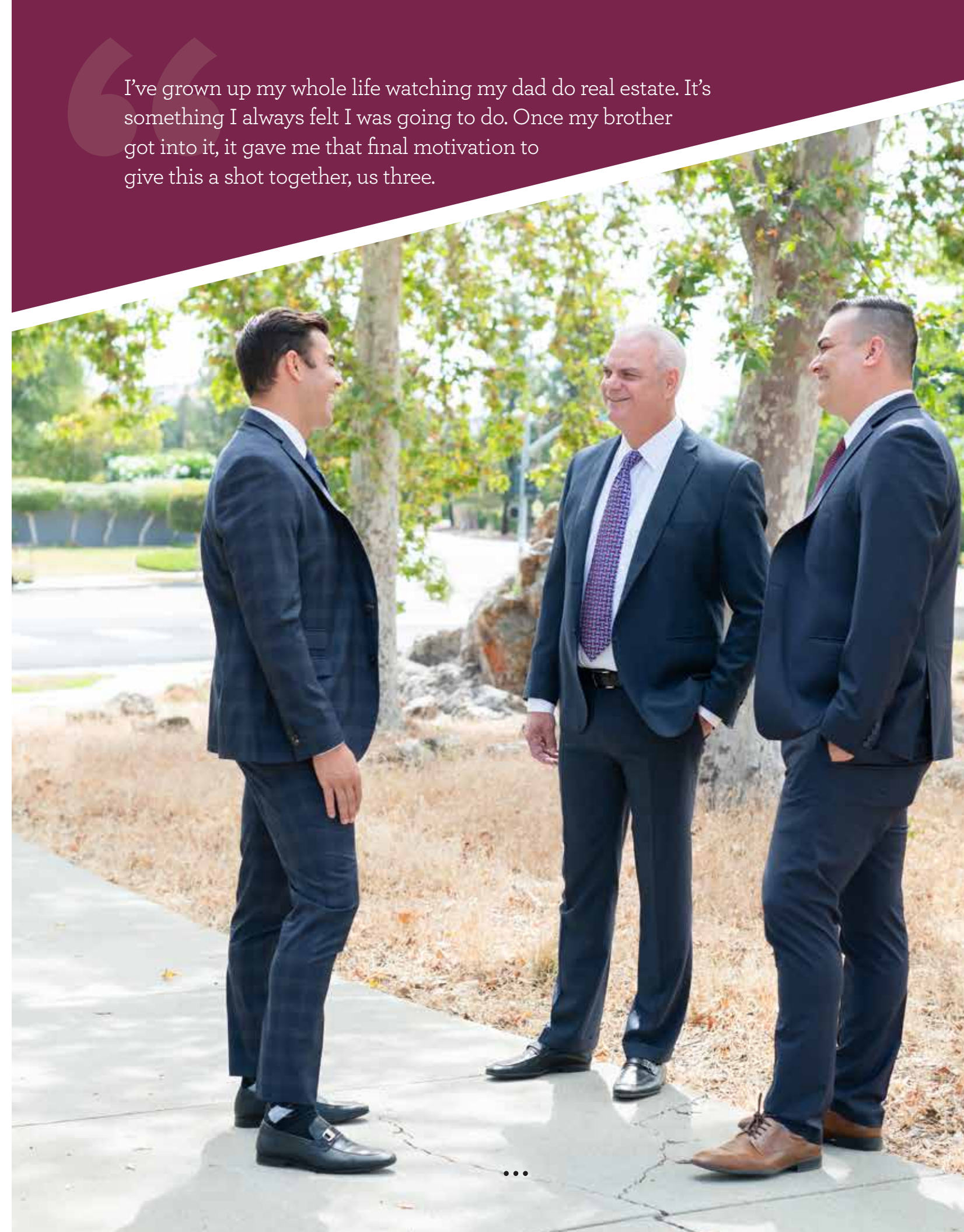
Chris, like his father, has lived a life deeply rooted in athletics. He was a standout hockey player in high school and college, and the lessons he learned from sports have played a major role in his success.

"All of the tools I have in my bag came from being a competitive athlete," Andy says. "And I think Chris' story is very much the same."

Sean joined the team eleven months after his younger brother. Before becoming a real estate agent, Sean spent six years working at Applied Materials, a semiconductor manufacturer.

"I was fairly successful in my role, doing well and moving up the ladder slowly but surely. But once Chris got into real estate, it motivated me to give this a shot, to finally get my license," Sean reflects. "I've grown up my whole life watching my dad do real estate. It's something I always felt I was going to do. Once my brother got into it, it gave me that final motivation to give this a shot together, us three."

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It's taken some time to learn how we all work and how we can grow this together. Now, there are three minds working together



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WORDS OF WISDOM

When I first started, my broker told me rather than farm a neighborhood, farm a group of people.

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So, in late 2019, Sean officially joined the team.

“It's been really good,” Sean smiles. “Getting the opportunity to work with my father and little brother is something I've cherished a ton. I've been very happy doing this. It's not all sunshine and rainbows, but between my brother and I, who are transitioning to take over the business, our friendship has gotten better. It's been great.”

Just two years later, Chris and Sean have taken over the majority of the team's daily communication and management tasks.

“It's taken some time to learn how we all work and how we can grow this together,” Chris reflects. “Now, there are three minds working together. Andy has been able to let Sean and I do what we're called to. There is trust.”

Completing the Transition

Today, the Buchanan Team hangs their licenses with Intero, which Andy believes gives his sons the best opportunity to succeed.

“I did not want to be their only real estate influence. That's why we chose Intero in Los Altos. There is a ton of real estate wealth there. We chose that as an environment where they would have other mentors and people to look up to,” Andy says.

As the Buchanans look ahead, they envision a continuation of Andy's legacy. At the same time, Chris and Sean hope to leverage their own strengths and skills.

“The future for us is continuing to do what my dad has always done,” Sean says. “We're giving clients top-notch service and continuing

to build valuable relationships with our clients. We've always seen my dad's clients become friends, and Chris and I have taken that approach in our careers.”

“One of my goals is to continue to grow this business, so one day, if our kids want to get into it, they have the opportunity to learn from two successful Realtors® and jumpstart their careers like our dad has done for us,” Chris adds.

“I built a business from my friends and family, and I turned my customers into family,” Andy concludes. “We are combining three spheres into one team, and Chris and Sean want to build this family concierge-level business. We create customers for life. That's a big part of who we are.”

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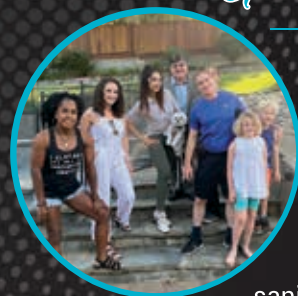
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