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MEET THE INLAND EMPIRE REAL PRODUCERS TEAM



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Shane Dasher
Ad Manager



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Videographer



If you are interested in contributing or nominating Realtors for certain stories, please email us at mark@realproducersmag.com

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Inland Empire Real Producers TEAM



MIKE MALETICH - OWNER

I started my journey with Real Producers in 2016 and it has been an amazing ride. I currently own five RP franchises and I have *loved* every minute of the experience. We have a great team and we look forward to growing both the magazine and events in 2022. We have four awesome networking events planned for 2022 and I look forward to seeing you in February at the 2022 kickoff.

I grew up in Akron, Ohio and am fiercely loyal to all Cleveland sports teams as well as the beloved Ohio State Buckeyes. I graduated from a small Christian college with a degree in youth ministry but went into sales immediately after college.

I have been married to my BEAUTIFUL wife Mitzie for 20 years this past August. We have three kids – Isaac (14), Hailey (10), and Kelsey (6). As a family, we are very involved with our local church and youth sports. We love Taco Tuesdays, Friday night pizza, fires on our back porch, and vacationing in Cabo, Mexico, and Destin, FL.

I look forward to meeting you soon

MARISSA MENEZES - PUBLISHER

My husband Mark and I began publishing *Triangle Real Producers* magazine in Raleigh in 2016. We loved the opportunity to build connection and camaraderie in the competitive real estate market there. We both grew up in Riverside and when the opportunity presented itself to move home in 2019 (after leaving to attend the University of Washington in 1999), we were thrilled to come back to start *Inland Empire Real Producers*.

I've been a photographer for 20 years and capturing people and telling their stories has always been my passion. My role as Publisher allows me to amplify that as I get to know the top realtors in the Inland Empire on a personal basis, photograph them with their teams and families, and tell their stories in the magazine. I love connecting people who I know will work well together and have synergistic effects on each other's businesses. Mark became a realtor in 2021 and we were thrilled to start partnering in the magazine with our friend of 10 years, Mike Maletich. I am excited to connect with more of you in 2022 and tell your stories!

Mark and I have six kids ranging in age from 22 to 11 and family is what is most important to me. I loved having babies and little kids, but am really enjoying this phase of life where I am learning to love, support, and build friendships with my kids as they become young adults. My parents and five brothers live in Utah and Arizona, so I'm thankful to be back on the West Coast with easy access to my extended family, also!



CHRIS MENEZES - WRITER

Chris is the one who writes all the amazing articles for our magazine. He's spent his life writing, starting with poetry (his first love), which were really just lyrics for his garage band in high school, and went on to earn his Bachelor of Arts in Creative Writing at California State University, Long Beach, and Master of Fine Arts in Poetry at Converse College. He subsequently created a career for himself as a writer and editor (in addition to a plethora of other jobs to fill the gaps, such as concrete construction, substitute teaching, and serving). He lives in his hometown of Riverside, CA, with his wife, Jennifer, and chocolate lab, Riley, where he enjoys surfing, playing and producing music, and spending time with friends and family. While he enjoys telling people's stories, his ultimate goal is to get the adult cartoon, *Tod Complex* (.com), he and his friends have been creating off the ground and producing other creative endeavors for a living.



SHANE DASHER - AD MANAGER

I'm the son of a mural artist, have traveled to over 35 countries, and have spent most of my adult life as a professional soccer coach. I think these life experiences suit me well to help create marketing for our family of businesses. A coach at heart, I'm dedicated to encouraging others and love to think creatively to ensure others can manifest dreams and accomplish goals. When bringing on a new partner it's my pleasure to learn who they are and grasp their goals so I can help create ad campaigns and build relationships to maximize their efforts. Life is good and I can't wait to hear all about you and your business!

On the personal side, my wife Staci is a rockstar homebirth midwife, my oldest Analyse is about to start driving, my 14-year-old, Adaniah, can outclimb you all, our little man Lukah (11) is following in my father's footsteps as an artist, and my baby Cecily, 9, still has trouble falling asleep if not in my arms. I continue to play soccer with the same guys I've played with since I was 7, love to listen to vintage records, almost everything I own is used, hope to climb my eighth mountain over 10K feet soon, am a huge foodie, and most importantly have a vision to build a therapeutic farm refuge for women in need! Let me know if you ski; I'll meet you on the slopes. Set up a coffee meeting with me to discuss the scriptures, reach out to plan how we can get to Nepal to serve Love Justice, or just make sure to schedule your ad consultation so we can get to know each other.

Look forward to meeting you



2021

BY THE NUMBERS

HERE'S WHAT THE TOP 500 AGENTS IN INLAND EMPIRE SOLD IN 2021

22,484

TOTAL TRANSACTIONS



45

AVERAGE
TRANSACTIONS
PER AGENT



\$11,320,036,052
SALES VOLUME



\$22.64
MILLION

AVERAGE SALES
VOLUME PER AGENT

► announcement *What Is Inland Empire Real Producers All About?*

Real Producers started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. *Inland Empire Real Producers* launched in February 2020. Name a large city and we are there or will be soon! In every market, we take the Top 500 agents, based on the MLS production, and we build an exclusive magazine around those agents.

We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication. We strive to inform and inspire the top producing real estate agents in the local market and connect them socially.

The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: WHO RECEIVES INLAND EMPIRE REAL PRODUCERS MAGAZINE?

The top 500 agents in The Inland Empire from the previous year. We pull the MLS numbers (by volume) from the previous year — in this case, volume sold in 2021. Approximately 20,000 agents are licensed in this territory. We cut the list off at #500, and the distribution was born. The 2021 Top 500 cutoff is \$10 million. The list will reset at the end of every year and will continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the Top 500 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email our publisher Marissa Menezes at marissa@realproducersmag.com with the subject line, "Nomination: (Name of Nominee)."

Please explain why you are nominating them to be featured. It could be 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, etc. 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 to write the article and for our photographers to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR® /TEAM TO BE FEATURED?
Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away!

We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly 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 of many of the top agents has 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," in a sense. 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.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you know and want to recommend a local business that works with top REALTORS®, please email our owner to let us know at mike.maletich@realproducersmag.com



SARAH DRAGO

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

Sarah Drago never planned to enter real estate. She was a stay-at-home mom to her five kids (Malachi, Naomi, Cassidy, Liberty, and Delaney), working as a substitute teacher for the Temecula Valley Unified School District and enjoying every moment she got to spend with her kids. Even when the opportunity to enter the business presented itself in 2017, she was hesitant to jump in.

However, she felt there was something divine about how it was all coming together, and when she asked her husband and friends what they thought about her getting into real estate, they all said it was exactly what she needed to do. “I guess they knew better for me how this would work out because I haven’t looked back since,” she says. “It was truly the best work decision I have ever made.”

Although Sarah was hesitant to jump in initially, it wasn’t for a lack of work ethic. She grew up in Missoula, MT, where she enjoyed an active childhood outdoors and playing sports. She played basketball and volleyball through school and afterward moved to San Diego to attend San Diego

State University, where she also met her husband. Sarah finished her degree in marriage and family studies through BYU, Idaho, and ultimately stayed in San Diego.

Sarah is still very active in sports, along with her family. When she can’t be involved in sports, however, she loves watching them, especially when her kids are playing. They are a huge sports family—her son plays collegiate soccer, their oldest daughter plays field hockey, and the younger three play club soccer.

Directing all that energy into real estate, Sarah hit the ground running. As she started making connections and developing relationships with her clients, by being the reliable, trustworthy advisor that they could count on, her business began to grow. She reached a personal milestone this past year, closing 11 properties in just one month.

“I love the quote by Thomas Jefferson, ‘I’m a believer in luck and I find the harder I work the more I have of it.’ My philosophy is to work hard and keep working hard. This is not an easy profession and work doesn’t just show up on your doorstep. This is a

job that people need to trust and rely on you. You have to make the connections and keep making them.”

Sarah loves making connections and building relationships with people. Her goal is to establish long-term relationships with her clients. “I don’t want my relationship to end when the transaction does,” Sarah says. “I work hard to stay in contact and let them know I’m here for them. Plus, my clients are the best. I even use the hashtag #myclientsarethebest on my posts. And I have been told by my photographer and escrow that I really do have amazing clients. I feel very blessed to be surrounded by clients, coworkers, affiliates, and friends that are so amazing!”

Sarah is also very grateful for her broker, Pauline Woelky, at United One Realty, who “took a chance” on her and continues to support her. She also cherishes her transaction coordinator, Kasey Van Lant, for being a “huge help” in her business and for being incredibly reliable.

When Sarah isn’t helping one of her clients or watching one of her kids’ games, she loves being challenged by a

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ON MY POSTS.

good puzzle. She admits she can work on puzzles for hours and loves listening to music, especially country and pop. She played piano when she was a child and hopes to one day get back into playing and cultivating that talent.

A devout member of her church, Sarah actively donates to a number of their humanitarian efforts and works directly with local refugees in helping them get established, which she says has been “a huge blessing.” “It has opened my eyes to so many things. These people have become my friends and it is wonderful to watch their growth in this country.”

As Sarah continues building her business, while being a committed mother, wife, and member of her community, she will continue to work hard to improve the lives of others through love, service, and laughter. “I love to laugh and joke with people,” Sarah says. “It keeps a smile on my face and makes work so much more enjoyable.”





MAGAZINE

— REVEAL LUNCH —



RUDY SALCIDO

► rising star

Written By **Chris Menezes**

“LIFE DOESN’T HAPPEN TO YOU; IT HAPPENS FOR YOU,” IS A FAVORITE QUOTE OF RUDY SALCIDO’S AND IT HAS EVERYTHING TO DO WITH MINDSET AND PERSPECTIVE. IT’S NO SECRET THAT REAL ESTATE IS INCREDIBLY DEMANDING OF ONE’S MENTAL AND EMOTIONAL FORTITUDE, ESPECIALLY WHEN FIRST STARTING OUT. SELF-DOUBT CAN BE LETHAL. AND BEING ABLE TO STAND FIRM IN THE MIDDLE OF A STORM IS PARAMOUNT TO SUCCESS. FOR RUDY SALCIDO, BELIEF WAS THE JUMPING-OFF POINT FOR IT ALL.

“ I FIND BUILDING RELATIONSHIPS AND GETTING TO KNOW CLIENTS ON A PERSONAL LEVEL THE MOST REWARDING PART OF MY CAREER.

Rudy pursued real estate for much of the same reasons many of us do—freedom from a 9-5 schedule, flexibility, and income potential. The trick comes later, after you realize how much time and work is actually required to be successful, and you experience the fallibility of commissions. 90 days without a paycheck, like what Rudy experienced, will cause a deluge of doubt that many succumb to.

Although Rudy comes from a sales background, having sold payroll to small businesses for Paychex, and worked in-route sales for Frito Lay, he was accustomed to a salary. Real estate was more about freedom for Rudy than anything else. After spending an entire year working long graveyard hours and not seeing his family, he knew he had to make a change. Then finding out baby number two was on its way gave him no choice but to succeed.

Filled with hope for a better life, Rudy started his real estate career in October of 2016 and was soon hit with the cold, harsh reality of working hard for no immediate income, or income for a foreseeable future. This is where belief became crucial for Rudy. And luckily, he had a mentor to show him how to cultivate it.

“He really helped me see the details in small, subconscious decisions that were being made daily, and helped me create successful habits and beliefs. We worked a lot on mindset and developed a new way to *think!*” Rudy says.

“There are so many doubts for self-employed entrepreneurs. So having the ability to overcome the mental battle and develop the mental fortitude, to believe in yourself that you can actually go out and produce and make this crazy wild dream of yours come true, is huge,” he continues.





Rudy committed to his new way of thinking and developed the belief he needed to persevere and become successful. And when he was able to look back at the goals he had set for himself and saw that he achieved all of them, his belief was validated and the doubt dissipated. He was a new man.

“I felt I personally turned the corner in thinking and controlling my thoughts and realized that you can do anything you believe in as long as you are willing to sacrifice to achieve it,” he says. “And for me, it was also about working harder than the next guy and keeping the promises I made to myself and clients, to follow through on what you say you’re going to do and doing it at the highest level.”

Today, Rudy is incredibly passionate about providing his clients with VIP treatment from start to finish, showing them a level of excellence that when they think about real estate in the future, they think of him. And more than that, he wants them to think of him as a friend long after the transaction is complete and puts a heavy emphasis on following up with past clients. It’s all about the relationships for Rudy.

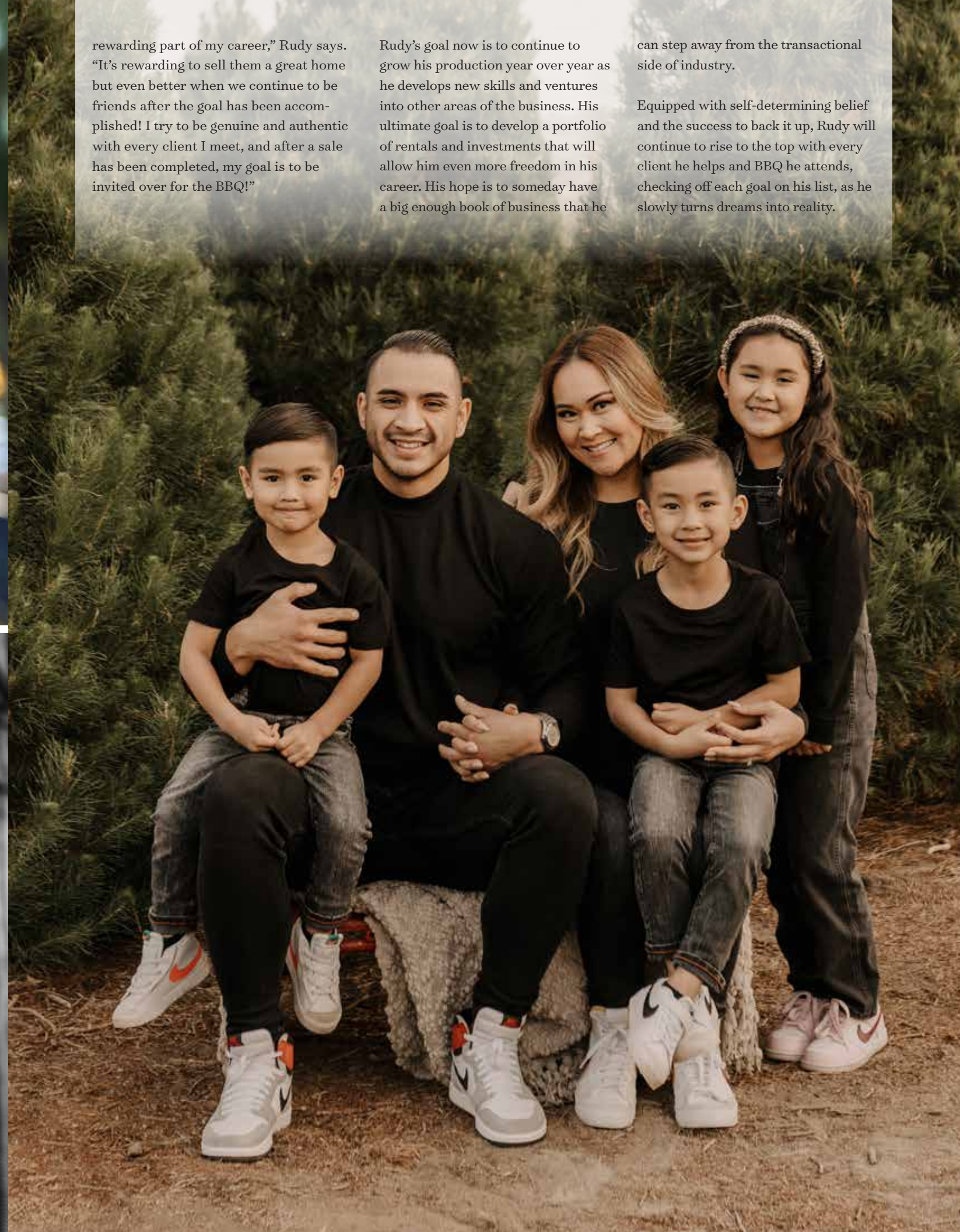
“I find building relationships and getting to know clients on a personal level the most

rewarding part of my career,” Rudy says. “It’s rewarding to sell them a great home but even better when we continue to be friends after the goal has been accomplished! I try to be genuine and authentic with every client I meet, and after a sale has been completed, my goal is to be invited over for the BBQ!”

Rudy’s goal now is to continue to grow his production year over year as he develops new skills and ventures into other areas of the business. His ultimate goal is to develop a portfolio of rentals and investments that will allow him even more freedom in his career. His hope is to someday have a big enough book of business that he

can step away from the transactional side of industry.

Equipped with self-determining belief and the success to back it up, Rudy will continue to rise to the top with every client he helps and BBQ he attends, checking off each goal on his list, as he slowly turns dreams into reality.



norma fischer



A focus that is unflinching, a resilience like no other, Norma Fischer is not easily deterred when fulfilling a purpose. The appreciation and gratitude she has for even having the ability to pursue an opportunity set her determination, offering no other alternative than full throttle success. Such a work ethic, tuned to a tireless passion for advocating for those who experience injustice and are underserved in our communities, makes Norma Fischer one of the most honorable real estate agents out there today.

Norma's seize-the-day mindset and empathy for underrepresented communities were shaped by her childhood in Nicaragua. "Growing up in a country where there was political oppression has made my appreciation of freedom and opportunity ever bigger," Norma explains.

When Norma experienced freedom and opportunity upon arriving in Bell, California with her family, and saw a potential path for whatever opportunity she wanted to pursue, she did not sit on it. One of the first opportunities she went after was buying a house, even though she was only 19 years old and had just graduated high school. Seeking more affordable housing, she headed towards the Inland Empire and purchased a home in Moreno Valley.

With a desire to help fight for those who lack good representation, Norma earned her B.S. in criminal justice, completed two years of law school, and worked as a Union Steward, representing and defending the rights and interests of everyday workers.

Starting with that first home in Moreno Valley, Norma continued

investing in real estate, personally buying and selling different properties, and soon realized she could make a greater impact on people's lives by helping them build wealth.

"Because I wanted to help minorities build wealth through real estate, I first entered the business as a loan officer for a local bank," Norma explains. "However, I found myself educating my clients with every aspect of the purchase process—not just the lending part. So, to learn more and be better educated myself, I decided to get my license and ended up practicing both to better serve my clients."

Helping people take control of their financial future and showing them how to build wealth struck an even deeper chord with Norma at the time. As a survivor of financial abuse, she

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...

knows how easy it is for people to be taken advantage of and financially dominated, and how difficult it can be to seek help, create a plan to recover, and take control of their financial life. She not only utilizes her role as an agent to help empower people through real estate today, but, in alliance with Allstatefoundation.org, she specifically donates her time and resources towards empowering women who have been victims of abuse.

With full resolve to help Hispanic families obtain homeownership and build wealth, Norma started as a real estate agent in 2012 and committed to becoming the best agent she could be for the sake of her clients. True to form, Norma has never wavered from that goal and has built her entire business serving that purpose.

With all the experience and success she’s had these last 10 years in business, Norma is expanding her mission as a consultant and resource for growth to include mentoring new agents, which she is looking forward to diving into soon. In the meantime, she plans to keep fighting the good fight with each client she serves, while also getting away to travel as much as possible.

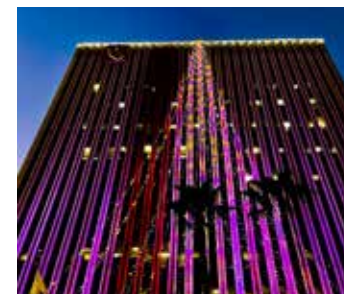
A true citizen of the world, traveling the globe is a way of life for Norma. She loves to travel with friends and family but has no problem traveling solo when no one else is available. She has a bucket list of places she wants to visit before she is too old and is determined to check them all off.

“Traveling has allowed me to learn about humanity and has given me the appreciation and respect of different points of view and ways of life,” Norma says. “In the end, I believe everything happens for a purpose, so it’s important to always be thankful for both the lessons and the blessings.”

MERRY MEET-UP

Inland Empire Real Producers Christmas Event at Molino's

We will have four awesome networking events coming up in 2022! Our events are great because the attendees are all top producers; it is exclusive for the partners of the magazine and it's a neutral territory that brings people together, no matter their brokerage or where they live and work in the Inland Empire. If you're not currently receiving our event invitations, email marissa.menezes@real-producersmag.com to be added to the list.



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