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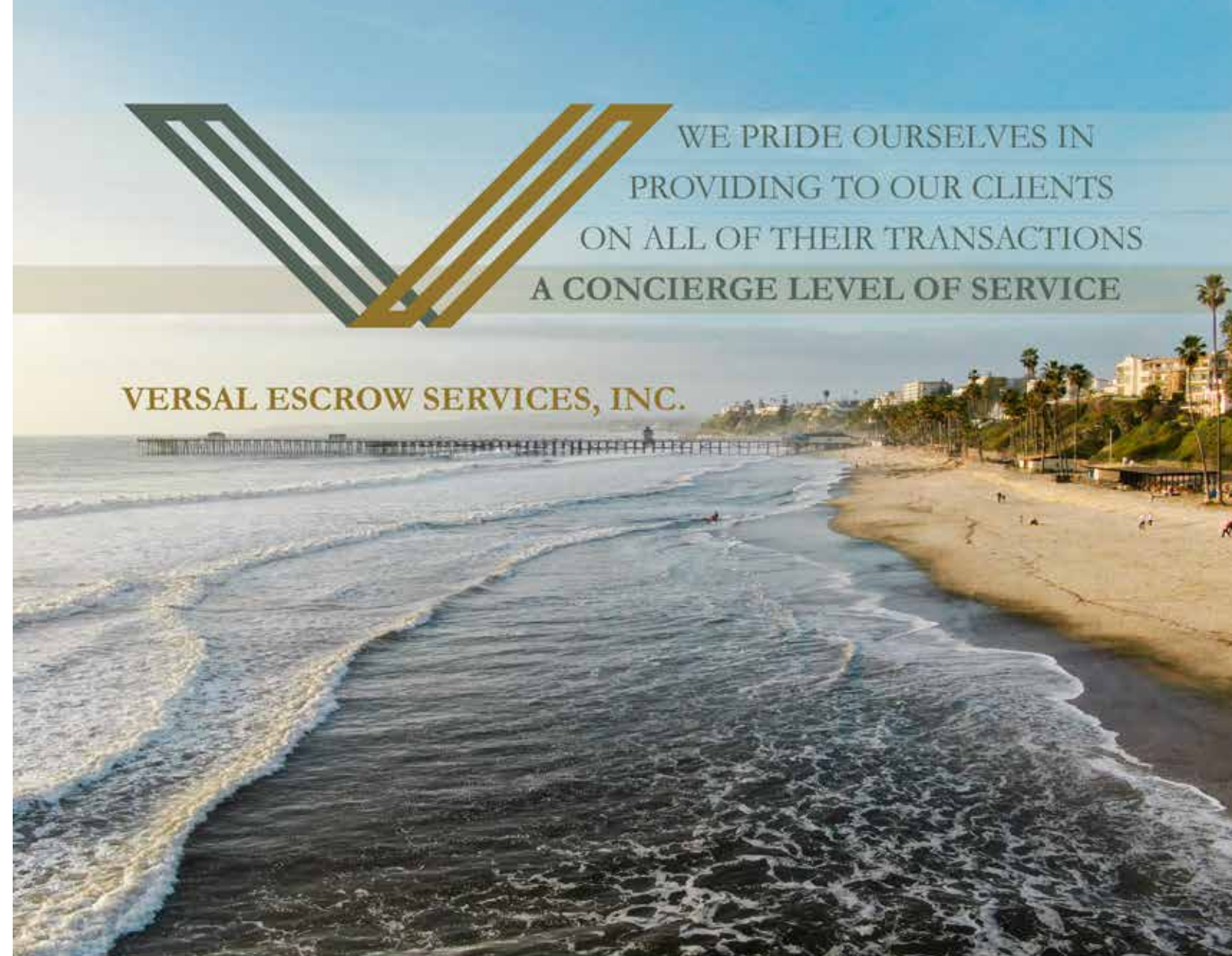


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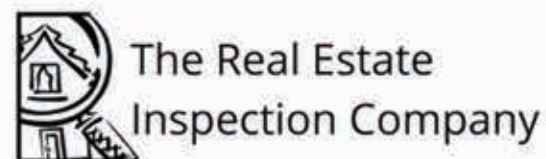
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# MASTER THE MEDIA

Have You Tried These Platforms?

By Christina Daves

Social media is constantly changing, and it's hard to keep up. It's hard to be everywhere. I strongly recommend Facebook to REALTORS® as your first step to concentrate on. These are your friends and family and the people who know, love, and trust you. They are your referral network.

Next up is Instagram. It's super-hot right now, especially for real estate agents. There is some research that has to go into using hashtags effectively because that is how people are going to find you. The other nice thing is that if you choose to advertise, Instagram is owned by Facebook so you can knock out two platforms with one ad.

Another oldie-but-goodie that many agents don't think about is Pinterest. Pinterest is different from the other social media platforms in that it is a search engine, like Google. A few very good posts can drive a ton of traffic. You don't need to feed Pinterest's algorithm to stay top-of-mind with it. Do some keyword research and create some good content on there to drive people back to your website or an opt-in and let it sit and drive leads your way.

Lastly, consider two new platforms, TikTok and Instagram Reels (their version of TikTok). People want to work with people, and these short video platforms allow you to do some creative things and let people see the real, authentic you. Also, because it's new, the early adopters benefit from traffic and SEO on the platform.

At the end of the day, go with the platform you are comfortable with and that you will use consistently because that is the only way to succeed on social media. Remember, it's "social," so you have to be there. Pick one and do it well. Then, try out one of the others and see if you don't generate some new followers and some new business.



**Christina Daves** is the founder of PR For Anyone®. She has trained thousands of real estate agents in gaining visibility by using traditional and social media together for maximum effectiveness. Agents she has worked with have appeared in national magazines, newspapers, radio, television, and blogs. Book your free business strategy session with Christina at [www.ChatWithChristina.com](http://www.ChatWithChristina.com), and learn more about her at [www.ChristinaDaves.com](http://www.ChristinaDaves.com).



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# CHRIS LARDIE

— IN THEIR SHOES —

By Dave Danielson | Photos by Bodie Kuljian

**T**he care you take for your clients makes all of the difference for them ... they trust you to work on their behalf in the same way you would for yourself.

Chris Lardie relishes that same role that he plays with his clients.

As a producing team leader with Lardie Real Estate Group at HomeSmart Evergreen Realty, Chris goes the distance for those he serves. And it all starts by putting himself in their shoes.

“I love seeing people’s dreams come true. When I work with someone who has tried and tried, and they haven’t been able to get a house and then they get their keys, it’s powerful,” Chris explains.

“It’s amazing for me to be there at that moment with them ... to be able to be part of their story.”

#### A Life of Service

Chris was born and raised in California but moved to the Pacific Northwest when he was 10.

As he came of age in Seattle, he graduated from high school and then enlisted in the U.S. Navy. For the next 25 years, he served his country faithfully.

Along the way, Chris contributed at a number of duty stations. “I was stationed all over the U.S., and did multiple deployments to the Mediterranean, Pacific, Arctic, and the Caribbean,” he says.







Chris Lardie's wife, Joy, is a real estate agent and interior designer.



Chris and Joy work together on the Lardie Real Estate Group team at HomeSmart Evergreen Realty.

“  
**I love seeing people's dreams come true. When I work with someone who has tried and tried, and they haven't been able to get a house and then they get their keys, it's powerful.**

“I also served a tour in Iceland and was stationed there for three years. From there, I went back to the west coast, then did a stint in Texas before spending the last 15 years of my service stationed in San Diego.”

In the process, Chris served as part of Desert Storm, Desert Shield, Iraqi Shield, and in the War on Terror. In all, he completed 18 deployments of three months or longer.

**Taking Next Steps Ahead**

Prior to his retirement, Chris and his family moved to Ladera Ranch.

After commuting for a time to San Diego, Chris retired from the military and looked at his next steps.

“I had dabbled with a couple of different ideas. At first, I thought about opening a food truck and going to culinary school because I really enjoy baking,” he remembers. “But when my wife and I were looking for a house, I enjoyed the process and thought the role of a REALTOR® would be great for me. So I took the dive and got my license in 2013.”

As he started his real estate career, he was wrapping up his military service. One day, while talking with a friend in the service, Chris shared his plans for real estate.

“In that moment, he said that he was planning on selling his property and he asked if I would help him,” Chris recalls. “I put the house on the

market, and within the first weekend received 15 offers with over 95 people coming through the open house. I thought, ‘Oh my gosh ... I love this!’”

**Signs of Success**

His record of results has continued to mount through time. And, in 2021, Chris recorded an estimated \$63.5 million in sales volume representing 64 transactions in individual production.

Chris is so proud of his team, which includes his wife, Joy, who is also a real estate agent and an interior designer. Quynh and Richie are also part of the team, and he is so thankful.

As he says, “They make every day a joy and help me help my clients get all that they need.”







Chris Lardie served in the U.S. Navy for 25 years before entering real estate in 2013.

### Family Foundations

Family makes Chris's life richer. He and Joy look forward to time spent with their five children — Mackenzie, Christian, Jared, Isaiah, and Leilani.

In his free time, Chris has a passion for playing golf. He also is a big supporter of veterans' organizations, including groups such as the Wounded Warrior Project and Mariners Church Military Ministry.

When you talk with Chris, it's easy to see the deep sense of care he contributes to his clients.

"It's important to me that the people I work with know that I care, and it means so much to me to know they trust me and they know that I'm here to support them," Chris says.

"I want them to see that their happiness and the way they feel when they close on their home is what is the most important thing. My number 1 goal is that they are happy and excited about the home they are moving into."

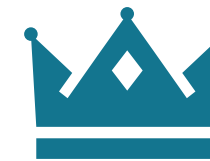
That type of empathy and dedication to helping others achieve their goals doesn't come by accident. It is the direct result of Chris putting himself in the place of his clients ... of standing in their shoes.



It's important to me that the people I work with know that I care, and it means so much to me to know they trust me and they know that I'm here to support them.



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# JERRY STRONGER

& PREFERRED INSPECTION SERVICES



▶ partner spotlight | By Dave Danielson | Photos by Bodie Kuljian

## Informing the Decision



**In a process filled with moving parts and variables, one of the most crucial junctures happens during the home inspection process. That's why it means so much to have a partner on your side like Preferred Inspection Services.**

As President Jerry Stonger says, the company was founded with a straightforward and caring approach to informing the decision for buyers.

"That's the part I love the most about what we do each day ... helping buyers get a better understanding of the house they are buying and, with that,

help them understand the condition of the house so they know what to expect when they get the house," Jerry explains.

"Having the information allows them to make an informed decision."

### **Built for This**

Jerry's founding of Preferred Inspection Services was a natural extension of his construction background. In fact, he became a licensed contractor in 1998. Over time, after a successful career working in building, Jerry decided it was time for him to make a change in his career.

"I was looking at doing something a little different. Through time, I got home inspection reports since I was doing a lot of HOA work," he remembers. "As I looked at those reports, I noticed that they were written in a very technical way ... to a point where it was hard for clients and even property management professionals to know what was being talked about."

In the meantime, Jerry had started doing inspections for friends and family members. "From there, business just took off," he says. "I enjoy helping people and informing them, using my construction background to do that."

...





I realized there was a need for it, so in 2012, we concentrated all of our efforts as a company on inspections.”

**Winning Teamwork, Thorough Results**

Teamwork is a big key to their success. “We have a great amount of teamwork. In addition to me, we have two other inspectors who I hired over the last year to keep up with growing demand and changing market conditions,” he says. “And we’re looking to add some more this year.”

Those who have a chance to work with Jerry and his team appreciate the thorough, thoughtful approach that they take. “There will always be issues that an inspection reveals, even on a brand new house. What sets us apart is how we describe those things that we encounter to a buyer. We don’t make a mountain out of a molehill. We understand that buyers are nervous,” Jerry says.

“So the way we portray those issues is crucial. We take the time to walk them

through the home and describe what we see, including issues, how they got there, and how they can be repaired to put them at ease. All homes are going to have issues. It’s how it’s portrayed that makes the difference.”

**Rewarding Life**

Away from work, Jerry treasures

time spent with his family, including his wife Christine. “Christine is a REALTOR® and she is also my biggest supporter,” Jerry points out. “She has a great way of keeping me grounded.”

Jerry and Christine look forward to moments spent with their children — their daughter, Riley, who is a junior



Jerry Stronger (right) hired additional inspectors Parker Godfrey (left) and Matt Garcia (center) this past year to keep up with demand.

in college; and their son, Dylan, who is a senior in high school.

In his free time, Jerry has a passion for spending time outdoors. Some of his favorite pastimes include snow skiing, surfing, and camping.

**Reliable Resource**

Those who get to know Jerry rely on his wise counsel. “I like it when people know they can call me and ask me questions,” he says.

“One of my favorite things is being able to provide answers to them for their real estate transactions. I’m always happy to offer advice ... I like to think I am their go-to guy and I will provide solutions to them. I love helping people get through their issues and problems. If I can use my years of construction experience to help them, that is what I want to do.”

That’s the kind of approach that makes a big impact on you and your

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“That’s the part I love the most about what we do each day ... helping buyers get a better understanding of the house they are buying and, with that, help them understand the condition of the house so they know what to expect when they get the house



# WILL SCOTT

## Leading Forward by Giving Back

By Dave Danielson  
Photos by Bodie Kuljian



Will Scott and his wife, Rachel, are co-owners of Regency Real Estate Brokers.

A true sign of leadership is when you see someone lifting people around them to be their best. That's the spirit at work with Will Scott.

Will is an owner of Regency Real Estate Brokers. He leads a team of 10 and a brokerage of 170 professionals. In the process, Will supports the success of others ... leading forward by giving back.

"One of the things I love the most about my role is having the chance to give back," Will emphasizes. "I have a lot of scars and battle wounds to accompany my success in this industry. My biggest joy is watching our team members and other agents learn from my experiences while empowering them to build their own successful business."

### Getting His Start

Will started his journey in real estate in 2006. But even well before he

earned his license and got his official start, he had glimpses of the industry while growing up.

"My grandmother raised me and worked in real estate, though I tried to stay away from it as long as I could," Will laughs. "It was about the time when the market crashed. I was in a retail establishment and was driving an hour and a half to work every day to wait for someone to come in and sell them something. I thought, 'Why should I do that when I could go out and help people through real estate?'"

### Taking Action

Will had a plan and he moved ahead to make it happen.

"Our oldest daughter, at the time, was 4 years old. I did my licensing and left my salary-plus-commission job in retail," Will remembers. "I started dabbling in real estate and continued my retail job, and then I thought I would take the leap of faith."

Will's leap worked very well. In fact, he completed 22 transactions during his first year in the business at First Team Estates. And he did it with good, old-fashioned action. "I was a door-knocking machine," he smiles. "I did a lot of guerilla marketing, and I spent about five hours a day knocking on doors."

### Realizing His Purpose

As Will applied his determined approach, going door-to-door during those days of the crumbling financial market, he literally came face-to-face with the value of what he could do to help people.

"During that time, I remember there were a lot of times people would answer the door crying ... thinking that I was from the bank, there to foreclose," he says. "At the time, there was a lot of short sales and loan modification work. I wanted to help them, and that's the approach I have carried through my whole business career."

From those early days in real estate, Will steadily built his business with empathy — gaining experience and honing his expertise. In time, other opportunities presented themselves.

"I was with First Team through my entire career. I had been recruited from time to time, but I felt a lot of loyalty there," he says. "Then, Regency Real Estate Brokers called with an opportunity. They







Will and Rachel Scott with daughters Jasmine (left) and Elena (right).



had been around since the mid-1990s. They are faith-based, and as I talked with them, it seemed to be a no-brainer to join the team. Plus, they offered me an ownership interest in the firm. I don't like change that much and was very comfortable, but my family and team encouraged me, and it ended up being the best decision I've made."

When you talk with Will, it's easy to see the passion he has for mentoring and lifting others around him. "We invest in our agents heavily. With our brokerage, I wanted to try to do things totally differently. We have higher splits. Plus, we also pay for marketing and photography," he says. "We want to do what we can to support their success and not just look at them as numbers. We are an invite-only brokerage and believe in quality over quantity."

**A Wonderful Life**

Away from work, Will's life is made richer by his family, including his wife of 22 years and business co-owner, Rachel, and their two daughters — 18-year-old Jasmine, a singer/songwriter who attends college and is the worship leader at Harbor Point Church, and 12-year-old Elena, who is in seventh grade and plays competitive soccer. She is also the only female athlete on an all-boys football team.

"My family is everything to me," Will smiles. "I am very blessed."

Will's faith is an important part of his life. In his free time, he likes to study scripture, work out, and travel. He also has enjoyed the opportunity to coach his daughters through time in competitive soccer.

As Will reflects on his ongoing career, he offers helpful tips for others looking to take their next steps forward in the business. "I think one of the most important things someone can do is to join a team. A new agent should take the time and consideration to decide who they will be training under and working for," he says.

Those who have the chance to work with and get to know Will appreciate his straightforward, honest approach to life and business.

Congratulations to Will Scott for the positive impact he creates each day ... leading forward by giving back.



“One of the things I love the most about my role is having the chance to give back. My biggest joy is watching our team members and other agents learn from my experiences while empowering them to build their own successful business.”





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## South OC Real Producers

# 2021 HOLIDAY PARTY

November 30, 2021

Photos by **Thomas Pellicer**  
Videography by **Bowman Media Group**

What an amazing holiday celebration we had at BLK Burgz in Ladera Ranch! We had an awesome time and appreciate all the overwhelmingly positive feedback. Thanks to all who attended!

Big thank-yous to **Bernadette Kerkes of Escrow Options Group** and **Chris Smith of The SmithGroup – MortgageOne Inc.** for sponsoring our event. We couldn't have done it without you! Thank you to our wonderful photographer, **Thomas Pellicer**, and videographer, **Tyler Bowman of Bowman Media Group**, too. We appreciate you!

Happy New Year — and we look forward to seeing you all at our upcoming events in 2022!

For information on all South OC Real Producers' events, please email [michele.kader@realproducersmag.com](mailto:michele.kader@realproducersmag.com) or follow us on Facebook and Instagram.



Event sponsors Christopher Smith (left), of The Smith Group at MortgageOne Inc, and Bernadette Kerkes (right), of Escrow Options Group, with South OC Real Producers Publisher Michele Kader (center).









# A THANK-YOU FROM OUR EVENT SPONSOR

**BERNADETTE KERKES**  
Escrow Options Group

Dear Michele and South OC Real Producers,

I am honored to have had the pleasure of being in the same room with some of the most elite real estate professionals in Southern California. My team and I were humbled and grateful for the opportunity to co-sponsor the holiday event at BLK Burgrz in Ladera Ranch on November 30. Being able to support the professionals in our industry and come together to celebrate one another was, by far, the greatest way to kick-start the holiday season!

Thank you so much to the REALTORS® who made it out to celebrate with us. It was wonderful to have had a moment to connect with so many of you. We love to celebrate YOU! Thank you to *Real Producers South Orange County* for giving us the opportunity to become a partner for this incredible platform.

I look forward to our accomplishments in the upcoming year! I am always available and here to help you thrive on the closing side. Please feel free to reach out at any time at (714) 348-4718. Hope to see you all in escrow soon, and cheers to a successful 2022!

With sincere gratitude,

**BERNADETTE KERKES**  
Vice President of Marketing  
and Business Development  
Escrow Options Group



Event sponsors Bernadette Kerkes (right) and Tara Johnson (center), of Escrow Options Group, with South OC Real Producers Publisher Michele Kader.



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**CHRISTOPHER SMITH,**  
The SmithGroup – MortgageOne Inc.

Dear Michele and South OC Real Producers,

I wanted to express my gratitude for the opportunity to participate and for being asked to sponsor the amazing *South OC Real Producers' 2021 Holiday Party* at BLK Burgrz on November 30. It was an honor to support this wonderful event, gathering as a community to celebrate the holiday season.

Thank you very much to the REALTORS® who came out and attended the event. It was great to connect with so many of you! If I didn't have a chance to say hello personally, I will try and reach out to each of you individually in the coming weeks. And I hope I'll have an opportunity to see you at the next *Real Producers* event!

Please feel free to email me at [christopher.smith@gomortgageone.com](mailto:christopher.smith@gomortgageone.com). I look forward to meeting you!

With gratitude,

**Christopher Smith**  
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# FINANCIAL RESOLUTIONS

## WORTH KEEPING

» financial fitness

By Shauna Osborne

When January rolls around, many pin their hopes on resolutions related to health and wellness or new skills or hobbies; however, one area of aspiration that shouldn't be overlooked is financial health. Given the economic instability of the last couple of years, 2022 will be a crucial year for many in terms of financial recovery and recalibration. Take time now to revisit goals set previously, fine-tune as needed, and look ahead with confidence to the new fiscal year!

### Pay Down Debt

Although, nationally, credit card debt actually fell during the pandemic year of 2020, the figures are still shocking: Americans owe around \$800 billion in credit card debt, according to Experian, with an average of over \$5,000 per household. This year, make it a point to get serious about paying down / off debt. Always pay more than the minimum payment; set a goal to pay off as much as possible, starting with accounts with highest interest rates, by planning exactly when and how much you'll allocate for which debt each month. If possible, refinance debt for a lower fixed interest rate.

### Build Your Credit Score

Everyone is entitled to three free credit reports each year, one from each of the three nationwide credit reporting companies. Keep a close eye on your credit for accuracy via these reports or a credit monitoring service and promptly address any errors

you encounter. A poor credit report could have many adverse effects on finances, including paying higher interest rates and being rejected for loans. Though building better credit takes time, paying bills on time and utilizing a low percentage of available credit (under 30%) are two simple steps on the right path.

### Make a Realistic Budget

January is the ideal time to institute a realistic household budget, after determining exactly how much your household is bringing in after taxes and into what "bucket" that income is going (e.g., utilities, housing, travel, etc.). Keep track of your monthly spending; there are many popular apps available, such as Mint and You Need a Budget, to help assess expenditures and stay on track. For those who struggle with monthly - or more long-term - budgets, experts suggest that weekly budgeting may be more manageable. Understanding where your money is going each month is key to reaching all your other financial resolutions.

### Consider Retirement Savings

You likely have a retirement plan (e.g., 401(k)) set up through your employer to which you're already contributing. This year, work toward maxing out your contributions to your savings vehicle; if that's not possible, be sure to take advantage of your company's match contributions - or aim for 6 percent of your yearly salary if your employer doesn't offer a match.



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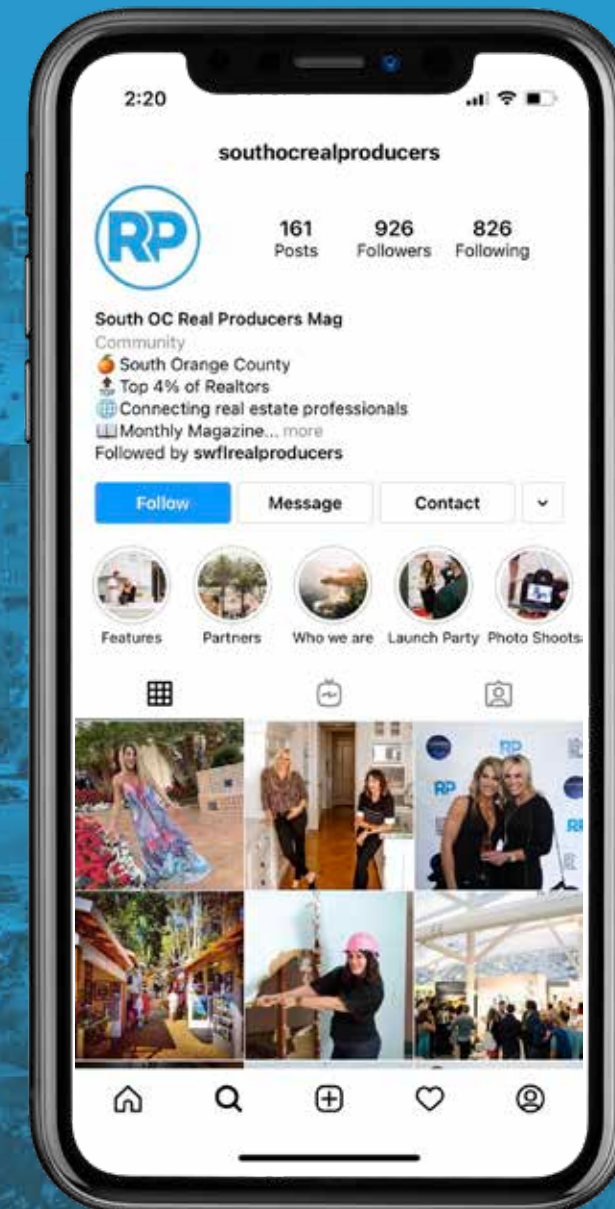
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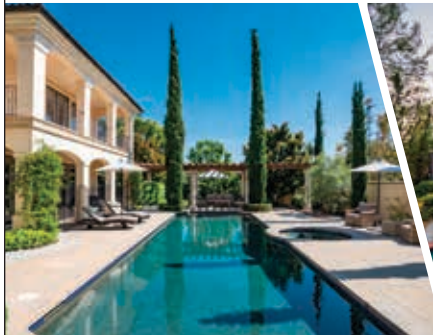


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A photograph of a large, two-story house with a light-colored exterior, illuminated by warm interior lights at dusk, with a swimming pool in the foreground.A photograph of a living room with a large wooden coffee table, a white sofa, and a fireplace, with a staircase visible in the background.A photograph of a modern staircase with a glass railing, overlooking a living area with a chandelier and a large rug.



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