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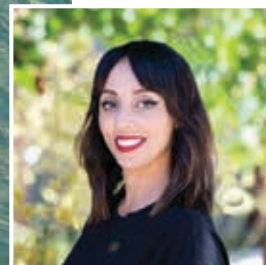
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Writer



**Shane Dasher**  
Ad Manager



**Austin Boaman**  
Videographer  
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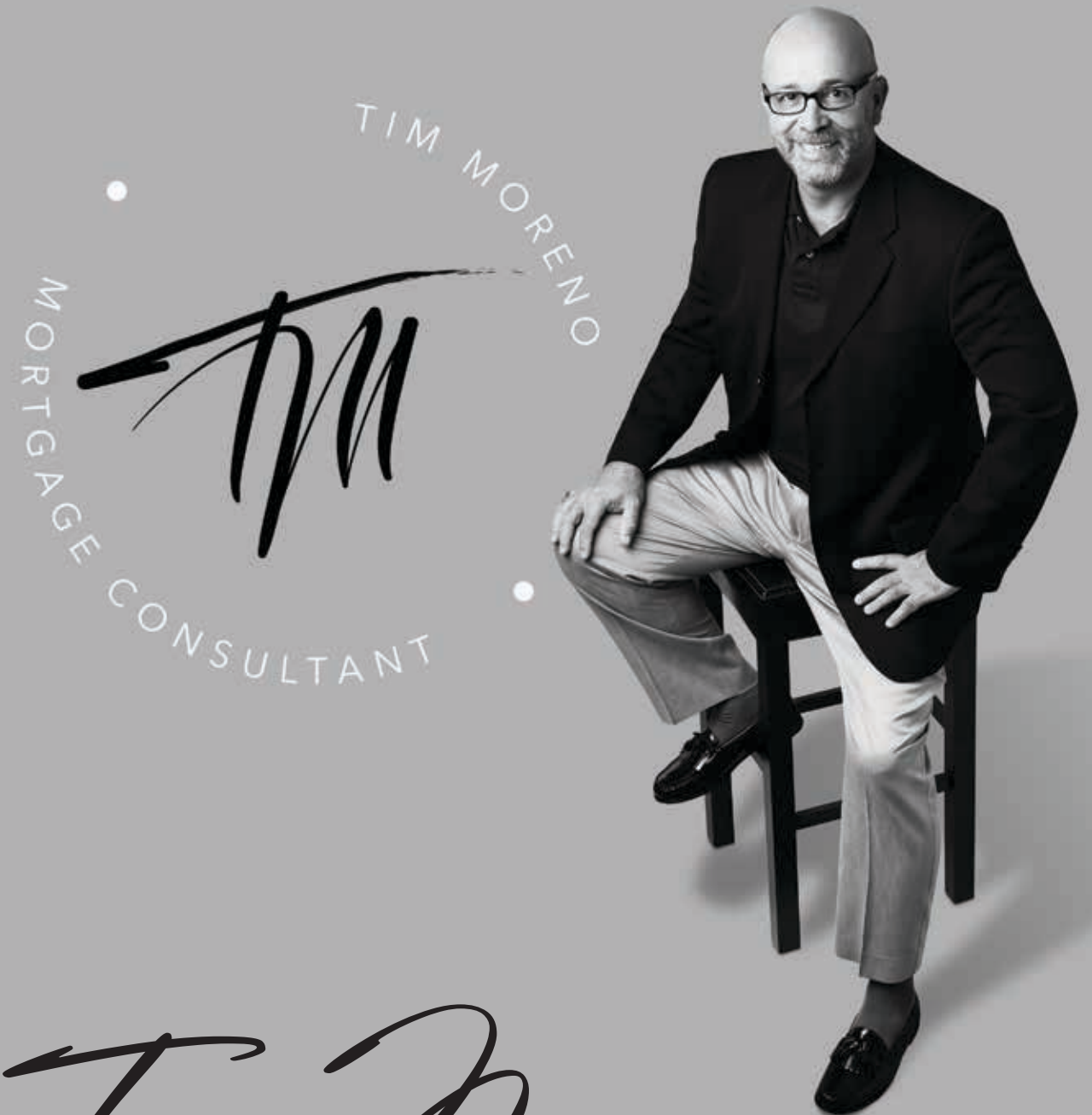
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» cover story

# Jordona Hertz

Written by **Dave Danielson**. Photography by **Marissa Menezes**

The path in moving from the beginning to the end of the real estate process isn't for the faint of heart. But clients who set out on that path take comfort in what you do for them along the way.

That's something that Jordona Hertz definitely takes to heart in the course of her work.

As owner of the brokerage, the Hertz Group, Jordona feels deep satisfaction in enjoying her clients' journey and guiding them along the way.

"I really love learning about what people want in their lives. This is by far one of the biggest purchases they're ever going to make. It's probably one of the most emotional purchases they're ever going to make. Some people don't even want to make this decision," Jordona says.



"They're forced to sell their home for whatever reason. And I get to be there for that part of their journey, and I just feel so lucky that I'm able to be by their side. I counsel them, I am their partner, and they know I am someone they can trust to get them to their next step in life. So I really value that part of what we do."

Jordona entered the business about 10 years ago. Before that, she enjoyed another path in life.

She attended Cal State University - Fullerton, where she majored in business management with an emphasis in entertainment. During her last couple of years in school, she worked for NBC Universal.

"I was going to go into the human resources field for entertainment, specifically talent acquisition; I was

traveling to college from here, so to Fullerton, and then I would travel to LA for work. I was traveling a lot by train and subway," she recalls.

"My sister-in-law, who is the broker of record for our company, finally said to me, 'I see that you hate traveling. And you're doing human resources, which is pairing a company with a person or vice versa. Would you like to be in real estate?' I was young and ready for an adventure, and I really didn't want to be traveling to LA anymore. So I decided I would take that jump."

As she reflects on that time, Jordona feels like she made the choice that was right for her.

"I've always had a passion for helping others and fixing things ... kind of like finding what makes people tick, and

then making them find their dreams in one way or another. So that's why I wanted to do human resources, and especially recruiting, solving people's problems, finding what they enjoy to do, then getting them careers in a field that suits their interests and skills best," she explains. "So real estate was a natural next step."

After working with a team for a few years, Jordona decided to begin her own path about a year ago. Today, she shares her journey in business with her husband, Tino, who serves as co-owner, as well as handling photography and videography.

"He does all of the marketing for us. He does all the photography and videography. He's been in the industry since he was 18. The two of us together are a dynamic duo," Jordona says. "Having our own brokerage has







“  
I WAS TAUGHT  
AT A YOUNG  
AGE THAT YOU  
SET A GOAL,  
AND YOU HIT  
IT. AND THAT’S  
WHAT I DO.

been a really fun little baby to watch. And my kids are part of it. I’ve been bringing my kids to work with me since they were born.”

Success has come quickly. In fact, in 2021, Jordona and her small team recorded 90 transactions, representing around \$50 million in sales volume.

“I was taught at a young age that you set a goal, and you hit it. And that’s what I do. For me, it’s what I get from hitting those goals. It’s the time with my family,” Jordona says. “I’m trying to create more time in my life ... to create a work/life balance. I love helping people; this career

to me isn’t even work — I love what I do, and by doing what I love, I am creating a life I enjoy. I have freedom in my life by having a career that is so fulfilling in many different ways; it’s beyond rewarding. Think of all the people I have been able to help

in my 10 years and all the people I will continue to help in the future; it’s addicting. I truly wake up in the morning excited for my day!”

Away from work, Jordona and Tino treasure time with their children







— their daughter, Indiana, their son, Tino, Jr., and their youngest son, Harrison.

In her free time, Jordona has a passion for dancing. In fact, it has been a lifelong pursuit for her. She also looks forward to trips with Tino and their children to places like Disneyland, Hawaii, and other adventures. In addition, she enjoys working out and sampling different kinds of food and wine.

“  
I REALLY LOVE  
LEARNING  
ABOUT WHAT  
PEOPLE WANT  
IN THEIR LIVES.


Jordona has a heart for helping. Some of the organizations she likes to support include Animal Friends of the Valley, which her family is a huge advocate for, and The Rose Again Foundation. She has a big place in her heart for groups that support children and animals. Jordona and her husband love to give back right at home and do many community events in the community they live in.

Day by day, Jordona demonstrates the drive and commitment that keep her clients on the right path ... and it's clearly a journey she enjoys taking with them.

“I like to create a red carpet, white-glove service experience from start to finish. And I think my clients really feel it, and they know that I'm super genuine and I care for them from my heart. My clients are like family even after the transaction is closed.”







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▶▶ rising star

Written by **Dave Danielson**. Photography by **Marissa Menezes**

# JONATHAN DeMuth

There's a light in the room that comes when you see someone who enjoys what they do and is good at it.

That's the sensation you get when you see Jonathan DeMuth at work in the world.

As a REALTOR® with the Laurel Group, Jonathan is a prime example of what it means to help others. In fact, he's proof positive.

"I am passionate about my future," Jonathan says. "I feel like I have found the 'job' that I'll still be working at the end of my career."

Jonathan grew up in small-town Minnesota and started working when he was just 15 years old at a local tree farm. There would be other jobs, including at a local fast-food restaurant. He also showed an early

entrepreneurial spark, as well, while working at a soda pop store.

"After a few weeks working there, they told me, since I was leaving school early, why didn't I actually come to work for them," Jonathan says. "Within three months, I had assisted the company by opening up two more locations in different cities and hiring a total of six staff members."

Jonathan received what he called his first major career upgrade when he joined the insurance industry as a sales representative. In time, he had an eventful meeting with Taylor Bass during a trip to Chicago.

"One day, when I was out in the field doing some house visits for policy check-ups, it was cold, it had just snowed, and I had been feeling defeated with my job. I remember not finding very much gratitude with my job. As I complained to Taylor, he said, 'You've been talking about moving to California. Why don't you just do it?'"

In time, he made the move. There were more big moves on the way.

"Two days after receiving this call from Taylor, I got a message from a recruiter for Tesla Motors. I had been applying to their job ads for years," Jonathan remembers.

At Tesla, he worked his way up from an outside sales representative to assisting in the launch of a delivery center in Palm Springs and working out of the showroom in Palm Desert.

"I had finally made it to California. I had my dream job! After almost two years, Tesla switched their sales model from an in-person to more of an online presence. This caused them to release a lot of their sales staff, leaving me without a job."

Jonathan had become familiar with a YouTube group called Yes Theory ...

dedicated to moving into discomfort and saying yes to new possibilities. The group held an event in Santa Monica. While there, he received a call from Lisa Mailhot, a real estate professional Jonathan had submitted a resume to earlier. They met, Jonathan was hired, and they have worked together ever since.

"We have merged from one broker to the next, started a team of agents, and helped dozens of happy, happy families. The only reason I found my dream job is that Lisa decided to call me that afternoon," Jonathan says.

Away from work, Jonathan enjoys time at the gym, playing golf, enjoying music and podcasts, and working on his motorcycles. He also likes to give back. He organized a group in Redlands called The Community Crew ... an organization that cleans up local parks. He also volunteers at local food banks.

Jonathan has steadily built real success in the industry. Along the way, he has drawn on the important early lessons from the person Jonathan calls one of his biggest mentors — his dad.

"My dad was always wheeling and dealing, buying lakeshore homes and flipping them, buying and holding rental properties. I always looked at real estate as something I would invest in," Jonathan says.

"But not until I met Lisa and started going to REALTOR® meetups did I understand that real estate is not a job ... it's an industry I choose to do business in ... whether that be helping the young family buy their first home, or help the investor expand their portfolio ... or invest on my own for my own future. I want to be called on for all things real estate; I want to help others realize their talent and help them grow."

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I AM **PASSIONATE** ABOUT MY **FUTURE**.

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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





▶▶ REALTOR® life

# Valerie

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

**IT WAS VALERIE DIAZ'S INNATE PASSION FOR SALES THAT FIRST LED HER INTO REAL ESTATE. SHE WENT STRAIGHT INTO SALES AFTER GRADUATING FROM ARLINGTON HIGH SCHOOL IN 2004, WORKING AT YOUNG'S MARKET COMPANY AS A SALES REPRESENTATIVE FOR RIVERSIDE AND LOS ANGELES COUNTIES WHILE ALSO BARTENDING FOR VARIOUS RESTAURANTS ON THE SIDE.**

"As a sales representative for Young's Market, I was enthralled by the whole process of helping my accounts grow their business in the wine and spirit industry," Valerie explains. "I loved being able to manage my time, execution, and schedule at my own pace."

The concept of meeting personal and team sales goals always excited Valerie.

Moreover, the positive feedback she received as a sales rep encouraged her to explore other avenues where she could hone her skills and maximize her potential as a sales professional.

With the encouragement of her family, who always supported Valerie and her endeavors growing up, Valerie set her sights on real estate, knowing

it provided the ultimate opportunity to create the life she wanted.

Although Valerie felt confident about her professional abilities to succeed as an agent, she says starting her career as a solo agent was scary – the amount of information and documentation required to see a successful closing through was intimidating. However, with the help and support of her team and fellow colleagues, she was able to learn quickly.

"I would always go to my transaction coordinator, Jennifer Chister, for help and advice with my transactions, and she is always there for me with her expertise, knowledge, and guidance. It really played a huge role in my career and helped me become a better agent," she recalls.

Chief among the support Valerie has received (and continues to receive) as a top producing agent with Amaya Group

Real Estate (AG) is her team leader, Steven Amaya. Valerie says Steven provides everything his team needs to perform their best. With his unwavering support, guidance, coaching, and marketing strategies, Valerie has been able to overcome many of the challenges she faced, especially as a new agent starting her career.

"The most difficult part for me was the initial days of business when I was striving to build my clientele," she says. "My lack of clients led to financial hardships, and I wasn't sure how or when my situation would improve. But as a real estate agent, I learned you have to find and maintain your drive and motivation to reach your professional and financial goals to ensure success."

These challenges only made Valerie work even harder. She didn't give up;

instead showed up to work every day and helped educate families about buying and selling their homes while also marketing her own business. Her tireless efforts and dedication always lead to an open escrow, further improving her intrinsic motivation to help another family and secure a house, solidifying her decision to have entered real estate in the first place.

Valerie emphasizes her association with AG as one of the main contributors to her development and success as an agent. "Our team has been an industry leader in Riverside County year after year. Our success comes from our mission-driven culture and commitment to building an exclusive eco-system of tools, training, and modern marketing strategies, so our agents can better serve our clients," she says. "We are one big family, inspiring purpose in the lives of our

...





...

agents and inspiring belief in homeownership one family at a time,” she says.

Valerie is passionate about what she does. She always goes above and beyond for her clients, listens to their concerns, and educates them through the entire process. “I’m there for them every step of the way. I make the process less stressful. I stay on top of market trends and continue to stay on top of market updates to help me better help my clients,” she says.

Valerie hopes to continue her growth as an agent in Southern California and wishes to lead a small team of her own someday, to help them grow and succeed. Looking back, she is grateful to have started down this path and is committed to helping as many people as possible to find their own success in the business.

“This industry provides a platform for individuals to network and makes a positive difference in people’s lives,” she says. “I am fortunate to play a role in helping people of my community find and purchase the home of their dreams.”

“

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FOR YOUNG’S MARKET, I  
WAS ENTHRALLED BY  
THE WHOLE PROCESS  
OF HELPING MY ACCOUNTS  
GROW THEIR  
BUSINESS IN THE WINE  
AND SPIRIT INDUSTRY.

”





# Josh & Amanda HUIZAR

Written by **Dave Danielson**. Photography by **Marissa Menezes**

Each real estate transaction is filled with opportunities to make a difference ... one that normally lasts for years and can have a generational impact. That's the work that Joshua and Amanda Huizar hold close to their hearts. As a husband-and-wife team and leaders of the Huizar Group with Keller Williams Realty, Joshua (team lead) and Amanda (co-team lead) are there to help others experience important moments that matter.

There are many examples they could draw from. One was a young woman who came to them with her home search as a first-time buyer.

"She was so humble and kind. Her only request was to own a home with central AC as she had never lived in a

home that had one," Joshua recalls. "My heart melted, and you guessed it ... she owns a home with her requested central AC." Another impactful moment involved a special story about a U.S. military veteran.

"He served in the war in Iraq. As part of that, he slept in a four-foot ditch for months, and he was sprayed with chemicals that caused him a speech stutter," Amanda remembers. "His one request was to use his VA loan and purchase his first home with a pool. He got it and our hearts melted." Joshua was born and raised in Yakima, Washington. As a boy, he was a paper delivery boy. "Living in Washington, weathering the snow and cold winters, it was not the dream job, but I wanted to make money," Joshua says. "It definitely placed a strong work ethic in me."

...





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When Joshua was 30, he moved to California in 2009. “When I moved, it was with a promised job. That immediately folded upon arrival. Therefore, my immediate plan of action was to get into real estate,” he says. “As a kid, my dad was in the real estate industry and was always suited and booted. How he dressed made me want to be a REALTOR® just like him.”

For her part, Amanda grew up in Riverside, California. Along the way, she led a very involved childhood. “I played sports and was very competitive. That trait has never left me,” Amanda says. “My biggest influencer was my third-grade teacher, Mr. Arredondo, at Mission Bell Elementary School. He made learning so fun and designed it with music. We sang math problems and so forth. To date ... music is my passion.” As she came of age, Amanda had her sights set on a career in the medical field. “I wanted to be a nurse in the labor and delivery department. My dream was taking care of all the newborn babies,” she smiles.

As life would have it, Amanda became a mother at a very young age (14) to two beautiful twins. It was no longer necessary to work as a nurse. Being a mother to her own children was more than what was once a dream. This would become a force to obtain an education that led her into the field of escrow. She worked in that field for 19 years before retiring to join Joshua in 2015 as a REALTOR®.

Today, Joshua and Amanda are creating real results for those around them as they head the Huizar Group. Teamwork is at the heart of the difference.



“Our team was built so organically. People would approach us and ask to be mentored and shadow us. Greg (our buyer’s agent) was a past client. He was so intrigued with our everyday dedication and how his personal transaction was handled that it inspired him to join forces and get his real estate license,” Joshua explains. “Vivian (admin director) also asked to join forces and had a great interest in growing in the business and developing her amazing skills alongside us. That has been, by far, one of the greatest feelings ... being able to provide impact and influence.”

Away from work, Joshua and Amanda have been married for five years and treasure time with their blended family of five children — Rosanna,

Richard, Mariah, Natalie, and Caleb. They also have three grandchildren, with another on the way.

“In our free time, we love to invest in each other. We do this by traveling, golfing, and being intentional with quality time for each other,” Amanda says. “Our favorite destination is the beautiful country of Mexico.”

They also have a heart for helping, dedicating significant time as part of their church — Verve Community in Riverside — and being 20-year contributors to St. Jude Children’s Hospital.

Those who get a chance to know Joshua and Amanda respect their grounded dedication to supporting others.

As Joshua says, “We believe that success is about being in tune with your own identity ... knowing the roots of who you are, knowing the truth of your heart ... how you were created, who created you, and grasping unto your purpose in life ... loving and respecting yourself first and foremost ... distinguishing the beauty of what money can’t buy and owning your self-worth.”

“

We believe that success is about being in tune with your own identity ... knowing the roots of who you are, knowing the truth of your heart





» preferred partner spotlight

Written by **Dave Danielson**. Photography by **Marissa Menezes**

# VICKY

## KELLY

### GLOBAL MORTGAGE

**A**s you work to make what can be complex and unexpected easier for your clients, it means a lot to know that you have a partner on your side who approaches their work the same way.

That's what you get when you have Mortgage Loan Originator Vicky Kelly and Global Mortgage on your side.

Vicky is a seasoned professional who brings her considerable experience in the industry to work on your behalf each day.

"I love solving problems or putting an equation together that works. I like doing puzzles. And a lot of times, I just feel like a loan could be like a puzzle. I like rearranging the pieces at times to get a person into the right program," Vicky says.

"I do that by researching and knowing my stuff. For example, if an Underwriter were to put a condition out there, and I didn't think it was appropriate, or maybe we didn't need it, I would research it and potentially challenge it. I think the best part is just being able to find that right loan program for that particular individual."

Vicky feels a lot of gratitude for being able to provide her partners and clients with the right solutions.

As she says, "Through the course of my work after I originate the loans, I have a good processing team that is there to help make it all come together in a timely manner."

A successful loan origination process begins with solid communication. Those who work with Vicky appreciate her straightforward, dedicated style of solving their issues.

"The people I work with can expect me to answer the phone, whether what I have to say is good or bad. Sometimes it's uncomfortable because you might have to deliver news you don't like," Vicky says.

"I'll have my REALTORS® tell me that I'm going to get a call from a real estate agent on the offer they put in. I know it's important for me to answer that phone call just so that listing agent knows that I am accessible ... that I'm someone they can get ahold of and talk to."

Away from work, Vicky treasures time with her high school sweetheart and husband of 44 years, along with their two children and three grandchildren.

"We have a handful of friends who are all high school sweethearts, too, who we enjoy spending time with," she says.

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“Also, we’re looking forward to doing some traveling around the United States. One of the things we enjoy is spending time at Lake Havasu.”

They also have a variety of animals at their home, including chickens, a mini-donkey, two dogs, and a cat.

“We really like animals, and we tend to take in those less fortunate that are on death row,” she says.

She also is enjoying learning the game of golf.

In addition to working as a loan originator for the past 20 years, Vicky has also had her real estate license for 44 years.

As a consistent, top-producing loan originator with her company, Vicky leads the way forward for her partners and clients in a number of important ways.

Those who have the opportunity to work with Vicky know that she is there for them through the process and beyond.

In the process, she brings a level of integrity and ownership that makes them feel like they have been treated as an extension of Vicky’s own family.

“It’s rewarding working with clients in a variety of situations. For example, working

with a single mom of two who is newly divorced who is scared about the process ... someone who isn’t sure if she will be able to afford a home,” she says.

“I like holding their hand through the process and clearly explaining each step.”

With her friendly, approachable spirit and drive to put all of the pieces together, Vicky makes a lasting difference in the lives of her partners and clients day by day.

Put an exceptional level of expertise, experience, and care to work for you and your clients. Look to Vicky Kelly with Global Mortgage.

**Contact: Vicky Kelly**  
**at Global Mortgage Today!**  
**Phone: 951-675-0257**  
**Email: [Lender@VickyKelly.com](mailto:Lender@VickyKelly.com)**



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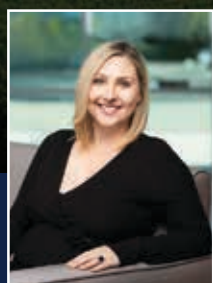


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