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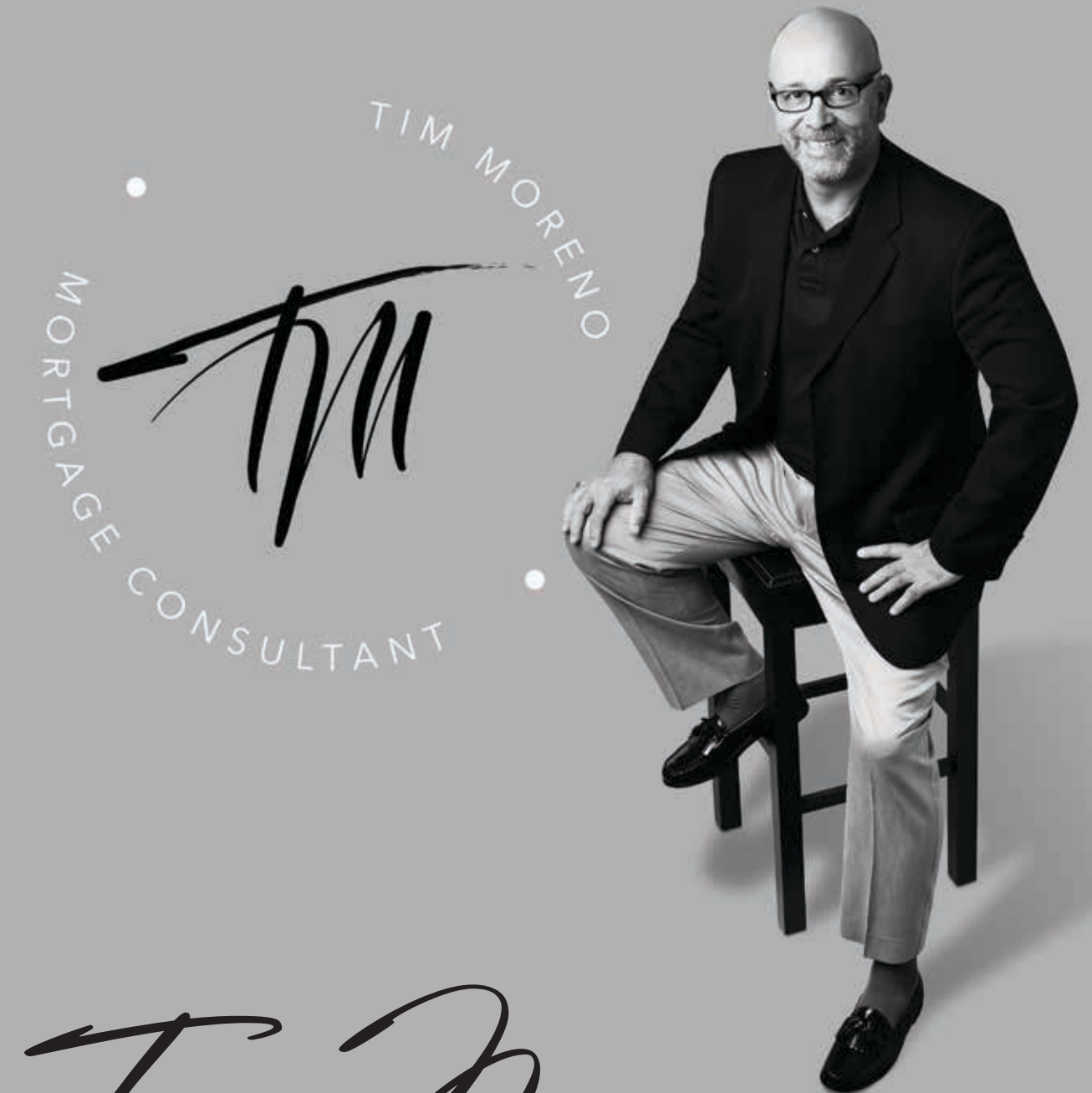
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2021

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PER AGENT

 **\$11,320,036,052**
SALES VOLUME

 **\$22.64
MILLION**
AVERAGE SALES
VOLUME PER AGENT

CRISTINA

CAMINISTEANU



cover story

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

For over 20 years, Cristina Caministeanu has consistently ranked within the top 1% of REALTORS® nationwide, making her one of the leading real estate agents in Redlands. The length and breadth of her career, however, is most exemplified by the generations of people she has had the pleasure of helping and the positive impact she leaves on everyone she meets.

“Truly the most fulfilling thing about real estate is being a part of people’s lives – selling a house to the young couple who just got engaged, and then ten years later, with two precious kids, having the honor and privilege of helping them into a new home. Or the family with small kids buying their home and almost 20 years later their son calling me because he’s ready to buy his first home. In a way, I feel like I’ve grown up with my clients,” she said.

Indeed, in many ways, Cristina has grown up with her clients. Born in Romania, she came to the United States at age 11. She got her first job in high school, working at a local restaurant a few nights a week. In college, she worked in a psychiatric office while completing her associate’s degree.

Real estate was the first career Cristina jumped into. Right before she was going to start her bachelor’s degree, she saw an ad in the *Redlands Daily Facts* that read “Get your real estate license!” The ad caught her attention because she loved frequenting open houses and always had a passion for real estate.

“From the time I got my driver’s license, I would drive around on Sundays and check out all the open houses in the area just for fun,” she recalled.



Cristina started working as a full-time agent in 2001 and committed to learning everything she could about the business. She contributes her success to a constant striving for self-education, self-discovery, and placing a heavy emphasis on honesty, generosity, and fairness when working with clients.

In addition to real estate, Cristina and her husband David, a respiratory therapist, also run Reveal Home Staging. David is a critical part of Cristina's business. Most of her clients and all of her vendors know and

love him. With a love for beautifying and transforming homes, Cristina and David have become adept at flipping properties for both themselves and their clients.

Cristina recently joined eXp Realty and became a certified mentor, so she can start building a team. She is looking forward to training and mentoring other agents and is excited to utilize eXp's technology, company stock, and revenue sharing to help other agents build successful businesses and improve the industry overall.

Real estate is a way of life for Cristina. Even when she is not working, she loves checking out home décor, watching real estate flipping or home improvement shows, and listening to podcasts. She can talk about real estate, design and décor all day long. A very analytical person, she likes to look at stats and trends and loves working with clients who ask a lot of questions, because she always has an answer prepared.

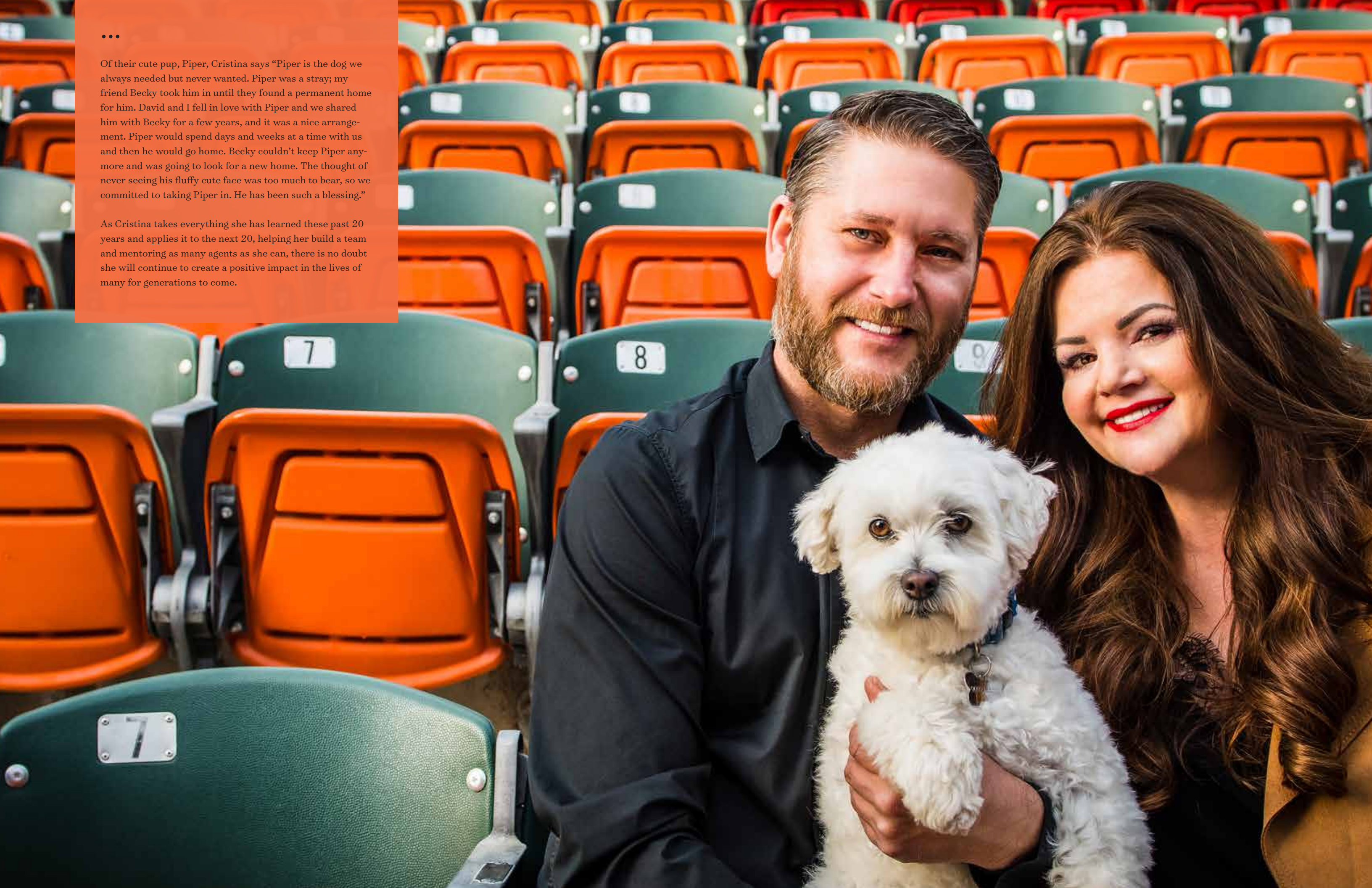
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Truly the most fulfilling thing about real estate is being a part of people's lives – selling a house to the young couple who just got engaged, and then ten years later, with two precious kids, having the honor and privilege of helping them into a new home.

...

Of their cute pup, Piper, Cristina says “Piper is the dog we always needed but never wanted. Piper was a stray; my friend Becky took him in until they found a permanent home for him. David and I fell in love with Piper and we shared him with Becky for a few years, and it was a nice arrangement. Piper would spend days and weeks at a time with us and then he would go home. Becky couldn’t keep Piper any more and was going to look for a new home. The thought of never seeing his fluffy cute face was too much to bear, so we committed to taking Piper in. He has been such a blessing.”

As Cristina takes everything she has learned these past 20 years and applies it to the next 20, helping her build a team and mentoring as many agents as she can, there is no doubt she will continue to create a positive impact in the lives of many for generations to come.



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January 2022 MAGAZINE REVEAL LUNCH

We loved gathering with the realtors featured in our January 2022 issue at Eureka in Redlands. It was great to get to know each other better, discuss goals for the year, and compare trends we're seeing in different parts of the Inland Empire.



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Inland Empire Real Producers • 21



THE
COWBOY
WAY

Leighton
SILVA

▶ rising star

Written By Chris Menezes. Photography By Marissa Menezes



“WE ARE A FAMILY
BUSINESS, AND WE TREAT
OUR CLIENTS LIKE FAMILY.”

When you’ve looked a 2,200-pound bull in the eyes and climbed on top of its back, you can do pretty much anything. Leighton Silva grew up doing just that. A professional bull rider in the PRCA and PBR, Leighton was a circuit finalist and finished in the top 20 in the Permit World Standings. He brings the same fearlessness and grit into real estate as an agent and leader of The Gold Buckle Team.

“Riding bulls and growing up being a cowboy taught me about work ethic and mental toughness,” Leighton said. “I had to learn to overcome fear, injuries, and many other hardships in my rodeo career. Without that, I would not be the real estate agent I am today. Selling houses is a lot easier than climbing on the back of a 2,200-pound bull!”

Leighton not only grew up as a Riverside cowboy but as a fourth-generation real estate professional. He grew up in the industry, working for the company his

grandfather, Steve Silva, and father, Chris Silva, built. Leighton started at MSC Development as a laborer at 15 years old, working on flips, while attending Polytechnic High School. He moved his way up to project manager after graduation and obtained his real estate license at the same time.

“It would be a shame for my dad and grandpa to have worked as hard as they have to build what they built just for me to pass on the opportunity. And it would be a slap in the face for

me to keep the business as it is. It should be my responsibility to make it bigger and better to honor and thank them,” Leighton said.

Although Leighton started in the industry as a laborer and worked his way up, when he got his license, he still needed to “prove himself” to his peers, being so young and part of the family business. Applying his cowboy grit and toughness, Leighton went straight to work as an agent, grinding day in and day out, showing up to

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“WE WEAR OUR
HEART ON OUR
SLEEVES AND TREAT
EVERYONE WITH
RESPECT. WE WANT
EVERYONE TO WIN
AND WALK AWAY
WITH MONEY IN
THEIR POCKET AND
SOME SORT OF SMILE
ON THEIR FACE.”



work, making his calls, and constantly putting himself out there.

Real estate can be a lot like riding a bull, and Leighton was a pro. He loved helping families achieve their goals, “seeing their smiles after purchasing their first home,” or making run-down homes look good again, “seeing what just a little bit of paint and touch up can do to a house and neighborhood.”

The family business has definitely been a benefit to Leighton’s career. “The support and knowledge of my dad, grandfather, Jim Crisafi, and Catalina Zafari have been priceless,” he said. “We are a one-stop shop for everything real estate. We can buy a house cash, if need be, or we can give our clients our resources for contractors and handle any repair or renovation. We also have a team of real estate attorneys, dump trailers, and 35+ years of industry knowledge.”

As Leighton continues to step up and grab the bull by the horns every day, he will continue to bring pride to his work, honor to his family, and glory to his family’s legacy for generations to come. And that legacy will always be centered on family.

“We are a family business, and we treat our clients like family,” Leighton said. “We wear our heart on our sleeves and treat everyone with respect. We want everyone to win and walk away with money in their pocket and some sort of smile on their face. We run our business old school with integrity, respect, morals, and values. The cowboy way.”

Teresa Carter

» celebrating leaders

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

“Think big, then bigger!” Teresa Carter encouragingly tells her agents at Keller Williams, Redlands, where she has been the team leader for the past ten years. With over \$600 million in volume and 1300 units closed last year, she took over the number one spot in the market share from San Bernardino to Banning. They definitely think big over there in Redlands.

Described as driven, complete, and a seeker of perfection, Teresa has spent the majority of her life leading others. The eldest of four siblings, she very much still takes on the “older sister” role in everything she does. Supportive and always encouraging others to be the best they can be, she also raised three sons (Brandon, Jordan, and Ethan), and her husband, Rob, describes her as “a provider who loves to give.”

Teresa was in retail management before entering real estate. She worked in retail when outlets were first launching, and traveled with Ann Taylor Loft to help launch a few of their storefronts. She also worked for Tommy Hilfiger, where, as a top producer, was flown to New York to meet Tommy at his showroom!

Teresa entered real estate in 2001, when a good friend referred her to



a Century 21 office in Victorville for an admin position. She worked as an admin for a few years before her broker urged her to get her real estate license. He needed help with his business and he wanted her to help him in management.

Teresa managed the Century 21 office for nearly 10 years and learned the most valuable lesson of her career through the 2008 market crash. “I thought it was going to be the end of my real estate career,” she admits. “The business was suffering and the office I was managing was merging with another. But through it, I learned that there will always be ups and downs in real estate...and that you have to partner with a company that will support you and provide you value, so you can continue to grow.”

Teresa says she found that with Keller Williams in 2011, when she accepted the position as team leader. “The Team Leader role has been life-changing for my family and me,” Teresa admits. “Being a leader with KW has changed who I am in business, as a person, and as a parent.”

Having experienced tremendous growth in all areas of life since joining Keller Williams, Teresa is passionate about ushering others into that same kind of life-changing growth that she has seen herself through. Growth is her number one focus right now—the growth of her leadership team, the growth and success of her agents’ businesses, and the growth and success of her office. And for Teresa, all that growth has little to do with money; it’s about the lives that change as a result.

“The most fulfilling thing about the work I do are the relationships I create with my agents, outside agents, my staff, our affiliates, and the owners I work for,” she says.

In addition to leading Keller Williams, Redlands, Teresa serves on the board of directors for the East Valley Association of REALTORS® and will be the vice-chair of the Leadership Academy in 2022. She is also a current member of the Women’s Council East Valley, where she has served as a



...

past president, and for 2022, will be on the board of directors as co-chair for planning and events.

When Teresa is not focusing on others, she loves taking mini-vacations and weekend trips with Rob. They love going to Sedona, where they can jeep, hike, and relax, and never miss a moment to take their trailer out to the beach for a fun time camping with friends.

Given all of Teresa's experience and success in helping others create thriving real estate businesses for themselves, she leaves us with these last bits of practical advice, "Decide to be successful. Commit to activities daily, build a database, and don't make it about the next transaction—make it about building a business worth owning, to have a life worth living. And remember to think big, then bigger!"

“
Being a leader
with KW
has changed
who I am in
business, as a
person, and as
a parent.
”

▶▶ preferred partner spotlight

Written By **Chris Menezes**

Photography By **Marissa Menezes**



Locke *your loan*

Having grown up in Riverside, Lara Locke is proud to have built her business, Locke Your Loan, right in her hometown. She has a passion for educating people on the homebuying process, walking them through the loan process from start to finish, and helping them secure the keys to their new home.

Lara's passion for teaching people and elevating others can be traced back to her time as a dancer. As an accomplished ballerina in her youth, whenever Lara wasn't dancing, she was teaching and developing younger students in the craft. While she did not intend to become a loan officer, let alone the leader of an entire team and company, she can see how her love of people led her to where she is now.

Lara fell into the mortgage industry almost by accident. While she was attending college, she had a good friend in the industry who was looking for some help in the office. "I had a love for numbers, and a passion to help, so it was a natural fit," Lara explained. "It feels like I blinked my eyes and 20 years passed!"

That "passion to help" became the cornerstone to Lara's business. Combined with the discipline, grace, and work ethic of an accomplished dancer, Lara has built an incredible business these past 20 years. By elevating service above everything else, she places people at the center of everything she does.

"Home loans done with integrity," is the Locke Your Loan motto, and it exemplifies Lara's mission to always do what is right, fair, and best for

her clients and referral partners. Simply put, she cares, and that care makes all the difference.

"We take the time to pick up the phone and talk to people about what they want out of a home loan," Lara said. "We pride ourselves on our client experience and communication through the entire process. When working with us, you can expect one-on-one meetings with your loan officer, weekly updates – even when there are no updates – client concierge on every loan, clear and concise directions, and fast closings."

When Lara isn't pouring her heart into her business, you usually find her in the kitchen, cooking with her husband, Jon. Lara and Jon are high school sweethearts and have three kids – Jaden, who is a junior at UCLA, Monty, who is in middle school, and Alexis, who is elementary School. Lara and Jon both love to cook and to travel together, even when it's just a quick weekend getaway.

To learn more about Locke Your Loan or to contact Lara and her team, visit www.lockeyourloan.com.

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our client experience and
communication through the
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